



UNIVERSITAS INDONESIA
FACULTY OF ECONOMICS & BUSINESS
DEPARTMENT OF ACCOUNTING

SYLLABUS
ACCOUNTING AND BUSINESS CASE ANALYSIS
EVEN SEMESTER 2019-2020

No.	Lecturer	Email
1.	Yan Rahadian S.E., M.S.Ak	yan.rahadian@ui.ac.id
2.	Miranti Kartika Dewi S.E., M.B.A., Ph.D.	miranti.kartika@ui.ac.id

Subject Code	ECAU609107
Subject Title	Accounting and Business Case Analysis
Credit Value	2
Pre-requisite/ Co-requisite/ Exclusion	Financial Management Management Accounting
Role and Purposes	The course contributes to the achievement of Bachelor of Economics in Accounting learning goals by enabling students to be critical thinkers (LG6) and to have good written communication (LG4) and professional skills (LG8)
Subject Learning Outcomes	Upon completion of the subject, students are expected: to be able to argue and draw conclusion on an issue based on supportive evidence a) able to identify problems (case situations) b) able to analyze problems (cases) c) Able to demonstrate to justify an argument or solution with supporting evidence/relevant references d) able to recommend alternative solutions/decisions/bottom line evaluations to be able to write a clear and concise essay/report e) able to use clear and precise language to be able to display interpersonal skills f) display cooperation and teamwork when working towards team goals g) present ideas and influence others to provide support and commitment to be able to display organizational skills h) Review own works and that of others to determine whether it complies with class' quality standards



	i) Apply leadership skills to influence others to work towards organizational goals			
Subject Synopsis/ Indicative Syllabus	Session #	Topics	LO	Required Reading
	1	Introduction: Syllabus What is Case Method? What is Case? The Skills to Read and Analyze a Case How to Prepare and Discuss Case? Lecturing		E: Chp. 1-3, 7
	2	How to analyze Decision Scenario Cases Case: Too Much Information	a,b,c,d ,g,h,l, j	E: Chp. 4
	3	How to analyze Evaluation Scenario Cases Case: iGrow Indonesia: A Journey towards Sustainable Agriculture 4.0	a,b,c,d ,g,h,l, j	E: Chp. 5
	4	How to analyze Problem Scenario Cases Case: Improving Class Contribution: Annie's Low Score	a,b,c,d ,g,h,l, j	E: Chp. 6
	5	Case Analysis Exercise Case: Gojek in Indonesia: Seizing Digital Opportunities at the Bottom of the Pyramid	a,b,c,d ,g,h,l, j	
	6	How To Write Case-based Essays Case: Fauzia Kehar: Redefining Norms in a Conservative Culture	a,b,c,d e,f,g,h, l, j	E: Chp. 8-11
	7	How To Write Case-Based Essays Case: Multistrada Agro International: Non-Market Strategy in Indonesia	a,b,c,d e,f,g,h, l, j	E: Chp. 8-11
	8	Writing Problem Scenario Case Essays Case: Quincy Apparel (A)	g,h,l,j	PPM
	9	Reflection Case: Oprah!	j	
10	Internship Report - Reflective Thinking & Writing Journal	j		

	Case: Wal-Mart Through An Associate's Eyes: Ria Kumar's MBA Summer Internship (A)									
Teaching/Learning Methodology	This course will use a combination of teaching/learning methodology, such as lecturing for session 1 and case-based learning for session 2-10.									
Assessment Method in Alignment with Intended Learning Outcomes		a	b	c	d	e	g	h	i	j
	Individual contribution in group (25%)						v	v	v	v
	Group analysis and writing assignment (25%)	v	v	v	v	v				v
	Mid-Term Exam (25%)	v	v	v	v					
	Final Take Home Essay (25%)	v	v	v	v	v				
Student Study Effort Expected	Class Contacts									
	Lectures		2.5 Hours							
	Group and Class Discussion		22.5 Hours							
	Other student study effort									
	Preparation for group and class discussion		28 Hours							
	Independent study		28 Hours							
Reading List and References	<p>Required Textbook:</p> <ul style="list-style-type: none"> • Ellet, William. 2018. The Case Study Handbook: A Student's Guide, Harvard Business School Publishing. (E) • Akuntansi, Program Studi S1, Pedoman Magang, 2019 (PM) 									

