



UNIVERSITAS INDONESIA
 FACULTY OF ECONOMICS AND BUSINESS
 DEPARTMENT OF ACCOUNTING
 UNDERGRADUATE PROGRAM

SYLLABUS
AKUNTAN DAN KEPEMIMPINAN EKONOMI DIGITAL
 (Accountant and Digital Economy Leadership)
 ECAU608304
 ODD SEMESTER 2020/2021

No.	Lecturers	E-mail
Regular Class		
1.	Edgar Ekaputra, S.E., M.M.	edgarekaputrasujanto@gmail.com

Subject Code	ECAU608304			
Subject Title	Accountant and Digital Economy Leadership			
Credit Value	3			
Year	3			
Pre-requisite/ Co-requisite/ Exclusion	Digital Business and Business Intelligence SPPO (eng tbt)			
Role and Purposes	The learning goal of this course is to apply leadership capabilities for accountants in the financial and digital industries. After completion of this subject, students are expected to be able to manage themselves and lead the organizations of which they work for.			
Subject Learning Outcomes	Upon completion of the subject, student will be able to: a. Self-develop professional traits which include leadership mindset, communication skills, and organizational behaviors. b. Apply the accounting related knowledge in the financial and digital industries.			
Subject Synopsis/ Indicative Syllabus	Week #	Topic	LO	References
	1	Future Markets & How to embrace the Unknown <ul style="list-style-type: none"> • Embracing the futures • Forecasting • Internet utilization • The players in future market • Second curves • Certainty • One small world • Social and culture barriers • Technology and modernization 	a	<i>Leading the Revolution;</i> Hammel. Harvard Business School Press. Video: TheFourth Industrial

			Revolution
2	<p>Leadership in the Digital Industry</p> <p>Case 1: <i>Steve Jobs The Movie</i></p> <ul style="list-style-type: none"> • BE A NUMBER TWO, BUT SECOND TO NONE • HARD SKILLS AND SOFT SKILLS • WHAT IT TAKES TO BE <ul style="list-style-type: none"> • LEADER IN ANY ORGANIZATION • A PROUD AND COMPETITIVE FOLLOWER • A LEADING COMPANY IN THE INDUSTRY 	a	<p><i>What Matters Now</i>; Garry Hammel</p> <p><i>The Courageous Follower</i>; Ira Chaleff</p>
3	<p>Creating organizations; When to set up Teams, Groups, or hire Soldiers.</p> <p>Case 2: <i>Business Model Obsolete; The Rise of Uber in the Taxi Industry</i></p> <ul style="list-style-type: none"> • INHERITING THE FAMILY BUSINESS • WORKING AND JOINING WITH A COMPANY • STARTING/CREATING YOUR OWN BUSINESS • OFFICE POLITICS AT WORK; TEAMWORK vs COMPETITION 	a	Lecturer's note
4	<p>Building Trust & Integrity</p> <p>Case 3: Why is GOJEK is so successful in Indonesia</p> <ul style="list-style-type: none"> • THE ONE THING THAT CHANGES EVERYTHING • THE FIRST WAVE – SELF TRUST • THE SECONDWAVE – RELATIONSHIP TRUST • THE THIRD WAVE – ORGANIZATIONAL TRUST • THE FOURTH WAVE – MARKET TRUST • THE FIFTH WAVE – SOCIETAL TRUST 	a	<i>Nothing is as fast as the Speed of Trust</i>
5	<p>Business Ethics & Governance</p> <p>Case 4: <i>Factors supporting the 1998 Indonesian Economic Crisis</i></p> <ul style="list-style-type: none"> • WHY BUSINESS ETHICS IS THE CORE FOUNDATION OF ANY COMPANY • GOVERNANCE AS THE KEY TO BEING RIGHT 	a	<p><i>Credibility</i>; Kouzes Posner.</p> <p><i>Ethics in Investment Banking</i>; Palgrave Macmillan.</p>
6	Business Presentations; your ideas mean nothing if	a	That

	<p>you cannot communicate it to the world</p> <p>Case 5: <i>What constitute an inspiring presentation?</i></p> <p>Video- <i>An inconvenient Truth</i></p> <ul style="list-style-type: none"> • WHY WE NEED TO MAKE GOOD BUSINESS PRESENTATIONS – THE 4 C's OF PRESENTATIONS • THE GAP • HOW TO PREPARE YOURSELF. • WRITE IT DOWN. • SPEAK UP, I CAN'T HEAR YOU! • THE ABILITY TO NEGOTIATE AND CLOSE 		<p>Presentation Sensation; Conradi & Hall</p>
7	<p>Innovation as your deadliest weapon</p> <p>Case 6: <i>Old school vs the New Economy</i></p> <ul style="list-style-type: none"> • ON GOING PROCESS OF INOVATION AND THE BASIC PILLAR OF INOVATION • OUT OF THE BOX AND IDENTIFYING OPPORTUNITIES • WHAT IS MEANT BY 1 + 1 = 3? • MAKING MISTAKES, EXPERIMENTING, CALCULATED FAILURES. • THE FUTURE REWINDED • THE SCIENCE RESEARCHERS AND TECHNOLOGY 	a	<p><i>One+One=Three. A Masterclass in Creative Thinking;</i> Dave Trott</p> <p><i>Think Simple;</i> Ken Segall</p>
8	<p>The Economy and Markets; Understanding the Fundamental Figures and The Technical Indicators to forecast markets</p> <p>Case 7: <i>The US China Trade war and its effects to the world</i></p> <ul style="list-style-type: none"> • ECONOMY IS ABOUT CYCLES • ECONOMIC INDICATORS; THE GDP = Y+C+I+(X-M) • HOW TO READ INDICATORS AND WHAT IMPACTS DO THEY HAVE; • FUNDAMENTALS AND TECHNICALS. • WHAT IS CURRENTLY GOING ON IN THE WORLD RIGHT NOW? • INDONESIA ECONOMY 2018-2019. • LIVING IN CERTAIN MARKETS AND INDUSTRIES; 	b	<p><i>The Traders Guide to Key Economic Indicator;</i> Yamarone</p> <p><i>The Leading Indicators;</i> Zachary & Karabel</p> <p><i>Indonesia Economic Update;</i> Danareksa Research Institute</p>
9	Survival Strategy: Be different or Die	b	<i>Differentiate or</i>

		<p>Case 8: <i>How Amazon beat Walmart in the US Retail business</i></p> <ul style="list-style-type: none"> • How to survive in the current and future market • What it takes to be successful 		Die; Jack Trout
	10	<p>Disruption or Opportunity; Managing Risks</p> <p>Case 9: <i>Defining Financial and Operational Risks and how to Mitigate them</i></p> <ul style="list-style-type: none"> • CHANGING ANALOG TO DIGITAL • DISRUPTION • CERTAINTY • CHANGE • RISK, RISKS' MITIGANTS AND CONTINGENT PLANS • RISK TEAM 	b	Lecture Note
	11	<p>Accounting as the language for financial business leaders</p> <p>Case 10: <i>Do you need to be an accountant to be a CFO?</i></p> <ul style="list-style-type: none"> • BUSINESS LANGUAGE • THE BALANCE SHEET; YOUR RESOURCES • THE INCOME STATEMENT; THE PERFORMANCE • THE CASHFLOW STATEMENT; THE LIFEBLOOD • NUMBERS DON'T MEAN ANYTHING WITHOUT A COMPARISON • CREATING VALUE AND INTEGRITY FROM THE NUMBERS • SEE BEYOND THE NUMBERS 	b	Lecture's note
	12	<p>DEBT; Understanding the minds of commercial bankers</p> <p>Case 11: <i>What are the factors required in acquiring loans</i></p> <ul style="list-style-type: none"> • THE DEBT CONCEPT; • BANKERS ARE RISK AVERSE ANIMALS; • THE LENDING RATIONALLE • CREDIT RISK; • UNDERSTANDING CREDIT RATIONALLE. • PLEASE READ WHAT YOU SIGN OR PAY THE CONSEQUENCES. 	b	<p><i>Credit Analysis;</i></p> <p>Chase Manhattan Bank Credit Module</p> <p><i>Credit Analysis</i></p>

	13	<p>CAPITAL MARKETS; the only way to create value</p> <p>Case 12: <i>The importance of Capital Markets in supporting Ec. Development</i></p> <ul style="list-style-type: none"> • VALUATION • CAPITAL FORMATION • TO GO PUBLIC OR NOT? • THE GENERAL MISCONCEPTION • EXCHANGES ARE NOT GAMBLING HOUSES • THE STOCK MARKET AS ECONNOMIC INDICATOR • THE BONDS VS THE STOCK MARKET • INVESTMENTS, HEDGING, AND SPECULATING. • RISK PREFERENCE. 	b	<i>Why Wall Street Matters</i> ; William D. Cohan				
	14	<p>Government, Regulation & Taxes; Friend or Foe?</p> <p>Case 13 : <i>The Role of Government in the New Economy</i></p> <ul style="list-style-type: none"> • GOVERNMENT COMMON PROBLEMS; • REGULATIONS ARE THERE TO HELP RESPONSIBILITY OF PAYING TAXES 	b	Lecture's note				
Teaching/Learning Methodology	<p>Teaching method uses active lecturing and class discussions, in which students achieve the study objectives by discussing and completing related problems or cases under the guidance of lecturer. The problems and cases are taken from the text book or other sources.</p> <p>Students use case-based learning from the second session to the last session. Class will be divided into six groups which are responsible for preparing presentation (take turns for each case) and paper for all cases. The presentation lasts for approximately 25 minutes. Each case will be discussed by all groups in the class sessions.</p> <p>The policy related to plagiarism, cheating, and attendance must refer to faculty regulation.</p>							
Assessment Method in Alignment with Intended Learning Outcomes	Specific Assessment Methods/Tasks	% Weighting	Intended Learning Outcomes to be Assessed					
			a	b	c	d	e	f
	Continuous Assessment	100						
	GROUP	30%						
	Paper (20%)		√	√				
	Presentation (10%)		√	√				
INDIVIDUAL	70%							

	Mid Term Exam (30%) – closed books and notes		√						
	Final Exam (30%) – closed books and notes			√					
	Individual Assignment and Participation (10%)		√	√					
Student Study Effort Expected	Class Contacts								
	Lectures								35 Hours
	Other student study effort								
	Preparation for discussion								35 Hours
	Preparation for project/assignment/tests								35 Hours
Reading List and References	<p>Required Readings:</p> <ol style="list-style-type: none"> 1. <i>Leading the Revolution</i>; Gary Hamel. Harvard Business School Press. 2. <i>What Matters Now</i>; Garry Hammel 3. <i>The Courageous Follower</i>; Ira Chaleff 4. <i>The Speed of Trust</i>; Stephen M.R. Covey 5. <i>Credibility</i>; Kouzes Posner. 6. <i>Ethics in Investment Banking</i>; Palgrave Macmillan. 7. <i>That Presentation Sensation</i>; Conradi & Hall 8. <i>One+One=Three. A Masterclass in Creative Thinking</i>; Dave Trott 9. <i>Think Simple</i>; Ken Segall 10. <i>The Traders Guide to Key Economic Indicator</i>; Yamarone 11. <i>The Leading Indicators</i>; Zachary & Karabel 12. <i>Indonesia Economic Update 2018-2019</i>; Danareksa Research Institute 13. <i>Credit Analysis</i>; Chase Manhattan Bank Credit Module 14. <i>Differentiate or Die</i>; Jack Trout 15. <i>Why Wall Street Matters</i>; William D. Cohan 								