LSPR Communication & Business Institute

Subject Syllabus

Subject Code : MKTC09

Subject Title : Accounting & Finance for Marketing

Subject Specification : For students in Marketing Communication Major

Subject Overview : Accounting and Finance for Marketing discusses how as a Marketing understand how to plan and use a budget in accordance with financial concepts and carry out according to Management functions.

Course Objectives :

1. The students understand accounting and finance from a theoretical and practical perspective.
2. The students can understand and practice making budgets by carrying out management functions.
3. The students are able to understand and carry out analyzes related to the financial cycle.

Course Method: Interactive Lectures, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) :

Knowledge : Able to explain the function of Management in Organizations
Skill : Able to plan budgets, formulate cost requirements, compile cash flow related to marketing activities.
Attitude : Able to apply politeness, conscientious and sociable behavior and uphold openness and be able to accept criticism and suggestions.

Course content :

Week	Topic
1	Introduction to Management
	Organizational Culture and Environment
2	How to Organize an Event
	Budgeting (How to make a budgeting for an event)
3	Budgeting for Marketing (from employee point of view)
	Budgeting for Marketing (from CEO or Director point of view)

4	Review
	Accounting and The Business Environment
5	Basic Accounting Equation
	Accounting Cycle 1 (Journal and General Ledger)
6	Accounting Cycle 2
	Financial Statement
7	Comparing The Budgeting with Financial Statement
	Review for final test
8	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring final papers in lieu of final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Management	a. Explains what management is, the main functions of management: planning, organizing, directing and controlling. b. Understand the basic principles of Management,	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures

		understand the Organization and how the Organization works.	
	Organizational Culture and Environment	a. Definition of organizational culture, knowing why organizational culture is important for the success of a company. b. Knowing how external factors such as technology, markets and regulations influence organizational culture, organizational adaptation strategies to changes in the external environment. c. Know the importance of organizational culture in company performance and how organizational culture affects employee performance and the organization as a whole.	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
2	How to Organize an Event	a. Know and understand how an event is carried out, from the planning process to evaluation.	1. Lecturer's presentation 2. Class discussion 3. Assignment
	Budgeting (How to make a budgeting for an event)	a. Gain a better understanding of how to create an effective budget for an event.	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
3	Budgeting for Marketing (from employee point of view)	a. Gain a better understanding of Marketing budget Management and how it can contribute effectively to achieving Company goals.	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
	Budgeting for Marketing (from CEO or Director point of view)	a. Understanding how CEO or Director can make better decisions in managing and allocating Marketing budgets to support the Company long term growth and success.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Materials Review		1. Lecturer's presentation 2. Class Discussion 3. Assignment

	Accounting and The Business Environment	a Gain a better understanding of the relationship between Accounting and The Business Environment. b Ability to apply Accounting principles in business decisions making.	1. Lecturer's presentation 2. Interactive Lectures 3. Question and answer
5	Basic Accounting Equation	a Understand basic Accounting concepts and communicate financial information through written reports and presentations.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Accounting Cycle 1 (Journal and General Ledger)	a. Students are able to apply basic Accounting principles, record and report business transactions correctly.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Assignment
6	Accounting Cycle 2	a. Students are able to identify and determine accounts in recording financial transactions.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Financial Statement	a. Students understand recording information related to company assets, liabilities and capital.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Comparing The Budgeting with Financial Statement	a. Students can analyse the differences between the budget that has been prepared and the company's actual performance as reflected in the financial reports. b. Students have achieved an understanding of the relationship between budgets and financial reports, and are able to apply these concepts in Marketing activities.	2. Lecturer's presentation 3. Class discussion 4. Question and answer
	Materials Review Before Final Exam		1. Lecturer's presentation 2. Question and answer 3. Assignment
8	**Final Examination**		

Final Paper Guideline **:** Written Examination

References **:**

1. Basic Management Accounting for the Hospitality Industry, **Michael N. Chibili,** Second edition (2016).
2. Managerial Accounting for the Hospitality Industry by: **Lea R. Dopson** *and* **David K. Hayes.** Publisher: Wiley (2017).
3. **Robbins**, **Stephen P,** *and* **Coulter,** Mary. (2007) Management, 9th Edition, Prentice Hall.
4. Noor. Any, Manajemen Event, Bandung Penerbit Alfabeta, 2013.
5. Natoradjo Sulyus. Event organizing Dasar-dasar Event Management, PT Gramedia, Jakarta. 2011

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