



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA



MASTER'S PROGRAM

Intake 2022

Master of **COMMUNICATION SCIENCE (MIK)**

“Prioritizing aspects of digital communication, innovation, managerial, and technopreneurship as well as having a global perspective.”



Master of Communication Study Program combines a scientific perspective and a practical perspective to prepare graduates to explain and solve various kinds of strategic communication problems in the field of marketing communications and corporate communications. Emphasis is placed on the ability to anticipate the disruption caused by the digital transformation that has hit industry and society.

From a scientific perspective, this study program is designed to provide a solid understanding of theories, principles, concepts and research methods in the field of strategic communication. This is due to a shift in professional roles that increasingly demand mastery of advanced strategic knowledge rather than just operational skills.

From a practical perspective, this study program is designed to build the ability to develop innovation, increase competitiveness, and improve adaptive capacity, both from an organization and other strategic communicator entities.

Accordingly, this study program offers two concentrations, namely **Digital Corporate Communication** and **Digital Marketing Communication**.

Aimed at producing graduates with international insight who are competent in digital strategic communication, have an entrepreneurial spirit, and have noble character. Master of Communication Science study program at UMN can produce graduate profiles as follows:

- Corporate Communication Managers
- Communication Strategic Consultants
- Social Media Managers
- Digital Marketing Communication Managers
- Brand Managers
- Academics
- Researchers



Excellent of MIK UMN

- Facilities and infrastructures that support lectures, such as: collaborative learning, libraries with adequate literatures, collabo hub, laboratories, multimedia production laboratories, and access to international journals.
- Cooperation with research institutions, government or non-government organizations (NGOs), industry and Business Incubator Skystar Ventures for the development of entrepreneurship towards technopreneurship.
- Teaching staff consisting of academics and practitioners who are competent in their fields.
- Curriculum that emphasizes aspects of digital communication, innovation, managerial and represented culture..
- Multimedia-based teaching system, use of collaborative learning, blended learning, case studies, problem solving, and guest lecturers from experienced practitioners in the communications industry.



Concentration of Digital Corporate Communication

Concentration of Digital Corporate Communication is oriented towards **understanding and concentration of skills in the aspects of communication, corporate, management, business, and digital technology.**

With understanding and skills in these five aspects, graduates of the Master of Communication Science taking this concentration are **able to research, understand, and anticipate changes taking place in industry and society, as well as offer solutions to various corporate communication problems that arise along with these changes.**

For example, building a corporate image, corporate identity, and corporate reputation through an omni-channel approach by integrating the use of digital media and conventional media.

| SEMESTER | SUBJECT | CREDIT |
|---------------|---|-----------------------|
| Matriculation | Perspective and Theory of Communication Communication Research Methods | 0 0 |
| 1 | Strategic Communication Theory Managing Cross Cultural & Internal Communications Digital Corporate Communication Strategic Communication Ethics Applied Communication Research Method | 3 3 3 3 3 |
| | Total Credits of 1 st Semester | 15 |
| 2 | Crisis Communication & Issues Management Reputation Management Strategic Digital Media Management CSR & Corporate Sustainability Management Seminar & Kolokium | 3 3 3 3 2 |
| | Total Credits of 2 nd Semester | 14 |
| 3 | Multimedia Design for Strategic Communication Tesis/project | 3 6 |
| | Total Credits of 3 rd Semester | 9 |



Konsentrasi Digital Marketing Communication

The concentration of Digital Marketing Communication is oriented towards **understanding and skills in aspects of communication, marketing, management, business, and digital technology**.

With understanding and skills in these five aspects, graduates of the Master of Communication Science are **able to research, understand, and anticipate changes taking place in industry and society, as well as offer solutions to various marketing communication problems that arise along with these changes**.

For example, through the preparation and implementation of personalized marketing strategies or guaranteeing data transparency in marketing to ensure the security of customer private data (consumer data protection).

| SEMESTER | SUBJECT | CREDITS |
|-------------|---|-----------------------|
| Matrikulasi | Perspective and Theory of Communication Communication Research Methods | 0 0 |
| 1 | Strategic Communication Theory Managing Cross Cultural & Internal Communications Digital Marketing Communication Strategic Communication Ethics Applied Communication Research Method | 3 3 3 3 3 |
| | Total Credits of 1 st Semester | 15 |
| 2 | Digital Advertising Consumer Behaviour Strategic Digital Media Managements Communication and Global Brands Seminar & Kolokium | 3 3 3 3 2 |
| | Total Credits of 2 nd Semester | 14 |
| 3 | Multimedia Design for Strategic Communication Tesis/project | 3 6 |
| | Total Credits of 3 rd Semester | 9 |

Graduate Title

Magister Ilmu Komunikasi
(M.I.Kom)

Lecture Schedule

Wednesday & Friday, 18.30 - 21.00 WIB
Saturday, 08.30 - 17.00 WIB

Study Duration

3 semesters (1.5 years)

Fee

Tuition Fee **Rp 66.500.000,-**
untill graduation

Matriculation Fee **Rp 3.000.000,-**

(All prospective students of MIK UMN are required to take matriculation at the beginning of the lecture, except graduates of the Faculty of Communication Sciences)

Lecture Location

Universitas Multimedia Nusantara
Building D, 10th Floor,
P.K. Ojong - Jakob Oetama Tower
Scientia Garden, Jl. Boulevard Gading Serpong,
Tangerang - Banten



Master of **TECHNOLOGY MANAGEMENT** (MMT)

“The combination of management science, strategy and technology by building innovative and progressive digital leadership.”



Aimed at producing internationally minded graduates who are competent in the field of Information and Communication Technology (ICT)-based technology management by emphasizing theoretical and applicable mastery through an interdisciplinary approach, entrepreneurial spirit and noble character, MMT can produce graduate profiles as follows:

- Business Development Executive
- Digital Transformation Specialist
- Technopreneur
- Technology Innovator
- Technology Strategist

Graduate Title

Magister Manajemen (M.M)

Lecture Schedule

Monday - Friday, 18.30 - 21.00 WIB

Study Duration

3 semesters (1 years)

Excellence of MMT UMN

- The only MMT study program in Indonesia that emphasizes aspects of innovation and the latest technology in the field of management combined with entrepreneurial aspects.
- Supported by Skystar Ventures, Business and Technology Incubator of UMN, which received the best incubator award in the category of mentoring and coaching tenants since 2016 from the Ministry of Research and Technology accredited as the best technology business incubator in Indonesia from the Ministry of Research, Technology and Higher Education.
- Complete supporting infrastructures are available including access to cases and articles from the Harvard Business Review, Sage Business Case and MIT Sloan Management Review.
- Cooperation with industry and supported by professional teaching staff who are competent in their fields, according to the topics taught, including: Samsung Research Center, PayFazz, GoJek, Tokopedia, Bukalapak, AWS Educate, and so on.
- Technology-based teaching system using collaborative learning and blended learning methods. With this method, students can discuss, work together and build a good work team.
- The teaching system uses lecturer exchanges from universities at home and abroad.
- Community Service Activities (PKM) that produce technology-based programs to improve people's lives in UMN fostered villages.
- The final project focuses on digitalization projects, business model validation and business acceleration and applied research.



UMN MMT Course Matrix

The Master's Program in Technology Management at UMN is a scientific collaboration between the Faculty of Business, the Faculty of FTI and the Faculty of Communication at UMN. The courses offered are the result of collaboration with industry, which are given for 3 semesters with a total weight of 36 credits completed within 1 year of in-person lectures.

| SEMESTER | SUBJECT | CREDITS |
|---|---|----------------------------|
| Matrikulasi | Digital Business Technology Dynamics General Business Management | 0 0 |
| 1 | Value Creation and Innovation Management Technology Industry and Competitive Analysis Business Model, Strategy and Innovation ICT Planning and Evaluation Project Research Methodology | 3 3 3 3 3 |
| Total Credits of 1 st Semester | | 15 |
| 2 | Digital Leadership and Social Responsibility Information System and Software Management Marketing and Digital Communication Technology, Finance and Capital Managing Technology Project Seminar and Colloquium | 3 2 3 2 3 2 |
| Total Credits of 2 nd Semester | | 15 |
| 3 | Final Project (Academic Research, Digital Transformation & New Venture Project) | 6 |
| Total Credits of 3 rd Semester | | 6 |

Fee

Tuition Fee **Rp 63.000.000,-**
until graduation

Matriculation Fee **Rp 3.000.000,-**
(All prospective students of MMT UMN
are required to attend matriculation at
the beginning of the lecture)

Lecture Location

Universitas Multimedia Nusantara
Building D, 10th floor,
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Scientia Garden, Jl. Boulevard Gading Serpong,
Tangerang - Banten

or

Kompas Gramedia Building Palmerah Selatan
Palmerah Selatan 22 - 26, Jakarta

Testimony of MMT UMN Alumni



Maria Bernadetta Erika Oktoviani
General Manager Business Tribun Kaltim &
Tribun Kaltara.com
at Kompas Gramedia

"I chose MMT UMN because UMN is part of the Kompas Gramedia Group, with the choice of studying in Jakarta or Tangerang which makes it easy, and with affordable tuition fees. MMT UMN has a very good curriculum, because it is up to date and applicable in the working world. Not only that, MMT UMN has lecturers who are very helpful, support and guide students to be able to understand the lessons quickly. The lecturers are practitioners in the working world."

Daniel Antonius
VP-Head of Fraud Detection
at PT Indosat Tbk (Indosat Ooredoo)

"The MMT program at UMN provides an answer to the demands of the industry which currently requires individuals who can adapt and be anticipatory to changes, possess skills and competencies that are qualified and balanced in management and technology. Not only that, the lecture materials that are very relevant and up-to-date have opened my horizons widely that provides sufficient knowledge to be adaptive in the disruptive era."



Rawiah Hijjah
Corporate Secretary
at PT Marga Lingkar Jakarta

"The program offered is different from the others, I got my interest in the application of technology development which is very necessary for future business trends at MMT UMN. MMT UMN students are not only provided with learning and best practices from the teaching staff, but also given constructive advice to be implemented in their field of works. In addition, guest lecturers from within and outside the country with diverse business line backgrounds add more valuable insights and experiences."



Guest Lecturers at MMT UMN



Dr Noemi Silva
(Notre Dame of Marbel University, Philippines)
Guest lecturer for the course: Value Creation & Innovation Management



Victor Setya
GOJEK's Head of Business Intelligence
Guest lecturer for the course: ICT Planning & Evaluation



Hiro Whardana
Chairman of PASSPOD Indonesia
Guest lecturer for the course: New Venture Creation



Prabu Revolusi, ST., MSI
Anchor of CNN TV, Co-Founder at GoFit.id
Guest lecturer for the course: Marketing & Digital Communication



Alfred Boediman, Ph.D.
Managing Director of Samsung Research Indonesia
Guest lecturer for the course: Technology Industry & Competitive Analysis

Collaboration of MMT UMN



Lecturers Exchange
with Notre Dame of Marbel
University, Philippines



Joint Conference, Riset &
Lecturers Exchange



Research & Lecturers
Exchange



Making a final project Digital
Transformation model



Research, Career Services,
Entrepreneurship, Responsible
Leadership & Management
Education



Technology Partners



modalku

Guest Lecturer, Research Grant
for Sales Productivity Apps



Assistance in making
Business Model Innovation
& Intrapreneurship



Coach New Venture Project




Data Science Education Partner



**“Excellent Career
begins with
Excellent Education”**

REGISTRATION

- Graduates of Universities accredited by BAN-PT.
- College graduates from various disciplines as long as they meet the requirements.
- Filling out the registration form:



or visit
bit.ly/umnmagister
- Taking the entrance exam selection with the following materials:
 - Academic Potential Test/TPA
 - Case Study Analysis
 - Interview
- Uploading the following documents:
 - Personal identity
 - Copy of diploma of S1/equivalent if overseas graduates
 - Copy of S1 grade transcript
 - TOEFL Prediction certificate minimum score 475, or Computer Based TOEFL minimum score 152, or Internet Based TOEFL minimum score 52, or TOEIC minimum score 500, or IELTS minimum score 4.5, which is still valid
 - Letter of recommendation from the company (if already have an occupation)

Information:

 **0877 8083 3593**

 **0812 8218 3889**

 **magister@umn.ac.id**

**Examination selection schedule:
www.umn.ac.id**



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