

Nama (Name) : MUHAMMAD IKHSAN WIEHARTO
 Nomor Induk Mahasiswa (Student Identification Number) : 1901548755
 Tempat & Tanggal Lahir (Place & Date of Birth) : JAKARTA, 11 Februari 1995 (JAKARTA, February 11, 1995)
 Fakultas / Sekolah (Faculty / School) : BINUS Business School Undergraduate Program
 Program Studi (Study Program) : Manajemen (Management)
 Program (Program) : Marketing
 Peminatan (Stream) : Manajemen Pemasaran (Marketing Management)
 Jenjang Pendidikan (Level of Education) : Sarjana (Strata 1) (Bachelor Degree)
 Total Kredit (Total Credits) : 146
 Indeks Prestasi Akademik (GPA) : 3.51



UNIVERSITAS BINA NUSANTARA

SK Pendirian Perguruan Tinggi No. : 55/D/O/1996, Tanggal 8 Agustus 1996

Awarding Institution's License No. : 55/D/O/1996, Date August 8, 1996

Akreditasi Program Studi BAN-PT No. : 364/SK/BAN-PT/Akred/S/IX/2014, Tanggal 11 September 2014

Accreditation of Study Program by National Accreditation Board for Higher Education No. : 364/SK/BAN-PT/Akred/S/IX/2014, Date September 11, 2014

Transkrip Akademik (Academic Transcript)

Nomor Transkrip Akademik (Academic Transcript Number) : MNS1/2018/BNNO0582

KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE	KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE	KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE	KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE
Mata Kuliah Keilmuan dan Keterampilan Basic Courses				J1562	Statistik Bisnis I Business Statistics I	2	B+	F0254	Akuntansi Manajemen Managerial Accounting	4	A-	J1122	Manajemen Hubungan Pelanggan Customer Relationship Management	2	B
A0144	Manajemen Keuangan Financial Management	4	A	J1574	Statistik Bisnis II Business Statistics II	2/2	B+	G1372	Bahasa Inggris Tingkat Marginal English Entrant	2	A	J1202	Manajemen Lintas Budaya Cross Cultural Management	2	B
J0024	Ekonomi Mikro Microeconomics	4	A	J1942	Strategi Harga dan Proyek Pricing Strategy and Project	2	B	G1382	Bahasa Inggris Tingkat Semenjana English in Focus	2	A	J1354	Pemasaran Internasional International Marketing	4	A
J0034	Ekonomi Makro Macroeconomics	4	A-	K0644	Matematika Bisnis Business Mathematics	4	B-	G1392	Bahasa Inggris Tingkat Madya English Savvy	2	A	J1362	Seminar Pemasaran Internasional International Marketing Seminar	2	B
J0084	Pengantar Manajemen dan Bisnis Introduction to Management and Business	4	A-	Mata Kuliah Pengembangan Kepribadian Character Development Courses				J0114	Manajemen Pemasaran Marketing Management	4	B	J1396	Skrripsi Thesis	6	A
J0124	Manajemen Sumber Daya Manusia Human Resources Management	4	A-	CB412	CB: Pengembangan Diri CB: Self Development	2	B	J0292	Lab. Komputer I Computer Laboratory I	2	A-	J1444	Manajemen Rantai Pasokan Global Global Supply Chain Management	4	B
J0254	Akuntansi Dasar Introduction to Accounting	4	B	CB422	CB: Pengembangan Spiritual CB: Spiritual Development	2	A-	J0302	Lab. Komputer II Computer Laboratory II	2	B	J1484	Strategi Manajemen Aliansi Strategic Alliance Management	4	B
J0434	Ekonomi Manajerial Managerial Economics	4	B+	Mata Kuliah Berkehidupan Bermasyarakat Professional Ethics Courses				J0312	Lab. Komputer III Computer Laboratory III	2	B+	J1604	Management Science Management Science	4	A
J0444	Manajemen Operasional Operational Management	4	A-	CB432	CB: Pengembangan Interpersonal CB: Interpersonal Development	2	A	J0384	Perilaku Konsumen Consumer Behavior	4	B	J1714	Produk dan Proyek Product and Project	4	A-
J0612	Komunikasi Bisnis Business Communication	2	A	Mata Kuliah Keahlian Berkarya Core Courses				J0504	Strategi Pemasaran Marketing Strategy	4	A-	J1722	Manajemen Ritel dan Proyek Project Retail Management	2	A-
J1324	Manajemen Pemasaran Elektronik eMarketing Management	4	B+	EN001	Entrepreneurship I Entrepreneurship I	2	A	J1014	Riset Pemasaran Marketing Research	2/2	B				
J1522	Aspek Hukum Dalam Ekonomi Legal Aspect in Economic	2	A-	EN002	Entrepreneurship II Entrepreneurship II	2	A	J1022	Manajemen Sales dan Penjualan Selling and Sales Management	2	B				

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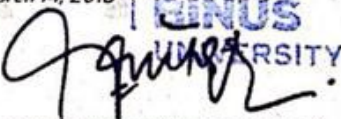
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KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE	KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE	KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE	KODE CODES	NAMA MATA KULIAH COURSES	KREDIT SCU	GRADE GRADE
J1822	Perdagangan Internasional <i>International Trade</i>	2	A-	<p>Judul Skripsi : ANALISIS PERSEPSI PELANGGAN TERHADAP BRAND IMAGE DAN DAMPAKNYA TERHADAP LOYALITAS PELANGGAN (STUDI KASUS REBRANDING INDOSAT MENJADI INDOSAT OOREDOO)</p> <p>Title of Thesis : ANALYSIS OF CUSTOMER PERCEPTION OF BRAND IMAGE AND ITS IMPACT ON CUSTOMER LOYALTY (CASE STUDY REBRANDING INDOSAT TO INDOSAT OOREDOO)</p>											
J1952	Komunikasi Pemasaran Terintegrasi & Proyek IMC & Project	2	A-												
J1964	Manajemen Pelayanan <i>Service Management</i>	4	A												
J1972	Pengantar Pemasaran Ritel Internasional <i>Introduction to International Retail Marketing</i>	2	A-												
M0374	Sistem Informasi Manajemen <i>Management Information Systems</i>	4	B+												
Mata Kuliah Perilaku Berkarya <i>Advanced Courses</i>				Telah menyelesaikan Program Sarjana (Strata 1) dengan gelar Sarjana Ekonomi (S.E.) Pada tanggal 14 Maret 2018 dengan predikat High Merit <i>Has completed the Bachelor Degree and has been awarded the name of qualification as on March 14, 2018 with predicate High Merit</i>				<p>14 Maret 2018 March 14, 2018</p> <p> BINUS UNIVERSITY</p> <p>Dr. Engkos Achmad Kuncoro, S.E., M.M. Dekan, Dean, BINUS Business School Undergraduate Program</p>							
CB442	CB: Pengembangan Profesional <i>CB: Professional Development</i>	2	A-												

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