

PENGANTAR BISNIS

TUJUAN UMUM:

Mahasiswa mampu menjelaskan definisi, konsep, dan seni bisnis, serta keterkaitannya dengan konsep ekonomi dan manajemen.

POKOK PEMBAHASAN

- PERKENALAN/PENDAHULUAN
- DEFINISI BISNIS
- KONSEP BISNIS
- KETERKAITAN DENGAN EKONOMI
- KETERKAITAN DENGAN MANAJEMEN

PENDAHULUAN

- ATURAN PERKULIAHAN (SEKILAS)
- SILABUS
- BUKU REFERENSI

SILABUS 1

1. KONSEP DASAR BISNIS

2. LINGKUNGAN BISNIS 1

3. LINGKUNGAN BISNIS 2

4. ETIKA BISNIS DAN TANGGUNG JAWAB SOSIAL ORGANISASI BISNIS

5. ORGANISASI BISNIS DAN KEWIRAUSAHAAN 1

6. ORGANISASI BISNIS DAN KEWIRAUSAHAAN 2

7. PERENCANAAN DAN PENGORGANISASIAN BISNIS 1

8. PERENCANAAN DAN PENGORGANISASIAN BISNIS 2

9. UTS

SILABUS 2

10. MEMULAI DAN MENDIRIKAN BISNIS 1

11. MEMULAI DAN MENDIRIKAN BISNIS 2

12. MENGELOLA BISNIS 1

13. MENGELOLA BISNIS 2

14. MENGELOLA BISNIS 3

15. MENGELOLA BISNIS 4

16. UAS

BUKU

- Alma, Buchari, *Pengantar Bisnis*, Alfabeta Bandung, 2000,
- Griffin & Ebert, *Business*, Prentice Hall,
- Bovee, Thill and Schatzman, *Business in Action 2nd*, Prentice Hall, 2004
- Serta bahan referensi penunjang lainnya.

DEFINISI BISNIS

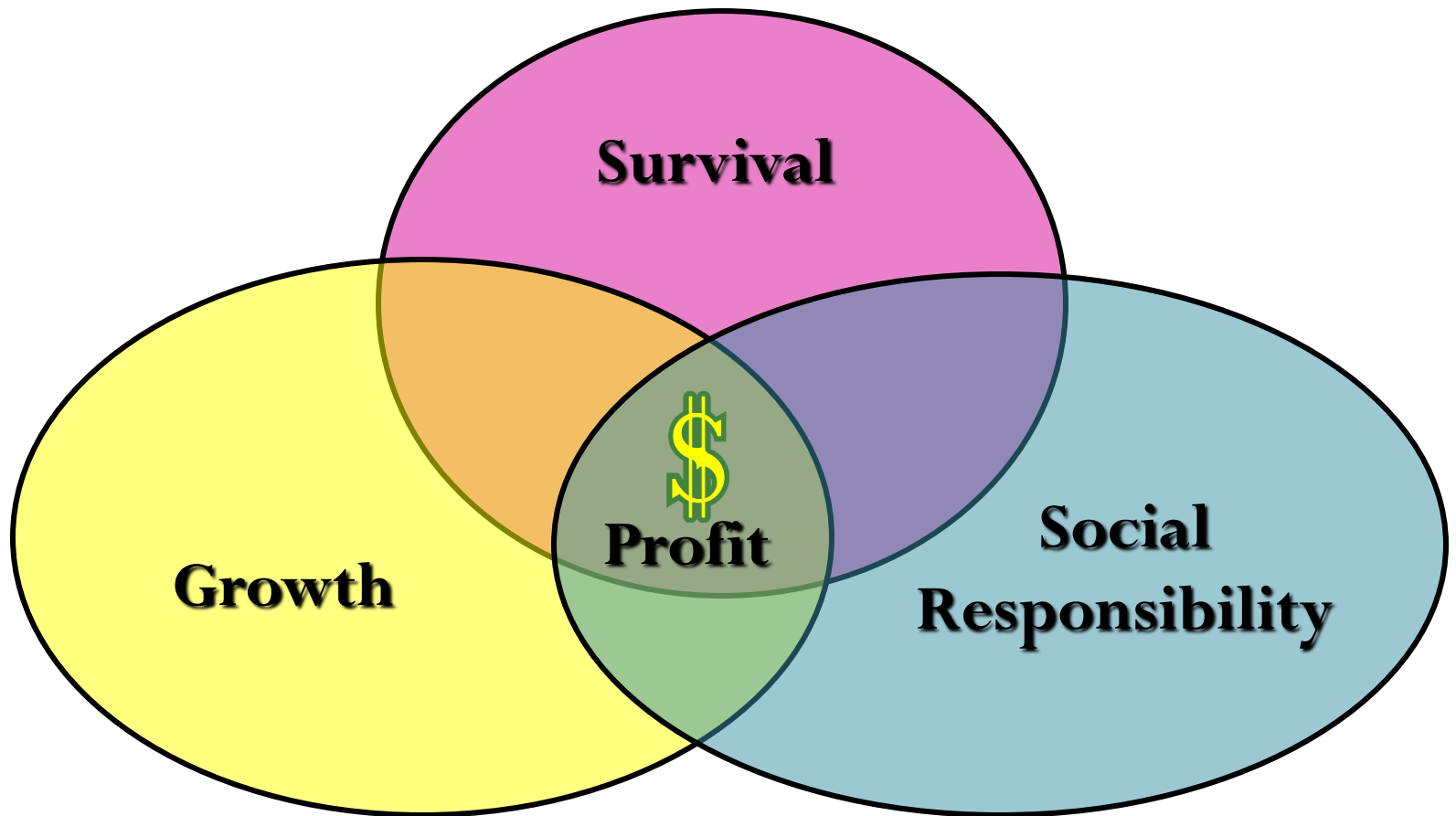
- *An organization that provides goods or services in order to earn profits* (Griffin)
- *Activity and enterprise that provides goods and services that a society needs* (Bovee)

DEFINISI BISNIS

- Activity and enterprise / organization
- Goods and services / sosial's needs
- Profit

- Non profits organization
 - Firms whose primary objective is something other than returning a profit to their owner.
 - Provides social and educational services

Objectives of Business



KETERKAITAN ANTARA BISNIS DAN MANAJEMEN 1

- Organization:

- *Two or more people who work together in a structured way to achieve a specific goal or set of goals (Stoner and Freeman)*



- Management:

- Management is getting things done through the efforts of other **people** (H. Koontz)
- The process of planning, organizing, leading, and controlling the work of **organization members** and using organizational **resources** to reach stated **goal** (Stooner)



KETERKAITAN ANTARA BISNIS DAN MANAJEMEN 2

- BISNIS SEBAGAI SEBUAH ORGANISASI MEMBUTUHKAN MANAJEMEN UNTUK MENGELOLA SUMBER DAYA YANG DIMILIKI UNTUK MENCAPAI TUJUAN.

ORGANISASI BISNIS (OB) PENGHASIL BARANG vs JASA

- OB PENGHASIL BARANG

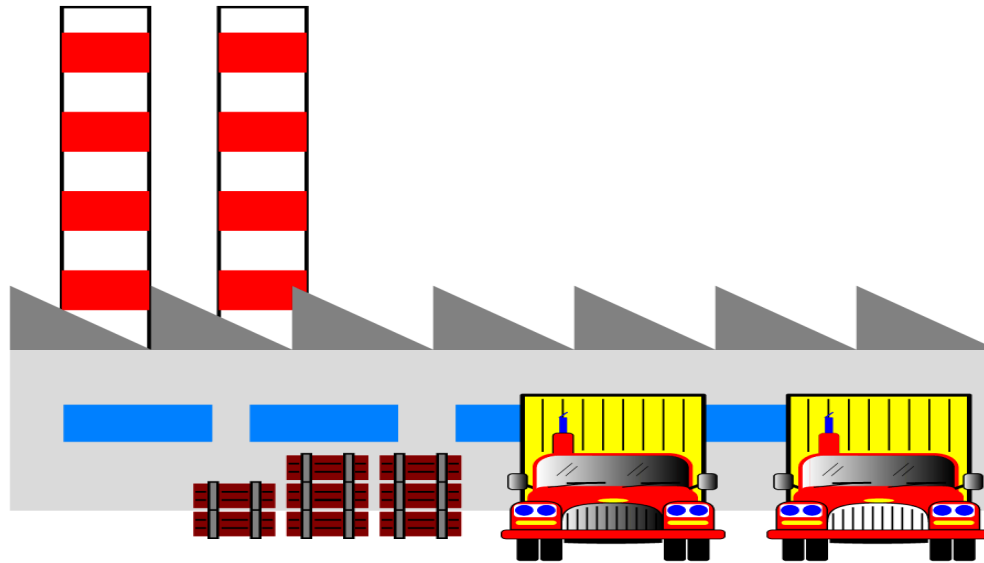
- *Business that produce tangible product*
- *Capital intensive* : business that require large investments in capital assets

- OB PENGHASIL JASA

- *Business that provide intangible product or perform useful labor on behalf of another*
- *Labor intensive*: business in which labor costs are more significant than capital cost

OB JASA KINI LEBIH BERKEMBANG DARIPADA OB PRODUK

- Consumers have more disposable income
- Services target changing demographic patterns and lifestyle trends
- Services are needed to support complex goods and new technology
- Companies are increasingly seeking professional advice
- Barriers to entry are low for services business



ORGANISASI BISNIS

PROFIT

- The difference between a business's revenues and its expenses

Factors of Production

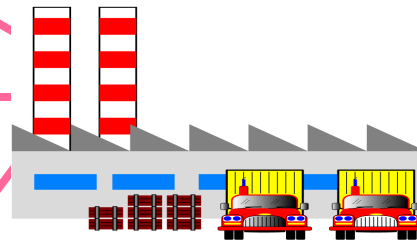
**Natural
Resources**

Entrepreneurship

**Human
Resources**

Capital

Knowledge



Factor of Production

Natural Resources:

- Things that are useful in their natural state, such as land, forests, minerals, and water

Labour (or human resources):

- The physical and mental capabilities of people as they contribute to economic production.

Factor of Production

Capital:

- The funds needed to create and operate a business enterprise

Entrepreneurs:

- People who are innovative and willing to take risks to create and operate a new business

Knowledge:

- The collective intelligence of an organization

Economics: Use of scarce resources to produce goods/services, distribute them among competing groups/individuals

• **Land**

• **Entrepreneurship**

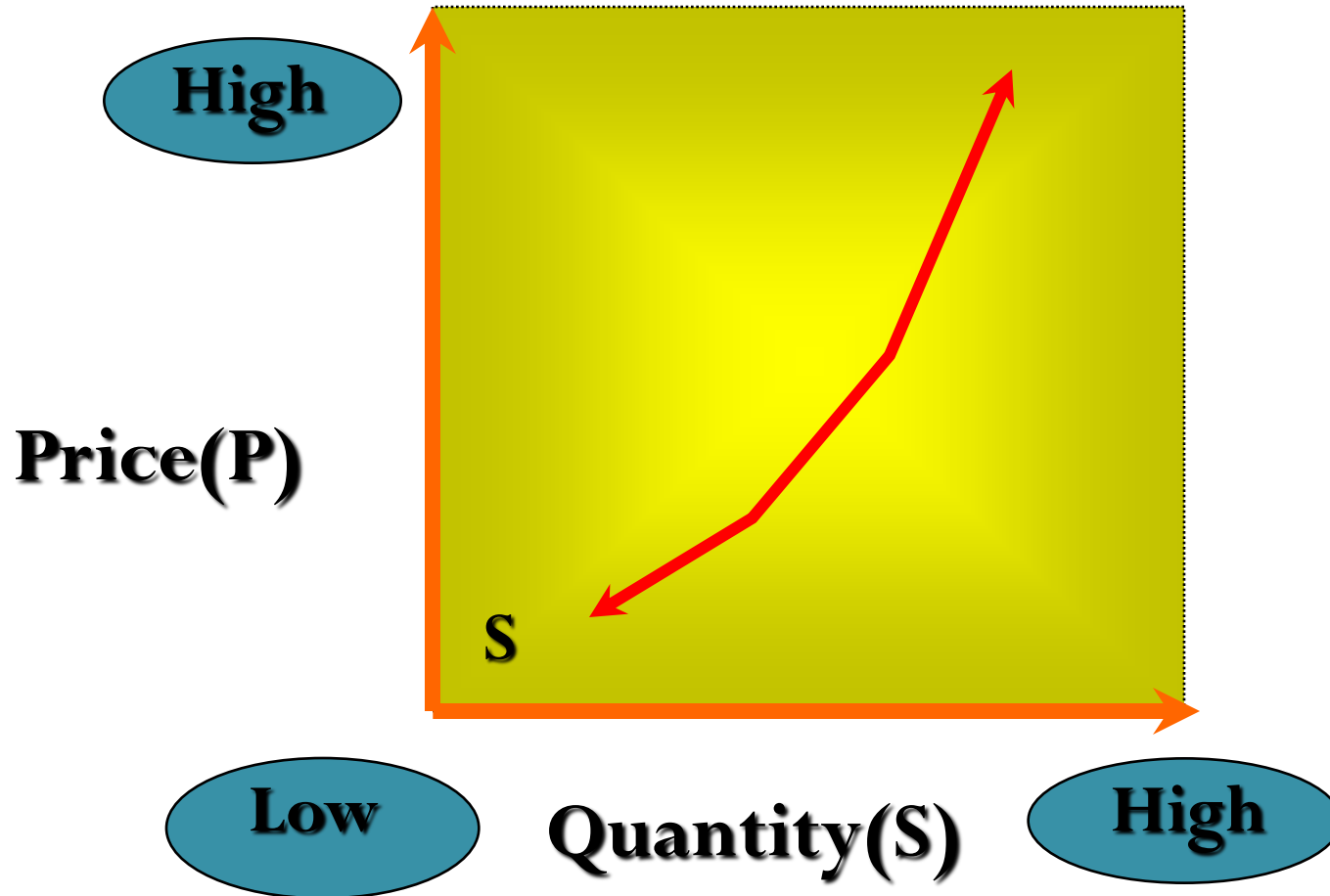
• **Labor**

• **Knowledge**

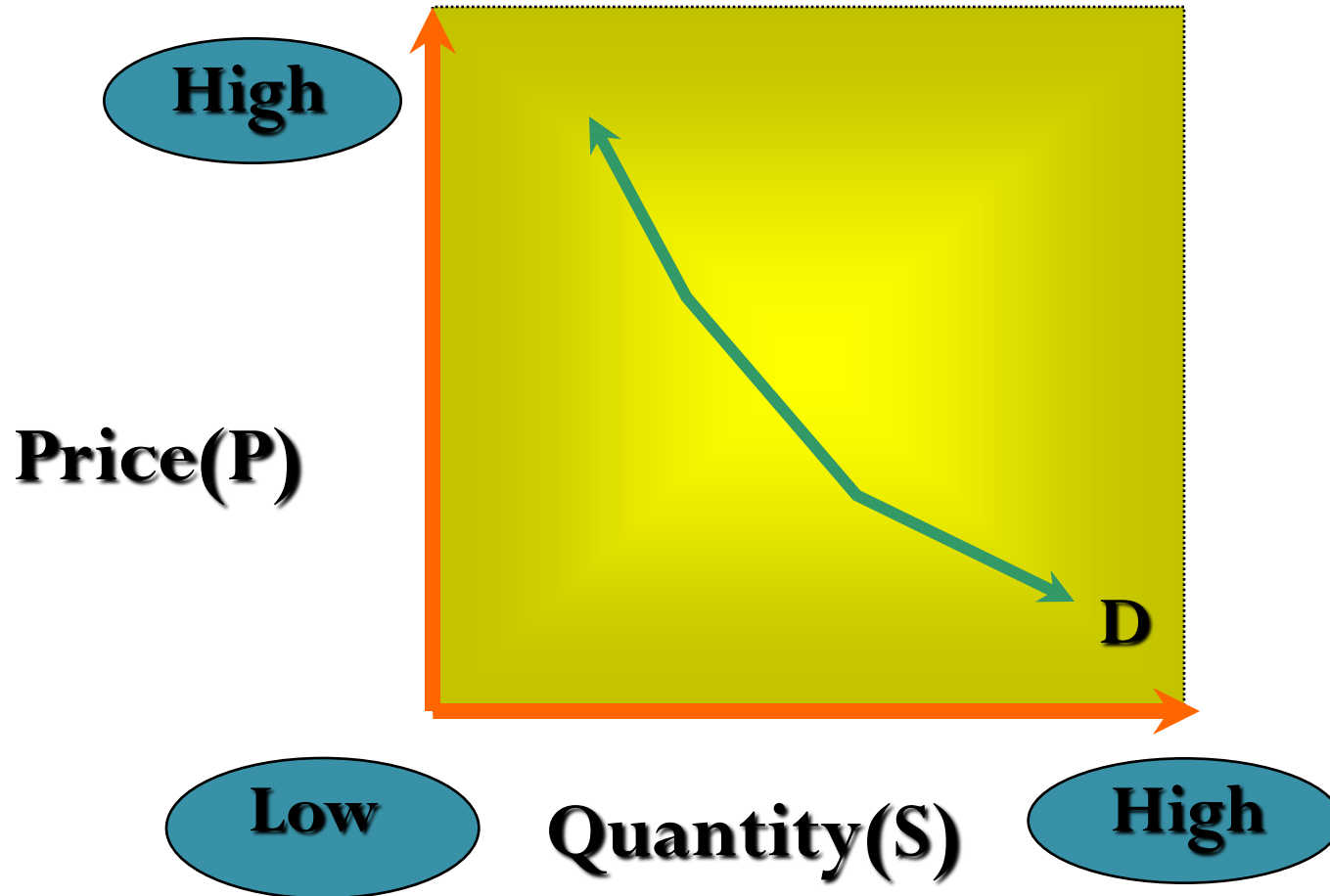
• **Capital**



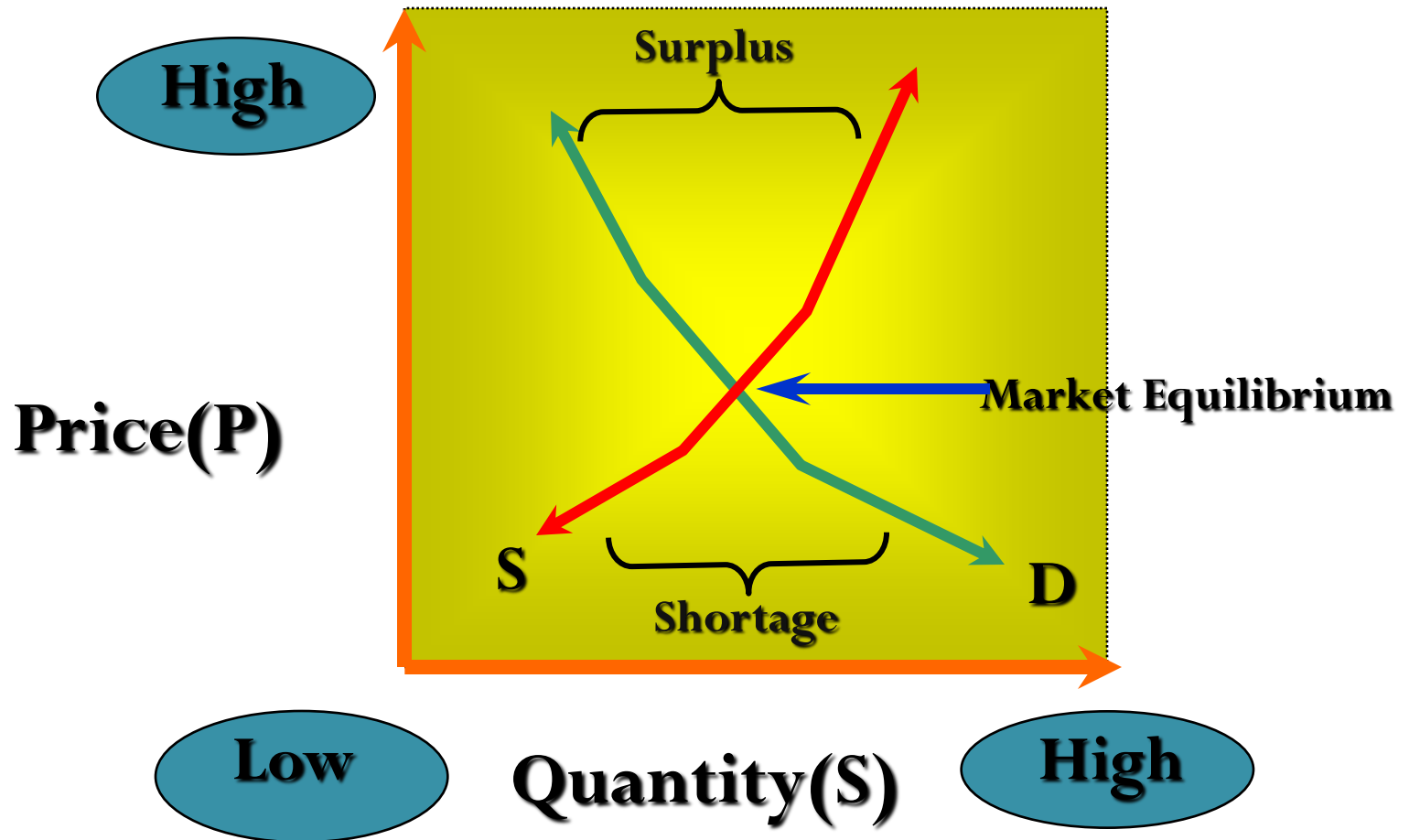
Supply Curve



Demand Curve



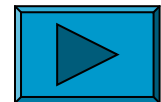
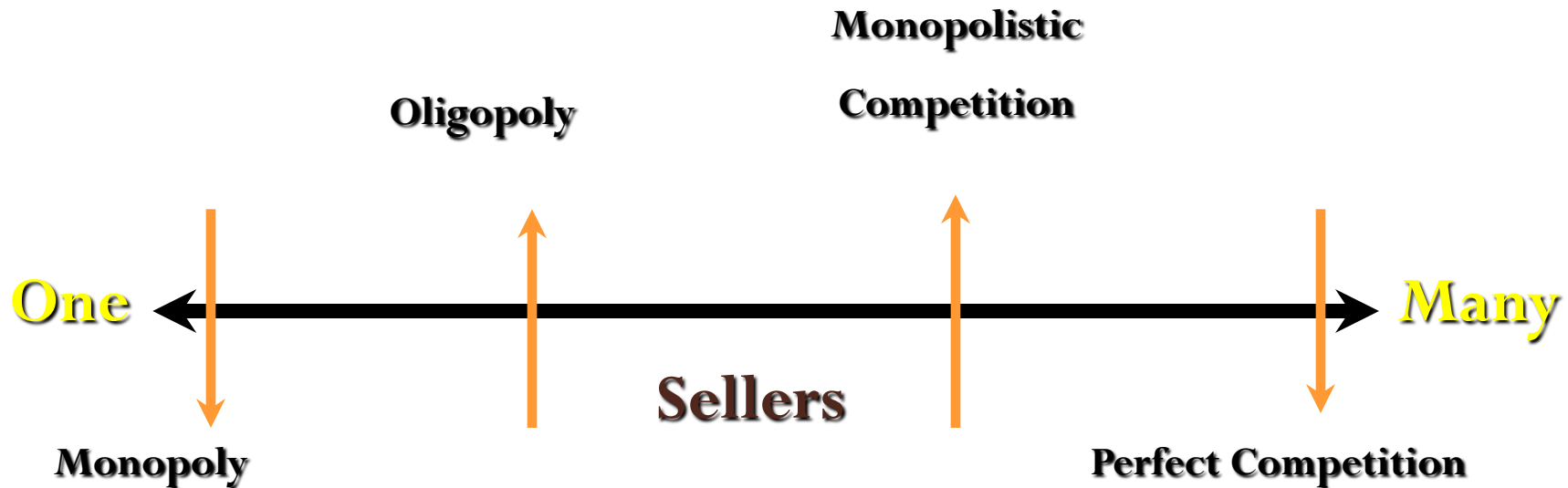
EQUILIBRIUM POINT



Competition

- Competition exists in different degrees, ranging from perfect to nonexistent
- **PERFECT COMPETITION** exists when there are many sellers in the market and no seller is large enough to dictate the price of a product
 - Sellers produce products that appear to be identical

Degrees of Competition



Monopoly

- Occurs when there is only one seller for a product or service

Oligopoly

- Is a form of competition in which just a few sellers dominate a market
 - The initial investment is usually high
 - Prices tend to be close to the same
 - Examples include airline travel industry

Monopolistic Competition

- Exists when a large number of sellers produce products that are very similar but are perceived by buyers as different
 - Product differentiation, making buyers think similar products are different, is a key to success
 - Example: toothpaste, cosmetics, softdrinks, restaurants, etc

Perfect Competition

- Exists when there are many sellers in the market and no seller is large enough to dictate the price of a product
 - Sellers produce products that appear to be identical

KETERKAITAN ANTARA BISNIS DAN EKONOMI

TANTANGAN BISNIS DALAM EKONOMI GLOBAL

- Producing quality product and services that satisfy customer's changing needs
 - QCD; Speed, quality, customer satisfaction;
- Starting and managing a small business in today's competitive environment
- Thinking globally and committing to a culturally diverse workforce
- Behaving in an ethically and socially responsible manner
- Keeping pace with technology and electronic commerce.

(Bovee)

TERIMA KASIH