

Identifikasi kompetensi inti (core competencies) suatu organisasi dan pemanfaatan peluang yang ada : studi kasus pada program studi administrasi bisnis Politeknik Negeri Jakarta = Identification the core competence of an organization and how it is used to get business opportunities : a case study in business administration study program of the state polytechnic of Jakarta

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Abstrak

Strong public vocational higher education institution is needed as a key asset in today's competence-based society, As a Competence Human Resource producer, it's core competence contribute with fundamental and applied knowledge to enhance human resource competencies to meet industry requirement. As a Public Vocational Higher Education Institution, Business Administration Study Program of the Jakarta State Polytechnic still wanted by many candidates students as well as industries.

This research was aimed to identify what is the core competence of Business Administration Study Program of the Jakarta State Polytechnic and how the will use it to exploit any opportunities they have.

Using survey method, 30 person (lecturer and management of the study program) are given two kind of questionnaire as an instrument to collect data. Quantitative and qualitative methods were employed to analyze data. The research find that there are five core competencies in Business Administration Program Study, they are; Location, Education System, Teaching Methodology, Ability to profile competencies of industry; ability to develop a competence-based curriculum.

The research also can find a model of the root of competitiveness of the program study, start from core competence to end product. Using the core competence, the Business Administration Study Program can develop a new business unit in being a consultant in several area especially in human resource development in business administration area.

However, as a vocational higher education institution, Business Administration Study Program need to develop and improve their physical resources otherwise they will left behind by competitor.