

## **International Business Management**

### **Introduction**

The International Business Management Program is designed to prepare students to face the changing and dynamic environment in the global business world. Creating an individual who understands the complexities of conducting business on an international scale that is high in demand. The curriculum is designed with a combination of the mastery in conceptualized theory and real business experience in the global business, so the graduates will be ready to compete either in the real business world, to become an entrepreneur and to continue for the higher study.

### **Vision**

To be an internationally recognized business school in the continuous pursuit of innovation in education.

### **Mission**

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

### **Learning Goals**

By the completion of our program

#### **1. Management Concept**

Each student should be able to comprehend business and management concept.

#### **2. Creative Thinking and Entrepreneurial Skills**

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

#### **3. Global Mindset**

Each student should be able to perform global mindset in exercising business concept.

#### **4. Ethics**

Each student should be able to apply ethical and professional values.

### **Prospective Career of the Graduates**

The program offers you a professional career path in an international company and global market to put you in a high demand career or business as:

- |   |   |
|---|---|
| 1. International Business Analyst           | 11. Market Research                               |
| 2. International Business Development       | 12. International Business Planning               |
| 3. International Business Relations         | 13. International Business Services               |
| 4. International Business Credit Analyst    | 14. Government International Development          |
| 5. Derivatives Trader                       | 15. Consultant for Finance and Trade              |
| 6. Export Officer                           | 16. Advisory and Partner Executive                |
| 7. Foreign Exchange Trader                  | 17. International Licensing / Franchising Manager |
| 8. Foreign Exchange Officer                 | 18. Joint venture Project Manager                 |
| 9. Global Risk Management Solutions Analyst | 19. International Policy Consultant               |
| 10. Import Export Coordinator               | 20. Multinational Company Manager                 |

## Curriculum

The curriculum of the International Business & Management Program provides a unique point of managing business and trade globally and is designed to prepare graduate students' readiness to apply for their knowledge and work in an appropriate industry or to become a global entrepreneur. Using an 'International' title should be performed with international languages skill. Besides Bahasa, students also will learn English as core language.

The International Business & Management Program, incorporates many opportunities for students to gain international experience, including:

- Student Exchange
- Study Abroad
- Internship (Compulsory for 1 year)
- Live Video Lecturing
- Guest Lecturer
- Global Learning System
- Collaboration Learning
- Blended Learning

## Course Structure

| Sem      | Code                                       | Course Name                                      | SCU | Total |  |
|----------|--|--|-----|-------|--|
| 1        | ISYS6181                                   | Management Information Systems for Leader        | 4   | 20    |  |
|          | MATH6048                                   | Business Mathematics                             | 4   |       |  |
|          | ECON6006                                   | Macroeconomics* - (AOL)                          | 4   |       |  |
|          | MGMT6011                                   | Introduction to Management and Business* - (AOL) | 4   |       |  |
|          | COMM8006                                   | Business Communication* - (AOL)                  | 2   |       |  |
|          | <b>English University Courses I</b>        |  |     |       |  |
|          | ENGL6128                                   | English in Focus                                 | 2   |       |  |
| ENGL6130 | English for Business Presentation          | 2  |     |       |  |
| 2        | CHAR6013                                   | Character Building: Pancasila                    | 2   | 21    |  |
|          | ACCT6087                                   | Introduction to Accounting                       | 4   |       |  |
|          | ECON6005                                   | Microeconomics                                   | 4   |       |  |
|          | MGMT6012                                   | Human Resources Management - (AOL)               | 4   |       |  |
|          | LAWS6075                                   | Legal Aspect in Economics                        | 2   |       |  |
|          | COMP6647                                   | Excel for Business                               | 2   |       |  |
|          | LANG6061                                   | Indonesian                                       | 1   |       |  |
|          | <b>English University Courses II</b>       |  |     |       |  |
|          | ENGL6129                                   | English Savvy                                    | 2   |       |  |
| ENGL6131 | English for Written Business Communication | 2  |     |       |  |
| 3        | CHAR6014                                   | Character Building: Kewarganegaraan              | 2   | 22    |  |
|          | STAT8067                                   | Business Statistics I                            | 2   |       |  |
|          | ECON8009                                   | Managerial Economics                             | 4   |       |  |
|          | ACCT6049                                   | Managerial Accounting                            | 4   |       |  |
|          | BUSS7001                                   | International Business*,**&***                   | 4   |       |  |
|          | MKTG8005                                   | Marketing Management* - (AOL)                    | 4   |       |  |
|          | ENTR6509                                   | Entrepreneurship: Ideation                       | 2   |       |  |
| 4        | CHAR6015                                   | Character Building: Agama                        | 2   | 24    |  |
|          | ENTR6510                                   | Entrepreneurship: Prototyping                    | 2   |       |  |
|          | STAT8068                                   | Business Statistics II - (AOL)                   | 2/2 |       |  |
|          | BUSS6162                                   | Market Entry Strategy*,**&***                    | 2   |       |  |
|          | MGMT6018                                   | Operational Management                           | 4   |       |  |
|          | BUSS7005                                   | International Trade*,**&***                      | 4   |       |  |
|          | BUSS7006                                   | Export-Import Management*,**&***                 | 4   |       |  |
|          | BUSS6066                                   | Business Ethics                                  | 2   |       |  |



| Track | Semester 6 |    |    |    |    |      | Semester 7 |    |    |    |    |    |      |
|-------|------------|----|----|----|----|------|------------|----|----|----|----|----|------|
|       | IN         | RS | EN | CD | SA | *etc | IN         | RS | EN | CD | SA | FS | *etc |
| 13    |            |    | V  |    |    |      | V          |    |    |    |    |    |      |
| 14    |            |    | V  |    |    |      |            | V  |    |    |    |    |      |
| 15    |            |    | V  |    |    |      |            |    | V  |    |    |    |      |
| 16    |            |    | V  |    |    |      |            |    |    | V  |    |    |      |
| 17    |            |    | V  |    |    |      |            |    |    |    | V  |    |      |
| 18    |            |    | V  |    |    |      |            |    |    |    |    | V  |      |
| 19    |            |    |    | V  |    |      | V          |    |    |    |    |    |      |
| 20    |            |    |    | V  |    |      |            | V  |    |    |    |    |      |
| 21    |            |    |    | V  |    |      |            |    | V  |    |    |    |      |
| 22    |            |    |    | V  |    |      |            |    |    | V  |    |    |      |
| 23    |            |    |    | V  |    |      |            |    |    |    | V  |    |      |
| 24    |            |    |    | V  |    |      |            |    |    |    |    | V  |      |
| 25    |            |    |    |    | V  |      | V          |    |    |    |    |    |      |
| 26    |            |    |    |    | V  |      |            | V  |    |    |    |    |      |
| 27    |            |    |    |    | V  |      |            |    | V  |    |    |    |      |
| 28    |            |    |    |    | V  |      |            |    |    | V  |    |    |      |
| 29    |            |    |    |    | V  |      |            |    |    |    | V  |    |      |
| 30    |            |    |    |    | V  |      |            |    |    |    |    | V  |      |

Student will take one of enrichment program tracks

Notes:

IN : Internship

RS : Research

EN : Entrepreneurship

FS : Further Study

CD : Community Development

SA : Study Abroad

etc : Study Program Special Purposes

### Enrichment Internship Track

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 15    |
| BUSS6031                     | Industrial Experience                                 | 8   |       |
| BUSS6032                     | International Business in Industry                    | 2   |       |
| BUSS6033                     | Global Strategy in Industry                           | 2   |       |
| BUSS6077                     | Capacity Building in Industrial Experience            | 3   |       |
| <b>Enrichment Program II</b> |   |     | 16    |
| BUSS6035                     | Professional Experience                               | 8   |       |
| BUSS6036                     | International Trade in Industry                       | 2   |       |
| BUSS6037                     | Management Information System Application in Industry | 2   |       |
| BUSS6038                     | Capacity Building in Professional Experience          | 4   |       |

### Enrichment Entrepreneurship Track

| Code   | Course Name                              | SCU | Total |
|--|--|-----|-------|
| <b>Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these courses)</b>  |  |     |       |
| ENTR6261   | Business Start Up                        | 8   | 15    |
| ENTR6262   | Business Model & Validation              | 2   |       |
| ENTR6263   | Launching New Venture                    | 2   |       |
| ENTR6254   | Capacity Building in New Business        | 3   |       |
| <b>For students who take Entrepreneurship track in semester 6 and 7, should take these courses:</b>                        |  |     |       |
| <b>Enrichment Program I</b>  |  |     |       |
| ENTR6261   | Business Start Up                        | 8   | 16    |
| ENTR6262   | Business Model & Validation              | 2   |       |
| ENTR6263   | Launching New Venture                    | 2   |       |
| ENTR6254   | Capacity Building in New Business        | 3   |       |
| <b>Enrichment Program II</b>   |  |     |       |
| ENTR6264   | Growing a Business                       | 8   | 16    |
| ENTR6265   | Lean Start Up & Business Plan            | 2   |       |
| ENTR6266   | Venture Capital                          | 2   |       |
| ENTR6253   | Capacity Building in Business Experience | 4   |       |
| <b>Enrichment Program II: (For students who only take Entrepreneurship track in semester 7, should take these courses)</b> |  |     |       |
| ENTR6261   | Business Start Up                        | 8   | 16    |
| ENTR6262   | Business Model & Validation              | 2   |       |
| ENTR6263   | Launching New Venture                    | 2   |       |
| ENTR6200   | Capacity Building in New Business        | 4   |       |

### Enrichment Research Track

| Code                         | Course Name  | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     |       |
| RSCH6338                     | Research Design                                      | 8   | 15    |
| RSCH6147                     | Scientific Writing for Management                    | 4   |       |
| RSCH6339                     | Capacity Building in Research                        | 3   |       |
| <b>Enrichment Program II</b> |  |     |       |
| RSCH6340                     | Research Experience                                  | 8   | 16    |
| RSCH6151                     | Scientific Writing and Implementation for Management | 4   |       |
| RSCH6341                     | Capacity Building Implementation in Research         | 4   |       |

### Enrichment Community Development Track

| Code                         | Course Name                                  | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     | 15    |
| CMDV6110                     | Community Outreach Project Implementation    | 8   |       |
| CMDV6067                     | Community Development Project for Management | 4   |       |
| CMDV6069                     | Capacity Building in Community Development   | 3   | 16    |
| <b>Enrichment Program II</b> |  |     |       |
| CMDV6111                     | Community Development Project Implementation | 8   |       |
| CMDV6112                     | Community Development Project Design         | 4   |       |
| CMDV6068                     | Capacity Building in Managing Community      | 4   |       |

### Enrichment Study Abroad Track

| Code   | Course Name                         | SCU | Total |
|--|-------------------------------------|-----|-------|
| <b>Elective courses list for study abroad*</b> |                                     |     | 15    |
| <b>Enrichment Program I</b>                    |                                     |     |       |
| GLOB6005                                       | Elective Course for Study Abroad 1  | 4   |       |
| GLOB6006                                       | Elective Course for Study Abroad 2  | 4   |       |
| GLOB6007                                       | Elective Course for Study Abroad 3  | 4   |       |
| GLOB6008                                       | Elective Course for Study Abroad 4  | 4   |       |
| GLOB6009                                       | Elective Course for Study Abroad 5  | 2   |       |
| GLOB6010                                       | Elective Course for Study Abroad 6  | 2   |       |
| GLOB6011                                       | Elective Course for Study Abroad 7  | 2   |       |
| GLOB6012                                       | Elective Course for Study Abroad 8  | 2   |       |
| GLOB6013                                       | Elective Course for Study Abroad 9  | 2   |       |
| GLOB6014                                       | Elective Course for Study Abroad 10 | 2   |       |
| GLOB6015                                       | Elective Course for Study Abroad 11 | 2   |       |
| GLOB6016                                       | Elective Course for Study Abroad 12 | 2   |       |
| GLOB6041                                       | Elective Course for Study Abroad 25 | 3   |       |
| GLOB6042                                       | Elective Course for Study Abroad 26 | 1   | 16    |
| <b>Enrichment Program II</b>                   |                                     |     |       |
| GLOB6017                                       | Elective Course for Study Abroad 13 | 4   |       |
| GLOB6018                                       | Elective Course for Study Abroad 14 | 4   |       |
| GLOB6019                                       | Elective Course for Study Abroad 15 | 4   |       |
| GLOB6020                                       | Elective Course for Study Abroad 16 | 4   |       |
| GLOB6021                                       | Elective Course for Study Abroad 17 | 2   |       |
| GLOB6022                                       | Elective Course for Study Abroad 18 | 2   |       |
| GLOB6023                                       | Elective Course for Study Abroad 19 | 2   |       |
| GLOB6024                                       | Elective Course for Study Abroad 20 | 2   |       |
| GLOB6025                                       | Elective Course for Study Abroad 21 | 2   |       |
| GLOB6026                                       | Elective Course for Study Abroad 22 | 2   |       |
| GLOB6027                                       | Elective Course for Study Abroad 23 | 2   |       |
| GLOB6028                                       | Elective Course for Study Abroad 24 | 2   |       |

\*)Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

**Enrichment Further Study Track**

| Code                         | Course Name                         | SCU | Total |
|------------------------------|-------------------------------------|-----|-------|
| <b>Enrichment Program II</b> |                                     |     | 16    |
| ENTR6561                     | Design Thinking for Innovation      | 4   |       |
| MKTG6285                     | Business Negotiation                | 3   |       |
| MKTG6283                     | Marketing Strategy                  | 3   |       |
| STAT6153                     | Applied Statistics                  | 3   |       |
| MGMT6393                     | Human Resources Management Strategy | 3   |       |

**The Table of Prerequisite for International Business Management (S1)**

| Course   | SCU | Sem. | Prerequisite Course     | SCU | Sem. |
|----------|-----|------|-------------------------|-----|------|
| BUSS7006 | 4   | 4    | BUSS7001                | 4   | 3    |
|          |     |      | International Business* |     |      |

*\*)The examination schedule of BUSS7001-International Business will be a priority to be scheduled on the first day, the grade will also be processed as priority.*

**Student should pass all of these quality controlled courses as listed below:**

| No | Course Code | Course Name                               | Minimal Grade |
|----|-------------|---|---------------|
| 1. | CHAR6013    | Character Building: <i>Pancasila</i>      | B             |
| 2. | ENTR6511    | Entrepreneurship: Market Validation       | C             |
| 3. | ISYS6181    | Management Information Systems for Leader | C             |
| 4. | MGMT6012    | Human Resources Management*               | C             |
| 5. | ECON6005    | Microeconomics                            | C             |
| 6. | MKTG8005    | Marketing Management                      | C             |
| 7. | BUSS7005    | International Trade*                      | C             |
| 8. | BUSS7006    | Export-Import Management*                 | C             |

*\*) Tutorial & Multipaper*