

Faculty of Business Administration and Humanities
 Department of International Business Administration

 Concentration :
 International Marketing

YEAR 1					
Semester 1			Semester 2		
Course	SKS	ECTS	Course	SKS	ECTS
English for Global Communication 1	3	4	English for Global Communication 2	3	4
Business Administration 1	4	5	Business Administration 2	4	5
Intro to Accounting	4	5	Principal Accounting 2	4	5
Intro to Economics	4	5	Macro Economics	4	5
Business Mathematics	3	4	Business Statistics	3	4
Professional Development: Character	2	3	Professional Development: Interpersonal Skills	2	3
Business Law	3	4	Organizational Behavior	3	4
Total Compulsory	23	30	Total Compulsory	23	30
Extra Curricular			Extra Curricular		
German Language and Culture 1	2		German Language and Culture 2	2	
Mandarin Language and Culture 1	2		Mandarin Language and Culture 2	2	
YEAR 2					
Semester 3			Semester 4		
Course	SKS	ECTS	Course	SKS	ECTS
Practical Training 1 (internship in Indonesia) & Introduction to Information Technology	6	30	Professional English 1	2	3
			Product & Brand Management	4	5
			Integrated Marketing Communication	4	5
			Channel & Sales Management	4	5
			Consumer Behavior	3	4
			Business Communication	2	3
			Professional Development & Innovation Entrepreneurship	4	5
Total Compulsory	6	30	Total Compulsory	23	30
			Extra Curricular		
			German Language and Culture 3	4	
			Mandarin Language and Culture 3	2	
YEAR 3					
Semester 5			Semester 6		
Course	SKS	ECTS	Course	SKS	ECTS
Professional English 2	2	3	Practical Training (Internship abroad)	6	30
International Marketing	4	5	Total Compulsory	6	30
E-Marketing	4	5			
International Services Marketing	3	4			
International Retail Marketing	4	5			
Marketing Research	3	4			
Entrepreneurship Venture	3	4			
Total Compulsory	23	30			
Extra Curricular					
German Language and Culture 4	4				
Mandarin Language and Culture 4	2				
YEAR 4					
Semester 7			Semester 8		
Course	SKS	ECTS	Course	SKS	ECTS
English for Academic Writing and Intl. Test Preparation	2	3	Ethics and Religious Philosophy	2	3
Business Research Methodology	4	5	Civics	2	3
Strategic Management	4	5	Indonesian Language and Culture	2	3
Customer Relationship Management	4	5	Oral Final Study Examination (OFSE)	5	6
Strategic Marketing	4	5	Thesis	6	15
Marketing Simulation	3	4	Total Compulsory	17	30
Business Simulation	2	3			
Total Compulsory	23	30			
Extra Curricular					
German Language and Culture 5	2				
Mandarin Language and Culture 5	2				