

Study Program: INTERNATIONAL BUSINESS MANAGEMENT (IBM)

Description: The interdependence of the international economy and the interaction of digitalism and regional economic systems have led to a significant increase in multinational operating companies and organizations and entrepreneurship on a global scale. This era can be met in this study program. The International Business Management study program is designed to develop a logical sequence of Digital and Conventional Business Economics, Mathematics, Digital Accounting, Financial Management, Digital Communication and Social Sciences where the contributing disciplines are designed to be taught internationally. There is a special focus on the interdisciplinary relationship between economic content and social science aspects. The International Business Management study program aims to equip graduates to become professionals in their fields, with systematic and structured thinking skills and experts in the fields of digitalization, operational management, finance, business, service, and entrepreneurship that are very adequate, to be able to compete in the international world.

The Objective:

This **International Business Management** study program aims to prepare students for success in the global business world by giving them the knowledge, skills, and competencies to navigate the complexities of international business.

Concentration:

1. Digital Accounting
2. Digital Business
3. Digital Communication
3. Hotel and Tourism
4. Industrial Aviation

Field of Work

Digital Accounting :

Entrepreneur, Digital Accountant, Financial Analyst, Auditor, Data Analyst, Blockchain Auditor, Crypto Accountant, Risk Analyst, Cyber Accountant, ERP Specialist, Financial Consultant, Financial Consultant, Technology Advisor, Cloud Accounting, Tax Technologist

Digital Business:

Digital Marketing/ E-Commerce Specialist, Social Media Strategist, Business Analyst, Data Scientist, FinTech Consultant, Digital Transformation Consultant, IT Strategy Advisor, Digital Entrepreneur, Startup Founder, Cloud Solutions Architect, Content Strategist, Digital Media Producer, Entrepreneur

Digital Communication:

Social Media Analyst, Digital Strategist, Content Creator, Digital PR Specialist, Communications Consultant, Advertising Specialist, Digital Journalist, Multimedia Reporter, Corporate Communications, Video Producer, Visual Content Specialist, UX Writer, Digital Copywriter, Digital Event Coordinator, Virtual Communications Specialist, Entrepreneur

Hotel and Tourism:

Hotel Development Consultant, Event Coordinator, Conference Manager, Wedding/event Planner, Travel Consultant, Tour & Tourism Consultant, Restaurant Manager, Food and Beverage Director, Catering Consultant, Guest Relations Manager, Concierge, Destination Marketer, Hospitality Trainer, Academic Lecturer, OTA Specialist, Digital Travel Platform Specialist, Entrepreneur

Study Program Description



Industrial Aviation:

Airline Operations Manager, Airline Fleet Manager, Airport specialist, Safety Manager, Aviation Compliance specialist, Aviation Logistics specialist, Supply Chain specialist, Aircraft Management Specialist, Aviation Safety Consultant, Passenger Experience Manager, Aviation Marketing Specialist, Cargo Operations Manager, Air Freight Specialist, Entrepreneur

General Information:

Legal Base / Accreditation:	SK DIKTI No. 425/E/O/2014
Duration of Study:	4 years (8 semester)
Academic Year:	2 semesters (even + odd) Even Semester: February - July Odd Semester: August - January
Academic weeks/semester:	16 (14 academics + 2 exams)
SKS ¹ per semester:	Max. 24
SKS per study:	144-160
Duration of a lecture:	50 minutes
Number of students per subject:	10-25
Language of Instruction:	English
Academic Degree:	Indonesia: Sarjana Manajemen – S.M (S1) International: Bachelor of Art (B.A)
Tuition Fee/semester:	Rp. 29.900.000
Online Application:	https://pmb.iuli.ac.id

¹ SKS: 1 SKS (preparation, lecture, exercises)

Structure of a study:

1	2	3	4	5	6	7	8
Semester 1-6: Academic Education (see curriculum), OFSE (Oral Final Study Examination)							
Semester 7: Internship, Research Semester (abroad for exchange, Double Degree and Master Degree)							
Semester 8: Thesis Defense, Graduation							

Score System:

Grade Letter	Grade Wording	IULI	Indonesian Grade	Germany Grade	Grade Descriptions	Student Representation
A	Excellent	86-100	4	1	Outstanding Performance	10%
B	Good	71-85	3.0-3.9	2	Performance is considerably higher than the average requirements	25%
C	Satisfactory	56-70	2.0-2.9	3	Performance meets the average requirements	30%
D	Poor	46-55	1.0-1.9	4	Performance is poor and likely to lead to failure	25%
F	Fail	<45	0	5	Performance does not meet the minimum criteria. Considerable further work is required	10%

Contacts:



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Curriculum: in SKS

University Compulsory Subjects		Abr.	Semester								Total
			1	2	3	4	5	6	7	8	
1	English	ENGL	2	2	2	2	1	1			10
2	Computer Network & IT Security	CNIS	2								2
3	Applied Statistics	MATH		2							2
4	Research Methodology	RESM			2						2
5	Environment Sciences	ENVI			2						2
6	Civics	CIVI				2					2
7	Ethics and Religious Philosophy	ETRP					2				2
8	Innovation & Product Development	PROD					2				2
9	E-Commerce / Digital Business Introduction	ECOM						2			2
10	Indonesian Language & Culture	IDLC						2			2
11	Pancasila	PANC						2			2
12	Oral Final Study Examination (OFSE)	OFSE						0			0
13	Research Semester/ Pre Thesis	RESS							6		6
14	Internship	INSP							10		10
15	Thesis/Thesis Defense	THES								6	6
Total			4	4	6	4	5	7	16	6	52

Faculty Compulsory		Abr.	Semester								Σ
			1	2	3	4	5	6	7	8	
1	Business Management	BUM	3								3
3	Economics	ECO1	3								3
5	Accounting & Lab	ACC1	3								3
7	Corporate Finance	COFI					4				4
8	Organizational Behavior & Development	ORBD					3				3
9	Marketing Management	MAM1	3								3
11	Business Communication	BCOM	2								2
12	Human Resource Management	HRMT		3							3
13	Philosophy	PHIL	2								2
14	Analytical & Creative Thinking	ANCT		2							2
15	Management Information Systems	MINS		3							3

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Faculty Compulsory		Abr.	Semester								
			1	2	3	4	5	6	7	8	Σ
16	Strategic Management	STMT						3			3
17	International Law	LAWS				3					3
18	Taxation System	TAXS					3				3
Total			16	8	0	3	10	3	0	0	40

IBM - Department Compulsory		Abr	Semester								
			1	2	3	4	5	6	7	8	Σ
1	Financial Management	FMG1		3							3
2	Management Theory & Sociology	MGSO	3								3
3	Business Mathematics	BMA1		3							3
4	Managerial Accounting	MAAC			4						4
5	Management Control Systems	MGCS						3			3
6	Entrepreneurship	ENTP				4					4
7	Operation Management / ELEC	OPMG			3						3
8	Value-Based Management / ELEC	VABA		2							2
9	International Business	INBU			3						3
10	International Marketing	INMT					3				3
11	International Economics	INEC						3			3
12	Community Service Project	CSP				4					4
13	Business Research Method	BURE						2			2
14	Elective subjects (See below @3sks / @2sks)	ELEC		3	6	6	3				18
Total			3	11	16	17	6	8	0	0	57

Concentration & Elective Subjects:

DIGITAL ACCOUNTING	DIGITAL BUSINESS	DIGITAL COMMUNICATION	HOTEL & TOURISM	INDUSTRIAL AVIATION
International Finance	Internet Economics	Philosophy of Communication	Hotel & Tourism Management	Aviation Safety Management & Regulation
Investment Analysis & Portfolio	Machine Learning	Management and Leadership	Hospitality Service Excellence	Aviation Financial Management
Accounting in Sector Public	Digital Industry Strategy and Policy	Digital Media Management	Food & Beverage Service	Air Traffic Control
Money & Capital Market	Digital Finance	Mass Communication	Geographical Tourism Destination	Airport Planning, Operation & Facility
Financial Accounting	Blockchain Economics (Cryptocurrency)	Politics and Diplomacy	Tours & Travel Management	Airline and Cargo Management
Management Accounting / ERP/SR/ESG/ISO	Financial Technology / ERP	Conflict Resolution Communication	Nutrition & Food Science	Aviation Maintenance
Financial Technology / Digital Finance	Web Design	Web Design	Indonesian Food Tourism & Destination	Air Transport Market Analysis
Blockchain Economics (Cryptocurrency)	IT Security	International Communication	Event Management	Human Factors in Aviation
Audit Assurance and Forensic / International Tax	Computer Science & System Design	Political Economy of Media	Practic	Managing Accident Prevention and investigation

- The available electives above are subject to change and revision
- The actual implementation follows the internal arrangements & policies of the Department & Faculty



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