

Kurikulum Program Studi Bisnis Digital

NO	NAMA MATA KULIAH	BOBOT SKS		SEMESTER
		SKS	PRAKTIK	
1	Bahasa Indonesia	2	0	1
2	Pendidikan Agama	2	0	1
3	Pendidikan Pancasila	2	0	1
4	Pendidikan Anti Korupsi	2	0	1
5	Kewirausahaan I	2	0	1
6	Pengantar Ilmu Ekonomi	3	0	1
7	Pengantar Akuntansi	3	0	1
8	Pengantar Manajemen	3	0	1
9	Bahasa Inggris	2	0	2
10	Kewarganegaraan	2	0	2
11	Sistem Digital Entrepreneurship	2	0	2
12	Kewirausahaan II	3	0	2
13	Matematika dan Ekonomi Bisnis	2	1	2
14	Statistika dan Ekonomi Bisnis	3	0	2
15	Manajemen Pemasaran	2	0	2
16	Sistem Manajemen Informasi	3	0	2
17	Financial Management	2	1	3
18	Analisis Data	2	1	3
19	Strategic Management	3	0	3
20	Pemrograman Data	2	1	3
21	Cyber Security	2	2	3
22	Decision Making and Problem Solving	3	0	3
23	Consumer Behavior Analysis	2	0	3
24	Business Intelligence	2	1	4
25	Business Valuation	2	1	4
26	Digital Marketing	1	2	4
27	UI/UX	2	1	4
28	Financial Technology	1	2	4
29	Blockchain Technology	1	2	4
30	Business Analysis	2	1	4
31	Search Engine Optimization (SEO)	2	1	5
32	Social Media Management	2	1	5
33	Fintech Industry	2	1	5
34	Digital Event Management	1	2	5
35	Investment Management	2	1	5
36	KKN	0	2	5
37	IoT for Business	1	2	6
38	Cloud System	1	2	6
39	Machine Learning & AI	1	2	6
40	Metodologi Penelitian	3	0	6
41	Capital Fundraising	2	1	6
42	Business Proses Management	3	0	6
43	PKL	0	2	6
44	MBKM	0	20	7
45	Skripsi	0	6	8

Mata Kuliah Konversi MBKM

Program	Nama Mata Kuliah	Bobot SKS
MBKM	Enterprise Source Planning (MBKM)	2
	Social Media Strategy (MBKM)	2
	Kepemimpinan (MBKM)	2
	Branding (MBKM)	2
	Public Relations (MBKM)	2
	Tourism, Leisure, and Hospitality Marketing (MBKM)	2
	Pitching and Negotiation	3
	Cross-Cultural Management	3
	Graphic Design and Video Animation	2