



International Undergraduate Program (IUP) Curriculum
International Business Management Study Program

#kkn Personality Development Course (IMU210)

No	Codes	Course Name	SCU
1	IMU21001	Religion and Multicultural	2
2	IMU21002	Character Building: Pancasila	2
3	IMU21003	Character Building: Citizenship	2
4	IMU21004	Indonesian	2
5	IMU21005	Anti-Corruption Education	2
6	IMU21006	English	2
7	IMU21007	Cross Culture Management	3

#kkn Science and Skills Courses (IMA211)

No	Codes	Course Name	SCU
1	IMA21101	Business Mathematics	2
2	IMA21102	Business Statistics	3
3	IMA21103	Research Methods for International Business	3
4	IMA21104	Research Publication	2

#kkn Community Life Course (IMB212)

No	Codes	Course Name	SCU
1	IMB21201	Entrepreneurship I : Design Thinking of	2
2	IMB21202	Community Service	3
3	IMB21203	Internship	3
4	IMB21204	Entrepreneurship II : Business Prototype	2
5	IMB21205	Digital Business	3
6	IMB21206	Sustainable Business	2

#kkn Creative Skills Course (IMC213)

No	Codes	Course Name	SCU
1	IMC21301	Business Ethics and Corporate Governance	3
2	IMC21302	English for Management	3
3	IMC21303	Accounting for Business	3
4	IMC21304	Business Law	2
5	IMC21305	Business Communication	3
6	IMC21306	Introduction to Management and Business	3
7	IMC21307	Microeconomics	3
8	IMC21308	Macroeconomics	3
9	IMC21309	Managerial Economics	3
10	IMC21310	International Business	3
11	IMC21311	Financial Technology	3



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12	IMC21312	Analysis on E-Business Investment	3
13	IMC21313	International Partnership and Business	3
14	IMC21314	International Enrichment Program (Business Plan and Multinational Entrepreneurship)	8
15	IMC21315	Seminar	3

#kkni Creative Skills Course (IMD214)

No	Codes	Course Name	SCU
1	IMD21401	Entrepreneurship III: Business Forecasting	2
2	IMD21402	Human Capital Management	3
3	IMD21403	Financial Management	3
4	IMD21404	Marketing Management	3
5	IMD21405	Operational Management	3
6	IMD21406	Management Information Systems and IoT	3
7	IMD21407	Organizational Behaviour	3
8	IMD21408	Managerial Accounting	3
9	IMD21409	International Trade Management	3
10	IMD21410	Leadership and Managing Human Capital	3
11	IMD21411	Budgeting	2
12	IMD21412	Global Supply Chain Management	3
13	IMD21413	Strategic Management	3
14	IMD21414	Corporate Valuation	3

#Thesis (IMT216)

No	Codes	Course Name	SCU
1	IMT21601	Undergraduate Thesis	6

Elective Courses

Human Capital Management (IMH215)

No	Codes	Course Name	SCU
1	IMH21501	Strategic Human Capital Management	3
2	IMH21502	International Corporate Culture	3
3	IMH21503	Talent Management	3
4	IMH21504	Career Management	3
5	IMH21505	Conflict Management	3
6	IMH21506	KPI & Performance Management	3
7	IMH21507	Inspiring Leadership	3

Marketing and E-Business (IMM215)

No	Codes	Course Name	SCU
1	IMM21501	Business Retail Management	3
2	IMM21502	Marketing Research	3
3	IMM21503	Consumer Behaviour	3
4	IMM21504	E-Marketing & E-CRM	3



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5	IMM21505	Digital and Social Media Marketing	3
6	IMM21506	Marketing Visual Design & Advertisement	3
7	IMM21507	Marketing Communication Strategy	3

Entrepreneurship (IME215)

No	Codes	Course Name	SCU
1	IME21501	Multinational Entrepreneurship	3
2	IME21502	Small Medium Enterprising (SMEs)	3
3	IME21503	Franchise and License	3
4	IME21504	Business Feasibility Study	3
5	IME21505	International Market Validation	3
6	IME21506	Cooperative Management	3

Start-up Business (IMS215)

No	Codes	Course Name	SCU
1	IMS21501	Start-up Business	3
2	IMS21502	Managing Digital Organization	3
3	IMS21503	Market Place Management	3
4	IMS21504	Computer Web Development	3
5	IMS21505	Media Cyber Security	3
6	IMS21506	Global Market Entry Strategy	3

INTERNATIONAL BUSINESS MANAGEMENT CURRICULUM

Semester	Code	Course Name	SCU	Pre-Requisite	Total
1	IMU21001	Religion and Multicultural	2		20
	IMU21006	English	2		
	IMC21306	Introduction to Management and Business	3		
	IMC21307	Microeconomics	3		
	IMU21002	Character Building: Pancasila	2		
	IMB21201	Entrepreneurship I: Design Thinking of Business	2		
	IMC21303	Accounting for Business	3		
	IMU21007	Cross Cultural Understanding	3		
2	IMU21003	Character Building: Citizenship	2		20
	IMC21308	Macroeconomics	3		
	IMC21302	English for Management	3		
	IMD21402	Human Capital Management	3		
	IMD21404	Marketing Management	3		
	IMD21405	Operational Management	3		
	IMD21403	Financial Management	3		
3	IMU21004	Indonesian	2		24
	IMD21407	Organizational Behaviour	3		



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	IMC21309	Managerial Economics	3		
	IMD21408	Managerial Accounting	3	Accounting for Business	
	IMC21310	International Business	3		
	IMB21204	Entrepreneurship II: Business Prototype	2	Entrepreneurship I	
	IMA21101	Business Mathematics	2		
	IMC21301	Business Ethics and Corporate Governance	3		
	IMC21305	Business Communication	3		
4	IMU21005	Anti-Corruption Education	2		24
	IMC21304	Business Law	2		
	IMD21409	International Trade Management	3		
	IMD21410	Leadership and Managing Human Capital	3	Human Capital Management	
	IMD21401	Entrepreneurship III: Business Forecasting	2	Entrepreneurship II	
	IMB21205	Digital Business	3		
	IMD21412	Global Supply Chain Management	3		
	IMC21311	Financial Technology	3		
	IMA21102	Business Statistics	3		
5	IMA21103	Research Methods for International Business	3		24
	IMD21413	Strategic Management	3		
	IMC21406	Management Information Systems and IoT	3		
	IMC21312	Analysis on E-Business Investment	3		
	IMD21414	Corporate Valuation	3	Marketing	
	IMB21202	Community Service	3	70 credits	
	ICM	**Elective Course	3		
	ICM	**Elective Course	3		
6	IMC21315	Seminar	3		24
	IMC21313	International Partnership and Business Networking	3		
	IMB21203	Internship	3		
	IMC21314	International Enrichment Program (Business Plan and Multinational Entrepreneurship)	8		
	IMD21411	Budgeting	2		
	IMB21206	Sustainable Business	2		
	ICM	**Elective Course	3		
7	IMA21104	Research Publication	2		8
	IMT21601	Undergraduate Thesis	6		
TOTAL CREDIT					144