



CURRICULUM

BUSINESS AND MANAGEMENT DIGITAL MARKETING (DOUBLE DEGREE) Academic Year 2020/2021

SEMESTER 1	SKS	ECTS
English 1	2	3
Business Communication	3	4
Analytical & Creative Thinking	3	4
Introduction to ICT for Business	3	4
Introduction to Business & Management	4	6
Fundamental of Economics	4	6
Principal of Accounting	4	6
Total mandatory	23	33
Extracurricular Courses		
German Language and Culture 1	2	0
TOTAL	25	33

SEMESTER 3	SKS	ECTS
Internship 1: Indonesia	3	4
Personal and Professional Development	4	6
Digital Design	3	4
Total mandatory	10	14
TOTAL	10	14

SEMESTER 2	SKS	ECTS
English 2	2	3
Ethics & Religious Philosophy	2	3
Introduction to Entrepreneurship	2	3
Business Mathematics	3	4
Fundamental of Human Resources	4	6
Fundamental of Marketing Management	4	6
Fundamental of Financial Management	4	6
Business Statistics	3	4
Total mandatory	24	35
Extracurricular Courses		
German Language and Culture 2	2	0
TOTAL	26	35

SEMESTER 4	SKS	ECTS
English 3	2	3
Pancasila & Civic	3	4
Corporate Finance	3	4
Management Accounting	3	4
Consumer Behavior	3	4
Branding	3	4
Fundamental of Digital Marketing	4	6
Total mandatory	21	29
Extracurricular Courses		
German Language and Culture 3	4	0
TOTAL	25	29

SEMESTER 5			SEMESTER 6		
	SKS	ECTS		SKS	ECTS
English 4	2	3	Internship 2 + ICT in Germany	6	8
Bahasa Indonesia	2	3			
Business Creation	3	4			
Business Simulation	3	4			
Strategic Management	4	6			
Website Development + SEO	3	4			
Social Media Marketing	3	4			
Elective 1	2	3			
Elective 2	2	3			
Total mandatory	24	34	Total mandatory	6	8
Extracurricular Courses					
German Language and Culture 4	4	0			
TOTAL	28	34	TOTAL	6	30

SEMESTER 7			SEMESTER 8		
	SKS	ECTS		SKS	ECTS
English 5	2	3	PCA	3	4
Research Methodology	4	6	Pre-Course for PCA	1	2
Data & Management Decision Making	3	4	Character and Professional Development Program (CPDP)	2	3
Business Intelligence & Data Visualization	2	3	Thesis/Final Project	6	8
Search Engine Marketing (SEM)	3	4			
Digital Marketing Strategy	3	4			
Business Coaching	4	6			
Elective 3:	3	4			
Total mandatory	24	34	Total mandatory	12	17

ELECTIVE SUBJECT (SEMESTER 5)

ELECTIVE 1 & 2		
International Global Challenge	2	3
Enterprise Resource Planning (ERP)	2	3
ICT	2	3
International Business	2	3
	2	

Subject taken outside of study program 15
 Subject outside of SGU 14

Total Compulsory : 144 SKS
Total ECTS : 204 ECTS
SKS : Satuan Kredit Semester
ECTS : European Credit Transfer System

ELECTIVE SUBJECT (SEMESTER 7)

ELECTIVE 3		
Strategic Leadership	3	4
Project Management	3	4
Risk Management	3	4

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