



CURRICULUM

GLOBAL STRATEGIC COMMUNICATIONS (JOINT DEGREE)

Academic Year 2020/2021

SEMESTER 1			SEMESTER 2		
	SKS	ECTS		SKS	ECTS
English 1	2	3	Ethic and Religious Philosophy	2	3
Introduction to PR	4	6	English 2	2	3
Introduction to Journalism	4	6	Principles of Visual Communication Design	3	4
Communication History and Theory	3	4	Public Speaking & Presentation Skills	3	4
Business Communication	3	4	Photography	3	4
Analytical & Creative Thinking	3	4	Fundamentals of Marketing Management	4	6
Introduction to ICT for Business	3	4	Basic and Narrative Writing	3	4
Total mandatory	22	31	Total mandatory	20	28
Extracurricular Courses			Extracurricular Courses		
German Language and Culture 1	2	0	German Language and Culture 2	2	0
TOTAL	24	31	TOTAL	22	28
SEMESTER 3			SEMESTER 4		
	SKS	ECTS		SKS	ECTS
Internship 1 (Local)	3	18	Pancasila and Civic	3	4
Interpersonal Communication	3	4	English 3	2	3
Organizational Communication	3	4	Introduction to Communication Research	3	4
Advanced Writing for Strategic Communication	3	4	Media Management	3	4
Media Psychology	3	4	PR Management	3	4
			Political Communication	3	4
			Mass Communication	3	4
			Fundamentals of Digital Marketing	4	6
Total mandatory	15	34	Total mandatory	24	33
			Extracurricular Courses		
			German Language and Culture 3	4	0
TOTAL	15	34	TOTAL	28	33

SEMESTER 5			SEMESTER 6		
	SKS	ECTS		SKS	ECTS
Indonesian Language	2	2	Internship 2 (Abroad) + CURRENT BUSINESS IT*	6	30
English 4	2	3			
Event Management	3	4			
Statistics for Communication	3	4			
Business Law	2	3			
Business Creation (Entrepreneurship)	3	4			
Intercultural Communication	3	4			
Enterprise Resource Planning (Net Economy)*	2	35			
Challenges in International Management*	2	5			
Total mandatory	22	34	Total	6	30
Extracurricular Courses					
German Language and Culture 4	4	0			
TOTAL	26	34	TOTAL	6	30

SEMESTER 7			SEMESTER 8		
	SKS	ECTS		SKS	ECTS
English 5	2	3	Portfolio preparation	1	2
ICT - Based Human Behaviour	3	4	Professional Competence Assessment	3	4
Multimedia Production	3	4	Thesis	6	15
Strategic Corporate Communication	3	4	Communication Audit	3	4
Research Methodology	2	3	Character and Professional Development Program (CPDP)	2	3
Media Sociology	3	4			
Digital English Journalism Certification (The Jakarta Post)	4	6			
Total mandatory	20	28	Total mandatory	15	28
TOTAL	20	28	TOTAL	15	28

Note:

* Courses to be counted as credit transfers in European partner universities.

Total Compulsory : 144 SKS
Total ECTS : 246 ECTS
SKS : Satuan Kredit Semester
ECTS : European Credit Transfer System

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