



**BUSINESS
MANAGEMENT**



Our Partner:





About Business Management Program

The Business and Management study program is designed for students aspiring to be future business leaders and managers with strong analytical and practical skills because a Business and Management Studies degree is concerned with the way a company or organisation operates and functions. This includes the financial, administrative, and marketing aspects of the business. It will make students work competently in any environment, including a multicultural one.

Career Prospect

Business and Management graduates have the chance to have their own business as an entrepreneur or work at a managerial level in a multinational company, both in the manufacturing and the service sectors, such as BMW, Siemens, DBS, Ernst and Young, Coca Cola, and others. Some other prospective careers include Brand Manager, Customer Relationship Manager, Public Relations Manager, Export/Import Manager, and Finance Manager.

Alumni of the Business Administration Study Program have been accepted into top-tier firms, and the study program has established industry partnership, such as:



International Academic Experience:

- Joint Degree Program with **Fachhochschule Südwestfalen** (approx. 6 months), get Sarjana Menejemen (S.M.) and Bachelor of Arts (B. Arts) degrees.
- International Learning at **Hochschule Osnabrück** (One semester program)
- Internship program to ensure students receive global professional experience.
- Experience student exchange in several **European and Asian** countries.

CURRICULUM

DOUBLE DEGREE
Academic Year 2024/2025

SEMESTER 1

English 1
Business Communication
Analytical & Creative Thinking
Introduction to ICT for Business
Introduction to Business & Management
Fundamental of Economics
Principal of Accounting

Extracurricular Courses

German Language and Culture 1

SEMESTER 2

English 2
Ethics & Religious Philosophy
Introduction to Entrepreneurship
Business Mathematics
Fundamental of Human Resources
Fundamental of Marketing Management
Fundamental of Financial Management
Business Statistics

Extracurricular Courses

German Language and Culture 2

SEMESTER 3

Internship 1: Indonesia
Personal and Professional Development
Digital Design

SEMESTER 4

English 3
Pancasila & Civic
Corporate Finance
Management Accounting
Social Entrepreneurship
Entrepreneurs' Digital Playbook
Digital Marketing for Entrepreneurs

Extracurricular Courses

German Language and Culture 3

SEMESTER 5

English 4
Bahasa Indonesia
Business Creation
Business Simulation
Strategic Management
Creativity & Innovation
Entrepreneurial Leadership
Elective 1
Elective 2

Extracurricular Courses

German Language and Culture 4

SEMESTER 6

Internship 2 + ICT in Germany
Business Coaching

SEMESTER 7

English 5
Research Methodology
Data & Management Decision Making
Business Intelligence & Data Visualization
Business Development
Venture Growth Strategy
Business Coaching
Elective 3:
Elective 2

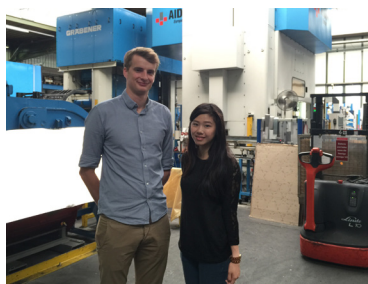
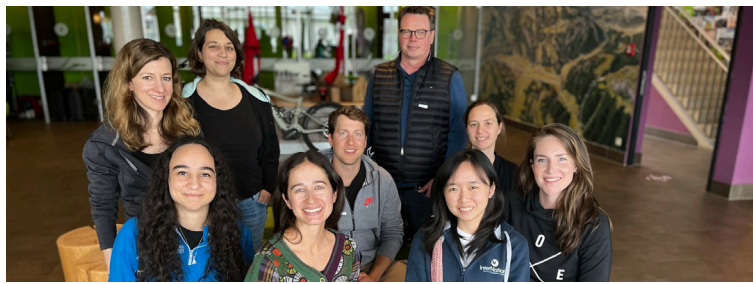
Extracurricular Courses

German Language and Culture 4

SEMESTER 8

PCA
Pre-Course for PCA
Character and Professional Development Program (CPDP)
Thesis/Final Project

INTERNSHIP EXPERIENCES



Contact Us:

SWISS GERMAN UNIVERSITY

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