



Our Partner:



About Global Strategic Communication

The Global Strategic Communications study program at SGU provides the latest curriculum to prepare students, so they are ready to face the globalization era. It offers diverse subjects, ranging from digital marketing, political communication, business law, to the study of media technology, public relations, journalism, and many more with an emphasis on international exposure.

Career Prospect

SGU produces graduates who have a high competence in the field of public relations and / or journalism and who are disciplined and ready to become communication specialists in the international working environment.

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. 1 year), get Sarjana Ilmu Komunikasi (S.I.Kom) and Bachelor of Arts (B. Arts) degrees. International Learning at **Hochschule Osnabrück** (One semester program)
- Internship program to ensure students receive global professional experience.
- International learning program at **SolBridge International Business School** (1 semester)

CURRICULUM

DOUBLE DEGREE
Academic Year 2024/2025

SEMESTER 1

English 1
Introduction to PR
Introduction to Journalism
Communication History and Theory
Business Communication
Analytical & Creative Thinking
Introduction to ICT for Business

Extracurricular Courses

German Language and Culture 1

SEMESTER 2

Ethic and Religious Philosophy
English 2
Principles of Visual Communication Design
Public Speaking & Presentation Skills
Photography
Fundamentals of Marketing Management
Basic and Narrative Writing

Extracurricular Courses

German Language and Culture 2

SEMESTER 3

Internship 1 (Local)
Interpersonal Communication
Organizational Communication
Advanced Writing for Strategic Communication
Media Psychology

SEMESTER 4

Pancasila and Civic
English 3
Introduction to Communication Research
Media Management
PR Management
Political Communication
Mass Communication
Fundamentals of Digital Marketing

Extracurricular Courses

German Language and Culture 3

SEMESTER 5

Indonesian Language
English 4
Event Management
Statistics for Communication
Business Law
Business Creation (Entrepreneurship)
Intercultural Communication
Enterprise Resource Planning (Net Economy)*
Challenges in International Management*

Extracurricular Courses

German Language and Culture 4

SEMESTER 6

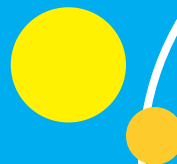
Internship 2 (Abroad) + CURRENT BUSINESS IT*

SEMESTER 7

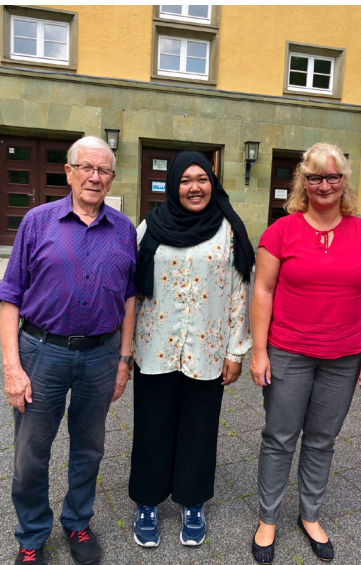
English 5
ICT - Based Human Behaviour
Multimedia Production
Strategic Corporate Communication
Research Methodology
Media Sociology
Digital English Journalism Certification (The Jakarta Post)

SEMESTER 8

Portfolio preparation
Professional Competence Assessment
Thesis
Communication Audit
Character and Professional Development Program (CPDP)



INTERNSHIP EXPERIENCES



Contact Us:

SWISS GERMAN UNIVERSITY

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