

## BUSINESS ADMINISTRATION

International Undergraduate Program

### Introduction

The International Undergraduate Program (IUP) of Business Administration at Universitas Padjadjaran's Faculty of Social and Political Sciences is designed to enhance international recognition through university rankings like WUR and THE. It aims to boost involvement in Tri Dharma activities within the ASEAN and global contexts. The program includes lectures in English and involves both internal and external lecturers from various departments within FISIP Unpad and other faculties, as well as external partners like the Financial Services Authority (OJK) and major corporations. The curriculum parallels the regular undergraduate program but offers specialized concentrations for international advantages.

### Learning Facilitation

Hybrid Class ; Integrated Library ; Journal Access; Co-working Space; Students are highly recommended to supplement their studies with co-curricular and extracurricular activities.

## THE ADVANTAGE

This program requires students to gain international exposure during their education. International exposure activities that students can participate in include

- Student exchange;
- International internships;
- Short-term academic programs (international seminars/workshops, winter/summer course programs at partner universities abroad, international championships, etc.);
- Credits Transfer.

Overseas partner universities that have been explored are Ural Federal University, Universiti Malaya Malaysia, Universiti Malaysia Terengganu, Universiti Kebangsaan Malaysia, and Le Havre University France.



### PROGRAM OBJECTIVES

The Business Administration Study Program aims to enhance students' skills in business decision-making, research, project management, and entrepreneurship. It prepares graduates to excel as entrepreneurs or intrapreneurs proficient in financial, HR, marketing, and operational management. The program emphasizes the development of strong character, courage, and agility in business and management.

# 2024

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## GRADUATE PROFILE



- Graduates are able to formulate ideas and formulate them in business plans for their businesses.
- Graduates have the skills to carry out business functions as the realization of business ideas.
- Able to create creative and innovative business by adopting technology.
- In particular, the skills of the above graduates are reflected in the profession of a business owner (Business Owner).



- Able to manage the organization (in the scope of marketing, finance, operations and HR) in an effective, efficient and innovative manner.
- Able to design systems and business policies in existing organizations
- Have leadership skills
- The skills of graduates above are reflected in the profession as Business Analyst, Human Resource Officer, Marketing Officer, Financial Officer and Operational Officer. The intrapreneur profile refers to the job as a good company policy maker lower level until middle level company.

## CONTACT

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## CURRICULUM OVERVIEW

NO	1st SEMESTER COURSES	CREDITS
1	Fundamentals of Social Sciences	3 credits (5.01 ECTS)
2	Fundamentals of Political Science	3 credits (5.01 ECTS)
3	Introduction to Business Administration	3 credits (5.01 ECTS)
4	Pencasila	2 credits (3.34 ECTS)
5	Religion Education	2 credits (3.34 ECTS)
6	Citizenship	2 credits (3.34 ECTS)
7	Indonesian Language	2 credits (3.34 ECTS)
8	OKK	3 credits (5.01 ECTS)
<b>TOTAL CREDIT</b>		<b>20 (33.4 ECTS)</b>

NO	2nd SEMESTER COURSES	CREDITS
1	Money and Banking	3 credits (5.01 ECTS)
2	Entrepreneurship	3 credits (5.01 ECTS)
3	Organization and Business Management	3 credits (5.01 ECTS)
4	Business Law	2 credits (3.34 ECTS)
5	Accounting Fundamentals	2 credits (3.34 ECTS)
6	Business Economics	3 credits (5.01 ECTS)
7	Business Statistics	3 credits (5.01 ECTS)
<b>TOTAL CREDIT</b>		<b>19 (31.73 ECTS)</b>

NO	3rd SEMESTER COURSES	CREDITS
1	Business Marketing Management	3 credits (5.01 ECTS)
2	Business Operations Management	3 credits (5.01 ECTS)
3	Business HR Management	3 credits (5.01 ECTS)
4	Business Financial Management	3 credits (5.01 ECTS)
5	Advanced Accounting	2 credits (3.34 ECTS)
6	Business Startup	3 credits (5.01 ECTS)
7	Tax Administration	2 credits (3.34 ECTS)
<b>TOTAL CREDIT</b>		<b>19 (31.73 ECTS)</b>

NO	4th SEMESTER COURSES	CREDITS
1	Business Research Methods	3 credits (5.01 ECTS)
2	Strategic Management	3 credits (5.01 ECTS)
3	Leadership in Business	3 credits (5.01 ECTS)
4	Business Operations Research	3 credits (5.01 ECTS)
5	Business Development	2 credits (3.34 ECTS)
6	Business communication	2 credits (3.34 ECTS)
7	Cost accounting	3 credits (5.01 ECTS)
<b>TOTAL CREDIT</b>		<b>19 (31.73 ECTS)</b>

NO	5th SEMESTER COURSES	CREDITS
1	Organizational behavior	3 credits (5.01 ECTS)
2	Consumer behavior	3 credits (5.01 ECTS)
3	Supply Chain Management	3 credits (5.01 ECTS)
4	Analysis of financial statements	3 credits (5.01 ECTS)
5	KKNM	3 credits (5.01 ECTS)
6	Political Marketing	2 credits (3.34 ECTS)
7	Digital Business	3 credits (5.01 ECTS)
8	Marketing Research and Ethnography	3 credits (5.01 ECTS)
<b>TOTAL CREDIT</b>		<b>23 (38.41 ECTS)</b>

NO	6th SEMESTER COURSES	CREDITS
1	Marketing strategy	3 credits (5.01 ECTS)
2	Corporate HR Strategy	3 credits (5.01 ECTS)
3	Business Operations Strategy	3 credits (5.01 ECTS)
4	Business Finance Strategy	3 credits (5.01 ECTS)
5	International and Global Business	3 credits (5.01 ECTS)
6	Business Administration Issues	3 credits (5.01 ECTS)
7	Optional Courses* (choose one of the following)	3 credits (5.01 ECTS)
a.	Sharia Business	3 credits (5.01 ECTS)
b.	Tourism Business	3 credits (5.01 ECTS)
c.	MSME Management	3 credits (5.01 ECTS)
<b>TOTAL CREDIT</b>		<b>21 (35.07 ECTS)</b>

NO	7th SEMESTER COURSES	CREDITS
1	Research Proposal Seminar (SUP)	2 credits (5.01 ECTS)
2	Business Information System	3 credits (5.01 ECTS)
3	Business Ethics	3 credits (5.01 ECTS)
4	Change Management and Organizational Innovation	3 credits (5.01 ECTS)
5	Presentation and Negotiation Business	2 credits (5.01 ECTS)
6	Optional Courses* (choose one of the following)	3 credits (5.01 ECTS)
a.	Investment and Portfolio Analysis	3 credits (5.01 ECTS)
b.	Brand Management	3 credits (5.01 ECTS)
c.	Industrial Relations, Occupational Health and Safety	3 credits (5.01 ECTS)
4.	Quality Management	3 credits (5.01 ECTS)
<b>TOTAL CREDIT</b>		<b>19 (31.73 ECTS)</b>

NO	8th SEMESTER COURSES	CREDITS
1	Research Thesis/Project/Scientific Article	5 credits (8.35 ECTS)
<b>TOTAL CREDIT</b>		<b>5 (8.35 ECTS)</b>

## TUITION FEE AND DEVELOPMENT FEE

Tuition fee for Indonesian students: Rp 13.500.000,00  
Tuition fee for international students: Rp 18.000.000,00  
Development fee: Rp 70.000.000,00



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## Program Structure

Single Degree Program

1. The Program is designed for a study period of 4 years (8 semesters).
2. Students are required to study Abroad for a period of one to three semesters at an overseas university with academic link or cooperation (during semesters 5 - 7).
3. The maximum duration of study period is 8 semesters (4 years).
4. Graduates of this program will receive Sarjana Administrasi Bisnis (S.A.B.) or Bachelor of Business Administration (B.B.A.)
5. Before finishing their study, students should fulfill the minimum English proficiency as follows: achieve a minimum IELTS score of 6.0 (no bands lower than 5.5) or TOEFL iBT score of 75 (no bands lower than 17).