

CURRICULUM **S1 BUSINESS**



**UNIVERSITAS
PRASETIYA MULYA**

BSD CAMPUS

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Semester 1

No	Course Title	SKS
1	Business Communication 1	2
2	Reading & Writing	2
3	Introductory Economics	3
4	Introduction to Science/Technology Based Business	2
5	Civics Education	2
6	Introduction to Business & Management	3
7	Business Mathematics	3
8	Personal Development	3
	Total	20

Semester 2

No	Course Title	SKS
1	Introductory Financial Accounting	3
2	Business Communication 2	2
3	Microeconomics	3
4	Civilization of Pluralism	2
5	Community Development Project (1)	2
6	Analytical & Creative Thinking	3
7	Consumer Behavior	2
8	Introductory Statistics	3
	Total	20

Semester 3

No	Course Title	SKS
1	Introductory Managerial Accounting	3
2	Macroeconomics	3
3	Religious Studies	2
4	Leadership	3
5	Business Creation	4
6	Business Statistics	3
7	Selling in Business	2
	Total	20

Semester 4

No	Course Title	SKS
1	Financial Management 1	3
2	Human Resource Management	3
3	Marketing Management	3
4	Operations Management	3
5	IT for Business	3
6	Business Development	4
	Total	19

Semester 5

No	Course Title	SKS
1	Taxation	3
2	Business Law	2
3	Organization Design & Dynamics	3
4	Social Entrepreneurship and Communication	3
5	Decision Analysis	3
6	Business Research Method	3
7	Business Process Improvement	3
	Total	20

Semester 6

No	Course Title	SKS
1	Management Information System	3
2	IELTS Proficiency Preparation 1	2
3	Economics of Strategy	3
4	Corporate Responsibility & Ethics	2
5	Community Development Project (2)	4
6	Knowledge of Creative Business	3
7	Entrepreneurial Capital	3
	Total	20

Semester 7

No	Course Title	SKS
1	Strategic Management	3
2	International Business	3
3	IELTS Proficiency Preparation 2	2
4	Entrepreneurial Finance	3
5	Hatching Program	3
6	Elective Courses	6
	Total	20

Semester 8

No	Course Title	SKS
1	Final Project (Business Project)	6
	Total	6

Total Credit: 145

Elective Courses	SKS
Film, Video, and Photography Management	3
Tourism and Leisure Management	3
Technology & Web-Based Business Management	3
Design, Fashion, and Art Goods Management	3
Real Estate & Property Management	3
Culinary Management	3
Family Business Management	3
F&B Business	3
Service Management	3
Business Valuation	3
Green Business	3
Integrated Brand Communication	3