

**Curriculum (MARKETING - DUAL DEGREE in Collaboration with University of Arizona)**
**Semester I**

No	Course	Credit
1	Composition I	3
2	World Religions	3
3	Introduction to Business	3
4	Principles of Accounting I	3
5	Calculus for Business, Social & Life Sciences	3
6	Introduction to Literature	3
7	Problem Solving & Decision Making	2
Total		<b>20</b>

**Semester II**

No	Course	Credit
1	Composition II	3
2	General Chemistry I	3
3	General Chemistry I Lab	1
4	Principle of Accounting II	3
5	Intro to Computer Application & Lab	4
6	Ethics/Intro to philosophy	3
7	Entrepreneurship	3
8	Pancasila	3
Total		<b>23</b>

**Semester III**

No	Course	Credit
1	Introduction to Environmental Science	3
2	Statistics	3
3	Principles of Macroeconomics	3
4	Intro to Managerial Accounting	3
5	Total Wellness	2
6	Introduction to Public Speaking	3
7	Bahasa Indonesia	3
Total		<b>20</b>

**Semester IV**

No	Course	Credit
1	Intro to International Relations	3
2	Principles of Microeconomics	3
3	General Psychology	3
4	Communications in the Workplace	3
5	Analytical Methods for Business	3
Total		<b>15</b>

**Semester V**

No.	Course	Credit
1	Organization Behavior and Management	3
2	Introduction to Marketing	3
3	Business Communication	3
4	Introduction to Finance	3
5	Research Method / Business Plan	3

**Semester VI**

No.	Course	Credit
1	Microeconomic Analysis for Business Decisions	3
2	Basic Operations Management	3
3	Using and Managing Information Systems	3
4	Macroeconomic and Global Institution Policy	3
5	Consumer Behavior	3

6	Integrated Marketing Communications*	3
Total		<b>18</b>

6	<i>Elective Course: E-commerce &amp; Marketing/Entrepreneurial Marketing</i>	2
7	<i>Elective Course: Service Marketing/Global Marketing/*</i>	2
Total		<b>19</b>

**Semester VII**

No	Course	Credit
1	Integrating Business Fundamentals with Ethics and Law in Management	3
2	Introduction to Human Resources	3
3	Marketing Analytics	3
4	Economic Strategy for Business Decision	3
6	Business Simulation	2
7	Internship	3
Total		<b>17</b>

**Semester VIII**

No	Course	Credit
1	Innovation Principles	3
2	Real Estate and Finance and Investment	3
3	Project Management	3
4	Intermediate Accounting for Business Administration	3
5	Strategic Management	3
6	Thesis	6
Total		<b>21</b>

**TOTAL CREDITS: 153**

