

**Curriculum (DIGITAL MARKETING - DUAL DEGREE)**



In collaboration with:

**SEMESTER I**

CODES	COURSE TITLE	CREDITS
GENC1301	Composition I	3
GREL1301	World Religions	3
GGEB1301	Introduction to Business	3
GACG1301	Principles of Accounting I	3
GMAC1304	Calculus for Business, Social & Life Sciences	3
GHUM1301	Pancasila	3
	Kewarganegaraan	3
<b>Total</b>		<b>21</b>

**SEMESTER II**

CODES	COURSE TITLE	CREDITS
GENC1302	Composition II	3
GCHM1301	General Chemistry I	3
GCHM1101	General Chemistry I Lab	1
GACG1302	Principles of Accounting II	3
BUSI1301	Basic Economic Issues	3
GPHL2301	Introduction to Philosophy	3
BUSI1302	Entrepreneurship	3
<b>Total</b>		<b>19</b>

**SEMESTER III**

CODES	COURSE TITLE	CREDITS
GEVR1301	Introduction to Environmental Science	3
GSTA1301	Statistics	3
BUSI2301	Managerial Accounting	3
GHLP1201	Total Wellness	2
GSPC1301	Introduction to Speech Communication	3
BUSI2302	Computer Application	3
BUS2103	Computer Application Lab	1
	Fundamental of Basic Drawing	3
<b>Total</b>		<b>21</b>

**SEMESTER IV**

CODES	COURSE TITLE	CREDITS
GINR2301	Introduction to International Relations	3
BUSI2304	Communications in the Workforce	3
BUSI2305	Analytical Methods for Business	3
	Business Ethics & Sustainability	3
	Microbes & Society	3
GHUM1302	Bahasa Indonesia	2
GPSY2301	General Psychology	3
<b>Total</b>		<b>20</b>

**SEMESTER V**

CODES	COURSE TITLE	CREDITS
MGMT3304	Introduction to Finance	3
MGMT4302	Introduction to Human Resources	3
MGMT4306	Real Estate Finance and Investment	3
MGMT4308	Intermediate Accounting for Business Administration	3
BUSI3301	Research Method	3
	Introduction to Startup	3
<b>Total</b>		<b>18</b>

**SEMESTER VI**

CODES	COURSE TITLE	CREDITS
MGMT3305	Microeconomic Analysis for Business Decisions	3
MGMT3306	Basic Operations Management	3
MGMT4304	Economic Strategy for Business Decision	3
MGMT4301	Integrating Business Fundamentals with Ethics and Law in Management	3
MGMT3309	Digital Marketing	3
MGMT3305	Integrated Marketing Communication	3
<b>Total</b>		<b>18</b>

**SEMESTER VII**

CODES	COURSE TITLE	CREDITS
MGMT3302	Introduction to Marketing	3
MGMT3301	Organization Behavior and Management	3
MGMT4303	Marketing Analytics	3
MGMT3303	Business Communication	3
BUSI4202	Internship for Business	3
<b>Total</b>		<b>15</b>

**SEMESTER VIII**

CODES	COURSE TITLE	CREDITS
MGMT3307	Using and Managing Information Systems	3
MGMT3308	Macroeconomic and Global Institution Policy	3
MGMT4307	Project Management	3
MGMT4305	Innovation Principles	3
BUSI4603	Final Project	6
<b>Total</b>		<b>18</b>

**TOTAL CREDIT HOURS FOR DEGREE PROGRAM 150**

**Notes:**

Students in this program apply to both University of Arizona and Sampoerna University (i.e., Dual-Degree Program). Both professors from both University of Arizona and Sampoerna University co-teach the green-highlighted courses (i.e., Business Core & Major Courses).