

## Faculty of **Business**

Programs in Faculty of Business (FOB) are to meet the nation's talent shortages and ensure that all of our students are well-positioned to compete for jobs in Indonesia and abroad. Students in FOB have unique study abroad opportunities through our partnerships with U.S. universities. In general, FOB graduates had accepted job offers and begun employment within 6 months of graduation.

## MANAGEMENT

The degree in management combines coursework and real-world application of business principles. The management degree offers three concentrations (banking & finance; entrepreneurship; and digital marketing) that give you the latest knowledge and hands-on skills in new venture creation, financing, growth and innovation in the digital era. Our graduates in this program can also earn a degree from the University of Arizona. Hence, our graduates are equipped with necessary skills in effective communication and problem solving skills to enhance effective decision-making process in business.

### Competencies to achieve:

- Marketing
- Business Communication
- Finance
- Economic Strategy and Analysis for Business Decision
- Operations Management
- Organization Behavior and Management
- Information Systems
- Macroeconomic and Global Institution Policy
- Human Resources
- Marketing Analytics
- Innovation
- Real Estate Finance and Investment
- Project Management
- Accounting

### Career Pathways:

Our graduates of the Management Study Program have many possible career pathways, which include but are not limited to:

- Entrepreneurs
- Business managers
- Business consultants
- Bankers
- Financial advisers
- Investment analysts
- Brand managers
- Business development managers
- Market researchers
- Digital marketers
- Marketing communication manager



