

MATA KULIAH

- Economic for Business
- Basic Digital Business
- Business Management
- Principles of Accounting
- Business Trend 1
- Human Capital Management
- Marketing Management
- Operational Management
- Financial Management
- Business Trend 2
- Organizational Behavior
- Consumer Behavior
- Management System Information
- Cost Management
- Global Strategic Management
- Digital Marketing
- Investment Management
- Budgeting
- Entrepreneurship Essentials
- Statistic for Business
- Elective interdisciplinarity*
- Elective Entrepreneurial Course of Cluster*
- Research Methodology
- Internship
- Strategic Change Management
- Business Ethics
- Final Project

MATA KULIAH UMUM

- Pancasila
- Religion
- Indonesian Writing System
- English
- Mandarin

*Elective Interdisciplinary

- International Business Management

*Elective Entrepreneurial Cluster

- Startup Venture
- Family Business
- Corporate Entrepreneurship

ELECTIVE COURSE

Marketing Management

- Relationship Marketing
- Retail Management
- Marketing Research and Strategy
- Service Management

Financial Management

- International Finance Management
- Risk Management
- Financial Current Issue
- Financial planning for Business

Human Resource Management

- Key Performance Indicator
- Training Management
- Career Planing and Personal Development
- Human Capital System Informasion

Operational Management

- Operation Management
- Project Management
- Quality Management
- Supply Chain Management



Jalan Sunset Boulevard
CitraLand City Losari Kawasan Centrepont Of Indonesia
Makassar 90224, Indonesia

+62 8112 500 228 www.uc.ac.id/makassar

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Spesialisasi

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Spesialisasi
International Business Management

Di spesialisasi ini mahasiswa akan mempelajari dunia bisnis yang dinamis, apa yang membuat perusahaan, merk dan target pasar berfungsi maksimal. Serta bagaimana brands dibangun, apa yang membuat bisnis melonjak dan apa yang membuat gagal. Mampu mengembangkan pengetahuan bisnis secara global, mempelajari aspek penting dalam perusahaan seperti finance dan marketing serta dapat mengembangkan karir bisnis di semua sektor industri. Spesialisasi ini memiliki pilihan karir yang sangat luas, baik di posisi manajerial maupun operasional atau menjadi pemimpin di industri yang dipilih.

Keunggulan Spesialisasi

ENTREPRENEUR PRACTICE

Membentuk mahasiswa menjadi wirausaha melalui project based learning, real expert mentoring, networking, dan inkubator bisnis.

ENTREPRENEUR INSPIRING AND COMMUNITY

Menghadirkan para entrepreneur untuk berbagi pengalaman dan mendorong mahasiswa untuk menjadi anggota asosiasi tertentu sesuai bidang usaha yang dijalankan.

ENTREPRENEUR INSIGHT

Membukakan wawasan bisnis global, sehingga saat menjalankan bisnis, mahasiswa memiliki visi jauh ke depan (think globally, act locally).

INTERNATIONAL PERSPECTIVE

Membuka wawasan global melalui pertukaran mahasiswa (Student Exchange) ke berbagai universitas antara lain: SOLBRIDGE International School of Business, Woosong University Korea, Short Course Program Coventry University, INHA University.

INTEGRATED CORE

Kurikulum terintegrasi berdasarkan disiplin ilmu manajemen dan entrepreneurship untuk pembentukan venture creation.

BOARD PERSPECTIVE

Mahasiswa dapat memilih mata kuliah sesuai dengan preferensi dan bidangnya, antara lain: Cluster Entrepreneurship, Cluster Finance, dan Cluster Marketing.

Future Me

- Business Startup (your startup starts before graduation)
- Family Business Successor
- Chief Executive Officer (CEO)
- Managing Director (MD)
- General Manager (GM)

Degree

Sarjana Manajemen (S.M)

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Facilities

- Lab Simulasi Bisnis
- Lab Pasar Modal
- Lab Statistika
- Theater Room