LSPR Institute of Communication & Business

CURRICULUM DIGITAL BUSINESS MANAGEMENT

Semester 1: Business Studies

NO	KODE	SUBJECTS	CREDIT
1	BIS011	Fundamental of Business	3
2	BIS041	Introduction to Entrepreneurship & Leadership	3
3	BIS051	Introduction to Digital Business Management	3
4	MGM03	Introduction to Human Resources Development	3
5	BIS02	Design Thinking for Innovation	3
6	BIS031	Personal Branding & Professional Studies	3
7	BIS04	Business Ethics	3
8	IKB02	GE I: Basic General English Skills	2
		Total	**23**

Semester 2: Knowledge of Business

NO	KODE	SUBJECTS	CREDIT
1	IKB03	Principles of Public Relations	3
2	BIS05	Business Model	3
3	BIS06	Marketing Management	3
4	IKB04	Information & Communication Technology (ICT)	2
5	MGM04	Business Start Up	4
6	BIS08	Psychology & Organizational Behaviour	2
7	IKB05	GE II : Advanced General English Skills	2
8	NAS03	Indonesian State Philosophy	2
9	NAS041	National Heroism: Character Buiding LSPR Ten Pillars*	2
		Total	**23**

Semester 3: Digital Business Creation

No.	KODE	SUBJECT	CREDIT
1	MGM05	Digital Economy	3
2	DBM02	Digital Consumer Behaviour	3
3	DBM04	Digital Startup Development	3
4	DBM03	Digital Marketing	3
5	BIS10	Brand Communication & Activation	3
6	DBM01	Digital Business Law	3
7	BIS09	Accounting & Financial Management I	2
8	IKB06	EBC I : Basic Business English Skill	2
		Total	**22**

Semester 4: Digital Business Development

No.	KODE	SUBJECT	CREDIT
1	MGM06	Macro & Micro Economic	3
2	DBM06	Market Research for Digital Business	3
3	MGM07	Customer Relationship Management I	2
4	DBM07	Operation Management & Digital I	2
5	DBM05	E- Commerce & Marketplace	3
6	NAS02	Religious Instruction	2
7	BIS13	Statistics for Business	3
8	IKB07	EBC II: Advanced Business English Skills	2
		Total	**20**

Semester 5: Leadership

No.	KODE	SUBJECT	CREDIT
1	BIS14	Business Research Method	3
2	BIS15	Leadership I	2
3	DBM08	Digital Workplace	2
4	BIS16	Venture Capital	3
5	MGM09	International Business	2
6	NAS011	Indonesian Language & Scientific Writing	2
7	BIS23	Big Data Business Innovation	2
8	MGM08	Community Development in Digital Business Management	3
		Total	**19**

Semester 6: Management Project

No.	KODE	SUBJECT	CREDIT
1		Management Project in Digital Business	15
	DBM10	a. Digital Business Mentoring	3
	MGM10	b. Sales Management	3
	BIS28	c. Leadership II	2
	MGM12	d. Integrated Marketing Communication	3
	DBM11	e. Risk & Cyber Security Management I	2
	DBM12	f. E- Business Feasibility	2
2	IKB081	Mandarin, Spain, or French Studies (selected)	2
		Total	**17**

Semester 7; Internship

No.	KODE	SUBJECT	CREDIT
1	IKB09	Seminar of Research Proposal	3
2		Internship	**12**
		Total	15

Semester 8: Final Project

No.	KODE	SUBJECT	CREDIT
1	IKB10	Thesis/Non Thesis	6

SEMESTER I	23	SKS	**Prepared by: Prodi**
SEMESTER II	23	SKS	**Checked by : Dekanat**
SEMESTER III	22	SKS	**Verified by : Retorat**
SEMESTER IV	20	SKS	**Approved by : CEO**
SEMESTER V	19	SKS	
SEMESTER VI	17	SKS	
SEMESTER VII	15	SKS	
SEMESTER VIII	6	SKS	
TOTAL	**145**	**SKS**	