Business Faculty

Subject Syllabus

Subject Code : BIS20

Subject Title : Internship

Subject Specification : for Digital Business Management students academic term 7 (seven).

Subject Overview : the Internship Program is an activity for students to apply and acquire knowledge, general and specific skills / work skills, as well as internalize professional attitudes and appropriate work culture and necessary for the business world.

Course Objectives : Students can implement knowledge dan skill from academic term 1 – 6 in internship on host company.

Course Method : interactive, problem-solving discussions, tutoring.

Learning Outcome (Competence) :

- Knowledge : Student implement knowledge to the internship company.
- Skill internship : Student will be able to create and develop skill in
- Attitude : Active, creative, ethical, and implement constructivism learning as a student.

Course content :

Week	Topic
1	Introduction : General Guidance
2	Internship Program in Curriculum
3	Internship Activity

4	Internship Activity
5	Internship Activity
6	Internship Activity
7	Internship Activity
8	Internship Activity
9	Internship Activity
10	Internship Activity
11	Internship Activity
12	Internship Activity
13	Internship Activity
14	Internship Activity
15	Internship Activity
Final Examination	

In the Letter Grade System, the quantitative grades mean:

Grade	**Symbol**	**Conversion Value**
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:
Final Examinations 100%

TOTAL 100%

Scheme of Work :

KODE	No.	SUBJECT	CREDIT	Unsur Capaian Pembelajaran	Deskripsi
IKB14	1	Internship	**12**		
		a. Digital Startup Growth Strategic (required)	2	**Knowledge :** Have knowledge of how to use the right set of strategic skills for digital startup growth for business. **Skills:** Have the skills to be able to implement knowledge into business management and the business field. **Attitude:** Enthusiasm, commitment, innovative, proactive	In this course, students can provide strategies to help ensure that digital businesses that are currently running are on the right path, in accordance with future predictions to develop the right startup growth strategy. This detailed plan is put together by combining the target market, value proposition, and goals. And also combine content marketing and social media marketing strategies.
		b. Risk & Cyber Security Management II (required)	2	**Knowledge :** Have the knowledge how to use the right skills for advanced risk management and cybersecurity for business.	This course provides risk assessment and management techniques, methods and models used in industry to minimize, control and

				Skills : Have the skills to implement knowledge into business management and the business field **Attitude :** Enthusiasm, commitment, innovative, proactive.	communicate risks that occur in digital business
		c. Persuasive Communication (required)	2	**Knowledge :** understand how to use persuasion skills appropriately for business. **Skills :** Able to implement knowledge into business management and business fields. **Attitude :** Enthusiasm, commitment, innovative, proactive and confident.	In this course students develop and use persuasion skills to sell business ideas.
		OPTIONAL SEM 7 (min. 3 subject, total max. 6 SKS)			

		d. Customer Relationship Management II	2	**Knowledge :** understand how to implement strong customer relationships. **Skills :** Able to implement knowledge into business management and business fields. **Attitude :** Enthusiasm, commitment, innovative, proactive and confident**.**	This course provides concepts related to learning how to shift from a short-term customer transaction-based operating mode to a long-term relationship mode and understanding the benefits of having strong customer relationships. This course provides an overview of CRM concepts such as customer retention, customer centric, customer lifetime value and customer value management and is equipped with cases from successful companies so that students can analyze and evaluate cases.
		e. Operation & Digital Management II	2	**Knowledge :** understand how to manage business production processes through experience. **Skills :** Able to	This course provides principles & concepts of operations management. The concept includes operations strategy, process design, capacity

				implement knowledge into business management and business fields. **Attitude :** Enthusiasm, commitment, innovative, proactive and confident.	planning, facility location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. Students also understand how new technologies are used & impact business processes
		f. Accounting & Financial Management II	2	**Knowledge :** understand how to manage the company's financial health. **Skills :** Able to implement knowledge into business management and business fields. **Attitude :** Enthusiasm, commitment, innovative, proactive and confident**.**	This course aims to develop skills and gain experience on how to manage a company's financial health
		g. Social Marketing Communication I (MARCOMM)	2	**Knowledge :** understand how to develop social	This course actually emphasizes the application of

				marketing strategies and programs to bring about behavioral change for social purposes. **Skills :** Able to implement knowledge into business management and business fields. **Attitude :** Enthusiasm, commitment, innovative, proactive and confident	marketing theory to social causes and campaigns. Conventional marketing concepts are deployed in anticipation of social issues but achieve beneficial results for the company, customers and society. By understanding and implementing social marketing, companies may be able to seek behavior change strategies to achieve positive social change.
		h. Corporate Social Responsibility & Community Relations (PR)	2	**Knowledge :** understand the goals and ways of acting for the benefit of social society. **Skills :** Able to implement knowledge into business management and business fields. **Attitude :**	Those who see themselves as PR students, studying to become PR professionals, must be able to understand, handle and utilize the tools of Corporate Social Responsibility in the modern business environment. This is one of the main aspects of any PR

				Enthusiasm, commitment, innovative, proactive and confident.	Division in a domestic or multinational company today, and is actually determined by Indonesian law (Financial Services Authority) for limited liability companies. No company today lives in a vacuum: without the support and cooperation of many stakeholders, it is impossible to carry out any business or organizational activity.
Total			12		

Final Exam Guideline **: Paper Report**

References **: -**

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