Business Faculty

Subject Syllabus

Subject Code : BIS20

Subject Title : Internship

Subject Specification : For Business Students Only

Subject Overview : the Internship Program is an activity for studentsto 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. Decision Making Strategies for Leadership	2	**Learning Outcome:** Knowledge: undertand how to applu theories and methodologies in strategic decision making. **Skill:** Able to implement the knowledge into business management and business field. **Attitude:** Enthusiasm, commitment, innovative, proactive, and confident.	Students learn how by applying each theories and methodologies in strategic decision making can help them, as a future leader and entrepreneur, to run their businesses and solved problems that may arise better.
		b. Operations Management II (required)	2	**Learning Outcome:** understand how to manage production process of business through experiences.	Develop skill and get hands-on experience how to manage production process of a business .

				Skill: Able to implement the knowledge into business management and business field. **Attitude:** Enthusiasm, commitment, innovative, proactive, and confident.	

		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 & DigitalManagement 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 & FinancialManagement 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 & CommunityRelations (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 : -

Prepared by:	Checked by :
	
Sandy Adithia, S.Sn. M.A.B.	**Cyntia Keliat, S.I.Kom., MM.**
	Head of Management Study Programme

Reviewed by :	Approved by :
	
Yuliana R. Prasetyawati, MM.	**Dr. Janette Maria Pinariya**
Dean of Business Faculty	Vice Rector