



ACADEMIC PROGRAM BOOK

School of Business
Undergraduate Program



LEARNING OUTCOME

- 1** Able to master business and entrepreneurship knowledge to identify business opportunities, create sustainable added value, formulate innovative business models.
- 2** Able to integrate information, theory, and practice and use decision support tools in solving business problems and global challenges in business.
- 3** Able to effectively communicate arguments to business stakeholders.
- 4** Able to demonstrate leadership qualities in managing business.
- 5** Able to conduct business with moral and ethical values, and balance the interests of multiple stakeholders to ensure business sustainability.



PROFILE

SNAPSHOTS

41
of lecturers



ACCREDITATION



Accredited by BAN-PT

Accredited by *Lembaga Akreditasi Mandiri Ekonomi Manajemen Bisnis dan Akuntansi (LAMEMBA)*



Accredited by *The Alliances on Business Education and Scholarship for Tomorrow, a 21st Century Organization (ABEST21)*

PROFILE

A Brief History

The undergraduate program in Business is designed to create an agile and powerful entrepreneurs capable of facing the VUCA (Volatile, Uncertain, Complex, and Ambiguous) and dynamic business environments. Students will be guided through entrepreneurial ecosystem consisting of an integrated curriculum, cocurricular activities, business competitions and challenges, as well as business communities, and supported by complete and modern campus facilities.

The curriculum is composed to lay down entrepreneurship foundations by nurturing entrepreneurial intention and characters in the first year. Students are then trained to identify business opportunity and develop successful business ideas in the second year. Third year is focused on building students' competencies in managing business by coaching them on how to move from business idea to creating, managing, and growing a new venture.

Final year is aimed at enriching students with business exposures (local and/or abroad) by following three pillars of business education i.e. globalizing, humanizing, and collaborating with industry. International students exchange, business presentation, internship, thematic service learning, and final business project are among activities that are available for students to choose for enrichments. If students decide not to practice entrepreneurship after graduated, then they can opt for corporate entrepreneurship (intrapreneurship) as an alternative concentration in the program.

Starting from the academic year 2020/2021, International Program of undergraduate program in Business has been opened, and can be enrolled by foreign and Indonesian students.

This book provides prospective student with the information regarding the international program related to the academic atmosphere/curriculum, regulations, ethics of as well as other information related to university itself.



PROFILE

The Study Programs Mission Statement

To become an excellent study program in nurturing responsible business practitioners in resource- and bioscience-based industries through academically rigorous education, research, and community service with entrepreneurship in spirit, sustainability in focus and global in orientation.

SB-IPB's Learning Goals

- 1 Entrepreneurial thinking and acting
- 2 Critical thinking and problem solving
- 3 Leadership and teamwork
- 4 Business communication
- 5 Sustainable business practices

CURRICULUM

Program Structure

Program Scheme

Single Degree
(3.5 + 0.5)

3.5 years at IPB University
0.5 year at partner University



CURRICULUM

Course Mapping

Semester 1 Developing Entrepreneurial	
Courses	Credit
Religion	3(2-1)
General Biology	2(2-0)
General Chemistry	2(2-0)
Social Science Physics	2(2-0)
Basic Economics	3(2-1)
Innovative Agriculture	2(2-0)
Mathematics and Logical Thinking	3(2-1)

Semester 2 Intention and Characters	
Courses	Credit
English	2(1-1)
Citizenship Education	1(1-0)
Pancasila Education	1(1-0)
Computational Thinking	2(2-0)
Statistics and Data Analysis	3(3-0)
Sociology	2(2-0)
Indonesian Language	2(1-1)
Business Decision Making Tools	3(3-0)
Sports	1(0-1)

Semester 3 Business Opportunity and Ideation	
Courses	Credit
Creativity and Business Innovation	2(2-0)
Business Opportunity Analysis	2(2-0)
Business Model Innovation	2(2-0)
Business and Entrepreneurship	3(3-0)
Statistics for Business	3(0-3)
Business Microeconomics	2(2-0)
Bio-business Dynamics and Transformation	2(2-0)

Semester 4 Developing Prospective Business Idead	
Courses	Credit
Business Macroeconomics	2(2-0)
Fundamental of Business Analytics and Intelligence	2(2-0)
Business Research	3(2-1)
Comprehensive Business Practice 1	3(0-3)
Concentration Course 1	3(3-0)
Concentration Course 2	3(3-0)
Concentration Course 3	3(3-0)

CURRICULUM

Course Mapping

Semester 5 Business Practice and Operation: Moving from idea to an entrepreneurial firm	
Courses	Credit
Business Ecosystem and Competitiveness	2(2-0)
Business Ethic and Law	2(2-0)
Comprehensive Business Practice 2	3(0-3)
Concentration Course 4	3(3-0)
Concentration Course 5	3(3-0)
Concentration Course 6	3(3-0)

Semester 6 Business Practice and Operation: Managing and growing the entrepreneurial firm	
Courses	Credit
State, Business, and Society	2(2-0)
Business Risk Analysis	3(2-1)
Concentration Course 7	3(3-0)
Concentration Course 8	3(3-0)
Concentration Course 9	3(3-0)
Concentration Course 10	3(3-0)

Semester 7 & 8 Business Exposures and Enrichment: To be an agile responsible business practitioners	
Courses	Credit
Enrichment Courses & Supporting Courses	22
Community Service	4
Capstone Project	13
Business Presentation	1
Final Project	6

CURRICULUM

Concentration Courses

This study program is designed as **a response to the need for entrepreneurs who are able to manage businesses professionally and sustainably**. It consists of four specializations, namely: (1) entrepreneurship, (2) intra-entrepreneurship, (3) digital business, and (4) investment and wealth management.

A. INTRAPRENEURSHIP

- Leadership and Corporate Governance
- Business Uncertainty and Strategic Planning
- Accounting for Dynamic Business
- Global Business
- Operation and Supply Chain Dynamic
- Intrapreneurship and Organizational Sustainability
- Social Impact Analysis
- Human Resources Performance Management
- Consumer and Market Analysis
- Industrial Organization

B. ENTREPRENEURSHIP

- Digital Business
- Business Leadership
- Fundamental Finance and Investments
- Product Planning and Development
- Micro and Small Business Start-up
- Innovative Marketing
- Family Business
- Performance Planning and Decision Making
- Social Business and Entrepreneurship
- Managing a Growing Business

C. DIGITAL BUSINESS

- Digital Business
- Business Data Management Systems and Big Data
- Digital Business Transformation and Valuation
- ICT for Business
- Innovative Marketing
- Operation and Supply Chain Dynamics
- Machine Learning for Business
- Digital Entrepreneurship
- Digital and Social Media Marketing
- Financial Technology

D. INVESTMENT AND WEALTH MANAGEMENT

- Quantitative Methods for Finance
- Fundamental of Finance and Investments
- Capital Market, Portfolio and Investment Analysis
- Derivative Product and Options
- Behavioral Finance
- Financial Institutions, Financial Service and Performance
- Strategic Corporate Finance
- Family Business
- Social Business and Entrepreneurship
- Managing Growing Business

FACILITIES



Classroom



Building



Collaboration Room



Library



Meeting Room



Lobby



Student Lounge



Podcast Room

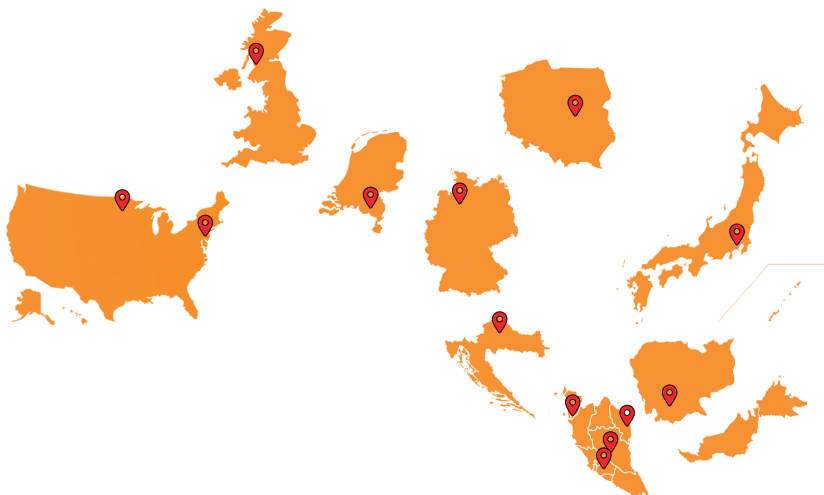


Discussion Area

INTERNATIONAL COLLABORATION

List of International Collaboration

Country/Region		Affiliated Partners
Universities	Malaysia	Universiti Sains Malaysia Universiti Utara Malaysia Putra Business School Universiti Sultan Zainal Abidin
	Cambodia	Kirirrom Institute of Technology
	Japan	Tokyo University of Agriculture
	US	North Dakota State University Fordham University
	UK	Adam Smith Business School University of Glasgow
	Netherlands	Maastricht School of Management
	Croatia	University of Zagreb
	Germany	Hoschule Bremen City University of Applied Science
	Poland	Warsaw University of Life Sciences



CONTACT

The Faculty Campus

The School of Business IPB University is located in Bogor, West Java, Indonesia. It is surrounded by several cities that makes it easy to access the location. The campus has good environment and plenty of transportation system choices that can support the ideal surrounding for academic and non-academic activities.

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