

DAFTAR MATA KULIAH PRODI BISNIS DIGITAL 2024

Sem	Kode Mata Kuliah	Nama Mata Kuliah	Bobot SKS		Mata Kuliah
			Teori	Praktek	Semi Prasyarat
1		1. Pendidikan Agama	2		
	UUW00011	- Agama Islam			
	UUW00021	- Agama Kristen			
	UUW00031	- Agama Katholik			
	UUW00041	- Agama Hindu			
	UUW00051	- Agama Budha			
	UUW00061	- Agama Khonghucu			
	UUW00062	- Kepercayaan kepada Tuhan YME			
	UUW00005	2. Olahraga / <i>Physical Education</i>	1		
	UUW00004	3. Bahasa Indonesia / <i>Indonesia Language</i>	2		
	UUW00007	4. Bahasa Inggris 1 / <i>English 1</i>	1		
	UUW00003	5. Pancasila	2		
	UUW00010	6. Kewarganegaraan / Civic Education	2		
	PEBD6001	7. Pengantar Manajemen / <i>Introduction to Management</i>	3		
	PEBD6003	8. Pengantar Bisnis / <i>Introduction to Business</i>	3		
	UUW00006	9. Internet of Things (IoT)	2		
		Total Semester 1	18		

2	UUW00008	1. Kewirausahaan / <i>Entrepreneurship</i>	2		
	PEBD6004	2. Algoritma & Pemrograman / <i>Algorithms & Programming</i>	3		UUW00006
	PEBD6005	3. Manajemen SDM / <i>Human Resource Management</i>	3		
	PEBD6006	4. Sistem Database / <i>Database System</i>	3		
	PEBD6007	5. Akuntansi Bisnis / <i>Accounting for Business</i>	3		
	PEBD6008	6. Manajemen Pemasaran / <i>Marketing Management</i>	3		
	PEBD6002	7. Pengantar Ekonomi / <i>Introduction to Economics</i>	2		
	UUW00011	8. Bahasa Inggris 2 / <i>English 2</i>	1		
		Total Semester 2	20		
3	PEBD6010	1. Manajemen Operasi / <i>Operations Management</i>	3		
	PEBD6011	2. Analisis Perilaku Konsumen Digital / <i>Digital Consumer Behaviour Analysis</i>	3		PEBD6008
	PEBD6012	3. Manajemen Keuangan / <i>Financial Management</i>	3		
	PEBD6013	4. Statistik Bisnis / <i>Statistic for Business</i>	3		
	PEBD6014	5. Desain UI & UX / <i>UI & UX Design</i>	3		
	PEBD6015	6. Sistem Informasi Manajemen / <i>Information System Management</i>	3		
	PEBD6016	7. Keamanan Cyber / <i>Cyber Security</i>	3		
	UUW00012	8. Bahasa Inggris 3 / <i>English 3</i>	1		
		Total Semester 3	22		
4	PEBD6017	1. Pemikiran Desain & Model Bisnis / <i>Design Thinking & Business Model</i>	3		
	PEBD6018	2. Pemasaran Digital / <i>Digital Marketing</i>	3		PEBD6011
	PEBD6019	3. Teknologi Keuangan / <i>Financial Technology</i>	3		PEBD6012

	PEBD6020	4. Sains Data / <i>Data Science</i>	3		PEBD6013
	PEBD6021	5. Teknologi Web & Aplikasi / <i>Web & Mobile Technology</i>	3		
	PEBD6022	6. Manajemen Rantai Pasok / <i>Supply Chain Management</i>	3		PEBD6015, PEBD6010
	PEBD6023	7. Manajemen Strategik / <i>Strategic Management</i>	3		
		Total Semester 4	21		
5	PEBD6024	1. Perdagangan Elektronik / <i>Ecommerce</i>	3		
	PEBD6025	2. Pemasaran Hubungan Pelanggan / <i>Customer Relationship Management</i>	3		PEBD6018
	PEBD6026	3. Kecerdasan Bisnis Buatan / <i>Artificial Intelligence</i>	3		
	PEBD6027	4. Sistem Awan / <i>Cloud System</i>	3		
	PEBD6028	5. Manajemen Risiko / <i>Risk Management</i>	3		
	PEBD6029	6. Perencanaan Sumber Daya Perusahaan / <i>Enterprise Resource Planning</i>	3		PEBD6022, PEBD6023
	PEBD6030	7. Metodologi Penelitian Bisnis / <i>Business Research Methods</i>	3		
		Total Semester 5	21		
6	LEBD6016	1. Bloomberg / <i>Bloomberg for Students</i>	3		
	LEBD6017	2. Manajemen Proyek Digital / <i>Digital Project Management</i>	3		PEBD6030
	-	3. Mata Kuliah Pilihan Wajib Konsentrasi 1 / <i>Elective Courses 1</i>	3		
	-	4. Mata Kuliah Pilihan Wajib Konsentrasi 2 / <i>Elective Courses 2</i>	3		
	-	5. Mata Kuliah Pilihan 3 / <i>Elective Courses 3</i>	3		
	PEBD6009	6. Etika Hukum & Bisnis / <i>Business Ethics & Law</i>	3		
	UUW00009	7. KKN / <i>Community Service</i>	3		

		Total Semester 6	21		
7	Praktikum-PEBD6031	1. Lab. Startup Bisnis Digital / <i>Digital Startup Business Lab</i>		3	LEBD6001
	Praktikum-PEBD6032	2. Lab Pemasaran Digital / <i>Digital Marketing Lab</i>		3	LEBD6004
	Praktikum-PEBD6033	3. Lab. Teknologi Keuangan / <i>Fintech Lab</i>		3	LEBD6010
	Praktikum-PEBD6034	4. Lab Sains Data / <i>Data Science Lab</i>		3	LEBD6013
	Praktikum-PEBD6035	5. Lab Pemrograman / <i>Programming Lab</i>		3	PEBD6021
		Total Semester 7		15	
8	Praktikum-PEBD6036	1. Skripsi / Proyek Bisnis Digital / <i>Thesis / Digital Business Project</i>		6	PEBD6030 &
					*Min 115 SKS
		Total Semester 8		6	
		Total SKS		144	

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