



İSTANBUL TİCARET
ÜNİVERSİTESİ

TERM OF REFERENCE
INTERNATIONAL SHORT COURSE PROGRAM
UNIVERSITY OF LAMPUNG AND ISTANBUL TICARET UNIVERSITY 2023

1. INTRODUCTION OF UNIVERSITY OF LAMPUNG

University of Lampung (Unila) is one of the first and oldest universities in Lampung, founded in 1965 recognized to be one of the best universities in Indonesia. Unila aims to produce alumni that can create jobs and possess a highly competitive spirit to increase social prosperity in Lampung and Indonesia (Unila has determined to build both Unila and the Nation all together). The University of Lampung received “A” accreditation from the National Accreditation Board for Higher Education. Moreover, in 2022, the Webometrics ranking of the University of Lampung (Unila) has experienced a remarkable increase from 2021 to being ranked 25th, then shot up to 10th position in the Webometrics version of the list of universities in Indonesia which was released in January 2022.

Unila's vision and mission synergize to continue the task of building Unila and the nation. With this determination, Unila's 2005-2025 Long Term Development Plan (RPJP) has established Unila's vision, namely:

"In 2025 Unila will be the ten best universities in Indonesia."

In line with the national education development mission and the policies of the Ministry of Education and Culture, Unila's mission as stated in the 2005 – 2015 RPJP document and 2007 – 2011 Strategic Plan document is as follows:

- Organizing quality and relevant Higher Education Tridharma;
- Implementing good university governance at unila;
- Ensuring accessibility and equity of higher education;
- Cooperate with various parties inside and outside the country.

The Unila was established in 1965 with 2 faculties: The Economics Faculty and Law Faculty

To be currently, there are 8 faculties:

Economics and Business (1965)

Law (1965)

Teacher Training dan Education Sciences (1968)

Agriculture (1973)

Engineering (1979)

Social and Political Sciences (1995)

Mathematics and Natural Sciences (1995)

Medicine (2011)







Total number of study programs:

- Doctoral Program : 5
- Master Program : 36
- Professional Program : 2
- Undergraduate Program : 44
- Diploma/ Certificate : 26

2. INTRODUCTION OF FACULTY OF ECONOMICS AND BUSINESS

Every year, we accepted a large number of students at each level from all over Indonesia and also international students for exchange programs and full-time students that offer an experience rich in academic and soft skill development as personal needs in the future. Nurturing high quality and competitive alumnae is the main mission to face what the world challenges, especially to nurture the entrepreneur soul of each student.

FEB Unila consistently ranks among the best faculty in the University of Lampung and has reputable faculty between FEB in Indonesia. Nationally, FEB Unila received “A” accreditation from the National Accreditation Board for Higher Education. We also have a well-known international society who has been accredited in 2016 for ABEST21 International Accreditation and officially achieved membership in AACSB International Accreditation to improve the quality of the Faculty of Economics and Business to be on par with international standard. Furthermore, FEB Unila also has obtained international management certification, that is ISO 9001:2015 version.

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3. Periode Program : *20 February – 3 March 2023/ *6 – 17 March 2023

4. Agenda : 2 Courses/ day, Industry Visit Program, Cultural Exchange

5. Elective courses :

No.	Courses	Description
1	Risk Management	The Risk Management course aims to introduce and provide students with an understanding of the various types of risks faced by the business world, ranging from pure risks to speculative risks. Various aspects of risk such as the type and source as well as the management and control process will be given comprehensively.
2	Strategic Management	Strategic management courses are focused on the concept of strategy and the process of formulating, forming, implementing, and evaluating strategies. The scope of discussion of this course includes; determination of strategic direction or vision (mission, vision, values and objectives), external environment analysis, identification of internal resources and capabilities, strategic development and selection at the corporate, business and functional levels, strategy implementation and execution; as well as strategic evaluation and control. Students are developed to have the ability to think strategically, make strategic decisions and view various business issues from the perspective of the company.
3	Strategic HRM	This course discusses the latest developments and important issues/issues in the management/management of human resources in Indonesia and internationally. Students are expected to understand the concept of Human Resource Management more comprehensively and International Resource Management, carry out case analysis (problem identification, situation analysis, theoretical review, and problem solution recommendations) using concepts and methods to solve problems related to resource management. - human powerless.
4	Business Feasibility Study	This course contains content on concepts for seeking business project ideas/ideas, feasibility assessments starting from assessing project ideas/ideas, market assessments, technical/production assessments, organizational and management assessments, environmental assessments, financial assessments of from the point of view of financial analysis and economic analysis, including determining the criteria or measurements in the assessment and preparing a report on the results of a business feasibility study in the form of a project proposal.
5	Consumer behavior	This Consumer Behavior course reveals and explains concepts related to how consumers behave in purchasing decisions, how to convey messages that are both good and can be easily accepted by consumers
6	Organizational Behavior II	This course aims to provide a realistic view of people working in organizations. After studying and understanding this course,

		participants are expected to have concepts and understanding of theory, research results and applications of organizational behavior management. Understanding or the concept of Organizational Behavior is very important to sharpen the art of making business decisions in an environment that has a high turbulence of change as it is today.
7	Entrepreneurship	Entrepreneurship courses aim for students to understand, apply an entrepreneurial lifestyle with the ability to communicate, lead and apply business management in managing their business properly and correctly.
8	leadership	The leadership course explains concepts related to leadership, tasks, steps, and understands effective leadership behavior and leadership theories in dealing with rapid change and increasingly fierce competition
9	E-Commerce	Discusses the concept and scope of E-Commerce (virtual business), E-Commerce transaction systems, requirements for building E-Commerce sites, getting to know security in E-Commerce, how to shop online, sell products via E-Commerce, tips and tricks in e-commerce business.
10	Research methodology	This course provides an understanding of the role and implementation of research in the business or business environment. In this course students can learn about technical research skills which include problem formulation, design, data collection methods and sampling procedures, and preparation of research instruments. In addition, students can also study various types of research such as survey research, exploratory research as well as methods for analyzing and processing statistical data consisting of univariate and multivariate statistics. Finally, it also explains how to write a good scientific report. After completing this course, students are expected to be able to use Business Research Methodology to conduct research in the business field so as to be able to evaluate business dynamics
11	Strategic Marketing Management	The strategic marketing management course is a course that further develops various basic concepts that have been studied in marketing management courses. This course further discusses the basic concepts of marketing, marketing developments in the 21st century, analysis of marketing opportunities, determining marketing strategies, making marketing decisions, managing marketing programs and controlling marketing efforts.
12	Global Marketing	This course provides an overview of how multinational companies apply their marketing to serve foreign markets. The global marketing environment which includes economic, social, cultural, legal, political and financial factors is analyzed to identify opportunities and threats that may arise. The formulation of a global marketing strategy using a competitive marketing mix.
13	Financial Management II	This course is a course that focuses on financial management efforts in companies. in principle this course seeks and allocates funds to increase company value in order to increase the level of

		prosperity of shareholders. The main theme that is discussed in this course is more towards short-term decision making.
14	Sharia Financial Management	This course discusses, provides knowledge, understanding and ability to
15	Business Ethics	-
16	International Business,	-
17	Corporate Budgeting,	-
18	Indonesian Economy,	-
19	Financial Econometrics,	-
20	Decision Making Theory,	-
21	Portfolio Theory and Investment Analysis,	-
22	Integrated Marketing Communications,	-
23	Advanced Financial Management,	-
24	Analysis of financial statements	-
25	Services Marketing	-

6. Information about the staff and the student

Staff	Student
*2 leaders, 3 lecturers, 1 staff (6 delegations)	*27 students Bachelor of Management Study Program

7. Expected output: Certificate of the program for the student from ITU as the international recognition

Note:

*tentative