

INTERNATIONAL SHORT COURSES PROGRAM FOR INBOUND STUDENTS
THE FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG

The Faculty of Economics and Business University of Lampung formulates the curriculum for the students exchange program that focuses on Entrepreneurship and Micro Small and Medium Enterprises (MSMEs). The students need to get 24 credits to pass the program.

List of Courses
Even Semester Academic Year 2022/2023

Day	Time	Courses	Credits	SMT
Monday	10.10 - 12.35	Corporate Budgeting	3	4
Monday	13.00 - 15.30	Leadership	3	6
Monday	15.30 - 18.00	Indonesian Economy	3	6
Tuesday	07.30 - 10:00	E-Commerce	3	6
Tuesday	13.00 - 15.30	Services Marketing	3	4
Tuesday	13.00 - 15.30	Financial Econometrics	3	4
Wednesday	07.30 - 10:00	Decision Making Theory	3	6
Wednesday	07.30 - 10:00	Research methodology	3	4
Wednesday	10.10 - 12.35	Strategic Management	3	6
Wednesday	10.10 - 12.35	Portfolio Theory and Investment Analysis	3	6
Wednesday	13.00 - 15.30	Strategic Marketing Management	3	6
Wednesday	15.30 - 18.00	Global Marketing	3	4
Thursday	07:30 - 10:00	Integrated Marketing Communications	3	6
Thursday	07:30 - 10:00	Advanced Financial Management	3	6
Thursday	13.00 - 15.30	Analysis of financial statements	3	6
Friday	09.00 - 11.30	Financial Management II	3	4
Friday	13.30 - 16:00	Sharia Financial Management	3	6
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Course Description

1. 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

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.