



# UDAYANA UNIVERSITY

Republic of Indonesia State University

## FACULTY OF ECONOMICS AND BUSINESS INSTITUT OF INTERNATIONAL BUSINESS STUDIES NETWORK

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### Introduction BA Program

In 1998 the UDAYANA UNIVERSITY started to compose the first international exchange program in the Republic of Indonesia. The focus was students from the faculties of economics and business management. The name of study program is IBS – International Business Studies, which includes business management and business administration. It was composed in cooperation with the **AfM – Arbeitsgemeinschaft der Marketingprofessoren (German Association of Marketing Professors)**. The chairmen of the team: Prof. Dr. Egon Heil / FH Rosenheim and Prof. Dr. Stephan Passon / FH Dortmund.

This program on Bachelor's level is very well established since 1999 and become worldwide known for its quality and efficiency. The Udayana University received from the Minister of Education the national award "High Excellency" for this study program. The level of subjects is focusing students in the 3<sup>rd</sup> academic year.

Student has to select minimum subjects with a total of 16 ECTS see below. The attendance is 75 percent.

#### The subjects as follows:

(BA.01) South East Asia Economies –	6 ECTS
(BA.02) Business Management –	6 ECTS
(BA.03) Finance and Investment –	6 ECTS
(BA.04) Global Marketing Management –	8 ECTS
(BA.05) Entrepreneur and Innovation Management –	6 ECTS
(BA.06) Cross Cultural Management – Part 1 Theory –	4 ECTS
(BA.07) Cross Cultural Management – Part 2 Bahasa Indonesia	4 ECTS
(BA.08) Logistics and Supply Chain Management (on request)	6 ECTS
(BA.00) Academic Excursions and Case Studies –	Part of Workload see above

Details regarding objective, method of instruction, course outline, references textbook, course assessment as well workload and ECTS see table > workload plus > [www.studiesnetwork.com](http://www.studiesnetwork.com).

According international guidelines / the contract of Bologna (Europe) a maximum of 30 ECTS can be complete in one full term. The above subjects are in accordance with this guideline.

FACULTY OF ECONOMICS AND BUSINESS, Denpasar 1<sup>st</sup> April 2020

#### Facts

<https://www.unud.ac.id/?lang=en> + <https://cip.unud.ac.id/posts/ibsn-international-business-study-network>

In the **QS** world ranking Udayana University is classified in 2019 with 3 stars, in teaching with 5 stars.  
<https://www.topuniversities.com/universities/udayana-university/postgrad>

Udayana University World Ranking: 3.693 (top 15%) in 07/2019 > <http://www.webometrics.info/>  
Notice: sample 28.403 selected "Higher Education Institutions" worldwide

Udayana University National Ranking: 31 (top 2%) in 07/2019 > <http://www.webometrics.info/>  
Notice: In the Republic of Indonesia are approx. 1.600 universities / institutions of higher education