

KURIKULUM PRODI S2 BISNIS DIGITAL

SEMESTER 1 FUNDAMENTAL STRATEGIS BISNIS DIGITAL

NAMA MATA KULIAH	SKS
• DIGITAL BUSINESS STRATEGY	3
• DIGITAL ECOSYSTEM & PLATFORM ECONOMY	3
• BUSINESS COMMUNICATION STRATEGIES	3
• RISK MANAGEMENT IN DIGITAL BUSINESS	3

SEMESTER 2 PENGAMBILAN KEPUTUSAN BERBASIS DATA & TRANSFORMASI

NAMA MATA KULIAH	SKS
• DIGITAL TRANSFORMATION FRAMEWORK	3
• DATA-DRIVEN DECISION MAKING	3
• E-COMMERCE BUSINESS MODELS	3
• RESEARCH METHODS	3

SEMESTER 3 SPESIALISASI INDUSTRI: ANALITIK, FINTECH, DAN INOVASI

NAMA MATA KULIAH	SKS
• BUSINESS INTELLIGENCE & DATA ANALYTICS	3
• DIGITAL FINANCE & FINTECH	3
• MK PILIHAN-1	6
• MK PILIHAN-2	
• MK PILIHAN-3	
• MK PILIHAN-4	

SEMESTER 4 BUSINESS PROJECT ATAU THESIS

NAMA MATA KULIAH	SKS
• BUSINESS PROJECT DEVELOPMENT	6

MATA KULIAH PILIHAN

PEMINATAN

NAMA MATA KULIAH	SKS	NAMA MATA KULIAH	SKS
• CHANGE MANAGEMENT IN DIGITAL TRANSFORMATION	3	• SEARCH ENGINE OPTIMIZATION (SEO)	3
• PERFORMANCE-BASED DIGITAL MARKETING	3	• CUSTOMER BEHAVIOR & PREDICTIVE MODELLING	3

