



PROSPECTUS

INTERNATIONAL SUMMER COURSE ON SMALL MEDIUM ENTERPRISE (ISCOSME)

2023



SUMMER COURSE PROGRAM
International Program of Management and Business
IMaBs FEB UMY



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ISCOSME

“The Sustainable Development Of Small Medium Enterprise In The Digital Tranformation Era”

Program Description

International Summer Course on Small Medium Enterprise (ISCOSME) is an event organized and held by the International Program of Management and Business (IMaBs), Faculty of Economics and Business (FEB), Universitas Muhammadiyah Yogyakarta (UMY). This program is held to introduce and understand how a small medium enterprise (SME) can develop through interaction and becoming a provider for high contribution to the economic growth in Indonesia, and also to get to know more about the rich and diverse cultures of Yogyakarta as Student City. ISCOSME will enable student to get the knowledge and the soft skill about how to doing business based on the activity that which we will attend to which will leave unforgettable experience and full of meaning.

Time Schedule

Date : 12 June 2023 to 17 June 2023
Location : Daerah Istimewa Yogyakarta, Indonesia

Activity

There are several activity that we were going to do those are :

1. Company Visit in 3 different company
2. Lava Tour
3. Summer Course
4. Natural Tourism
5. Batik Tourism
6. Cultural Tourism
7. Business Competition
8. International Seminar
9. International Culture Festival & Music Concert





The Courses Offered

A. Digital Business

In the world of digital and networked media, the technology industries that provide the infrastructure for the entertainment and media industries have become important. In particular, platform-mediated networks have become very important. This course will cover platforms from a strategy and marketing perspective. The objectives will be to understand how platforms function, the unique challenges they face, and how platform-oriented companies can leverage their strengths and achieve success in the marketplace. These objectives will be achieved through a combination of readings, class discussions, case analysis and a group project. Thus business use of Digital Technologies is rapidly evolving from a narrow MIS (Management Information Systems) view of digital technologies where technology supports traditional operations to a situation where digital technologies are deeply embedded in the operation of the enterprise and where the customer experience of the enterprise is always and fundamentally mediated by digital technologies. This means that digital technology is increasingly business critical as it becomes more deeply embedded in the organisation and it becomes clear that without new business model enterprises cannot remain competitive. Digital business is confluence of enterprise systems, mobile systems, the Internet and analytics in a data-intensive environment that underpins current approaches to the creation, implementation, delivery and evolution of products, processes, services and experiences. The philosophy of the course will be to integrate real world understandings with those more theoretical ideas found in the Information Systems literature, and to use key analytical templates to throw light on the practice and experience of organising and managing for digital business

B. Entrepreneurship

Entrepreneurship introduces you to the entrepreneurial journey from finding an idea, to gaining traction in the marketplace, to raising capital for your venture. This course explains how entrepreneurs run structured experiments to validate ideas and refine business strategy. You will dive deep into the numbers behind how entrepreneurs and their investors make financial decisions to create value and grow their operations. Entrepreneurship could be described as a mind-set or way of thinking - the ability to recognise opportunities and come up with new ways to make the most of them. Entrepreneurs use smart thinking to improve or develop products and services. They focus on finances, ensuring that their businesses are profitable and efficient. But they also build teams, inspiring their people through compelling communication, management and leadership skills. Our online courses are a great opportunity to learn the basics business & management knowledge, where you'll be able to continue your professional development. Once you understand how a business works, you need to find your niche or passion and come up with a detailed business plan.



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C. Service Marketing

This course is based on the premise that the marketing of services has a separate and distinct corpus of knowledge and management/operational challenges that differ from traditional goods marketing practices. The course will try to clarify these differences and provide the student with near or virtual hands-on practice to equip him or her to pursue an entry-level position in the services marketing business sector. In this course, we will focus on the marketing objectives and strategies employed by companies in the services sector, i.e. banks, hotels, hospitals, schools, transportation, professional services, as well as companies in which services marketing is an integral part of the performance mix, i.e. fast food operations and traditional restaurants, certain types of retail operations and the marketing of communications companies where services, hardware and software are intimately related. Finally, we will view the services sector in a much broader context where marketing and other services are provided within the firm (be it a manufacturing or service operation) from sector service providers who are employees of the same firm and/or external service providers (outsourcing) which service these same internal operations. The textbook will be used to understand the basic concepts and experiential learning will be used through hands-on assignments, case studies and discussions. Concepts will be illustrated using case studies from various industries and students will get hands-on experience applying the concepts by working with local businesses on various assignments. These assignments will be shared and discussed with classmates.



Rundown Activity

DATE	EVENT	TIME
11-Jun-23	ISCOSME PARTICIPANT COME TO YOGYA	
	DAY 1	
12-Jun 2023	Breakfast in Hotel	06.00 AM - 07.30 AM
	Participants headed to UMY	07.30 AM - 08.00 AM
	Opening of ISCOSME Culture Adventure Series	08.00 AM - 09.00 AM
	Participant Adaption in the UMY Campus Enviroment / Campus Tour	09.00 AM - 10.00 AM
	Digital Business Class	10.00 PM - 11.30 AM
	TIME OFF/LUNCH	11.30 AM - 12.30 PM
	Entrepreneurship Class	12.30 PM - 01.30 PM
	Service Marketing Class	01.30 PM - 02.30 PM
	Back to the Hotel	02.30 PM - 3.00 PM
	FREE TIME	03.00 PM - END
	DAY 2	
13-Jun 2023	Digital Business Class	08.00 AM - 10.00 AM
	Entrepreneurship Class	10.00 AM - 11.00 AM
	TIME OFF/LUNCH	11.00 AM - 12.30 PM
	Service Marketing Class	12.30 PM - 02.30 PM
	FREE TIME	03.00 PM - END
	DAY 3	
14-Jun 2023	Headed to the first company visit	07.30 AM - 09.00 AM
	Conducting and study in first company visits	09.00 AM - 11.30 AM
	Headed to the second company visit	11.30 AM - 12.30 PM
	Conducting and study in second company visits	12.30 PM - 15.30 PM
	Dinner at a local restaurant	16.00 PM - 18.00 PM
	Participants headed back to Hotel	18.30 PM
	FREE TIME	18.30 PM - END
	DAY 4	
15-Jun 2023	Headed to the third company visit, Kambing Etawa Nglanggeran	07.30 AM - 09.00 AM
	Conducting and study in third company visits, Kambing Etawa Nglanggeran	09.00 AM - 11.30 AM
	Lunch at a local restaurant	11.30 AM - 13.00 PM
	Headed to Pinus Pengger for nature attraction	13.30 PM - 15.30 PM
	Headed to Heha Skyview for nature attraction	15.30 PM - 17.30 PM
	Dinner at a local restaurant	17.30 PM - 19.30 PM
	Participants headed back to Hotel	19.30 PM
	FREE TIME	20.00 PM - END
	DAY 5	
16-Jun 2023	Headed to Lava Tour for adventure attraction	07.30 AM - 11.30 AM
	Lunch at a local restaurant	11.30 AM - 13.30 PM
	Headed to Omah Kecebong	13.30 PM - 18.30 PM
	Conducting and study about the Batik as well culture of yogyakarta	
	Participants headed back to Hotel	2.00 PM - 3.00 PM
	FREE TIME	3.00 PM - END
	DAY 6	
17-Jun 2023	Business Competition	8.00 AM - 10.00 AM
	TIME OFF	10.00 AM - 11.00 AM
	International Seminar	11.00 AM - 12.30 PM
	Preparing For International Cultural Festival	12.30 PM - 2.30 PM
	Closing Of ISCOSME & International Cultural Festival	3.30 PM - 5.00 PM



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How to apply

There are 2 ways to apply this Summer Course those are :

A. Regular Registration

Each participant is expected to complete the following requirements:

- University undergraduate students from all majors.
- Good command of English with minimum TOEFL-ITP 500 or IELTS 6.0
- Copy of academic record with minimum GPA of 3.0
- Recommendation letter from applicant's home university.
- Scanned copy of passport (ID page; passport must be valid until 6 months).
- 4x6 cm sized photograph (red background).
- Curriculum Vitae.
- Upload a Twibbon (<https://bit.ly/ISCOSME2NDTWIBBON>) & Upload a short video of yourself (self-introduction, university origin, why do you want take this Summer Course) by tagging the account of @imabsfebunmy and @iscosme.imabs along with #IMaBs #ISCOSME2023 #Culturaladventureseries #Imabsandventureseries #ISCOSMEadventureseries #2ndISCOSME in your Instagram Post.

Filling out the online application. By filling an online application form, click here <https://bit.ly/ISCOSME-REG> (submit before May 28th 2023)

B. Scholarship Registration

Each participant is expected to complete the following requirements:

- University undergraduate students from all majors.
- Good command of English with minimum TOEFL-ITP 550 or IELTS 7.0
- Copy of academic record with minimum GPA of 3.75
- Recommendation letter from applicant's home university.
- Scanned copy of passport (ID page; passport must be valid until 6 months).
- 4x6 cm sized photograph (red background).
- Curriculum Vitae.
- Upload a Twibbon (<https://bit.ly/ISCOSME2NDTWIBBON>) & Upload a short video of yourself (self-introduction, university origin, why do you want take this Summer Course) by tagging the account of @imabsfebunmy and @iscosme.imabs along with #IMaBs #ISCOSME2023 #Culturaladventureseries #Imabsandventureseries #ISCOSMEadventureseries #2ndISCOSME in your Instagram Post.

Filling out the online application. By filling an online application form, click here <https://bit.ly/ISCOSME-REG> (submit before May 28th 2023)



The Cost of Attending this Summer Course

The Cost for attending this Summer Course is **\$350 for Early Bird (End in 28 February) & \$400 Regular**. This cost **only applies to Regular registrants** that include as a follow :

- Courses
- Meal
- Accommodation (7D/7N)
- Local Transportation
- Company Visit
- Lava Tour
- Tourism Sight
- Documentation
- Souvenir
- Business Competition
- International Seminar
- International Culture Festival
- Music Concert

***This fee excludes the flight tickets (for regular applicants and scholarship applicants).**

For the payment of this Summer Course can be sent to :

Account Name : Universitas Muhammadiyah Yogyakarta
Account Number : 0066301550000041
IBAN/BIC Code : 2000040
Swift Code : BTANIDJA
Description : ISCOSME23

Further Information

The further information about the short course please come or contact us in :

- Contact Person :
Kiver : +62 822-9222-2011
Arisma : +62 812-5041-3545
- Our Website
<https://iscosme.umy.ac.id/>
- Our Social Media
Instagram : https://www.instagram.com/iscosme_umy
Facebook : <https://www.facebook.com/profile.php?id=100064015842834>
Youtube : <https://www.youtube.com/@IMaBsFEBUMY>
Twitter : https://twitter.com/imabs_umy



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