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Fact Sheet

# **Virtual Student Exchange International Program of Management and Business (IMaBs)**



**Academic Year 2021/2022**



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## Program Details

<b>Name of the Program</b>	International Program of Management and Business
<b>Name of the University</b>	Universitas Muhammadiyah Yogyakarta
<b>City, Country</b>	Yogyakarta, Indonesia
<b>Website/ Youtube</b>	<a href="http://www.imabs.umy.ac.id">http://www.imabs.umy.ac.id</a> or <a href="https://www.youtube.com/channel/UC-Hvz9VFKAL-eCL4Ggblbw">https://www.youtube.com/channel/UC-Hvz9VFKAL-eCL4Ggblbw</a>
<b>About the Program</b>	International Program of Management and Business (IMaBs), Faculty of Economics and Business (FEB), Universitas Muhammadiyah Yogyakarta (UMY) is an international program that was established in 2016. So far, our department hold Excellent or <i>Unggul</i> accreditation from BAN-PT and also certified ASEAN University Network-Quality Assurance (AUN-QA). The aim of the International Program of Management and Business is to provide managerial competence and technology-based entrepreneurship at an international level. In order to generate graduates with a global perspective, IMaBs FEB UMY has also collaborated with various universities from several countries such as China, Japan, Malaysia, Spain, Taiwan, Thailand, Australia, new Zealand, and Turkey. To date, IMaBs has been sent more than 100 students to implement student exchange programs at various partner universities. In addition, IMaBs has also accepted several students from Congo, Gambia, Palestine, and the United Arab Emirates as full-time students at IMaBs. For more information about our program of activities, please visit the IMaBs Website at <a href="https://imabs.umy.ac.id">https://imabs.umy.ac.id</a> .

## About International Program of Management and Business (IMaBs)

<b>Website</b>	<a href="https://imabs.umy.ac.id/">https://imabs.umy.ac.id/</a>
<b>Director of IMaBs</b>	Radyan Dananjoyo, SE., MM., M.Si., Ph.D. <a href="mailto:radyan.dananjoyo@umy.ac.id">radyan.dananjoyo@umy.ac.id</a>
<b>IMaBs Staff</b>	Aldi Abilawa <a href="mailto:aldi.abilawa.feb17@mail.umy.ac.id">aldi.abilawa.feb17@mail.umy.ac.id</a> Annisa Ayuningtyas Wibowo <a href="mailto:annisa.ayu.isip17@mail.umy.ac.id">annisa.ayu.isip17@mail.umy.ac.id</a>
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## Academic Information

### Academic Calendar

It is divided in two terms:

- Fall (1st Semester)

September – January\*

- Spring (2nd Semester)

February– June\*

Each term consists of 16-17 weeks of classes and 2 weeks for the exams.

Orientation days are planned to welcome exchange students at the beginning of each term. Attendance to these sessions is compulsory.

### Credit System

Credit Transfer (CT) are a standard means for comparing the volume of learning based on the defined learning outcomes and their associated workload for higher education across UMY. For successfully completed studies, CT and Card of Study Result are awarded.

#### Exchange Programme:

The Credits Systems depends on the program that you will take each department or program usually only provide you maximum 18 credits of 24 of each term.

### Usual Workload

Exchange Programme:

36 Credits per year – 18 Credits per term

## Course Offer

### 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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## Management Information System (MIS)

This MIS course will cover supporting tech infrastructures (Cloud, Databases, Big Data), the MIS development/ procurement process, and the main integrated systems, ERPs, such as SAP®, Oracle® or Microsoft Dynamics Navision®, as well as their relationship with Business Process Redesign.

Management Information Systems (MIS) are an integral part of today's professional landscape. From customer relationship management (CRM) systems handling the day to day interactions with clients and prospects, to financial systems issuing invoices and paying bills, day to day working life is increasingly controlled by these systems that dictate what to do and how.

This course will focus on what MIS are, how they influence your current knowledge, why they impose specific - and sometimes seemingly absurd - operational procedures, and how to use this knowledge to your advantage in your professional life.

Grasping the key concepts in MIS does not need to be daunting. We will use real world examples to illustrate key concepts, and strive to strike a proper balance between clarity / amenity and conceptual soundness.

## 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 models 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.



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## Bank Management

The Bank Management course explores the services that banks and their principal competitors (including savings and loans, credit unions, security and investment firms) offer in an increasingly competitive financial-services marketplace. Bank Management discusses the major changes and events that are remaking banking and financial services today.

Topics that are to be discussed are credit creation process in banks, performance analysis of banks, risk management of banks - interest rate risk, credit risk and operational risk; treasury operations and bond portfolio management in banks; pricing of products offered by banks - deposits, loans and other services.

## International Financial Management

This course is concerned with the financial management of the firms that operate in the increasingly globalized business environment. Emphasizing broad concepts and real-world practices rather than extensive quantitative material, the course offers a concise introduction to international finance and provides a clear, conceptual framework for analyzing key financial decisions in multinational firms. The approach of the course is to treat international financial management as a natural and logical extension of the principles learned in the introductory financial management course.

The objectives of the course are: to provide an introduction to international finance theory (exchange rate determinants, foreign exchange exposure, foreign exchange markets, interest rate parity); to gain understanding about how the foreign exchange market works including product types, quotations, hedging strategies and consequences of changes in foreign exchange rates; to develop knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm; to teach students about how to run their own MNC and write a quality feasibility report.



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## 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.

## Global Marketing

It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market place. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment.

The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.



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## Project Management

This course guides students through fundamental project management concepts and behavioral skills needed to success-fully launch, lead, and realize benefits from projects in profit and non-profit organizations. Successful project managers skillfully manage their resources, schedules, risks, and scope to produce a desired outcome. In this course, students explore project management with a practical, hands-on approach through case studies and class exercises. A key and often overlooked challenge for project managers is the ability to manage without influence—to gain the support of stakeholders and access to resources not directly under their control. Special attention is given to critical success factors required to overcome resistance to change. We will review causes of project failure and how to mitigate risks through proper planning in the early phases of a new initiative.

## Design and Application for Business Development

Business development is the process that is used to identify, nurture and acquire new clients and business opportunities to drive growth and profitability. A business development strategy is a document that describes the strategy you will use to accomplish that goal.

The course provides deepened theoretical and practical knowledge about strategy, innovation, entrepreneurship, networking and business growth and at the same time systematically incorporates sustainability and internationalization aspects. The aim is to develop capabilities and skills to act upon business and societal opportunities, needs and challenges, in order to develop successful businesses and innovations in a global and changing business environment.

## Human Resource Development

The course aims to equip students to develop themselves into a critically reflective and capable student who can facilitate the learning of others. The major objective of the course is to explain and demonstrate the contribution of HRD in an organization and enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmers. Organizations are made up of people: their knowledge, skills, attitudes and interconnections. In order to survive and thrive, organizations need to facilitate the growth of all of these as part of a HRD strategy. Human Resource Development (HRD) is a key activity that systematically leads to the growth and development of people in organizations, and makes organizations more effective. The process of identifying needs and designing and delivering HRD interventions that are part of the course are crucial skills for all managers. The course will focus on the role of HRD in designing and implementing appropriate strategies in line with the business goals of their organization. The course will include topics related to design, development, implementation and evaluation of HRD programmers. In addition to HRD Process, it would cover a number of HRD interventions like coaching, mentoring, and counseling. The course will also address the competency mapping framework of HRD, role of HRD in career planning and development, organizational learning process and making organizations a learning organizations.



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## Grading System

The UMY grading system is based on scale From A to E, Where B is the minimum passing mark.

Description	Grade	
Excellent*	$A \geq 80$	A
Achievement of learning with a special predicate		
Very Good	$75 \leq AB < 80$	AB
Achievement of learning with very good predicate		
Good	$65 \leq B < 75$	B
Achievement of learning with good predicate		
Good Enough	$60 \leq BC < 65$	BC
Achieve Fairly well predicate		
Enough	$50 \leq C < 60$	C
Achieve sufficient learning achievement		
Less	$35 \leq D < 50$	D
Achieve lesser than minimum passing grade		
Failed	$E < 35$	E
Failed to Achieve learning achievement		



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## Deadlines For Registration

### Exchange Program Registration Deadline

**Fall Semester**

**June 31<sup>st</sup> – July 31<sup>st</sup> 2021**

**Spring Semester**

**January 5<sup>th</sup> – February 5<sup>th</sup> 2022**

## Required Documents

1. Curriculum Vitae
2. Scanned copy of passport (ID page; passport must be valid until 6 months after period of study in Indonesia)
3. Scanned copy of passport cover
4. Recommendation letter from applicant's home university
5. Copy of academic record
6. 4x6 cm sized photograph (red background)

## Enrolment

Students are requested to enrol online prior to the study. UMY recommends a maximum of 18 CTS per term/semester.

## Application Form

<https://imabs.umy.ac.id/kemahasiswaan/virtual-inbound-students-exchange/>

## Recommended language skills

TOEFL-ITP 550 or IELTS 6.0