



**Program S1 : A Accredited**

Total Credit/Length of Study: 144 credits/3,5 – 4 years  
SK BAN-PT No. 9398/SK/BAN-PT/AK-ISK/S/VII/2021

**The IBM Program at Widya Mandala Surabaya Catholic University (WMSCU) is designed for well-motivated students who would like to make a career in international business. The program aims to hone their skills in all of the theoretical and practical aspects of international business and management. Having an international scope, the courses are all conducted in the English language.**

Faculty of Business - WMSCU is a member of AACSB



The Association to Advance Collegiate Schools of Business  
777 South Harbour Island Boulevard, Suite 750  
Tampa, Florida 33602-5730 USA

**WHAT OUR PROUD ALUMNI SAY ABOUT THE PROGRAM?**

"I am very grateful for being part of Widya Mandala Catholic University. The skills that I learned there have been very useful for my future. Throughout my academic career I have learned to take initiatives and to push myself out of my comfort zones. There were some opportunities the university has given to me, such as competing in various national university championships, going abroad to experience and learn new perspectives, and learning to be more confident in speaking my ideas and aspirations in front of a huge audience. Overall, the learning atmosphere there taught me the idea of personal continuous improvement. With that being said, Widya Mandala is truly is a life improving university." ~ **Maria Jessica Jonan, alumna of IBM Program Batch 2013.**

"I got a lot of things while studying in the IBM Program, mainly on Marketing and HRM fields. I learned how to market good and relevant products to the customers by emphasizing the quality and affordable aspects of the products. During my study time I learned how to deal with different types of people, so I could better understand how to best handle them by adjusting to their cultures and personalities. I also get to know many new friends who are now becoming important networks for my work. So, everything I learned in the IBM turns out to be very useful for my work." ~ **Felicia Dewi Sinanto, alumna of IBM Program Batch 2013.**

**WE ARE ALSO VERY PROUD WITH OUR STUDENTS**

- > **Evelyn Winarto** is the Puteri Kampus Jawa Timur 2017, Miss Global Indonesia Jawa Timur 2018, Marketeers Model Brand Ambassador 2018, and 2nd Place in the NTUST Startup Bootcamp 2018.
- > **Celine Christina** is named in shortlist of promising writers in the Asia-Pacific New York Times Writing Competition 2017.
- > **Lungardi Wibowo** is elected to join a highly competitive internship program, Nutrifood Internship (Nutrip 2018).
- > **Julyanawaty**, 1st Winner Business Plan Competition "Create Your Innovation for a Better Indonesia" NAFTEX, Unibraw.



**FACULTY OF BUSINESS // International Business Management Program**

Kampus Dinoyo | Jl. Dinoyo 42 – 44, Surabaya 60265

Tel. (031) 567 8478 ext. 124

✉ hod-ibm@ukwms.ac.id 📷 @ibmwmscu

☎ +62 815 1589 8706

WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY member of:



**WIDYA MANDALA  
SURABAYA CATHOLIC UNIVERSITY**

**FACULTY OF BUSINESS**

**IBM**  
*International Business Management  
Program*



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## Our Unique IBM Curriculum

- YEAR 1**
- > Logic
  - > Ideology & Statemanship
  - > Introduction to Business
  - > Indonesian Language & Cultures
  - > Microeconomics
  - > Principles of Accounting
  - > Business Math
  - > Business English I
  - > Philosophy of Religion
  - > Philosophy of Man
  - > Introduction to Management
  - > Cross Cultural Business Communication
  - > Macroeconomics
  - > Financial Accounting
  - > Business Statistics
  - > Business English II

- YEAR 2**
- > Production & Operation Management
  - > Marketing Management
  - > Human Resource Management
  - > Financial Management
  - > Managerial Economics
  - > Quantitative Methods in Business
  - > Social Ethics
  - > Innovation & Project Management
  - > International Marketing Management
  - > International HRM
  - > International Financial Management
  - > Retail Management
  - > Indonesian Business Law
  - > Indonesian Economic Policy
  - > Civic Education

- YEAR 4**
- > Strategic Management
  - > Cooperative & Small Business Management
  - > Leadership
  - > Financial Information Analysis
  - > Managing Multinational Corporation
  - > IBM Electives
  - > Final Assignment (Internship/Thesis)
  - > Special Topics in International Business

- YEAR 3**
- > Business Ethics
  - > Management Information System
  - > Organizational Behavior
  - > Taxation
  - > Cost Accounting
  - > Consumer Behavior
  - > Supply Chain Management
  - > Feasibility Study
  - > Research Methodology
  - > Entrepreneurship
  - > Corporate Budgeting
  - > Digital Marketing
  - > Business Risks & Sustainability Management
  - > Export & Import Management



### INTERNATIONAL COLLABORATION

IBM Program has established mutual academic collaboration with reputable foreign universities: Fu Jen Catholic University, Wenzao University, National Taiwan University of Science and Technology (Taiwan Tech), CTBC Business School, Chung Hwa University, and Chung Chou University in Taiwan; International Business and Economics and Chong Qing University in China; SolBridge International School of Business and Kyungsoong University in South Korea; Adamson University, De La Salle University (Dasmariñas), University of Asia and The Pacific, and University of San Carlos in the Philippines; also Australian Catholic University, Curtin University, and Notre Dame University in Australia; Satakunta University of Applied Sciences in Finland.

### OVERSEAS COOPERATION

- > 3+2 Dual Degree Program with Fu Jen Catholic University, Taiwan.
- > 3+2 Dual Degree Program with CTBC Business School, Taiwan
- > 2+2 Joint Degree Program (Super Class) with SolBridge International School of Business, South Korea.
- > Student Exchange Program with SolBridge International School of Business, South Korea.
- > Student Exchange Program with Kyungsoong University, South Korea.
- > July School in Australian Catholic University, Australia.
- > Cultural Immersion Programs in Kyungsoong University, South Korea and Wenzao Ursuline University of Languages, Taiwan.

## Career Opportunities ?

- > Business leaders and managers in various fields of industry, especially those with high involvement to global markets.
- > Business analysts in research institutes or business consultants.
- > Entrepreneurs and business start-uppers.

## What is learned ?

### PROGRAM OBJECTIVE

The IBM Program will equip students with all aspects of international business management across functional fields of marketing, operation, finance, and human resource. Emphasis will also be given on ethics and social responsibility through our unique character-based curriculum.

### PROGRAM DURATION

The IBM Program is a four year (8-semester) program. During the final semester students can take internship program in selected companies or institutions.

## How to study at IBM Program ?

### INTERNSHIP PROGRAM

The internship program will be a hands-on training program in our corporate partners. Projects for students may include working on solving real-life business problems, and undertaking industry or sector-level studies.

