



# UDAYANA UNIVERSITY

Republic of Indonesia State University

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

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### Introduction MA 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 / University of Applied Sciences Dortmund.

This study 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.

Since 2013 the Faculty of Economics and Business has composed a study program on **Master** level. Today 7 subjects are in the curriculum for the MA student's choice. All this courses offered are part of different full degree study programs at Republic of Indonesia State Udayana University.

Student has to select minimum 2 out of 7 the subjects see below and has to complete 16 ECTS. The attendance is minimum 75 percent (signature). The subjects as follows:

- (MA.01) Business Economics in Emerging Countries – 8 ECTS
- (MA.02) Global Management Projects – 8 ECTS
- (MA.03) Multinational Service Marketing (in 2021 and 2022 Tourism Marketing) – 6 ECTS
- (MA.04) Multinational Entrepreneurship – 6 ECTS
- (MA.05) Intercultural Management – 4 ECTS
- (MA.06) Intercultural Leadership – 6 ECTS
- (MA.07) Global Logistics and SCM – 6 ECTS

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

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

FACULTY OF ECONOMICS AND BUSINESS, Denpasar March 1st, 2021

#### 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 2020 with 3 stars, in teaching with 5 stars.  
<https://www.topuniversities.com/universities/udayana-university/postgrad>

Udayana University World Ranking: 3.873 (top 15%) in 03/2021 > <http://www.webometrics.info/>  
Notice: sample ca. 28.403 selected "Higher Education Institutions" worldwide

Udayana University National Ranking: 42 (top 50 / top 2%) in 03/2021 > <http://www.webometrics.info/>  
Notice: In the Republic of Indonesia are approx. 1.600 universities / institutions of higher education