



Faculty of **BUSINESS & ECONOMICS**

The Ubaya Faculty of Business and Economics continuously strives to develop the potential of the academic community as educated human beings through mastery of economics, management, and accounting, in order to make them able to play a synergistic role in the development of business and industrial communities to achieve a better quality of life. The faculty motto is "Knowledge, Wisdom, and Integrity. By having these three things, The Ubaya Faculty of Business and Economics alumni are expected to be role models wherever they are.

SPECIALIZATIONS

The programs offered include regular and international programs. The learning methods are made fun in the forms of discussions, seminars, case studies, field practice/internships, simulations, games, company/factory visits, project-based, role plays, practicum, and lectures. Periodically, materials and learning methods are evaluated and refined by involving lecturers, business practitioners, graduate users, and alumni. These programs consist of:

Regular Programs

Economics

- Banking and Financial Services
- International Business

Management

- Creative Digital Marketing
- Digital Business Innovation
- Finance, Investment, and Financial Intermediaries
- Entrepreneurship and Human Resource Empowerment
- Business Networking
- Hospitality and Tourism
- Entrepreneurial Marketing

Accounting

- Tax Accounting
- Financial and Capital Market Accounting
- Social and Environmental Accounting
- Management Accounting in the Digital Economy

International Programs

- International Business Networking/IBN
(Dual Degree)
- Professional Accounting/PA
(Dual Degree)

7-8 Semesters

UNDERGRADUATE
STUDY PROGRAM

<https://fbe.ubaya.ac.id/>



INTERNSHIP

Students also get the opportunity to do internships at home and abroad. Some alumni did internships at Hewlett Packard Singapore, Kraft Food Philippines, TV5 Bangalore India, ABN AMRO Mumbai India, Tutunška Banka AD Macedonia, Price Waterhouse Cooper (PWC), Ernst & Young, Deloitte Tohmatsu, KPMG, and others.



FACILITIES

- ✓ Investment Gallery/IDX Corner. It provides facilities for simulation, real trading and analysis of stock price movements and futures products (foreign exchange, oil, various other futures commodities, and indices of various world capital markets including NYSE, Hang Seng, Kospi, STI, and JSE). This facility can be used for study, research, and trade purposes.
- ✓ Classroom with AC, LCD Projector, and Multimedia.
- ✓ Computer laboratory with the latest software and internet.
- ✓ Service and tourism laboratory with the hotel, restaurant, and bar simulation facilities.
- ✓ Wi-Fi facilities in the campus area.
- ✓ Proquest, Emerald, and Science Direct online database facilities for searching and downloading articles in international scientific journals and business magazines.
- ✓ Professional training in various business fields, including banking, investment, and international trade (to provide added value to students).
- ✓ Career assistance and job placement after graduation (managed by Career Assistance Center Ubaya).

CAREER OPPORTUNITIES

FBE lecturers consist of permanent lecturers and practitioners. Almost all lecturers obtained postgraduate degrees (Master or Doctoral) from leading universities at home and abroad, including Manchester Business School, United Kingdom; the University of Illinois at Urbana Champaign, the United States; Utah State University the United States, Simon Fraser University Canada, UNSW Australia; National University of Singapore (NUS), Singapore; Asian Institute of Management (AIM), the Philippines, Universitas Indonesia, Institut Teknologi Bandung (ITB), Universitas Gadjah Mada, Ubaya, and so on. Many of them have been invited as speakers at various national and international symposiums.

ECONOMICS DEPARTMENT

Degree: Bachelor of Economics (S.E.)

Banking and Financial Services

The Economics department students who choose the banking and financial institutions concentration to learn about the dynamics of the financial business, from conventional banking to digital transformation in the financial industry. Starting from block chain and crypto currency on a global scale to crowd funding and socially oriented peer-to-peer lending groups. Likewise, the wisdom values adopted in the modern financial industry range from green finance to Islamic banking. Students are also encouraged to learn entrepreneurship, both start-up businesses and those who have started to expand; therefore, they need angel investors' support.

International Business

The International Business concentration invites students to identify business opportunities that take advantage of global networks through various internship and student exchange programs. Learning also includes world organizations regulating the global trade economic order and the role of information technology in human mobilization and foreign investment. This cannot be separated from cross-cultural interactions among countries that can impact efforts to achieve sustainable development goals. There are also entrepreneurship programs that allow students to set up a start-up business or find business partners.

ACCOUNTING DEPARTMENT

Degree: Bachelor of Accounting (S.Ak.)

Accounting information is the most important business language for the organization's external stakeholders (investors, creditors, owners, and government) and management for strategic and tactical decision making. This program studies how to create, audit, and use financial statements and management reports to meet the above needs. In addition, this program deepens various materials according to student choice that is divided into:

Tax Accounting addresses the presentation of fiscal financial statements, tax applications, and planning. Taxation practices and information are needed not only for companies and organizations but also for individuals.

Financial Accounting and Capital Markets discuss information based on International Financial Reporting Standards for companies going public, start-ups, and entities with public accountability as a communication medium for business and investment decision-making.

Social and Environmental Accounting discusses accounting reporting with a social and environmental approach as a form of accountability to people, profit, and the planet to form a sustainable business.

Management Accounting in the Digital Economy discusses the development of industry 4.0, which shapes and redefines current management accounting practices following the context of dynamic digital economic development.



MANAGEMENT DEPARTMENT

Degree: Bachelor of Management (S.M.)

Creative Digital Marketing

Understanding the market and product image is very important, given the rapid dynamics of today's environment and consumers. This concentration studies market mapping, planning appropriate and innovative marketing strategies, product/company positioning and creating customer satisfaction and loyalty. Materials taught include marketing communications, digital marketing, social media marketing, marketing strategy, consumer behavior, global marketing, e-marketing, and sales management.

Digital Business Innovation

Today's business development is becoming increasingly digitalized, and innovation in every business process in every industry is becoming critical. The Digital Business Innovation (DBI) concentration provides students with an understanding of four functional areas in management in the context of businesses that are digitalizing or going through a digital transformation process. The materials taught in this concentration include Digital Transformation of Industry, Culture & People in the Digital Era, Start-up Financing, Digital Customer Analytics, and Agile Digital Strategy. While the three elective courses are E-leadership, Intellectual Property in Digital Industry, and Content Creation.

Finance, Investment, and Financial Intermediaries

Good financial management is one of the most important pillars for companies to survive and grow sustainably. This concentration discusses managing finances to maximize the value of companies, non-profit organizations, and individuals. Subjects taught include International Corporate Finance, Personal Finance, Financial Institutions Strategy, Financial Asset Valuation, Finance and Investment Seminar, Global Investment Strategy, Entrepreneurial Finance, Mergers and Acquisitions Strategy, and Contemporary Topics in Finance.

Entrepreneurship and Human Resource Empowerment

These days, Human Resources (HR) is required to be competent at work and create jobs for themselves and others. Innovation and creativity are crucial for business and job creation. In addition, the ability to manage people is critical because HR is the most important asset that determines an organization's future. Materials taught include Digital Human Resources, Human Resource Analytics, Entrepreneurship and Innovation, Human Resource Audit, Advanced Entrepreneurship, and Venture Business Strategy.

Business Networking

Business networking is a crucial success factor in winning today's competition. This concentration studies how to produce goods and services from upstream to downstream to create strategic advantages for all parties involved. Materials taught include Logistics Management, Inventory Management, Purchasing Management, Transportation and Distribution, Information flow between Organizations, and Negotiation.

Hospitality and Tourism

The tourism industry is a potential and growing industry in Indonesia. This concentration prepares students to become executive entrepreneurs of tourism businesses and other service-based businesses. Materials taught include Hotel and Restaurant Management, Travel Business, Event Organizer, Tourism Consumer Behavior, Ethics and Personality, and Service Psychology.

Entrepreneurial Marketing

Entrepreneurial marketing skills that integrate human orientation and technology are needed to face a dynamic business environment. This concentration is a specialized program that collaborates with practitioners and lecturers from MarkPlus Institute. It combines marketing applications in the business world to proactively see opportunities and innovations so that companies can move faster and flexibly in capturing opportunities and developing new markets. Materials taught include New Venture Leadership, Brandpreneurship, Salespreneurship, Servicepreneurship, Creative Marketing Communication, Marketing Planning, Technopreneurship, and Entrepreneurial Marketing.

INTERNATIONALIZATION

The Faculty's curriculum (lecture material design and learning process) applies international standards and has received recognition in various leading business schools in Europe, America, and Asia. Students can find leading business schools in Europe, America, and Asia. Students can choose a regular or international program with a dual degree option. While studying at the Faculty, students can also attend lectures at several Ubaya's foreign partner universities for one/two semesters and then transfer their credits to Ubaya.

The partnership programs that have been developed so far include student and teaching staff exchange, study abroad, dual degree, visiting professorship, joint research and co-authoring international journals, comparative studies, seminars, workshops, conferences, and other activities on an international scale. These partnership programs enable Ubaya students to interact and learn in an international environment at the Ubaya campus.

The Faculty offers two international programs: International Business Networking (IBN) and Professional Accounting (PA).

IBN covers international aspects and networking in business and management. PA covers both international and professional aspects of accounting.

International Business Networking

Dual Degree

International Business Networking (IBN) is designed to prepare students to have a competitive advantage as global business leaders, possessing both hard and soft skills. Hard skills are competencies in strategic aspects: International Business Law, Global Value Chain, Global Logistics, International Business Seminar and Institutional Finance Market & Fintech.

Degree(s): S.M., B.Bus. / S.M., B.I.B.

Professional Accounting

Dual Degree

Professional Accounting (PA) is designed to prepare students to become internationally recognized accountants, possessing both hard and soft skills. Hard skills are the competencies of Accounting in Multinational Company and Professional Accounting.

Degree(s): S.Ak., B.Com.



Career Opportunities for IBN

- Multinational company owners
- Finance manager of a multinational company
- Marketing manager of a multinational company
- Operational manager of a multinational company
- International business consultant
- Human resource manager of a multinational company
- Entrepreneur/start-up entrepreneur with international perspective

Career Opportunities for PA

- Public accountant
- Management accountant in a company
- Internal auditor in a company
- Accounting information system analyst
- Information systems auditor
- Financial controller
- Accounting and management consultant
- Business Consultant
- Financial Analyst

INTERNATIONAL PARTNERS

1. University of Groningen, the Netherlands
2. Our Lady of Fatima, the Phillipines
3. EDC Paris Business School, France
4. Beijing Jiaotong University, China
5. Southern Denmark University, Denmark
6. Burapha University, Thailand
7. Siam University, Thailand
8. Ba Ria Vung Tau University, Vietnam
9. University of La Rochelle, France
10. Shih Chien University, Taipei Taiwan
11. Rennes School of Business France

INFORMATION

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