



**FAKULTAS EKONOMI DAN BISNIS**  
**UNIVERSITAS NASIONAL**  
**PROGRAM STUDI BISNIS DIGITAL**  
**SEBARAN MATA KULIAH**  
**KURIKULUM BERBASIS OBE-MBKM**

| No.                 | Jenis MK | Kode MK   | Mata Kuliah (Bahasa Indonesia)        | Mata Kuliah (Bahasa Inggris)                          | SKS       | Prasyarat               | Pelaksanaan |
|---------------------|----------|-----------|---------------------------------------|---|-----------|-------------------------|-------------|
| <b>Semester I</b>   |          |           |                                       |   |           |                         |             |
| 1                   | WU       |           | Bahasa Indonesia*                     | <i>Indonesian Language*</i>                           | 2         |                         | Universitas |
| 2                   | WP       | 230233101 | Pengantar Teknologi Informasi         | <i>Introduction to Information Technology</i>         | 3         |                         | Prodi       |
| 3                   | WP       | 230233102 | Bahasa Inggris Bisnis                 | <i>Business English</i>                               | 2         |                         | Prodi       |
| 4                   | WP       | 230233103 | Pengantar Bisnis Digital dan Ekonomi  | <i>Introduction to Digital Business and Economics</i> | 3         |                         | Prodi       |
| 5                   | WP       | 230233104 | Akuntansi untuk Pengambilan Keputusan | <i>Accounting for Decision Making</i>                 | 3         |                         | Prodi       |
| 6                   | WP       | 230233105 | Statistik Bisnis                      | <i>Business Statistic</i>                             | 3         |                         | Prodi       |
| 7                   | WP       | 230233106 | Pengantar Manajemen                   | <i>Introduction to Management</i>                     | 3         |                         | Prodi       |
| <b>Total</b>        |          |           |                                       |   | <b>19</b> |                         |             |
| <b>Semester II</b>  |          |           |                                       |   |           |                         |             |
| 1                   | WU       |           | Pendidikan Pancasila*                 | <i>Pancasila*</i>                                     | 2         |                         | Universitas |
| 2                   | WP       | 230233107 | Manajemen Sumber Daya Manusia         | <i>Human Resources Management</i>                     | 3         |                         | Prodi       |
| 3                   | WP       | 230233108 | Algoritma Pemrograman                 | <i>Algorithms and Programming</i>                     | 3         |                         | Prodi       |
| 4                   | WP       | 230233109 | Sistem Informasi Manajemen            | <i>Management Information System</i>                  | 3         |                         | Prodi       |
| 5                   | WP       | 230233110 | Matematika Ekonomi dan Bisnis         | <i>Economics and Business Mathematics</i>             | 3         |                         | Prodi       |
| 6                   | WP       | 230233111 | Pengantar Desain Grafis               | <i>Introduction to Graphic Design</i>                 | 3         |                         | Prodi       |
| 7                   | WP       | 230233112 | Design Thinking dan Inovasi           | <i>Design Thinking and Innovation</i>                 | 3         |                         | Prodi       |
| <b>Total</b>        |          |           |                                       |   | <b>20</b> |                         |             |
| <b>Semester III</b> |          |           |                                       |   |           |                         |             |
| 1                   | WU       |           | Olah Raga/Seni**                      | <i>Sport/Art**</i>                                    | 2         |                         | Universitas |
|                     |          |           | Pendidikan Anti Korupsi**             | <i>Anti-Corruption Education**</i>                    |           |                         |             |
|                     |          |           | Konversi Alam dan Lingkungan**        | <i>Conversion of Nature and Environment**</i>         |           |                         |             |
| 2                   | WP       | 230233113 | Sistem Basis Data                     | <i>Databased System</i>                               | 3         |                         | Prodi       |
| 3                   | WP       | 230233114 | Pengembangan Web                      | <i>Website Development</i>                            | 3         |                         | Prodi       |
| 4                   | WP       | 230233115 | Desain Grafis dan Animasi Video       | <i>Graphic Design and Video Animation</i>             | 3         | Pengantar Desain Grafis | Prodi       |
| 5                   | WP       | 230233116 | Analisis dan Desain Bisnis Digital    | <i>Analytics and Digital Business Design</i>          | 3         |                         | Prodi       |
| 6                   | WP       | 230233117 | Pengantar Teknologi Keuangan          | <i>Introduction to Financial Technology</i>           | 3         |                         | Prodi       |
| 7                   | WP       | 230233118 | Pengantar Pemasaran Digital           | <i>Introduction to Digital Marketing</i>              | 3         |                         | Prodi       |
| <b>Total</b>        |          |           |                                       |   | <b>20</b> |                         |             |
| <b>Semester IV</b>  |          |           |                                       |   |           |                         |             |
| 1                   | WU       |           | Pendidikan Kewarganegaraan*           | <i>Civic Education*</i>                               | 2         |                         | Universitas |
| 2                   | WP       | 230233120 | Manajemen Strategik                   | <i>Strategic Management</i>                           | 3         |                         | Prodi       |
| 3                   | WP       | 230233122 | Pengembangan Aplikasi Mobile          | <i>Mobile Application Development</i>                 | 3         |                         | Prodi       |
| 4                   | WP       | 230233123 | Internet of Things                    | <i>Internet of Things</i>                             | 3         |                         | Prodi       |
| 5                   | WP       | 230233124 | Manajemen Proses Bisnis               | <i>Business Process Management</i>                    | 3         |                         | Prodi       |
| 6                   | WP       | 230233125 | Pengembangan E-Commerce               | <i>E-Commerce Development</i>                         | 3         | Website Development     | Prodi       |
| 7                   | WP       | 230233126 | Desain UI/UX                          | <i>UI/UX Design</i>                                   | 3         |                         | Prodi       |
| <b>Total</b>        |          |           |                                       |   | <b>20</b> |                         |             |

| Semester V             |    |           |   |  |           |   |             |
|------------------------|----|-----------|---|--|-----------|---|-------------|
| 1                      | WU |           | Bahasa Inggris*                             | <i>English*</i>                                    | 2         |   | Universitas |
| 2                      | WP | 230233127 | Komputasi Awan                              | <i>Cloud Computing</i>                             | 3         |   | Prodi       |
| 3                      | WP | 230233128 | Analisis Big Data                           | <i>Big Data Analytics</i>                          | 3         | Sistem Basis Data                                 | Prodi       |
| 4                      | WP | 230233129 | Manajemen Hubungan Pelanggan                | <i>Customer Relation Management</i>                | 3         |   | Prodi       |
| 5                      | WP | 230233130 | Analisis Sosial Media                       | <i>Social Media Analytic</i>                       | 3         | Introduction to Digital Marketing                 | Prodi       |
| 6                      | WP | 230233131 | Perilaku Konsumen Digital                   | <i>Digital Consumer Behaviour</i>                  | 3         |   | Prrodi      |
| 7                      | WP | 230233132 | Inovasi Keuangan Digital                    | <i>Digital Financial Innovation</i>                | 3         |   | Prodi       |
| 8                      | WP | 230233133 | Aplikasi Komputer Statistik                 | <i>Statistical Computer Application</i>            | 2         |   | Prodi       |
| <b>Total</b>           |    |           |   |  | <b>22</b> |   |             |
| Semester VI            |    |           |   |  |           |   |             |
| 1                      | WP | 230233134 | Kecerdasan Buatan                           | <i>Artificial Intelligence</i>                     | 3         |   | Prodi       |
| 2                      | WP | 230233135 | Manajemen Proyek Digital                    | <i>Digital Project Management</i>                  | 3         |   | Prodi       |
| 3                      | WP | 230233136 | Manajemen Scale up***                       | <i>Scale up Management***</i>                      | 3         |   | Prodi       |
| 4                      | WP | 230233137 | Analisis Data Keuangan***                   | <i>Financial Data Analytics***</i>                 | 3         |   | Prodi       |
| 5                      | WP | 230233138 | Optimasi Mesin Pencari***                   | <i>Search Engine Optimization ***</i>              | 3         |   | Prodi       |
| 6                      | WP | 230233139 | Perencanaan Sumber Daya Perusahaan          | <i>Enterprise Resource Planning</i>                | 3         |   | Prodi       |
| 7                      | WP | 230233140 | Metode Penelitian Bisnis Digital            | <i>Metode Penelitian Bisnis Digital</i>            | 3         | Aplikasi Komputer statistik                       | Prodi       |
| 8                      | WP | 230233141 | Inteligensi Bisnis                          | <i>Business Intelligence</i>                       | 3         |   | Prodi       |
| 9                      | WP | 230233142 | Proyek Capstone                             | <i>Capstone Project</i>                            | 4         |   | Prodi       |
| <b>Total</b>           |    |           |   |  | <b>22</b> |   |             |
| Semester VII - Reguler |    |           |   |  |           |   |             |
| 1                      | WU |           | Kewirausahaan*                              | <i>Entrepreneurship*</i>                           | 2         |   | Universitas |
|                        | WU |           | Pendidikan Agama*                           | <i>Religion*</i>                                   | 2         |   | Universitas |
| 2                      | WP | 230233143 | Algoritma Media Sosial                      | <i>Social Media Algorithm</i>                      | 3         |   | Prodi       |
| 3                      | WP | 230233144 | Teknik Presentasi dan Negosiasi***          | <i>Negotiation and Pitching***</i>                 | 3         |   | Prodi       |
| 4                      | WP | 230233145 | Seminar Bisnis Start-up Digital***          | <i>Digital Start-up Bisnis Seminar ***</i>         | 3         |   | Prodi       |
| 5                      | WP | 230233146 | Pemasaran Media Sosial***                   | <i>Social Media Marketing***</i>                   | 3         |   | Prodi       |
| 6                      | WP | 230233147 | Seminar Pemasaran Digital***                | <i>Digital Marketing Seminar ***</i>               | 3         |   | Prodi       |
| 7                      | WP | 230233148 | Digital Crowdfunding***                     | <i>Digital Crowdfunding***</i>                     | 3         |   | Prodi       |
| 8                      | WP | 230233149 | Seminar Teknologi Keuangan***               | <i>Financial Technology Seminar***</i>             | 3         |   | Prodi       |
| 9                      | WP | 230233150 | Etika Bisnis Digital                        | <i>Digital Business Ethics</i>                     | 3         |   | Prodi       |
| 10                     | WP | 230233151 | Comprehensive Theoretical-Based Examination | <i>Comprehensive Theoretical-Based Examination</i> | 1         | Metode Penelitian Bisnis Digital Min. C & 120 sks | Prodi       |
| 11                     | WP | 230233152 | Tugas Akhir/Skripsi****                     | <i>Undergraduate Thesis****</i>                    | 5         | Metode Penelitian Bisnis Digital Min. C & 120 sks | Prodi       |
| <b>Total</b>           |    |           |   |  | <b>22</b> |   |             |

| Semester VII- MBKM Luar PT |          |         |                        |     |           |             |
|----------------------------|----------|---------|------------------------|-----|-----------|-------------|
| No.                        | Jenis MK | Kode MK | Mata Kuliah            | SKS | Prasyarat | Pelaksanaan |
| 1                          | MB       |         | MK Pilihan dalam Prodi | 20  |           |             |

|              |  |  |  |  |           |  |  |
|--------------|--|--|--|--|-----------|--|--|
| <b>Total</b> |  |  |  |  | <b>20</b> |  |  |
|--------------|--|--|--|--|-----------|--|--|

| No.                  | Jenis MK | Kode MK   | Mata Kuliah (Bahasa Indonesia)                     | Mata Kuliah (Bahasa Inggris)                       | SKS      | Prasyarat   | Pelaksanaan |
|----------------------|----------|-----------|--|--|----------|---|-------------|
| <b>Semester VIII</b> |          |           |  |  |          |   |             |
| 1                    | WP       | 230233151 | <i>Comprehensive Theoretical-Based Examination</i> | <i>Comprehensive Theoretical-Based Examination</i> | 1        | Metode Penelitian Bisnis Digital Min. C & 120 sks | Prodi       |
| 2                    | WP       | 230233152 | Tugas Akhir/Skripsi****                            | <i>Undergraduate Thesis****</i>                    | 5        | Metode Penelitian Bisnis Digital Min. C & 120 sks | Prodi       |
| <b>Total</b>         |          |           |  |  | <b>6</b> |   |             |

| No.                         | Jenis MK | Kode MK   | Mata Kuliah (Bahasa Indonesia)     | Mata Kuliah (Bahasa Inggris)              | SKS | Prasyarat | Pelaksanaan |
|-----------------------------|----------|-----------|------------------------------------|---|-----|-----------|-------------|
| <b>MK Konsentrasi</b>       |          |           |                                    |   |     |           |             |
| <b>Digital Marketing</b>    |          |           |                                    |   |     |           |             |
| 1                           | WKP      | 230233153 | Optimasi Mesin Pencari***          | <i>Search Engine Optimization***</i>      | 3   |           | Prodi       |
| 2                           | WKP      | 230233154 | Pemasaran Media Sosial***          | <i>Social Media Marketing***</i>          | 3   |           | Prodi       |
| 3                           | WKP      | 230233155 | Seminar Pemasaran Digital***       | <i>Digital Marketing Seminar ***</i>      | 3   |           | Prodi       |
| <b>Start-Up Bussines</b>    |          |           |                                    |   |     |           |             |
| 1                           | WKP      | 230233156 | Manajemen Scale up***              | <i>Scale up Management***</i>             | 3   |           | Prodi       |
| 2                           | WKP      | 230233157 | Teknik Presentasi dan Negosiasi*** | <i>Negotiation and Pitching***</i>        | 3   |           | Prodi       |
| 3                           | WKP      | 230233158 | Seminar Bisnis Start-up Digital*** | <i>Seminar Digital Start-up Bisnis***</i> | 3   |           | Prodi       |
| <b>Financial Technology</b> |          |           |                                    |   |     |           |             |
| 1                           | WKP      | 230233159 | Analisis Data Keuangan***          | <i>Financial Data Analytics***</i>        | 3   |           | Prodi       |
| 2                           | WKP      | 230233160 | Digital Crowdfunding***            | <i>Digital Crowdfunding***</i>            | 3   |           | Prodi       |
| 3                           | WKP      | 230233161 | Seminar Teknologi Keuangan***      | <i>Financial Technology Seminar ***</i>   | 3   |           | Prodi       |

| <b>MK Pilihan</b> |          |           |   |  |     |                                   |                 |
|-------------------|----------|-----------|---|--|-----|-----------------------------------|-----------------|
| No.               | Jenis MK | Kode MK   | Mata Kuliah (Bahasa Indonesia)                | Mata Kuliah (Bahasa Inggris)                     | SKS | Prasyarat                         | Pelaksanaan     |
| 1                 | WPP      | 230233162 | E-Government*****                             | <i>E-Government*****</i>                         | 3   |                                   | Prodi           |
| 2                 | WPP      | 230233163 | Psikologi Bisnis Digital *****                | <i>Digital Business Psychology*****</i>          | 3   |                                   | Prodi           |
| 3                 | WPP      | 230233164 | Model Bisnis Digital*****                     | <i>Digital Business Model*****</i>               | 3   |                                   | Prodi           |
| 4                 | WPP      | 230233165 | Penerapan Blockchain di Bidang Keuangan ***** | <i>Application of Blockchain in Finance*****</i> | 3   |                                   | Prodi           |
| 5                 | WPP      | 230233166 | Videografi*****                               | <i>Videography*****</i>                          | 3   |                                   | Prodi           |
| 6                 | WPP      | 230233167 | Psikologi komunikasi*****                     | <i>Psychology of Communication*****</i>          | 3   | Human Resources Management        | Prodi ILKOM     |
| 7                 | WPP      | 230233168 | Bisnis Internasional*****                     | <i>International Business*****</i>               | 3   |                                   | Prodi Manajemen |
| 8                 | WPP      | 230233169 | Produksi Konten Digital*****                  | <i>Digital Content Production*****</i>           | 3   | Introduction to Digital Marketing | Prodi           |
| 9                 | WPP      | 230233170 | Penulisan Naskah*****                         | <i>Copywriting*****</i>                          | 3   |                                   | Prodi           |
| 10                | WPP      | 230233171 | Manajemen Risiko Sistem Informasi*****        | <i>Information System Risk Management*****</i>   | 3   | Sistem Informasi Manajemen        | Prodi SI        |

|    |     |           |                              |                                    |   |  |       |
|----|-----|-----------|------------------------------|------------------------------------|---|--|-------|
| 11 | WPP | 230233172 | Perekonomian Indonesia*****  | <i>Indonesian Economy*****</i>     | 2 | Introduction to Digital Business and Economics | Prodi |
| 12 | WPP | 230233173 | <i>Public Speaking *****</i> | <i>Public Speaking*****</i>        | 3 | Introduction to Digital Marketing              | Prodi |
| 13 | WPP | 230233174 | Manajemen Rantai Pasok****   | <i>Supply Chain Management****</i> | 3 |  | Prodi |

**Noted: Wajib Tempuh/Pilih 3 MK dari 13 MK Pilihan**

**KETERANGAN:**

- \* MK WAJIB UNAS
- \*\* MK PILIHAN WAJIB UNAS (PILIH/TEMPUH HANYA 1 MK)
- \*\*\* MK PILIHAN KONSENTRASI/PEMINATAN PRODI (PILIH/TEMPUH 3 MK)
- \*\*\*\* MK TUGAS AKHIR PILIH/TEMPUH 1 MK
- \*\*\*\*\* MK PILIHAN PENGENAP MK WAJIB PRODI PILIH/TEMPUH 3 MK
- MB MBKM Luar PT

Jakarta, Mei 2023  
Dekan Fakultas Ekonomi dan Bisnis

Kumba Digdowiseiso, S.E., M.App.Ec., Ph.D