



Bisnis Digital
Universitas Muhammadiyah
Palembang

UNIVERSITAS MUHAMMADIYAH PALEMBANG

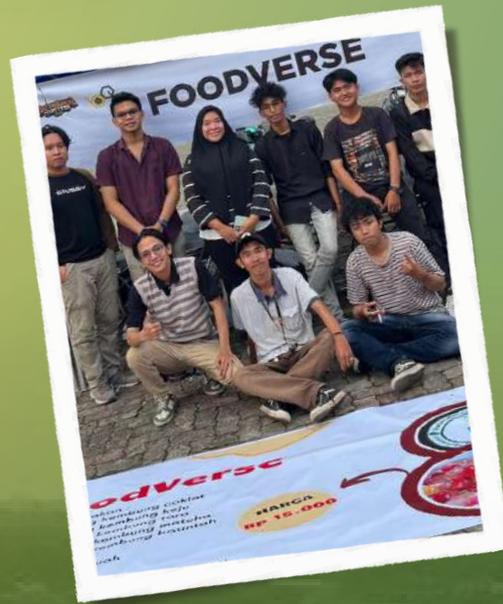
GEDUNG KH. FAJRI USMAN

BACHELOR OF DIGITAL BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

INNOVATE,
CREATE,
LEAD WITH
ISLAMIC
VALUES

ABOUT



Welcome to the Bachelor of Digital Business program at Universitas Muhammadiyah Palembang! Here, we prepare students to become innovative young entrepreneurs who combine creativity, analytical skills, and technology to solve real-world challenges. Our graduates are trained not only to master digital tools and international business strategies but also to uphold strong Islamic values and ethical foundations. With a focus on digital creativity, data-driven decision-making, multicultural communication, and Islamic entrepreneurship, this program equips you to thrive in today's global digital economy. Join us, and be part of a diverse learning community where ideas, innovation, and values come together to shape the future of business.

The Bachelor in Digital Business program at Universitas Muhammadiyah Palembang is nationally accredited by **LAMEMBA (Lembaga Akreditasi Mandiri Ekonomi, Manajemen, Bisnis, dan Akuntansi)** with a **Very Good rating (BAIK SEKALI)** under Decree No. 2045/DE/A.5/AR.10/II/2025. This accreditation, valid until February 21, 2030, is a strong assurance of the program's academic quality and excellence. For our students, it means joining a program that is officially recognized for its credibility, innovative curriculum, and ability to equip graduates with globally relevant skills in the field of digital business.





GRADUATE PROFILE

Graduates are able to generate innovative ideas, works, and solutions while utilizing digital technology to address various challenges.



**DIGITAL
CREATIVITY**

Graduates are capable of analyzing data using internationally recognized tools and techniques to support the growth of digital business.



**ANALYTIC
CAPABILITIES**

Graduates demonstrate behavior in accordance with Islamic values, norms, and ethics in conducting business activities.



**ISLAMIC-BASED
ETHICS**

Graduates possess a strong entrepreneurial spirit and skills, grounded in Islamic principles.



**ISLAMIC
ENTREPRENEURSHIP**

Graduates are able to communicate effectively and collaborate within multicultural teams at regional, national, and international levels.



**MULTICULTURAL
COMMUNICATION**



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COURSE STRUCTURE

The following is the study plan for the Bachelor in Digital Business program. Students will complete a structured set of courses each semester, designed to build knowledge progressively from fundamental theories to advanced applications.

1st Semester

Course Title	Credits
Islamic Religious Education	2
Pancasila and Civic Education	2
Business Mathematics	3
Introduction to Accounting	3
Principles of Management	3
Introduction to Microeconomics	3
Computer Applications	3
Total Credits	19



2nd Semester

Course Title	Credits
Indonesian Language	2
English Language	2
Fiqh of Worship	2
Introduction to Business	3
Introduction to Macroeconomics	3
Artificial Intelligence for Business Innovation	2
Introduction to Information Systems	3
Human-Computer Interaction	3
Total Credits	20



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3th Semester

Course Title	Credits
Islamic Reform Movement	2
Entrepreneurship	3
Introduction to Statistics	3
Business Finance	3
Business Marketing	3
Digital Human Resources	3
English for Business	2
Business Ethics	2
Total Credits	21



COURSE STRUCTURE



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4th Semester

Course Title	Credits
Islamic Jurisprudence (Fiqh)	2
Applied Statistics	3
Design Thinking	3
Marketing Communication	3
Dynamic Web Programming	3
Financial Technology (FinTech)	3
E-Commerce	2
Business Law	2
Total Credits	21

5th Semester

Course Title	Credits
Rhetoric and Islamic Way of Life for Muhammadiyah Members	2
Digital Business Startup	3
Business Analytics & Big Data	3
Visual Communication Design	3
Strategic Business Management	3
Research Methodology	4
Social Media Management	3
Total Credits	21

6th Semester



Course Title	Credits
Islam and Economics	2
Digital Marketing Strategy	3
Mobile App Development	3
Business Feasibility Study	3
Customer Relationship Management	3
Business Risk Management	3
Digital Business Seminar	3
Total Credits	20

7th Semester

Course Title	Credits
UI/UX Design	3
Cybersecurity Management	3
Investment and Portfolio Management	3
*Content Marketing	2
*Internship Program	
Total Credits	11

* Students are required to choose only one between Content Marketing or Internship Program.

8th Semester

Course Title	Credits
Community Service Program	4
Research Proposal Seminar	1
Thesis / Final Project	3
Comprehensive Examination	3
Total Credits	11

COURSE STRUCTURE



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STUDENT ACTIVITIES

Life as a Digital Business student is both inspiring and exciting. Our program blends academic excellence with real-life experiences through practitioner-led classes, entrepreneurship projects, sports, arts, and entertainment. This dynamic combination ensures students learn, create, and enjoy a vibrant campus life while preparing to become future-ready digital entrepreneurs.



TUITION FEES

Registration Fee: **USD 50** (one-time payment)

Tuition Fee: **USD 650** per year

DIGITAL BUSINESS



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OUR COLLABORATION PARTNERS



We are proud to collaborate with **more than 30 institutions** and organizations, ranging from **universities, industries, government agencies, to professional associations**. These partnerships provide our students with valuable opportunities for **academic enrichment, entrepreneurship practice, internships, research, and global networking**.

REGISTRATION



START YOUR JOURNEY WITH US
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