



VIRTUAL SUMMER COURSE IN BUSINESS AND ECONOMICS 2024
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS BRAWIJAYA
OCTOBER 2024

I. Objectives

Faculty of Economics and Business Universitas Brawijaya (FEB UB) has a mission to become an internationally reputable higher education institution. We offer international students the opportunity to gain a global perspective on their academic and practice experiences through Virtual Summer Course (VSC) FEB UB. The VSC 2024 will be held in October-November 2024 to provide students the opportunity to dive into the dynamic world of online business with our immersive virtual summer course. It is designed to equip with essential skills and knowledge in design thinking, digital business, and data analytics. VSC FEB UB offers a comprehensive exploration of how digital platforms and data-driven strategies are reshaping the global business. The course combines theoretical insights with practical applications, ensuring you gain a holistic understanding of how to leverage technology and data for business success. Through these courses, VSC aims to provide a thorough, practical education while accommodating different learning styles and schedules, ensuring you gain valuable expertise in these crucial areas.

II. Course Materials

We will be discussed in-depth from various points of view as follows:

No.	Course	Description	Materials
1	Design Thinking	Understand Design Thinking	Design Thinking is a problem-solving methodology that focuses on understanding users' needs and creating innovative solutions through a structured yet flexible process. It's widely used in various fields, including business, education, and social innovation, to address complex challenges and drive creativity.
		Design Thinking Mindset	The Design Thinking mindset is a key component of the Design Thinking methodology. It embodies the attitudes and approaches that drive the iterative, user-centered, and innovative problem-solving process. Adopting this mindset involves embracing specific principles and attitudes that foster creativity and empathy.



		Design The Future and Transform Organizations	Design Thinking is a transformative approach that empowers organizations to envision the future and drive meaningful change. By focusing on empathy, creativity, and iterative problem-solving, organizations can address complex challenges, innovate effectively, and adapt to evolving needs. Embracing a Design Thinking mindset helps create a culture of innovation and resilience, positioning organizations for long-term success in an ever-changing world.
		Toolbox Introduction - Application and Program Using Design Thinking (Case Example)	The Design Thinking toolbox provides a structured yet flexible approach to solving problems and driving innovation. By using tools like empathy mapping, prototyping, and user testing, organizations can develop solutions that are user-centered, practical, and effective. The case example illustrates how these tools can be applied in practice to address real-world challenges and achieve meaningful transformation.
2	Digital Business	Introduction to Digital Business: <ul style="list-style-type: none"> ✓ Digital Business Today ✓ Disruptive Innovation ✓ Different Digitization and Digitalization 	Technology in this era is changing the corporate environment. Companies must now be able to strike a balance between mind and machine, product and platform, and core and crowd. Technological innovations benefit a wide range of stakeholders, including businesses, markets, and economies, as well as individuals and society. To ensure a good



			effect, businesses are becoming more conscious of the repercussions of their technology use, such as the Internet of Things, Blockchain, Big Data Analytics, and Cloud Computing.
		Financial Data Analytics: <ul style="list-style-type: none"> ✓ Design Thinking – Introduction ✓ Design Thinking Process ✓ Business Hypothesis Mapping 	Research, modeling, forecasting — every aspect of the financial industry is driven by data and analytics to a greater degree than ever. This course will help you build the foundational knowledge you need to grasp the core concepts of data analytics, as well as how to apply them to create a framework for financial strategies that fit your organization's needs. From fine-tuning customer sales to assessing corporate credit risks, learn to use the analytics principles that drive informed decision-making in this growing industry.
3	Data Analytics	Introduction to Data Analytics	These courses provide a comprehensive introduction to data analytics concepts, tools, and techniques. They cover topics such as data exploration, visualization, basic statistical analysis, and data-driven decision making. Learning R software for statistical computing and graphics. It is a useful tool for machine learning algorithms. R is extremely useful for data science experts because of its data cleaning, importing, and visualization features.
		Data Visualization	These courses focus specifically on the visual representation of data. They teach techniques for creating effective charts, graphs,



			and dashboards to communicate insights and trends.
		Statistical Analysis	These courses delve deeper into statistical techniques used in data analysis. They cover topics such as hypothesis testing, regression analysis, and multivariate analysis.
		Big Data Analytics	These courses focus on handling and analysing large datasets using tools like Hadoop, Spark, and distributed computing techniques. They cover topics like data pre-processing, data mining, and scalable data analytics.

Participants will get exclusive material from the point of view and explanations of practitioners who are experts in their respective fields. Furthermore, VSS will be delivered in English, and this might be used as a credit transfer at the home university.

III. Program Overview

This program will hold 4 sessions:

1. 4 meetings for Design Thinking course
2. 2 meetings for Digital Business course
3. 4 meetings for Data Analytics course
4. 1 meeting for student presentation

This program will utilize Zoom Meeting; link of the meeting is distributed and managed by FEB UB Team. This program is later converted to 14 (fourteen) credits from FEB UB; Design Thinking (3 credits), Digital Business (2 credits), Data Analytics (3 credits), and Special Topics in Business and Economics (6 credits). FEB UB will provide a Certificate of Completion and academic transcript to all students with a minimum grade of C upon finishing all sessions. The assessment was obtained from attendance, participatory activity, and the final exam. FEB UB also gives VSC participants chances to participate in the International Student Competition, with a focus on the Business Plan Competition.

IV. Benefit

All full-course participants will receive the following benefit:

1. free program fee,
2. an international network,
3. learning from Design Thinking experts and digital practitioners,
4. e-Certificate,



5. credits course recognition, and
6. an official academic transcript for those who pass all courses.

V. Requirements

Participant requirements:

- undergraduate students from all foreign universities,
- proficient in English, and
- committed to online learning (by Zoom).

Document requirements:

- student ID card,
- passport/ citizen ID card,
- pass photo, and
- letter of intent (<https://s.ub.ac.id/letterofintent>).

VI. Program Registration and Fee Description

VSC will be held online via Zoom and **free** of charge for all international students.

Registration Link	https://s.ub.ac.id/vscfebub2024
Registration	Due on September 30, 2024
IVSS	October 2024
Final Exam	Early November 2024* To be announced

VII. Contact

Should you have any questions, please contact us at iup.feb@ub.ac.id



VIII. Program Highlights (tentative)

a. Design Thinking Course

Time GMT+7	Tuesday Oct 1, 2024	Wednesday Oct 2, 2024	Thursday Oct 3, 2024	Friday Oct 4, 2024
13.30-14.00	Registration			
14.01-14.10	Program Introduction	Design Thinking Mindset	Design The Future and Transform Organizations	Toolbox Introduction - Application and Program Using Design Thinking (Case Example)
14.10-15.00	Understand Design Thinking			
15.00-16.00	Discussion and Practice			

b. Digital Business

Time GMT+7	Sunday Oct 7, 2024	Monday Oct 8, 2024
13.30-14.00	Registration	
14.01-15.00	Digital Business	Data Analytics
15.00-16.00	Discussion and Practice	

c. Data Analytics

Time GMT+7	Sunday Oct 14, 2024	Monday Oct 15, 2024	Wednesday Oct 16, 2024	Thursday Oct 17, 2024
13.30-14.00	Registration			
14.01-15.00	Introduction to Data Analytics	Data Visualization	Statistical Analysis	Big Data Analytics
15.00-16.00	Discussion and Practice			