

# Business Education Programme Curriculum Overview

Faculty of Economics and Business Education  
Universitas Pendidikan Indonesia

## Introduction

The Business Education Programme at Universitas Pendidikan Indonesia (UPI) is designed to prepare future educators, researchers, and entrepreneurs who are ready to contribute to the dynamic global business environment. The curriculum integrates business knowledge, educational expertise, entrepreneurship, and digital innovation to produce graduates who are adaptive, creative, ethical, and globally competitive. With a strong commitment to academic excellence and industry relevance, the programme supports the development of 21st-century competencies aligned with the Industrial Revolution 4.0.

## Vision and Mission

Vision: The programme aspires to become a pioneer and center of excellence in Business Education based on the Business Edupreneur model in Southeast Asia.

- Deliver high-quality business education that integrates entrepreneurship and digital transformation.
- Promote innovative research and community engagement in business education and entrepreneurship.
- Develop academic collaboration with national and international institutions.
- Create a globally oriented learning environment supported by strong governance and quality assurance.

## Curriculum Highlights

The curriculum combines educational foundations, business management, digital business, entrepreneurship, and practical learning experiences. Students are equipped with both theoretical understanding and practical competencies through project-based learning, case studies, internships, seminars, and field experiences.

- Integration of business, education, and entrepreneurship disciplines.
- Strong emphasis on digital literacy, innovation, and financial technology.
- Student-centered and collaborative learning approaches.
- Industry exposure through integrated business practice and company visits.
- Internationally oriented curriculum aligned with global business trends.

## Core Areas of Study

**Educational Foundations:** Courses in curriculum development, instructional strategies, educational management, and assessment.

**Business Fundamentals:** Microeconomics, macroeconomics, management, finance, taxation, marketing, and international business.

**Digital Business and Technology:** Digital marketing, fintech, business information systems, and digital business strategy.

**Entrepreneurship Development:** Business planning, innovation, creativity, and entrepreneurial mindset development.

**Professional Practice:** Field experience programs, integrated business practice, and research projects.

### Specialization Options

To support students' interests and career goals, the programme offers several specialization tracks.

- Entrepreneurship
- Retail Business
- Human Resource Management
- Marketing Management
- Digital Business
- Digital Marketing
- Financial Technology (Fintech)
- Digital Business Education

### Graduate Profile

Graduates of the Business Education Programme are prepared to pursue diverse professional pathways. They are equipped to become professional educators, educational research assistants, entrepreneurs, and business practitioners who can contribute positively to society and industry.

- Educators with strong pedagogical and business competencies.
- Research assistants capable of conducting educational and business-related studies.
- Entrepreneurs with innovative and sustainable business perspectives.
- Professionals with leadership, communication, and teamwork skills.

### Innovative Learning Environment

The programme applies interactive, contextual, collaborative, and technology-based learning methods. Students engage in discussions, simulations, project-based learning, problem-solving activities, and practical experiences. Guest lectures, seminars, conferences, and community engagement activities further enrich the academic experience.

### Global Engagement and Collaboration

The Business Education Programme actively collaborates with universities, institutions, and industries both nationally and internationally. These partnerships support academic exchange, research collaboration, student development, and global exposure. The programme also organizes academic conferences and entrepreneurship events that encourage innovation, networking, and professional growth.

### **Quality and Accreditation**

The programme has achieved excellent accreditation status and maintains strong quality assurance standards. Its curriculum is continuously improved to remain relevant to educational, technological, and industry developments. The programme is committed to preparing graduates who are competitive, ethical, adaptable, and ready for the future.

### **Conclusion**

The Business Education Programme at Universitas Pendidikan Indonesia offers a comprehensive and future-oriented curriculum that combines business expertise, educational excellence, entrepreneurship, and digital innovation. Through a holistic and internationally oriented approach, the programme prepares students to become impactful professionals and leaders in education, business, and society.