



INTERNATIONAL SHORT PROGRAM

SME Business in Indonesia:
From Bali to the World!

22 July – 5 August 2018

Experience Indonesia Up-Close
—fostering and empowering the society—

SME Business in Indonesia: **From Bali to the World!**

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Wonderful Indonesia as the Next Asian Giant

Indonesia invites you to be a part of its dynamic economy and enchanting beauty powered by its friendly people. GDP growth of Indonesia exceeds 5%. With recent establishment of the ASEAN Free Trade Area, opportunities expanded. Located between two continents and two oceans, Indonesia can become the regional logistics and trade hub. Entrepreneurial mindset keeps pushing small and medium sized businesses forward. Besides, with a population of over 250 million, Indonesia is a multi-cultural treasure with breathtaking landscapes. Bali and its other islands are famous for unforgettable sights and sounds. All this heralds Indonesia as the next Asian giant attracting new partnerships and visits from abroad.

Short Program Description

If you are interested in SME business export and want to explore Bali of Indonesia this course is for you. The two-week program with one week in Jakarta and one week in Bali is organized by BINUS UNIVERSITY and Udayana University and comprises of business classes, visits to Bali SMEs, and cultural exploration of Jakarta and Bali sights, sounds and tastes. The course aims to develop an export business plan for SMEs in Bali with 4 course credits earned. Upon completion, students are expected to understand business culture and opportunities in Indonesia. Specifically, students will work with Bali Tengi (spa products), Bumi Ayu Hotel and Wisnu Karya Putra International (timber products).

Important Dates

Application Deadline	: 30 June 2018
Payment Deadline	: 30 June 2018
Arrival	: 22 July 2018
Program	: 23 July 2018 – 04 August 2018
Departure	: 05 August 2018

Program Overview

Program Orientation

- Campus tour
- Program briefing

Lectures and Workshops

- Indonesia as a Leading Economic Growth
- Amazing Indonesia in Multiple Perspectives
- Political Economy in Indonesia
- Mapping Indonesian Industrial Sectors
- Current Issues in Indonesia: Disruptive Economy and Online Business Market
- Indonesian Culture
- Human Resources System
- Ethics in Indonesia
- Labor Relations in Indonesia
- Start-ups in Indonesia
- Business Law
- Organization visit to Pendidikan dan Pelatihan Ekspor Indonesia (PPEI)
- Independent group work

Cultural Trip in Jakarta

- Visit National Monument (MONAS)
- Visit National Museum
- Old City/Thamrin City

Cultural Trip in Bali

- South Bali Tour
- Bedugul
- Tanah Lot
- Barong Dance

Company Visit

- Bali Tangi (spa)
- Bumi Ayu Hotel
- Wisnu Karya Putra International (timber)

Closing

Farewell

Application Process

Prerequisites:

- University students from all majors
- Good command of English
- Passport valid for 6 months

Online Application Form:

Go to io.binus.ac.id/international-students ▶ programs ▶ summer programs ▶ SME Business in Indonesia - From Bali to the World!

Fee & Payment

Program Fee: USD 995
(Discount USD 40 for partner universities)

Included:

- All classes and project activities
- Airfare from Jakarta to Denpasar (one way)
- Airport transfers
- Local transportation
- Accommodation
- Partial meals

Excluded:

- Airfare from and to Jakarta
- Personal expenses

Payment Method

Telegraphic/wire transfer only

Bank's Name	: Bank Central Asia
Branch's Name	: Universitas Bina Nusantara
Bank's Address	: Jl. Kebon Jeruk Raya no. 27, Jakarta Barat, Indonesia
Beneficiary's Acct No.	: 527-029-7970
Beneficiary's Name	: Universitas Bina Nusantara
Swift Code No.	: CENAIDJA
Currency	: USD
Transfer Charge Type	: OUR

Cancellation & Refund Policy

Reason for Cancellation	Refund Policy
Withdraw from the program (after payment deadline)	Non-Refundable
Program cancelled (after payment)	Refund 100%

Contact: BINUS INTERNATIONAL OFFICE - JAKARTA

Arlin Pusparini (Ms.)
Special Program Officer

t. (62-21) 5345830 ext. 1323
e. arlin.pusparini@binus.edu