Digital Business

Undergraduate Program
Very Good Accreditation

— Connecting Creativity —

Lecturers

- Hujjatullah Fazlurrahman, S.E., MBA.
- Achmad Kautsar, S.E., M.M.
- Hafid Kholidi Hadi, S.E., M.SM.
- Ika Diyah Candra Arifah, S.E., M.Com.
- Riska Dhenabayu, S.Kom., M.M.
- Anita Safitri, S.Kom., M.Kom.
- Renny Sari Dewi, S.Kom., M.Kom.
- Fresha Kharisma, S.E., M.SM.
- Dr. Nanang Hoesen H. A., ST., M.T.I.
- M. Fajar Wahyudi Rahman, S.E., M.M.
- Dr. Ratih Amelia, S.E., M.M.
- Dr. Muhammad Fachmi, S.E., M.M.
- Dr. Dhiyan Septa Wihara, S.P., M.M.
- Achmad Fitro, S.Kom., M.Kom

About Study Program

Established in 2021 based on the Decree of the Minister of Education and Culture of the Republic of Indonesia Number 197 /E/0/2021 concerning the Permit to Open the Digital Business Study Program for the Undergraduate Program at Surabaya State University in the City of Surabaya.

Leading Courses

- Digital Business Ethics
- Financial Technology
- Artificial Intelligence
- Green Digital Business
- UI / UX Design
- Digital Marketing
- Design Thinking & Innovation

Informations

- Jl. Ketintang, Surabaya 60231 (Gedung G2)
- bisnisdigital.feb.unesa.ac.id
- @bisnisdigitalunesa
- (031) 8280009

Vision and Missions

Vision:

"Becoming a Globally Competitive, Innovative and Ethical Study Program in Indonesia at 2026".

Missions:

1. Organizing education and development of Digital Business knowledge based on business ethics;
2. Conducting research in the field of Digital Business based on business ethics;
3. Organizing community service based on Digital Business based on business ethics;
4. Organizing study program management in accordance with the principles of good university governance ;
5. Build cooperation with domestic and foreign stakeholder.

LAMEMBA

Accreditation "Very Good"

Graduate Profiles

Young Entrepreneurs in the Field of Digital Business

Young digital business entrepreneurs who are able to take advantage of the latest techno logical developments to be optimized as a base for developing business development.

Digital Business Consultants

Digital business consultants who are able to identify problems and find solutions based on data so that the management of organiza tions/ institutions/ institutions in the field of digital business can operate more efficiently and effectively, and can develop their busi ness.

Digital Marketing Professionals

Digital marketing professionals who are able to evaluate emerging IT technologies, applications, and trends and provide thoughts and perspectives to adopt appropriate online marketing techniques

Statistics

- 10,000+ Registrants
- 1,867+ Social Media Exposures
- 66 Student Competition Achievement
- 5 International Research Collaboration

Available Programs

- Regular Class Program
- International Class Programs

Student Admissions

SNBP

Selection to enter state universities is based on the achievements of prospective participants (transcript and components of talent interest).

UTBK-SNBT

The national selection system for the admission of new students is managed by the Education Testing Management Center (BP3) with testing materials: Scholastic Aptitude Test, Indonesian and English Literacy, Mathematical Reasoning.

SPMB

Unesa Independent Selection with SNBT score selection types, tahfidz and leadership achievements, UTBK-based selection, and cooperation.