

## International Summer Course on Small Medium Enterprise (ISCOSME) 2024

1 ข้อความ

IMaBs FEB UMY <imabsfebomy@gmail.com>  
ถึง: international@nu.ac.th, info\_bec@nu.ac.th



20 มีนาคม 2567 เวลา 08:03

Dear sir/madam

I hope this email finds you well.

I am Daniel Kiver Charista, Head of International Summer Course on Small Medium Enterprise (ISCOSME), International Undergraduate Program (IUP) Management, Faculty of Economics & Business, Universitas Muhammadiyah Yogyakarta, Indonesia. I am writing to extend an invitation to your student to participate for our upcoming program namely ISCOSME. This program aims to bring knowledge and soft skills about how to do a business to your student. We believe that ISCOSME would greatly enhance the impact and provide valuable insights for attendees.

Please let us know if Naresuan University would be interested in participating in this program. Feel free to contact us to discuss any question & here is the booklet for further information <https://bit.ly/ISCOSMEBOOKLET24>

Thank you for considering our invitation. We look forward to create a meaningful experience for everyone involved.

Sincerely,

Daniel Kiver Charista  
**International Program of Management and Business (IMaBs)**  
Universitas Muhammadiyah Yogyakarta  
Pasca Sarjana Building Ground Floor North Wing  
Jalan Brawijaya (Lingkar Selatan) Tamantirto Kasihan Bantul D.I Yogyakarta  
P:+62274 387 656 ext.457 | W; [imabs.umy.ac.id](http://imabs.umy.ac.id) | E: [imabsfeb@umy.ac.id](mailto:imabsfeb@umy.ac.id)

เรียน อธิการบดี

ด้วย Faculty of Economics & Business, Muhammadiyah University Yogyakarta (UMY) ประเทศ อินโดนีเซีย ประชาสัมพันธ์โครงการ "3<sup>rd</sup> International Summer Course on Small Medium Enterprise 2024 (ISCOSME) ระหว่าง วันที่ 2-9 มิถุนายน 2024 ให้กับนิสิตในระดับปริญญาตรีใน ทุกสาขาวิชา เพื่อเปิดโอกาสในการเรียนรู้และเพิ่มทักษะการทำ ธุรกิจ ซึ่งผู้สมัครเข้าร่วมโครงการต้องมีคุณสมบัติที่โครงการฯ กำหนด

ทั้งนี้ ผู้สมัครเข้าร่วมโครงการประเภท Self-Funded จะมี ค่าลงทะเบียนเข้าร่วมโครงการ เป็นเงิน 300 ดอลลาร์สหรัฐ (USD) และสำหรับผู้สมัครเข้าร่วมโครงการในประเภท Partial Funded และ Fully Funded จะขึ้นอยู่กับพิจารณาของ UMY โดยมี 2 หลักสูตร ที่เกี่ยวข้อง และสามารถนำไปเทียบโอนหน่วยกิตได้ ได้แก่

1. Digital Business (2 หน่วยกิต)
2. Business Simulation (1 หน่วยกิต)

ทั้งนี้ นิสิตผู้สนใจสามารถศึกษารายละเอียดเพิ่มเติมได้ <https://bit.ly/ISCOSMEBOOKLET24> โดยผู้ประสงค์สมัครเข้าร่วม โครงการขอให้แจ้งความประสงค์การสมัครเข้าร่วมโครงการฯ พร้อม แนบเอกสารการยื่นสมัครผ่านคณะต้นสังกัดมายังมหาวิทยาลัย ภายในวันพุธที่ 24 เมษายน 2567 เพื่อเสนอรายชื่อไปยัง UMY

จึงเรียนมาเพื่อโปรดพิจารณา เห็นควรเวียนแจ้งคณะ/ วิทยาลัย เพื่อประชาสัมพันธ์ผ่านระบบ E-doc เว็บไซต์กองพัฒนา ภาษาและกิจการต่างประเทศ เพจกองพัฒนาภาษาและกิจการ ต่างประเทศ และเพจ NU International Scholarships ต่อไป

อภทคณ

21 มี.ค. 67

  
21 มี.ค. 67  
(รองศาสตราจารย์ ดร.อุทัย พัดเกตุ)

ดำเนินการตามเสนอ

อื่นๆ .....

ลงชื่อ ..... จรัสดาว คมเมือง

(ดร.จรัสดาว คมเมือง)

รองอธิการบดีฝ่ายพัฒนานิสิต ศิษย์เก่า และศิลปวัฒนธรรม

ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนเรศวร

วันที่ ..... 22 มี.ค. 67 .....



**UMY** UNIVERSITAS  
MUHAMMADIYAH  
YOGYAKARTA



3rd *International*  
**SUMMER COURSE**  
**ON SMALL MEDIUM**  
**ENTERPRISE 2024**



**International Undergraduate Program  
Management (IUP-Management) FEB, UMY**

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# ISCOSME

(INTERNATIONAL SUMMER COURSE OF SMALL MEDIUM ENTERPRISE)

## Enhancing Small Medium Enterprise Performance in the Modern Era with Digital Business

International Summer Course on Small Medium Enterprise (ISCOSME) is an event organized and held by the International Undergraduate Program Management (IUP Management), Faculty of Economics and Business (FEB), Universitas Muhammadiyah Yogyakarta (UMY). This program is held to introduce and understand how a small medium enterprise (SME) can develop through interaction and becoming a provider for high contribution to the economic growth in Indonesia, and also to get to know more about the rich and diverse cultures of Yogyakarta as Student City. ISCOSME will enable student to get the knowledge and the soft skill about how to do business based on the activity that which we will attend to which will leave unforgettable experience and full of meaning.

### TIME

### SCHEDULE



2 - 9 June 2024



Daerah Istimewa Yogyakarta, Indonesia  
Universitas Muhammadiyah Yogyakarta

### ACTIVITY

There are several activities that we were going to do those are :

1. Courses
2. Lava Tour
3. Batik Activity
4. Tourism Sight
5. SMEs Visiting
6. Culture Night
7. Workshop Digital Content
8. Business Simulation & Competition
9. International Seminar

# COURSE OFFERED

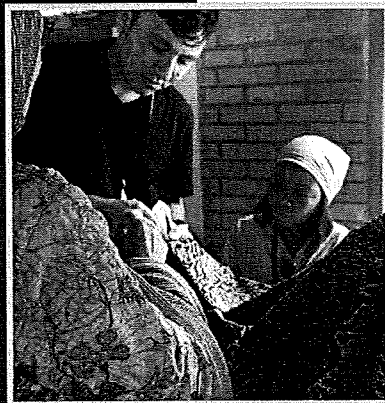
## A. Digital Business ( 2 credit )

The technological sectors, which supply the media and entertainment industries' infrastructure, have grown in significance in the era of digital and networked media. Platform-mediated networks in particular have grown to be highly significant. Platforms will be covered in this course from both a marketing and strategy standpoint. Understanding platforms and the particular difficulties they encounter, as well as how platform-oriented businesses may capitalise on their advantages and succeed in the market, will be the main goals. A combination of texts, in-class discussions, case study, and a group project will be used to accomplish these goals. As a result, the way that businesses use digital technologies is quickly changing from a limited MIS (Management Information Systems) perspective where technology supports traditional operations to a scenario where digital technologies are deeply ingrained in how businesses operate and where the enterprise's customer experience is always and fundamentally mediated by them. As a result, digital technology is becoming more and more essential to corporate operations as it becomes ingrained in organisations and becomes evident that businesses cannot stay competitive without adopting new business models. Enterprise systems, mobile systems, the Internet, and analytics come together in digital business, a data-intensive environment that supports modern methods for developing, implementing, delivering, and evolving processes, goods, services, and experiences. The course's guiding principle is to combine practical knowledge with the more theoretical concepts found in the literature on information systems. It also employs critical analytical frameworks to shed light on the practice and expertise of managing and organising for digital businesses.

## B. Business Simulation ( 1 credit )

Studying Monsoon Simulation (MonsoonSIM) is a business simulation game that includes 12 business concepts. The game will be joined in a team that is responsible for running a virtual company to compete with companies from other teams. To win the game, the players will be faced with business practice problems that require players to learn business concepts and apply them. In addition, MonsoonSIM emphasizes understanding the concept of Enterprise Resource Planning (ERP) within the company. ERP is an integrated system of all parts and functions within a company that can serve the specific needs of each module/section (department). In MonsoonSIM, the easiest ERP implementation to realize is in the main game display where there is a summary of information from all modules/sections that will be updated in real time. This integrated information can accelerate the flow of information which will also increase the efficiency and effectiveness of business processes, from the procurement to sales. By enrolling in our short courses, you can advance your professional growth and establish a solid foundation in business and management. Once you grasp the intricacies of business operations, the next step is to identify your passion or specialization and craft a comprehensive business plan.[]

# How TO APPLY



## 1 Self-Funded (30 seats)

Participants cover all the total costs while participating in the activity. Each participant is expected to complete the following requirements:

- University undergraduate students from all majors.
- Good command of English with minimum TOEFL 450/IELTS 5.0/ Duolingo 80-90
- Copy of academic record with minimum GPA of 3.0
- Recommendation letter from applicant's home university.
- Scanned copy of passport (ID page; passport must be valid until 6 months).
- 4x6 cm sized photograph (red background).
- Curriculum Vitae.
- Get the twibbon template with this link:

<https://twb.nz/iscosme2024> or <https://bit.ly/twibbonISCOSME24>

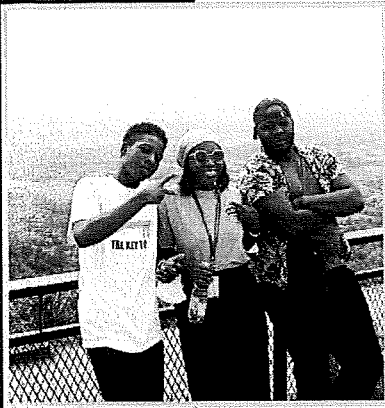
Upload a Twibbon with captions :

Hi 🌟

( Your name ) from ( university of origin) ready to take part in the international summer course at Muhammadiyah University Yogyakarta 2024 & upload a short video of yourself (self-introduction, university of origin, why do you want to take this Summer Course) by tagging the account of @imabs\_umy and @iscosme\_imabs along with #IUPmanagement #ISCOSME2024 #DigitalEntrepreneurship #summercourseumy in your Instagram Post.

\*Make sure your IG account is not private.

Filling out the online application. By filling an online application form, click here <https://bit.ly/ISCOSME2024> (submit before April 30th, 2024)



## 2 Partial Funded (20 seats)

Participants are exempted from 20% of the total cost while participating in the activity. Each participant is expected to complete the following requirements:

- University undergraduate students from all majors.
- Good command of English with minimum TOEFL 450/IELTS 5.0/ Duolingo 80-90
- Copy of academic record with minimum GPA of 3.0
- Recommendation letter from applicant's home university.
- Scanned copy of passport (ID page; passport must be valid until 6 months).
- 4x6 cm sized photograph (red background).
- Curriculum Vitae.
- get the twibbon template with this link :



<https://twb.nz/iscosme2024> or <https://bit.ly/twibbonISCOSME24>

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Filling out the online application. By filling an online application form, click here <https://bit.ly/ISCOSME2024> (submit before April 30th, 2024)







### 3 Fully Funded (10 seats)

Participant are exempt from the total cost while participating in the activity. Each participant is expected to complete the following requirements:

- University undergraduate students from all majors.
- Good command of English with minimum TOEFL 500/IELTS 6.0/ Duolingo 90-100
- Copy of academic record with minimum GPA of 3.5
- Recommendation letter from applicant's home university.
- Scanned copy of passport (ID page; passport must be valid until 6 months).
- 4x6 cm sized photograph (red background).
- Curriculum Vitae.
- get the twibbon template with this link :

<https://twb.nz/iscosme2024> or <https://bit.ly/twibbonISCOSME24>

Upload a Twibbon with captions :

Hi 🌍

( Your name ) from ( university of origin ) ready to take part in the international summer course at Muhammadiyah University Yogyakarta 2024 & upload a short video of yourself (self-introduction, university of origin, why do you want to take this Summer Course) by tagging the account of @imabs\_umy and @iscosme\_imabs along with #IUPmanagement #ISCOSME2024 #DigitalEntrepreneurship #summercourseumy in your Instagram Post.

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## THE COST OF ATTENDING SUMMER COURSE

The Cost for attending this Summer Course is \$300.

This cost only applies to Self-Funded registrants that include as a follow :

- Courses cost
- Meal cost
- Accommodation (8D/7N)
- Transportation
- SMe Visiting
- Lava Tour
- Batik Activity
- Culture Night
- Tourism Sight
- Documentation
- Souvenir
- Workshop Digital Content
- Business Simulation and Competition
- International Seminar

**\*\*This fee excludes the flight tickets (for fully funded, partially funded, and self-funded applicants).**

**\*Credit courses can be converted**

# CONTACT INFORMATION

The further information about the short course please come or  
contact us in :

## Contact Person

Angelina : +62 813-5278-6330  
Selena : +62 857-3096-9558

## Website:

<https://iscosme.umy.ac.id/>

## Email:

[iscosme.imabs@gmail.com](mailto:iscosme.imabs@gmail.com)

## Social Media:

[https://www.instagram.com/iscosme\\_umy](https://www.instagram.com/iscosme_umy)

<https://www.tiktok.com/@iscosme.imabs>

<https://www.youtube.com/@IMaBsFEBUMY>

<https://www.facebook.com/profile.php?id=100064015842834>

[https://twitter.com/imabs\\_umy](https://twitter.com/imabs_umy)

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