



COURSE PROGRAM BALI DIGITAL BUSINESS & ENTREPRENEURSHIP



PIB COLLEGE
School of Tourism,
Digital & Creative Arts





BALI DIGITAL BUSINESS & ENTREPRENEURSHIP

The Bali Digital Business and Entrepreneurship program provides students with a comprehensive understanding of the digital business landscape, while immersing them in Bali's rich cultural, social, and economic context. Over 15 weeks, students will explore key aspects of digital business, including marketing strategies, e-commerce, artificial intelligence, and data analytics. The course emphasizes cultural competence and language skills through dedicated modules on Bahasa Indonesia and Indonesian business culture. Combining theoretical knowledge with practical experience, the program includes hands-on workshops, guest lectures, live case studies, and immersive excursions. Students will interact with local entrepreneurs, visit innovative startups, and gain firsthand experience in digital business operations. By the end of the course, participants will have developed essential skills to launch and grow a digital business, with a deep appreciation for Bali's dynamic cultural heritage. This transformative experience aims to inspire and equip future digital business leaders with the knowledge and tools necessary to succeed in a global marketplace.

STUDY DESTINATION: BALI, INDONESIA

Bali is not just a backdrop but a pivotal component of our Digital Business and Entrepreneurship course. The program harnesses the uniqueness of Bali's environment to enhance the educational experience. Every lecture, workshop, and excursion is designed to integrate the topics of digital business and entrepreneurship with the local context, providing a deeply immersive learning experience. Guest lectures from local experts and practitioners bring valuable insights into how traditional Balinese and Southeast Asian practices can complement modern digital business strategies and entrepreneurial techniques. This approach not only enriches the curriculum but also ensures that students gain a profound understanding of how global knowledge can be adapted and applied in culturally specific contexts. The integration of Bali's environment and culture into the program makes the study abroad experience truly unique, offering students practical knowledge that is contextual, culturally informed, and globally relevant.





HOST INSTITUTION: PIB COLLEGE BALI

PIB College will be your host during the Digital Business and Entrepreneurship program. As the leading vocational campus for tourism, digital, and creative industries, PIB College is officially established by the Decree of the Ministry of Research, Technology, and Higher Education of Indonesia. The college is renowned for its academic excellence and innovative approaches. Its new Digital Business department focuses on modern digital strategies and sustainable practices, perfectly aligning with our program's objectives.

With state-of-the-art facilities and an on-campus hotel, PIB College offers a supportive learning environment where participants can stay on campus. Located in the scenic Tabanan area of Bali, close to beaches and rice paddies, the campus integrates natural beauty with academic pursuits. This unique setting enhances the learning experience and underscores the importance of sustainability, making PIB College an ideal host for our program.





IMPORTANT ISSUES

Application Deadlines:

- Application deadline: 31 December (Summer Class); 15 June (Winter Class)

Class Schedules:

- Summer Class: April – July; Winter Class: October – January

Study Fees:

- Study Fees: Regular € 2270 , Early Bird € 2120
- The study fees include lectures, workshops, welcoming & farewell event, weekly academic and cultural excursions, airport pickup, daily coffee + snack refreshments, and other student services.
- The study fees EXCLUDE living costs, visa costs, accommodations, travel costs, and transportation

MODULES

1. Introduction to Digital Business and Indonesian Context - 5 Credit Points
2. Digital Marketing Strategies - 5 Credit Points
3. E-Commerce and Online Business - 5 Credit Points
4. Artificial Intelligence in Digital Business - 5 Credit Points
5. Digital Business Startup Project - 8 Credit Points
6. Bahasa Indonesia and Cultural Context - 2 Credit Points

[🔗 International Credit Transfer Table](#)

WORKLOAD

CODE	MODULE	CLASS		CONSULTATION		GUEST LECTURE	EXCURSION	WORKSHOP	SELF-STUDY	PAPERS & EXAMINATION	TOTAL WORKLOAD	CREDITS
		weekly	total	weekly	total							
DB1	Introduction to Digital Business and Indonesian Context	3	40	0.5	10	10	10	10	70	10	150	5
DB2	Digital Marketing Strategies	3	40	0.5	10	10	10	10	70	10	150	5
DB3	E-Commerce and Online Business	3	40	0.5	10	10	10	10	70	10	150	5
DB4	Artificial Intelligence and Data Analytics in Business	3	40	0.5	10	10	10	10	70	10	150	5
DB5	Digital Business Startup Project	4	60	1	20	20	30	30	80	20	240	8
BI1	Bahasa Indonesia and Cultural Context	1.5	20	0.5	5	5	10	10	10	5	60	2



WEEKLY EXCURSION

An academic excursion is organized once a week, i.e. every Thursday or Friday. The weekly excursions are an integral part of the study abroad program at Politeknik Internasional Bali. Participation during the excursions is essential, and is also included in the 80% attendance.

EXCURSIONS & WORKSHOPS (tentative!)

- Visit to Draper Startup House Bali
- Tour of Livit Hub
- E-commerce warehouse visit at Dimerco
- AI lab at GDP Labs
- Data analytics workshop at Le Wagon Bali
- Tour and hands-on session at Fab Lab Bali
- Cultural immersion experience in Ubud
- Visit to Bali Coffee Club
- VW Safari Amazing Race - Rice Paddy Field UNESCO Jatiluwih
- Visit to Tengganan or Penglipuran traditional village to see traditional island life and buildings
- Networking visit to Dojo Bali and Outpost Bali for insights into digital nomad lifestyles and content creation
- Advanced SEO Techniques and Content Strategy
- Technical Skills for E-Commerce Backend Setup
- Social Media Marketing Campaign Development
- AI Tools for Business
- Entrepreneurship Bootcamp
- Design Thinking and Innovation Sessions
- Cultural Workshops on Balinese crafts, music, and dance
- Traditional workshop on Balinese ceremonies, offering making, and cooking class
- Content Creation and Influencer Marketing Workshop

ASSESSMENT & MARKING

Students must meet all assessment criteria to be eligible to receive final markings. The criteria include:

- Minimum attendance in 80% of the classes, workshops, and excursions. (Students must sign an attendance list each time they participate in classes and excursions.)
- Submitting all required assignments
- Sitting for exams
- Showing active participation and ability in soft skills



GRADING AND CURRICULUM

Academic systems differ from country to country. In Indonesia, tertiary education is administered directly by the Ministry of Higher Education & Research. The full semester study abroad program does not grant a degree, but the courses provide students a maximum of 30 credit points (ECTS), which are transferable to home universities. To obtain the full amount of 30 CP, students must participate in class, case studies, guest lectures, academic excursions/site visits, and student projects.

Attendance of at least 80% is a prerequisite for admission to the exams. An absence of more than 3 weeks will lead to deregistration. Compulsory attendance starts from the first day of orientation week.

CERTIFICATES

Students will personally receive their official certificates from PIB College at the farewell event, or in digital form, by email, approximately 4 weeks after the final exams. At the end of the program, students who have satisfactorily completed all course requirements will be awarded with certificates as follows:

- A certificate stating that the student has completed the full 15-week course;
- An Academic Transcript outlining the student's performance in the program. The grades on the transcript are the final marks.
- A certificate stating that the student has participated in the workshop and, on request, certain academic excursions.



ELIGIBILITY

The Digital Business and Entrepreneurship Program at Politeknik Internasional Bali (PIB College) is designed to cater to a diverse range of participants, welcoming both students and professionals eager to explore or deepen their knowledge in the field of digital business. Whether you're an academic pursuing a formal qualification or a professional seeking to enhance your skills, this program provides a valuable platform for anyone passionate about the digital business landscape.

The program is open to:

- **Bachelor, Master's, or Diploma Students:** Ideal for students specializing in digital business, marketing, entrepreneurship, or related fields.
- **Professionals from Tourism, Hospitality, or Digital Industries:** Perfect for those already working in these sectors who wish to advance their knowledge and skills in digital business and entrepreneurship.
- **Aspiring Entrepreneurs:** Whether you're in the early stages of launching a digital business or looking to scale your existing venture, this program equips you with essential tools and insights.

Additionally, anyone with a strong interest in digital business, even without a formal or academic background, is encouraged to join. Whether you're exploring a new passion or advancing your career, this program offers practical knowledge and hands-on experience in Bali's dynamic business environment.

Participants will benefit most if they have experience or interest in:

- **Digital Business and Marketing:** For those focused on developing and scaling digital platforms or enhancing digital marketing strategies.
- **Entrepreneurship:** Suitable for individuals looking to turn ideas into viable business ventures or grow existing digital businesses.
- **E-Commerce and Online Platforms:** Ideal for those interested in online sales, digital marketplaces, and e-commerce strategies.
- **Business and Management:** A great fit for those with a background in business administration or management who want to apply their skills in a digital context.
- **Digital Innovation and Technology:** For those fascinated by tech innovations and their application in business growth and development.

Whether you're looking to build a startup, grow your current business, or simply gain a deeper understanding of the digital economy, this program will provide you with the essential skills and practical insights needed to succeed in today's ever-evolving digital landscape.



1. INTRODUCTION TO DIGITAL BUSINESS AND INDONESIAN CONTEXT

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Business Management
Location	PIB Campus

COURSE DESCRIPTION

This module introduces students to the fundamentals of digital business, exploring various digital business models, the impact of digital transformation, and the key trends shaping the digital business landscape in Bali and Indonesia. The course delves into the unique aspects of conducting business in Indonesia, emphasizing the integration of sustainable digital practices and the significance of the local context. Comparative analysis of digital business models in Southeast Asia will also be covered to provide a broader understanding of the regional market.

LEARNING OBJECTIVES

- Understand the fundamentals of digital business.
- Explore different digital business models and their applications in Indonesia.
- Analyze the impact of digital transformation on local industries.
- Acquire basic Bahasa Indonesia communication skills.
- Understand Indonesian business culture and traditional Balinese values.
- Discuss sustainable digital business practices.
- Conduct comparative analysis of digital business models in Southeast Asia.

EXCURSIONS AND PROJECTS

- Visit to Draper Startup House Bali.
- Cultural immersion experience in Ubud.
- Guest lecture from a local digital business expert.
- Regular feedback sessions after projects and exams.
- Mentorship with local entrepreneurs.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Participation and Attendance: 10%
- Assignments and Projects: 40%
- Mid-Term Exam: 20%
- Final Exam: 30%



2. DIGITAL MARKETING STRATEGIES

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Marketing and Communications
Location	PIB Campus

COURSE DESCRIPTION

This module covers digital marketing strategies with a focus on the tourism and hospitality industry in Bali. Topics include advanced SEO techniques, social media marketing, visual communication, branding, content creation, and influencer marketing. Students will develop practical skills through hands-on workshops and projects, learning to leverage digital tools and platforms to promote businesses effectively in a competitive online environment.

LEARNING OBJECTIVES

- Develop effective digital marketing strategies tailored for Bali's tourism industry.
- Leverage social media and visual elements to promote businesses in Bali.
- Create engaging content and build a personal brand.
- Measure and analyze digital marketing campaigns.
- Conduct market research and understand consumer behavior.
- Apply advanced SEO techniques to improve online visibility.

RELEVANT EXCURSIONS, WORKSHOPS, OR PROJECTS

- Tour of SALT Bali.
- Workshop on advanced SEO techniques and content strategy.
- Workshop on content creation and influencer marketing.
- Social media marketing campaign project.
- Guest lecture from a digital marketing expert and successful content creators.
- Visit to Dojo Bali and Outpost Bali for networking with digital nomads.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Participation and Attendance: 10%
- Assignments and Projects: 40%
- Mid-Term Exam: 20%
- Final Exam: 30%



3. E-COMMERCE AND ONLINE BUSINESS

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Business Management
Location	PIB Campus

COURSE DESCRIPTION

This module provides an in-depth look at e-commerce and online business, focusing on setting up online stores, popular e-commerce platforms in Indonesia, and ensuring secure transactions. Students will gain practical skills through hands-on sessions and case studies, learning to navigate the complexities of e-commerce operations and leverage digital tools to drive business growth.

LEARNING OBJECTIVES

- Understand the essentials of starting an e-commerce business for local products.
- Evaluate popular e-commerce platforms in Indonesia.
- Ensure secure transactions and data protection for local businesses.
- Learn visual merchandising techniques for online stores.
- Analyze successful e-commerce business models.
- Develop strategies to optimize the e-commerce customer experience.

RELEVANT EXCURSIONS, WORKSHOPS, OR PROJECTS:

- Visit to E-Commerce Warehouse: Dimerco - A leading e-commerce fulfillment service provider with a warehouse in Bali. Activities: Tour the facility, learn about their fulfillment processes, and understand logistics challenges and solutions.
- Workshop on E-Commerce Backend Setup and Website Security: Hands-on session focusing on technical skills required to set up and secure an e-commerce platform.
- Case Study Analysis of Successful E-Commerce Businesses in Bali: Analysis of companies like HappyFresh, Bukalapak, and Sirclo, which have notable success in the e-commerce sector in Indonesia.
- Guest Lecture from an E-Commerce Expert: Example Expert: Christopher from Arkona Dua Futures, who has extensive experience in building and scaling e-commerce businesses in Bali and internationally.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Participation and Attendance: 10%
- Assignments and Projects: 40%
- Mid-Term Exam: 20%
- Final Exam: 30%



4. ARTIFICIAL INTELLIGENCE IN DIGITAL BUSINESS

Schedule	weekly
Workload	150 hours in total
Credit Points	5 CP
Department	Business Technology
Location	PIB Campus

COURSE DESCRIPTION

This module explores the applications of artificial intelligence across various aspects of digital business. It covers AI tools, ethical considerations, and practical applications of AI to enhance business processes, marketing strategies, customer service, and data analytics. Students will learn to implement AI solutions to automate workflows, improve decision-making, and drive business growth in the context of Indonesian and global markets.

LEARNING OBJECTIVES

- Gain foundational knowledge of AI and its applications in digital business.
- Implement AI tools to automate business processes and improve workflows in Bali.
- Leverage AI for marketing automation and customer service enhancement.
- Discuss the ethical implications of AI in the Indonesian business context.
- Collect and analyze business data effectively using AI.
- Use data visualization techniques to improve decision-making.
- Develop strategies to leverage AI for competitive advantage in various business functions.

EXCURSIONS

- Visit to GDP Labs: Engage in workshops on diverse AI tools for business, including marketing automation and workflow optimization.
- Workshop on AI Tools for Business: A specialized workshop provided by Le Wagon Bali, focusing on practical applications of AI across different business areas.
- Tour and Hands-On Session at Fab Lab Bali: Participate in sessions on AI applications in digital prototyping and business automation.
- Guest Lecture from an AI Expert: An AI professional from the local tech community to discuss recent advancements and practical applications in AI for various business functions.

ASSESSMENT

Course assessment is based on lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments.

- Participation and Attendance: 10%
- Assignments and Projects: 40%
- Mid-Term Exam: 20%
- Final Exam: 30%



5. DIGITAL BUSINESS STARTUP PROJECT

Schedule	weekly
Workload	240 hours in total
Credit Points	8 CP
Department	Entrepreneurship
Location	PIB Campus

COURSE DESCRIPTION

This module focuses on developing a digital business startup project. Students will learn business planning, entrepreneurship, design thinking, and UI/UX design. The module includes an entrepreneurship bootcamp and project development sessions, where students will work in teams to create a viable digital business startup. The module culminates in a pitch presentation to a panel of industry experts.

LEARNING OBJECTIVES

- Develop a comprehensive digital business startup plan.
- Apply design thinking and innovation techniques.
- Understand consumer behavior and conduct market research.
- Create effective UI/UX designs for digital products.
- Develop financial projections and business models.
- Pitch a startup idea to a panel of experts.

RELEVANT EXCURSIONS, WORKSHOPS, OR PROJECTS:

- Visit to Balinese Village (Rumah Desa) for cultural context and market understanding.
- VW Safari Amazing Race - Rice Paddy Field UNESCO Jatiluwih for team-building and innovation inspiration.
- Entrepreneurship bootcamp: Intensive sessions focusing on startup methodologies and business planning.
- Design thinking and innovation workshops: Practical sessions on creative problem-solving and user-centric design.
- Startup business plan development and pitch: Teams will develop and refine their business plans and present them to a panel of industry experts.
- Guest lecture from a local entrepreneur: Insights and advice on launching and scaling a digital business in Bali.

ASSESSMENT

- Participation and Attendance: 10%
- Assignments and Project Milestones: 40%
- Final Startup Pitch: 20%
- Project Report: 30%



6. BAHASA INDONESIA AND CULTURAL CONTEXT

Schedule	weekly
Workload	60 hours in total
Credit Points	2 CP
Department	Cultural Studies
Location	PIB Campus

COURSE DESCRIPTION

This module provides an understanding of Bahasa Indonesia and the cultural context of doing business in Bali. It covers basic business communication in Bahasa Indonesia, cultural norms, and traditional values, enhancing students' ability to interact effectively in the local business environment. The course includes immersive cultural experiences to deepen students' appreciation of Balinese traditions and their impact on business practices.

LEARNING OBJECTIVES

- Communicate effectively in Bahasa Indonesia for business purposes.
- Navigate the cultural nuances of doing business in Indonesia.
- Understand traditional Balinese values and their impact on business.
- Build relationships with local stakeholders.
- Appreciate the legal and regulatory environment in Indonesia.

RELEVANT EXCURSIONS, WORKSHOPS, OR PROJECTS:

- Cultural workshops on Balinese crafts, music, and dance: Hands-on sessions to experience traditional Balinese art forms.
- Traditional workshop on Balinese ceremonies, offering making, and cooking class: Practical workshops to learn about local customs and culinary traditions.
- Session with Indonesian business leaders: Discussions on integrating cultural insights into business strategies.
- Cultural immersion experience: Field trips to explore the cultural heart of Bali and its influence on local businesses.
- Visit to Tenganan or Penglipuran traditional village: Observe traditional island life and architecture.

ASSESSMENT

Lectures and tutorials, group discussions, projects, presentations, academic excursions, and assignments. Students are expected to write 15 pages of papers related to Balinese culture, philosophy, and local wisdom. Moreover, students will have 15 meetings to study Indonesian language.

- Participation and Attendance: 10%
- Assignments and Projects: 40%
- Mid-Term Exam: 20%
- Final Exam: 30%



On-campus accommodations are available for separate booking. These facilities provide convenient living options for students. By booking on-campus housing, residents can enjoy a close-knit community and easy access to university resources, creating an enriching campus experience.

GRAHA WIYATA HOTEL ON CAMPUS

Students have the option to stay at the PIB Campus Hotel, which offers comfortable double bedrooms equipped with twin beds and en-suite bathrooms. This convenient accommodation allows students to be closely integrated with the campus environment, facilitating easy access to academic facilities and enhancing the overall study experience.

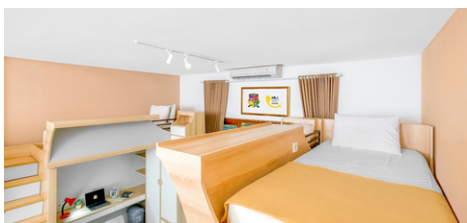
Price IDR 10.725.000/room/month for 02 persons (≈ EUR 650/USD 710)

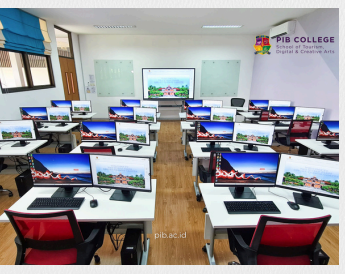
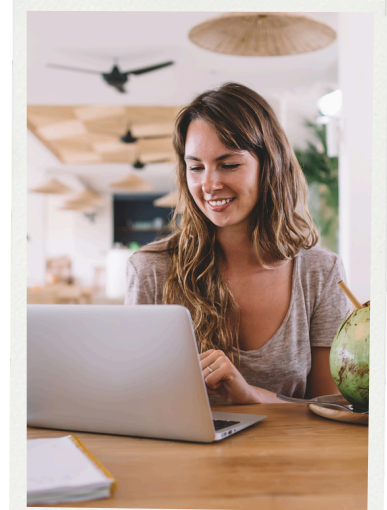


DORMITORY ON CAMPUS

The PIB Campus also provides a dormitory option designed to accommodate 4 students per room, with separate arrangements for girls and boys to ensure comfort and privacy. Each dormitory room is structured to foster a sense of community and collaboration among students. To secure a spot in these sought-after accommodations, it's important to note that dormitory rooms must be booked at least 2 months in advance, allowing for ample planning and preparation for your stay.

Price IDR 3.300.000/bed/month (≈ EUR 200/USD 220)











Contact Information

STUDYINBALI





Your journey begins with us! At StudyInBali, we're here to guide you through the entire process – from applications to personalized consultancy. We'll make sure everything is set before you embark on your adventure. Got questions about visas, registration, or study fees? We've got you covered – just reach out!

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PIB COLLEGE



Welcome to PIB College, where the real adventure unfolds! As the host of the Digital Business Management program, we're responsible for all the teaching, activities, and creating unforgettable experiences. Have questions about the curriculum or what you'll be learning? We're here to answer every step of the way!

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