



ACADEMIC E-GUIDEBOOK INTERNATIONAL CLASS

Applied Bachelor of Marketing Management

**Department of Business Administration
POLITEKNIK NEGERI MALANG**



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CHAPTER 1 STUDY PROGRAM AND INTERNATIONAL CLASS OVERVIEW

This chapter provides an overview of the Applied Bachelor Marketing Management Study Program, Department of Business Administration, Politeknik Negeri Malang, and the characteristics of the international class. Students are expected to understand the identity of the study program, vocational learning orientation, graduate profile, core competencies, and key academic terms used during their study period.

1.1 Profile of the Applied Marketing Management Study Program

The Applied Bachelor Marketing Management Study Program is a vocational higher education program under the Department of Business Administration, Politeknik Negeri Malang. It is designed to meet the needs of business, industry, and the world of work for marketing professionals who are applied, adaptive, communicative, digitally competent, and market-oriented.

- Level: Applied Bachelor/Diploma IV.
- Normal study period: 4 years or 8 semesters.
- Learning orientation: vocational, practical, industry-based, project-based, and competency-based.
- Main fields: marketing management, consumer behavior, market research, sales, marketing communication, digital marketing, entrepreneurship, customer service, and business strategy.
- International class: learning with strengthened English, global perspectives, and international exposure.

In the international class, students follow the core curriculum of the study program with additional international activities, academic and business communication in English, and learning experiences that support readiness for multicultural professional environments.

1.2 Vision, Mission, and Objectives

The implementation of the Marketing Management Study Program and international class refers to the vision of Politeknik Negeri Malang as a leading vocational higher education institution in global competition. This vision and mission are reflected in learning processes that emphasize applied competence, discipline, professionalism, technology mastery, industry networks, and cross-cultural work skills.

Vision

To be a Leading Vocational Higher Education Institution in the Global Competition

Missions

1. To develop and provide quality, innovative, and globally competitive vocational education which encourages lifelong learning and entrepreneurship spirit in accordance with the needs of industry, government institutions, and society.
2. To conduct applied research for the development of science and technology and the improvement of community welfare.
3. To conduct community service initiatives aimed at improving social welfare.
4. To run education management system based on the principles of good governance.
5. To develop mutual cooperation with various parties at national and international level in relevant areas.

1.3 Objectives and Characteristics of the International Class

The international class is conducted to provide students with broader academic experience so that they can learn, communicate, and work in global environments. It encourages students to understand cross-country marketing contexts, global consumer behavior, and cross-cultural business communication practices.

- English is used as the main language of instruction for learning, assignments, presentations, learning materials, and examinations.

- The core curriculum follows the study program curriculum with additional international activities and relevant certification.
- Students are encouraged to participate in international exposure, such as international guest lectures, student outbound, joint classes, short programs, international internships, or other academic activities according to study program regulations.
- The final project in the international class is directed to be written and presented in English.
- Learning emphasizes student-centered learning, problem-based learning, project-based learning, case method, and blended learning.
- Students are expected to be active, disciplined, confident, and able to work in cross-cultural teams.

1.4 Graduate Profile and Core Competencies

Graduates of the International Class in Marketing Management are expected to become professionals who can design, implement, evaluate, and develop marketing activities in national companies, multinational companies, government institutions, social organizations, SMEs, startups, and independent businesses.

- Marketing Officer/Executive: Conducts marketing, promotion, marketing communication, and customer management activities.
- Sales and Business Development Specialist: Manages sales, negotiation, market development, and business relationships.
- Digital Marketing Specialist: Designs digital campaigns, social media content, online advertising, and performance analysis.
- Marketing Research Analyst: Collects and analyzes market, customer, competitor, and business trend data.
- Brand/Marketing Communication Officer: Supports brand development, promotion, publication, and communication campaigns.
- Entrepreneur: Develops market-driven businesses using creative marketing approaches.
- Knowledge competence: understanding marketing, business, consumers, brands, services, digital marketing, and entrepreneurship.
- Technical competence: conducting market research, preparing marketing plans, managing campaigns, and preparing business reports.
- Digital competence: using social media, marketplaces, business applications, spreadsheets, and basic data for marketing.

- Global communication competence: presenting ideas, reports, presentations, and business negotiations in Indonesian and English.
- Interpersonal competence: teamwork, leadership, problem solving, adaptation, and decision making.
- Ethical competence: upholding academic integrity, professionalism, responsibility, and business ethics.

1.5 Key Terms and Abbreviations

Table 1. Key Terms and Definitions

Key Terms	Meaning
PBM	Teaching and Learning Process.
Polinema	Politeknik Negeri Malang.
Prodi	Study Program.
Applied Bachelor	Applied vocational higher education level.
KRS	Study Plan Card.
KHS	Study Result Card.
SKS	Semester Credit Unit.
GPA /CGPA	Semester Grade Point Average/Cumulative Grade Point Average
Academic Advisor	Lecturer who guides students academically.
Head of Study Program	Study program coordinator.
SIKAD	Academic Information System.
LMS	Learning Management System.
UTS/UAS	Mid-Term/Final Exam.
OAP	Overseas Academic Program.
SKPI	Diploma Supplement.
SIMANTA	Final Project Management System.



CHAPTER 2 ACADEMIC AND LEARNING SYSTEM

This chapter explains the academic system and learning process for students of the International Class in the Applied Bachelor Marketing Management Study Program. It covers the academic calendar, registration, KRS (Study Plan Card), SKS (Credit Units), curriculum, learning methods, language of instruction, attendance, class rules, and official information platforms.

2.1 Academic Calendar and Semester Flow

Academic activities are conducted according to the Polinema academic calendar. The calendar is the reference for re-registration, lectures, practicums, mid-term exams, final exams, academic evaluation, holidays, and special study program activities.

- Before classes: re-registration, administrative payment, student status activation, KRS (Study Plan Card) printing/validation, and schedule checking.
- Weeks 1-7: lectures, discussions, practicums, case studies, assignments, and projects.
- Week 8: Mid-Term Examination or mid-semester evaluation according to the course plan.
- Weeks 9-16: continued learning, project completion, presentations, and process evaluation.
- Week 17: Final Examination or final evaluation.
- After final exams: grade processing, KHS, academic evaluation, and preparation for the next semester.

For the international class, the calendar may also include international guest lectures, outbound programs, joint classes, international seminars, enrichment programs, and other academic activities determined by the study program.

2.2 Student Registration and Study Plan Card (KRS)

Academic registration is mandatory so that students have active status and are allowed to participate in

academic activities. Students must observe the re-registration schedule and ensure that all administrative requirements are fulfilled.

- Check re-registration announcements and the academic calendar.
- Pay tuition or other administrative obligations according to regulations.
- Log in to SIAKAD to print the KRS (Study Plan Card) for the current semester.
<https://siakad.polinema.ac.id/>
- Submit the KRS (Study Plan Card) to the Academic Advisor for validation.
- Submit the validated KRS (Study Plan Card) to the department/study program academic administration if required.
- Attend classes according to the schedule and courses listed in the KRS (Study Plan Card).

Students must ensure that the courses in the KRS (Study Plan Card) match the semester package, curriculum, and applicable academic requirements. Any data errors should be consulted with the Academic Advisor or study program administrator immediately.

2.3 Semester Credit Units (SKS)

The Semester Credit System is used to measure student learning workload. In vocational education, the workload includes theory, practicum, practice, seminars, projects, field studies, internships, and independent learning activities.

- One SKS (Credit Units) represents a learning workload that includes guided learning, structured assignments, and independent activities.
- The Applied Bachelor program has a study load of approximately 144-160 SKS (Credit Units) according to the applicable curriculum.
- The normal study period is 8 semesters, with maximum study duration following Polinema academic regulations.
- Students take courses in a package system according to the programmed semester.
- Internship/fieldwork is an essential part of the vocational curriculum and must be completed according to study program regulations.

2.4 Curriculum Structure and Course Names

The Marketing Management curriculum is structured to develop competencies gradually, beginning with business and marketing fundamentals, followed by analysis and communication, digital marketing and market research practice, industrial internship, and final project.

Note: The curriculum provided in this guide is based on the 2025/2026 Academic Year and is included for illustrative purposes only. As the curriculum may change from one academic year to another, students are advised to refer to the latest Academic Handbook for the official and most up-to-date curriculum information.

Table 2. SEMESTER I

No	Course Names
1	Human Resource Management
2	Marketing Management I
3	Business Typing
4	Basic Accounting I
5	Micro Economics
6	Introduction to Business
7	Business Communication
8	Mandarin I
9	Japanese I
10	Computers for Business Communication
11	English for Communication I

Table 3. SEMESTER II

No	Course Names
1	Entrepreneurship
2	Consumer Behavior
3	Financial Mathematics
4	E-Commerce and Marketplace
5	Marketing Management II
6	Basic Accounting II
7	Business Law
8	Japanese II
9	Mandarin II
10	Computer for Worksheet Analysis
11	English for Communication II

Table 4. SEMESTER III

No	Course Names
1	Project to Build Business Relationships with Customers
2	Customer Relationship Management
3	Statistics for Business
4	Quality Management System
5	Marketing Research
6	Pancasila
7	Citizenship
8	Mandarin III
9	Japanese III
10	Computers for Web Publishing
11	Business English I

Table 5. SEMESTER IV

No	Course Names
1	Marketing Plan Project
2	Supply Chain Management
3	Sales Management
4	Brand Management
5	Indonesian
6	Religion
7	Services Marketing
8	Mandarin IV
9	Japanese IV
10	Computers for Accounting and Sales Management
11	Business English II

Table 6. SEMESTER V

No	Course Names
1	Marketing Event Project
2	Advertising
3	e-Marketing
4	International Marketing
5	Public Relations
6	Green Marketing & Sustainable Branding
7	Information Technology for Marketing
8	Computers for Advertising Design
9	English for Marketing I

Table 7. SEMESTER VI

No	Course Names
1	Digital Marketing Project
2	Research Methodology
3	Business Ethics
4	Retail Management
5	Multimedia for Marketing
6	Export Import
7	Marketing Simulation
8	Computers for E-commerce
9	English for Business and Professional

Table 8. SEMESTER VII

No	Course Names
1	Internship

Table 9. SEMESTER VIII

No	Course Names
1	Thesis
2	Occupational Safety, Health and Environment (OSHE)

2.5 Teaching and Learning Methods

Learning is conducted through a vocational approach that emphasizes application, practice, and student engagement. Lecturers act as facilitators, supervisors, and evaluators, while students are expected to be active in the learning process.

- Interactive lectures and class discussions.
- Case studies of companies, brands, customers, and marketing campaigns.
- Problem-based learning and project-based learning.
- Practicums, sales simulations, customer service simulations, and business presentations.
- Blended learning through LMS, digital materials, forums, and online assignments.
- Internship, industry visits, partner projects, and marketing portfolios.

2.6 Language of Instruction and Classroom Communication

English is used as the main language of instruction in the international class. Students are expected to use English in discussions, presentations, assignments, reports, examinations, and academic communication according to lecturer instructions.

- Lectures and academic discussions: English as the main language.

- Assignments, reports, presentations, and exams: English unless otherwise stated.
- Academic consultation: English or Indonesian depending on the need.
- Campus administration: follows the official formats in force.
- Official group communication: concise, clear, polite, and professional.

2.7 Attendance, Dress Code, and Class Rules

Attendance is a key component of vocational education. Students must attend on time, participate in all learning activities, record attendance according to procedures, and submit valid evidence when absent.

- Absence due to illness must be supported by a written statement; illness of more than one day requires a doctor certificate.
- Permission absence must be supported by an official letter or accountable evidence.
- Late attendance follows the rules of the course lecturer and study program.
- For official activities, presentations, examinations, industry visits, and internships, students follow the dress code determined by the organizers.
- Students must maintain cleanliness, order, campus facilities, communication ethics, and the reputation of Polinema.
- Students are required to wear the official uniform in accordance with the following regulations:

Table 10. Dress Code for the Marketing Management Program

Day	Uniform
Monday and Tuesday	Business Administration formal uniform and loafers.
Wednesday and Thursday	Neat, modest, collared attire and shoes.
Friday	Batik-patterned attire and shoes/loafers.

2.8 Learning Platforms and Information Channels

Students must actively monitor official learning platforms and information channels so they do not miss schedules, assignments, room changes, examination announcements, and study program activities.

- SIAKAD: academic registration, KRS (Study Plan Card), KHS, grades, attendance, and academic services.

- LMS/learning platform: materials, assignments, quizzes, forums, announcements, and feedback.
- Official email: formal academic communication with lecturers, administrators, study program staff, and partners.
- Official class/study program groups: quick coordination related to schedules, assignments, and activities.
- Official website/portal: institutional announcements, academic calendar, and service information.
- Academic Advisor and study program administrator: academic consultation and administrative services.



CHAPTER 3 ASSESSMENT, ACADEMIC REGULATIONS, AND STUDENT SUPPORT

This chapter explains assessment, examination rules, remedial exams, make-up exams, academic consultation, student academic status, final project, academic violations, sanctions, feedback, and complaints mechanisms.

3.1 Assessment Components

Assessment measures the achievement of course learning outcomes in knowledge, skills, and professional attitude. Assessment components are explained by the lecturer at the beginning of the semester and stated in the course plan.

- Quizzes, daily tests, or learning comprehension exercises.
- Class participation, discussions, questions and answers, and group work.
- Individual and group assignments.
- Presentations, seminars, reports, and portfolios.
- Practicums, simulations, and marketing projects.
- Mid-Term and Final Examinations or other evaluations according to course characteristics.
- Assessment of professional attitude, discipline, ethics, and academic responsibility.

3.2 Grading System and GPA Calculation

The final course grade is a combination of assessment components based on the weights set in the course plan. The final score is converted into a letter grade and grade point to calculate semester GPA and cumulative GPA.

Table 11. Student GPA

Final Grade	Final Grade (Qualitative Value)		
	Alphabetical	Equivalent	Qualification
$80 < N \leq 100$	A	4	Excellent
$73 < N \leq 80$	B+	3,5	Very Good
$65 < N \leq 73$	B	3	Good
$60 < N \leq 65$	C+	2,5	Satisfactory
$50 < N \leq 60$	C	2	
$39 < N \leq 50$	D	1	Poor
$< N \leq 39$	E	0	Fail

Semester GPA is calculated from the total SKS (Credit Units) multiplied by grade points in the current semester divided by the total SKS (Credit Units) in that semester. Cumulative GPA is calculated from all courses taken during the study period.

3.3 Examination Rules, Remedial, and Make-Up Examinations

Examinations may take the form of written tests, oral tests, practical tests, presentations, projects, portfolios, or other forms according to the course plan. Students must comply with examination rules and uphold academic integrity.

- Students arrive on time and bring the required identity documents.
- Students sign the attendance list and follow the instructions of the proctor/lecturer.
- Students are strictly prohibited from engaging in academic misconduct, including cheating, unauthorized collaboration, or the use of forbidden materials.
- Remedial assessment is given according to lecturer/study program regulations for learning outcomes that have not been achieved.
- Make-up examinations may be requested if students have valid reasons and supporting evidence, such as a doctor certificate or official assignment letter.
- The schedule and form of remedial or make-up examination are determined by the course lecturer or study program.

3.4 Academic Consultation / Academic Advisor

The Academic Advisor assists students in planning and completing their studies. Students are advised to consult regularly, especially during KRS (Study Plan Card) completion, academic difficulties, attendance issues, adaptation to the international class, internship, or final project preparation.

- KRS (Study Plan Card) validation and monitoring of academic progress.
- Guidance on learning strategies, time management, and adaptation to English-medium learning.
- Consultation regarding semester GPA, cumulative GPA, assignments, projects, exams, or attendance.
- Advice related to internship, international programs, final project, and graduation.
- Coordination with the Head of Study Program, course lecturers, or administrators when needed.

3.5 Administrative Leave and Student Academic Status

Student academic status is determined through evaluation and academic decision mechanisms. Students must maintain active status through re-registration, class attendance, administrative compliance, and adherence to academic regulations.

- Active: the student is registered and participates in academic activities in the current semester.
- Passed the semester: the student meets semester academic requirements.
- Failed the semester: the student does not meet grade or other academic requirements.
- Academic leave: postponement of academic activities with official approval.
- Administrative Leave: postponement of study due to certain academic regulations.
- Academic Dismissal: termination of student status for failing to meet academic or administrative requirements.
- Graduated: the student has fulfilled all academic and administrative requirements.

Academic leave is requested through a formal application known by parents/guardians and the study program and approved by the authorized institution. It has time limits and re-registration requirements according to Polinema regulations.

3.6 Overview of Final Project

The Final Project/Thesis is a requirement for study completion. Students choose a topic relevant to Marketing Management and complete the manuscript according to the study program final project guidelines.

- Topics may include digital marketing, consumer behavior, market research, brand management, service marketing, sales, CRM, international marketing, or entrepreneurship.
- Students must obtain supervisor approval before the examination.
- For the international class, the final project manuscript and examination are directed to use English.
- Students must complete revisions, submit the final manuscript, and fulfill graduation administration requirements.

3.7 Academic Violations and Disciplinary Sanctions

Students must uphold academic integrity. Academic violations may result in sanctions according to the violation level and campus regulations.

- Cheating or assisting cheating during examinations.
- Plagiarism, including copying others work without citation.
- Falsification of data, signatures, letters, or academic documents.
- Misuse of identity, facilities, or digital accounts.
- Impolite behavior, threats, harassment, or defamation.
- Damage to facilities, violation of campus rules, or criminal acts.
- Sanctions may include warnings, special assignments, compensation, specific grades, deactivation, administrative leave, or dismissal as a student.

3.8 Grade Appeal, Feedback, and Complaint Mechanism

Students are entitled to reasonable academic feedback. If there are questions about grades, attendance, assignments, or learning processes, students follow a step-by-step process and maintain communication ethics.

- Review grade components, rubrics, assignments, attendance, and available feedback.
- Contact the course lecturer politely for clarification.
- Consult the Academic Advisor if guidance is needed.
- Request clarification from the KPS (Head of Study Program) if the matter remains unresolved.
- Use the official helpdesk or complaint channel for academic or student service issues.
- Keep supporting evidence such as assignment files, emails, screenshots, and official documents.



CHAPTER 4 INTERNATIONAL EXPOSURE AND ENRICHMENT PROGRAMS

This chapter explains international exposure and enrichment programs available to students of the International Class in Marketing Management. The programs aim to broaden global perspectives, cross-cultural communication skills, international networks, and readiness for national and international work environments.

4.1 Overview of International Exposure Programs

International exposure refers to academic, professional, or cultural activities that allow students to interact with international environments. Activities may be conducted overseas, domestically with international partners, or online through cross-country collaboration.

- Improve global insight in marketing and business.
- Develop academic and professional English skills.
- Build adaptability, confidence, and cross-cultural understanding.
- Support a graduate profile that is market-oriented, digitally literate, globally minded, and industry-ready.
- Provide evidence of participation such as certificates, reports, portfolios, or recognition according to regulations.

4.2 Student Exchange / Outbound Mobility Program / Short Program

Student exchange, student outbound, and short programs provide opportunities for students to learn in international academic or professional environments for a specific period.

- Student exchange: studying at a partner higher education institution.
- Outbound Mobility Program: academic visits, classes, seminars, company visits, and cultural activities.

- Short course: intensive programs in digital marketing, entrepreneurship, global business, or cross-cultural communication.
- Academic visit: visits to partner campuses, companies, innovation centers, or business institutions.
- Joint class: collaborative classes with lecturers and students from partner institutions.
- International competition: business, marketing, entrepreneurship, innovation, or digital campaign competitions.

4.3 Guest Lectures and Visiting Lecturers

Guest lectures and visiting lecturers are enrichment activities involving international speakers or speakers with international experience. These activities may be organized by the study program, department, Polinema, International Office, or overseas partners.

- Possible topics include global consumer trends, digital marketing, international branding, cross-cultural business communication, export marketing, sustainable marketing, and service excellence.
- Visiting lecturers may provide lectures, workshops, coaching, academic supervision, or collaborative projects.
- Students may be required to prepare summaries, reflections, reports, presentations, or follow-up assignments.
- These activities strengthen global insight, English skills, and understanding of marketing practices in different countries.

4.4 International Internship

International internship provides students with professional experience in global work environments. Activities may be conducted abroad, with multinational companies, through virtual international projects, or with overseas institutional partners.

- International internship: internship in a company, institution, organization, or international partner.
- International community service: social projects, SME assistance, digital marketing literacy, or local product promotion with international partners.

- Students must maintain the good name of Polinema, comply with partner rules, uphold professional ethics, and submit required outputs.

4.5 Joint Degree

A Joint Degree is an academic program implemented based on official cooperation between Polinema and a partner higher education institution. Students take part of their learning at Polinema and part at the partner institution according to the curriculum, learning outcomes, and cooperation agreement.

- The program can only run if there is an official cooperation agreement with a partner institution.
- Regulations include curriculum, credit recognition, study period, fees, student status, visa, insurance, and graduation documents.
- Information on destination campus, quota, requirements, and fees must follow official announcements.
- Students must ensure that their study plan is approved by the study program before joining the program.
- Information regarding fees and required documents can be found on the website <https://spmb.polinema.ac.id/>

4.6 Requirements, Documents, Selection Flow, and Credit Recognition

Each international program may have different requirements. Students must read official announcements carefully, prepare documents early, and consult the study program before applying.

- General requirements: active student status, good academic achievement, adequate English competence, no ongoing sanctions, good health, and commitment to complete the entire program.
- Common documents: application form, CV, transcript/KHS, language certificate, passport, photo, parental permission, motivation letter, recommendation letter, activity proposal, learning agreement, and proof of funding if required.
- Selection flow: announcement, socialization, registration, administrative selection, academic/language selection, interview, participant confirmation, briefing, implementation, reporting, and recognition.
- Credit recognition is not automatic. The study program verifies relevance, learning outcomes, duration, assessment evidence, certificates, reports, and cooperation regulations.
- Activities may be recognized as credits, part of assignments/projects, internship recognition, enrichment certificates, portfolio, or SKPI entry according to regulations.

4.7 International Partner Universities

1. Management and Science University (MSU) – Malaysia

Figure 1. MSU



2. Université Polytechnique Hauts-de-France (UPHF)

Figure 2. UPHF





CHAPTER 5 FACILITIES, LEARNING RESOURCES, AND STUDENT SERVICES

This chapter explains learning facilities, learning resources, digital platforms, and administrative services available to students of the International Class in Marketing Management. Facilities and services support vocational learning, competency development, and administrative needs during the study period.

5.1 Classrooms and Learning Facilities

Polinema provides classrooms and learning facilities to support academic and non-academic activities. Students must use facilities responsibly and maintain cleanliness, security, and order on campus.

- Classrooms for lectures, discussions, presentations, case studies, and evaluations.
- LCD/projectors, multimedia, internet, and Wi-Fi to support digital learning.
- Multimedia rooms and discussion rooms for presentations, material production, and group work.
- Library as a reference center for books, journals, scientific works, e-books, and e-journals.
- Student center, seminar rooms, sports facilities, prayer rooms, canteen, parking, and clinic as student support facilities.
- Accessibility facilities are provided according to campus policy.

5.2 Laboratories, Business Simulation, and Practice Facilities

As a vocational program, Marketing Management emphasizes practical skills. Laboratories and practice facilities are used to connect marketing concepts with real work situations.

- Marketing laboratory for market research, customer analysis, marketing planning, and campaign evaluation.
- Business computer laboratory for spreadsheets, presentation software, content design, and marketing data processing.

- Sales simulation for negotiation, product presentation, and handling customer objections.
- Customer service simulation for practicing customer service and customer relationship management.
- Digital marketing practice for content creation, marketplace management, digital advertising, and performance analysis.
- Event marketing project for designing, implementing, and evaluating promotional activities.

5.3 Digital Platforms: SIAKAD, LMS, Email, and Official Groups

Digital platforms are used to manage academic services, learning processes, formal communication, and class operational coordination.

- SIAKAD: KRS (Study Plan Card) printing, KRS (Study Plan Card) validation, KHS, grades, student data, attendance, and academic services.
- LMS/online platform: course materials, assignments, quizzes, discussion forums, announcements, and lecturer feedback.
- Official email: formal academic communication, document submission, consultation requests, and correspondence with partners.
- Official class/study program groups: quick information on schedules, assignments, room changes, activities, and class coordination.
- Students must check platforms regularly and must not spread unconfirmed information.

5.4 Library, English Support, and Academic Resources

The library and academic resources support learning, assignments, research, internships, and final projects. Students are encouraged to use credible sources and cite them correctly.

- Library services: general collections, circulation, references, scientific works, information searching, e-books, e-journals, multimedia, information literacy, and reading rooms.
- Academic resources: textbooks, journals, case studies, industry reports, official campus sources, statistical databases, and project portfolios.

- English support: Business English, presentation practice, academic writing, reading club, TOEIC/TOEFL/English competence preparation, and peer learning.
- International class students should become familiar with English references and write academic reports with clear structure.
- The use of AI or digital sources must follow lecturer instructions and academic integrity principles.

5.5 Administrative Services and Contact Directory

Administrative services help students manage academic, student affairs, study documents, complaints, and other supporting needs. Students must follow procedures, schedules, and required document formats.

- Academic services: KRS (Study Plan Card), KHS, student status letter, data verification, SKLA (Financial Clearance Certificate), clearance letter, final project examination registration, and graduation ceremony registration.
Student affairs services: SKKM (Student Extracurricular Activity Credits)
- , scholarships, student activities, competitions, insurance, and student activity letters.
- Complaint/helpdesk service: questions or complaints related to academic and student services through official channels.
- Contact names, phone numbers, emails, office rooms, and service hours must be updated according to the latest official information that can be checked in Polinema website.

Unit / Contact	Contact Person / Media	Service Hours
Academic Helpdesk	helpakademik.polinema.ac.id	Monday-Friday, 07.30-16.00
Polyclinic	Ms. Novell, +62 813-2534-1638	Monday-Friday, 09.00-15.00

Table 12. Contact Person Services

Unit / Contact	Contact Person / Media	Service Hours
Study Program Administrator	Email: d4mppolinema@gmail.com	Monday-Friday, 07.30-16.00
Business Administration Department Administrator	Email: d4mppolinema@gmail.com	Monday-Friday, 07.30-16.00
Academic Advisor	According to each assigned Academic Advisor	According to the consultation schedule
International Office / KUI	Email: kui@polinema.ac.id	Monday-Friday, 07.30-16.00
Library	https://library.polinema.ac.id/	Monday-Thursday, 08.00-16.00 Friday, 08.00-16.30



CHAPTER 6 STUDY COMPLETION AND GRADUATION REQUIREMENTS

This chapter explains curriculum completion requirements, final project requirements, language, international exposure, certification, graduation documents, and checklists for students of the International Class in Marketing Management.

6.1 Curriculum Completion Requirements

Students are deemed to have completed their studies upon fulfilling the entire curriculum requirements, passed all required courses, completed internship/fieldwork, completed the final project, fulfilled administrative requirements, and been declared graduated through the applicable academic mechanism.

- Have active academic status in the semester of study completion.
- Complete all courses according to the applicable curriculum.
- Fulfill the minimum number of credits for the Applied Bachelor program.
- Achieve the minimum cumulative GPA according to Polinema graduation requirements.
- Complete internship/fieldwork and ensure the grade is entered in SIAKAD.
- Complete the Final Project/Thesis and pass the examination.
- Have no outstanding academic, financial, library, or other obligations.
- Fulfill international class requirements related to English, international exposure, or certification if determined.

6.2 Final Project Requirements

The final project is a major requirement for study completion. For the international class, the manuscript and examination are directed to use English. Students must follow the study program final project guidelines and supervisor instructions.

Requirement	Description
Valid student data	Student data has been verified and declared valid.
Valid graduation photo	The graduation photo has been uploaded and validated according to the applicable requirements.
SKLA (Financial Clearance Certificate)	The student has obtained a Certificate of Financial Clearance according to the semester period of the examination registration.
SKKM (Student Extracurricular Activity Credits)	The student has fulfilled the Student Activity Credit requirements according to the applicable regulations.
SKKEI (International Exposure Activities Credits)	
Internship / Field Work Practice	The student has completed the internship / field work practice.
KRS (Study Plan Card)	The Final Report / Undergraduate Thesis / Thesis course has been included in the current semester Study Plan Card.

Table 13. Registration Requirements

Table 14. Final Examination Registration Flow

Step	Activity
1	The student logs in to SIAKAD.
2	The administrator/committee checks the validity of the student data and graduation photo.
3	The administrator/committee checks the internship / field work practice grade that has been entered in SIAKAD.
4	The administrator/committee checks whether the Final Report / Undergraduate Thesis / Thesis course has been included in the Study Plan Card.
5	The student completes the SKLA (Financial Clearance Certificate), SKKM (Student Extracurricular Activity Credits), SKKEI (International Exposure Activities Credits) and other examination requirement documents.
6	The student obtains approval from the supervisor.
7	The student registers for the examination and submits the required documents.
8	The committee prepares the examination schedule.
9	The examination schedule is announced.
10	The student attends the examination according to the schedule.

Table 15. Implementation and Completion of the Final Project Examination

Aspect	Requirement
Language of the manuscript	English.
Language of the examination	English.
Supervisor	A supervisor assigned according to the field of expertise and/or study program regulations.
Examiners	A board of examiners appointed by the department/study program.
Topic	Relevant to Marketing Management, digital marketing, market research, consumer behavior, branding, services, sales, entrepreneurship, or other applied marketing fields.
Revision	Completed according to the examiners' feedback and within the specified deadline.
Output	Final manuscript, approval documents, article/journal manuscript if required, and graduation administration documents.

6.3 Language, International Exposure, or Certification Requirements

As an international class, students are directed to have English competence, international experience,

and supporting certifications relevant to marketing and business.

- English: students prepare proof of English competence through an English Competence Test, TOEIC with minimum score 500 or other tests according to study program regulations.
- International exposure: students participate in OAP, student outbound, joint class, international guest lecture, international internship, international seminar, or other recognized activities.
- Supporting certification: digital marketing, customer service, sales, negotiation, entrepreneurship, export-import, or other relevant certifications.
- Students must keep certificates, reports, documentation, transcripts, learning agreements, and activity evidence for recognition and SKPI.
- Final requirements must follow the latest official study program regulations for the relevant academic year.

6.4 Graduation Documents, Certificates, and SKPI

After being declared graduated, students receive graduation documents according to Polinema regulations. These documents are used for employment, further study, professional certification, and other administrative needs.

- Diploma as official proof of graduation.
- Academic transcript containing all course grades and cumulative GPA.
- SKPI/Diploma Supplement in Indonesian and English containing learning outcomes, qualifications, achievements, language of instruction, and supporting information.
- Competency certificates, international activity certificates, organization/achievement certificates, and activity portfolios.
- Collection of graduation documents requires completion of clearance, alumni data, graduation ceremony registration, and other administrative requirements.

6.5 Student Checklist and Frequently Asked Questions (FAQ)

The following checklist can be used by students from the later semesters until graduation preparation.

- ☐ All required courses have been completed.
- ☐ The minimum required credits have been fulfilled.
- ☐ There are no failing, incomplete, or outstanding grades that may impede graduation.
- ☐ The minimum GPA requirement has been fulfilled.

- ☐ Internship/Field Work Practice has been completed and the grade has been recorded in SIMANTA (Final Project Management System).
- ☐ The Final Project/Undergraduate Thesis/Thesis course has been registered in SIMANTA (Final Project Management System) <https://app.simanta.site>
- ☐ The final project topic and draft have been approved by the supervisor.
- ☐ Student data and graduation photo have been validated.
- ☐ SKKEI (International Exposure Activities Credits) and SKKM (Student Extracurricular Activity Credits) requirements have been fulfilled.
- ☐ Proof of English proficiency has been prepared, if required.
- ☐ Proof of international exposure has been collected.
- ☐ Competency and activity certificates have been documented.
- ☐ Final project examination documents are complete.
- ☐ The final project examination has been completed.
- ☐ Final project revisions have been completed.
- ☐ Final academic evaluation/graduation approval has been completed.
- ☐ Alumni data and clearance requirements have been completed.
- ☐ Graduation ceremony registration has been completed.
- ☐ Diploma, transcript, and Diploma Supplement/SKPI have been collected according to the procedure.

Short FAQ:

- (1) The normal study period for the Applied Bachelor program is 8 semesters.
- (2) Minimum cumulative GPA follows Polinema graduation requirements.
- (3) Internship/fieldwork must be completed according to the curriculum.
- (4) The international class final project is directed to use English.
- (5) OAP/international exposure, language tests, and certifications follow the latest study program policy.
- (6) SKPI contains learning outcomes and supporting graduate competencies.

APPENDIX

Figure 3. Map of the Politeknik Negeri Malang

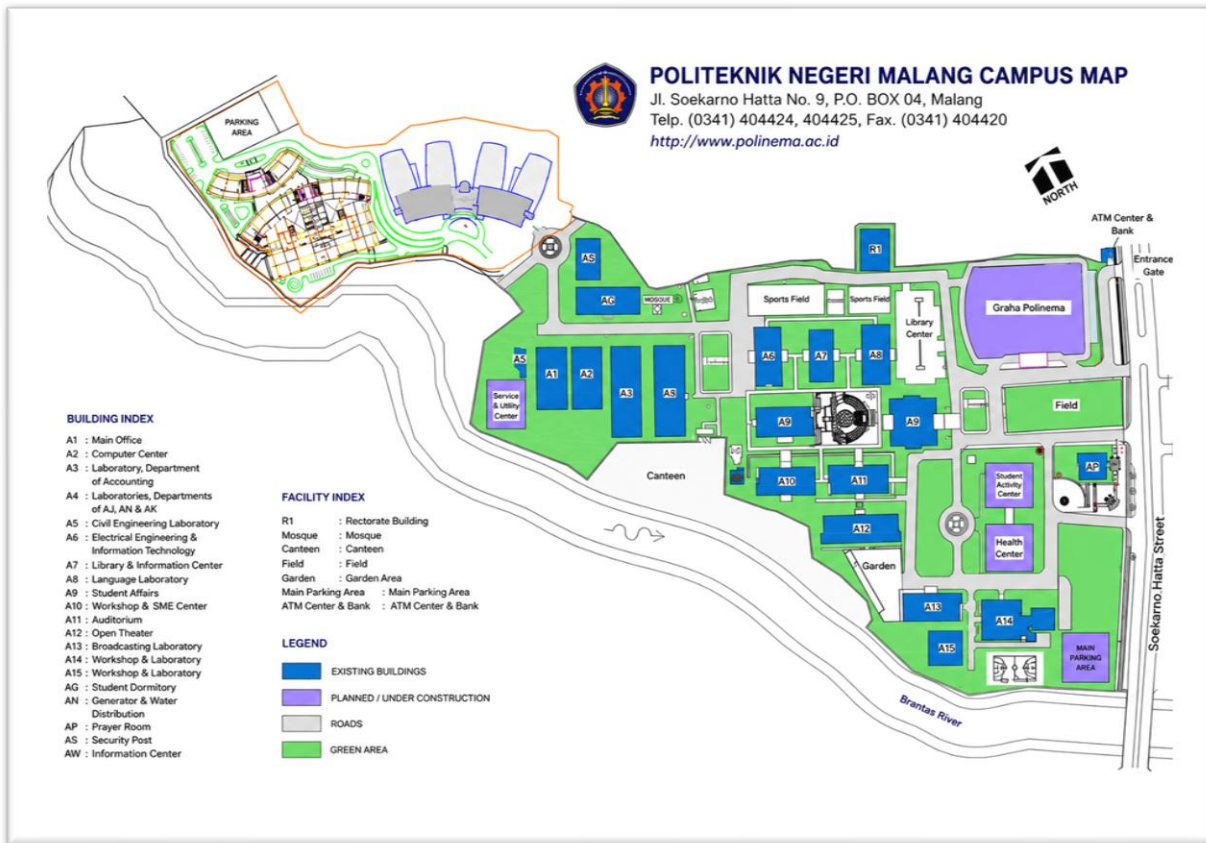
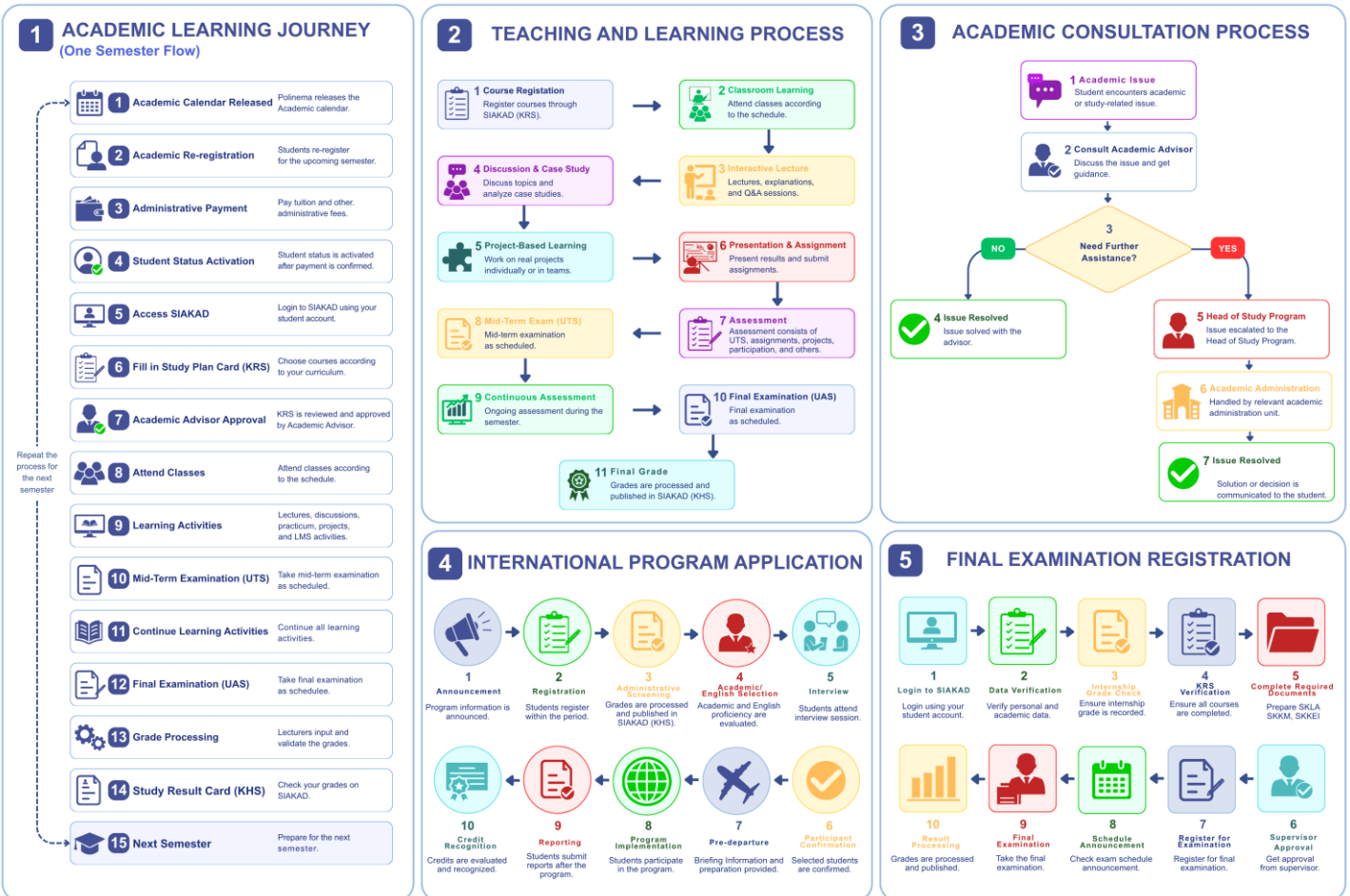


Figure 4. Academic Chart Flow





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