



PROGRAM STUDI  
BISNIS DIGITAL  
PROGRAM SARJANA TERAPAN

# Welcome to College Life

Mahasiswa Baru Bisnis Digital TA 2023/2024

## Digital and Entrepreneurship



Pemateri 1

**Suryadin Laoddang**

Digital Marketing Specialist  
Founder Kampus Dosen Jualan



Pemateri 2

**Ivan Piper**

University of Donja Gorica,  
Montenegro



Moderator

Andriyastuti Suratman, SE., MM.

Sek Prodi Bisnis Digital  
FBE UII

**SESI 1**



Penjelasan Akademik

Andriyastuti Suratman, SE., MM.  
Sek Prodi Bisnis Digital FBE UII

**SESI 2**



Trend Bisnis Digital

Suryadin Laoddang  
Digital Marketing Specialist  
Founder Kampus Dosen Jualan

**SESI 3**



Culture and Digitalization

Ivan Piper  
University of Donja Gorica,  
Montenegro

Jum'at, 01 September 2023 | 07:00 - Selesai

Auditorium Sarjana Terapan FBE UII

Dresscode: Atas Putih, Bawah Blue Jeans

**Wajib** bagi Mahasiswa Baru Prodi **BISNIS DIGITAL 2023**

Benefit : Sertifikat dengan SKP (Satuan Kredit Partisipatif), DoorPrize