



Your ***Pathway*** to exciting careers
in Business and Design



UK

your

AUSTRALIA

pathway

EUROPE

to

JAPAN

universities

USA

around

SINGAPORE

the world

MALAYSIA

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Welcome

From UniSadhuGuna International College (UIC)

It is clear that we live in a world that is experiencing growing globalization and the internationalisation of practically all human activities – whether business, design, politics, sciences, arts and cultures and so on. We all have to learn to live and work globally but still retain our local awareness and appreciation.

UniSadhuGuna International College (UIC) is part of the UniSadhuGuna Group, which has over 25 years' experience in education. As such, UIC is further evidence of the Group's commitment to introducing and developing high quality international programs of education to Indonesia. Through agreements and collaborations with international institutes of education, programs of exceptional quality have been provided that have allowed thousands of students to advance themselves and progress to higher learning and so too contribute to the development of Indonesia.

The programs that UIC offers through Edexcel, the UK's largest awarding body, are internationally recognized and respected.

These programs are practical, and based on the approach of students 'learning by doing', which means that UIC students learn practical and applicable skills that will help them in their future careers and their continuing studies.

UIC continues to build relationships and understandings with international institutes of education and more and more UIC graduates are progressing there. UIC also builds relationships with leading industry partners to help ensure the employability of our graduates.

It gives me great pleasure to welcome new and prospective students to UIC. The College is growing and developing and we look forward to helping you in your growth and development too.

Dr. Simon Marcus Gower



About Edexcel

The United Kingdom's largest awarding body

UIC is the only Approved Centre in Indonesia to provide the BTEC HND internationally-recognised qualifications in Business and Design, as awarded by Edexcel, the UK's largest awarding body, recognised by universities and employers around the world.

Edexcel was formed by the merger of the Business & Technology Education Council (BTEC) and the University of London Examinations & Assessment Council. Edexcel is regulated by the Qualification and Curriculum Authority, a body recognised by the Ministry of Education, UK.

Today, Edexcel has offices in over 110 countries. Whether a program is delivered in London, Kuala Lumpur or Dubai, core units and learning outcomes are identical, awarding candidates with a globally standardised and recognised qualification. Both internal and external verifiers ensure the quality of Edexcel's programs.

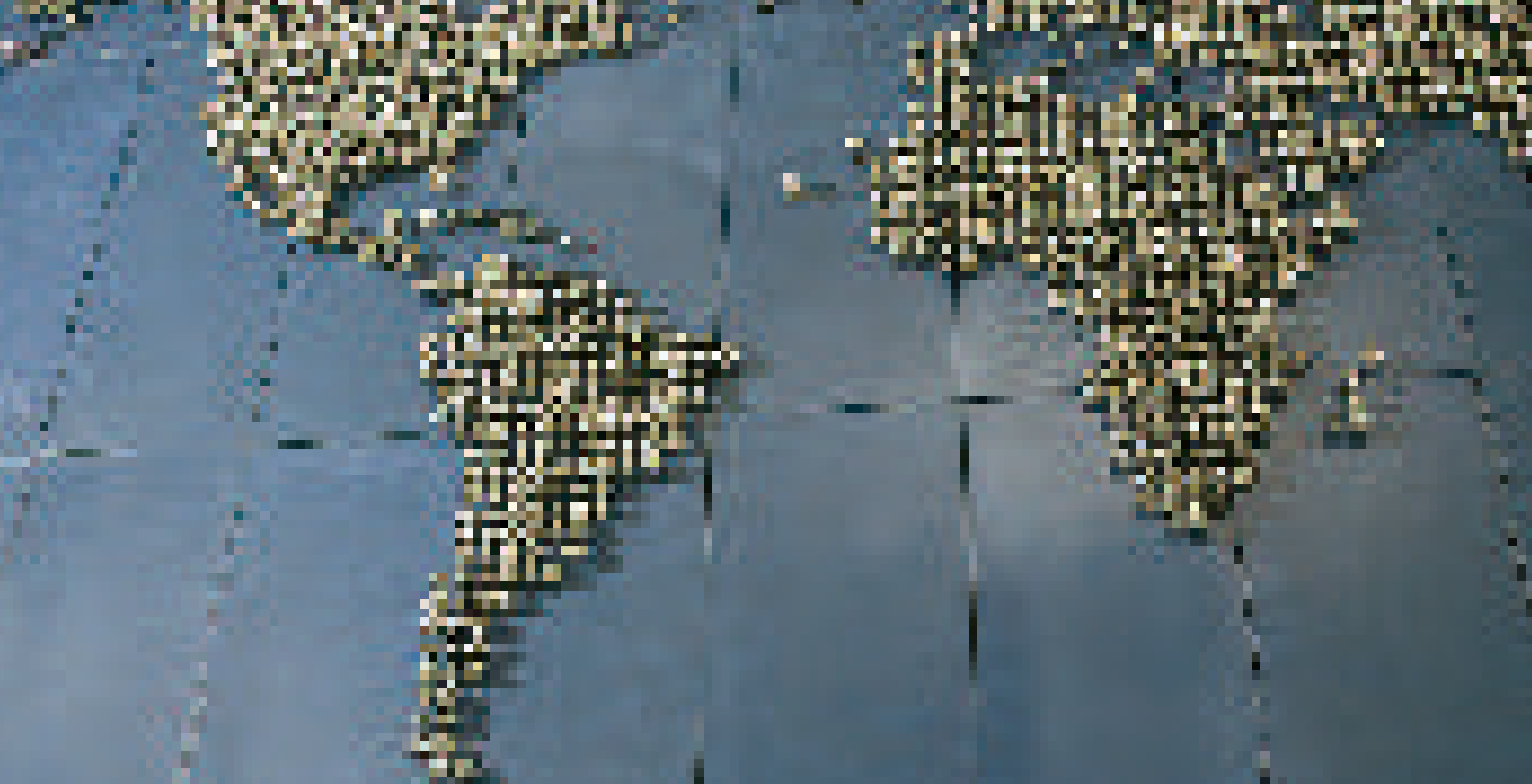
About the BTEC HND

The two-year BTEC HND qualification is recognized by reputable universities, employers, as well as professional associations. This qualification is unique because it includes academic and theoretical study, but with an emphasis on practical learning and 'real life' experience.

UIC students have two choices upon graduation: go on to university or directly into employment.

- UIC students can go on to further studies in universities and colleges around the world, including in Australia, the UK, the US, Europe, Japan, Malaysia and Singapore.
- Or students may go directly into employment, supported by the recognition of leading professional associations from diverse sectors of the business and design industries.

The BTEC HND programs ensure that UIC students are among the most employable in the country.



Advantages

1. Achieving International Standards

University Links

UIC is part of the UniSadhuGuna (USG) group in Indonesia which has over 25 years of experience in education. Derived from the Sanskrit words meaning 'Noble Scholar', UniSadhuGuna was set up by Yayasan Persaudaraan Bangbayang '66. This dynamic Foundation comprises business and social leaders, all former graduates of Indonesia's finest universities. Today, the Group provides a wide range of educational services for over 30,000 students a year.

As part of the USG Group, UIC maintains international standards through its partnerships and links with leading universities, colleges, and professional associations in Australia, the UK, the US, Europe, Japan, Malaysia and Singapore. USG's own Academic Standards Committee, in conjunction with external audits from our international partners, also ensures consistently high standards. Internal and external verifiers check the standards of BTEC HND qualifications.

Here's a list of selected universities that recognise the BTEC HND and allow certain credits to be transferred, and/or regard the BTEC HND as equivalent to the second (or final) year of a Bachelor degree.*

UK

Northumbria University	(UICB/D)
University of Hertfordshire	(UICB/D)
Leeds Metropolitan University	(UICB/D)
University of Sunderland	(UICB/D)
London Metropolitan University	(UICB/D)
Middlesex University	(UICB/D)
University of Bedfordshire	(UICB/D)
Oxford Brookes University	(UICB)
Others	

AUSTRALIA

Curtin University, Sydney	(UICB)
Edith Cowan University	(UICB)
Murdoch University	(UICB)
Queensland University of Technology	(UICB)
University of South Australia	(UICB)
Charles Sturt University	(UICB/D)
Others	

EUROPE

Parsons Paris School of Art & Design, France	(UICB/D)
Others	

USA

San Francisco State University, California	(UICB/D)
Cleveland State University, Ohio	(UICB)
Devry University (in 40 states)	(UICB)
Others	

JAPAN

Asia Pacific University	(UICB)
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SINGAPORE

Curtin University, Singapore campus	(UICB)
Marketing Institute of Singapore/University of Northumbria, UK	(UICB)
TMC/Greenwich University, UK	(UICB)
Others	

MALAYSIA

University of Nottingham, Malaysia campus	(UICB)
Linton University College/ University of East London	(UICB)
Others	

* Universities and Colleges generally reserve the right to their own terms and conditions of entry and may amend these at any time. Note that portfolios play a very important part in individual applications for Design students. For latest information on universities and colleges that recognise the BTEC HND and offer advanced entry, please refer to www.edexcel.com



Christian Nartates, student 'intern' at Fortune Indonesia Advertising, with President Director, Indra Abidin.

2. Achieving Industrial Standards Internship Program and Industry Partners

In addition to leading universities and colleges, UIC has developed relationships with a variety of reputable and successful Indonesian and multinational companies, so that students can gain valuable experience working within a company and applying the learning that they have gained at UIC.

The UIC Internship program is a unique and important feature of UIC's Business and Design programs. It provides students with six opportunities (or a combination of them) to learn more about how things work in 'the real world'.

UIC works closely with staff within the companies to monitor students' progress. In fact, UIC staff communicate both with the student ('intern') and the company to ensure that the experience is beneficial for all. All interns must also maintain journals or provide reports of their experience. Companies also provide feedback and advice to help each student to develop.

UIC prefers to develop relationships with companies that can provide employment following the Internship, depending on each student's performance and career objective.

The UIC Internship program includes:

- 1. Full internship** (3 – 6 months, or less as the company may require):
The full internship at a chosen office of our Industry Partners will allow students to obtain relevant experience and gain practical knowledge of the skills each industry actually requires. The internship will also train the students to be more familiar with daily working routine, management practice, as well as building rapport with colleagues and extending their network of business contacts.
- 2. 'Job Shadows'** This is an opportunity for students to experience a typical working day of a professional working in the industry. Each student will follow ('shadow') a professional throughout the day. The aim of the activity is to expose students to a certain profession that may be of interest to them in the future. Interns will observe and experience 'first hand' the kind of roles and responsibilities associated with a particular profession.
- 3. Company Visits** These visits enable students to learn more about the kinds of industry or business that actually exist, and to see how subjects learned in the classroom apply. The visit is aimed first at introducing the industry and later on developing the interest of students in possible careers they would like to pursue in the future. Company visits may apply to specific subjects – eg. Marketing. UIC may ask the company to share the way the Marketing department is run, the Human Resources involved, and typical day-to-day operations.
- 4. Guest Lectures** Renowned lecturers or inspiring speakers can be a strong motivation for students to choose a career in the future. Guest lectures by a wide variety of speakers – not just famous personalities but including junior, middle or senior management – will also help students build understanding of their subject matter and related knowledge or skills.
- 5. Field Trips** Students visit a combination of companies, places of interests and events to gain industry knowledge. Places previously visited include exhibitions and conferences. Field trips may or may not apply to a specific subject the students are currently taking but are designed to encourage students to observe and experience real-life examples, rather than just read text-books. Students typically interview professionals that they meet during the trip, write reports about their field trips, or complete assignments given within the field trip.
- 6. In-house Commercial Projects** Managing a project requires skills such as financial planning, time management, team work, execution and evaluation. This activity provides students with directly relevant working experience. Students can be as creative as possible but must meet project deadlines and other professional requirements.

Our Industry Partners include:

Fortune

(www.fortuneindo.com)
Indonesia's only advertising and communications group listed on the Indonesian Stock Exchange. Indra Abidin is Chairman of the Fortune group and also President of the International Advertising Association (IAA).

PACTO

(www.pactold.com)
Indonesia's highly respected travel, tours and conference/exhibition group, founded in 1967, with the largest network of offices throughout the country.

"Interns have the opportunities to work together with us and make a real impact in the organization. They are given a lot of creative freedom and are able to make a contribution to the projects as well as add to their own portfolio... We have found UIC students to be excellent in communications (the backbone of our industry) and they show willingness to learn."

Ms Ratna Ning, President Director, PACTO Ltd.

Doyle, Dane, and Bernbach (DDB)

(www.ddb.com)
DDB is the global advertising and communications agency with more than 200 offices in over 90 countries, including Indonesia. It is part of the Omnicom group which comprises other global and national advertising agency networks, more than 175 marketing services companies, and a media group.

3. Exciting Careers in Business & Design

A wide range of exciting careers are open to UIC graduates of business and design. Students who graduate with a BTEC HND can consider the following undergraduate degrees and careers.

1. BTEC HND in Advertising & Marketing Communications

- * BA (Hons) Advertising and Marketing Communications
- * BA (Hons) Advertising and Media
- * BA (Hons) Advertising Management
- * BA (Hons) Marketing;
- * BA (Hons) Public Relations
- * BA (Hons) Administration
- * BA (Hons) International Business
- * BA (Hons) Business Communication
- * BA (Hons) Human Resource Management

*Brand Manager;
Marketing Executive;
Public Relations Practitioner;
Television Producer;
Event Manager;
Media Planner;
Advertising - Copywriter or
Client Service Manager*

2. BTEC HND in Business Management

- * BA (Hons) Marketing
- * BA (Hons) Marketing Communications
- * BA (Hons) Marketing Management

*Business Manager;
Entrepreneur;
Administration Manager;
Business Executive*

3. BTEC HND in Business Marketing

- * BA (Hons) Accounting and Finance
- * BA (Hons) Administration
- * BA (Hons) Business Studies
- * BA (Hons) Finance
- * BA (Hons) Human Resource Management
- * BA (Hons) International Management
- * BA (Hons) International Business Management
- * BA (Hons) Management

*Marketing Manager,
Promotions Manager;
Sales Manager;
Product Consultant;
Marketing Co-ordinator;
Marketing Retail Executive;
Merchandising Supervisor*



4. BTEC HND in Business Finance

Students of the above may continue to the following degrees and careers:

- * BA (Hons) Business with Finance
- * BA (Hons) Accounting with Finance

*Business Analyst ;
Entrepreneur;
Executive Manager;
Administration Manager*

5. BTEC HND in Business Information Technology

Students who complete the above may continue to a BSc (Hons) Business Information Technology.

*Technical Support Manager;
System Analysis Manager;
Network & Administration Executive
Internet & Multimedia Manager;
IT Manager*

6. BTEC HND Graphic Design in Advertising

- * BA (Hons) Graphic Design
- * BA (Hons) Advertising
*Graphic Designer; Art Director; Creative Director; Packaging Designer; Desktop Publisher
Editorial Designer; Branding and Identity designer; In-house Graphic Designer; Visualiser; Digital Imaging/ Retoucher*

7. BTEC HND Graphic Design in Multimedia

- *BA (Hons) Interactive Media Design
- *BA (Hons) Motion Graphics and Animation
Visualizer; Digital Imaging/ Retoucher; Animator; Broadcasting Designer; Multimedia Designer; Web/Interactive Designer; Game Designer; Visual Designer; Motion graphics Designer; Graphic Designer; Producer; Art Director; Creative Director



4. Faculty Staff

Students gain from our lecturers, teachers, experts and practitioners with international qualifications, and years of experience in their own fields. We aim to inspire students to achieve their best.

5. Facilities

These include:

Iwan Ramelan Library

The Iwan Ramelan Library contains a unique collection of books and posters donated by the leading graphic designer and lecturer, Iwan Ramelan. Containing many classic design and design for business texts, dating from 1965 to present day, this library resource provides UIC students with superb references for both Indonesian and international brands. Students can also read a wide range of newspapers and magazines to ensure they are up-to-date with new trends, news and events in business and design.

Computer labs

UIC students have access to both pcs and Apple Macs to enable them to produce high quality work. (For design students, various leading and latest software programs are available to produce specialised design work for multimedia and animation projects.)

Modern Classrooms

UIC classrooms have been designed to create a modern and inspiring environment for learning. Students, whether from the Business or Design program, are encouraged to think creatively – that is, to find solutions where others cannot. They are encouraged to learn and develop professional habits such as keeping to deadlines and good presentation skills. UIC student learning environments include classrooms, outside seminars, company visits, exhibitions and others.



6. Vibrant Student Life

In addition to quality facilities, every effort is made to ensure our students enjoy a comprehensive and holistic 'student life' with access to sports and recreation facilities, as well as a range of student activities through the Student Union.

7. Dedicated Support for Students

We want our students to excel, not just with us, but also long afterwards in their own careers. As such, UIC provides a range of support services for students.

- careers counseling
- education and placement assistance
- student welfare services.
- a tutor is assigned to each student to monitor individual student academic progress.
- selected scholarships ensure that eligible students receive financial aid to achieve their goals.
- The British Institute (TBI), also part of the UniSadhuGuna Group, provides customized and convenient classes, taught by certified Cambridge University CELTA professionals for students who need help to improve their English language skills.

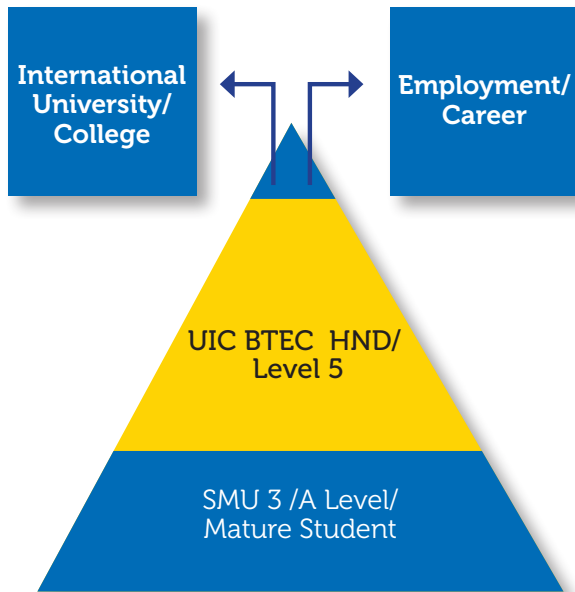
8. Alumni network

It's vital to help ensure that our graduates continue to enjoy excellent employment prospects. Our alumni network is being developed to ensure that the success stories of our graduates continue to benefit both former and new students.



Admissions

Academic Pathway



Entry Requirements

- Minimum age: 16 years old
- SMA Certificate / Year 12 or A level
- English Requirement IELTS 5.5 / TOEFL IBT 75 or UIC English Placement Test
- Interview
- Transcript review for transfer student
- Doctor's Reference Letter re. colour blindness (for UIC Design Students only)
- Drawing test (for UIC Design Students only)
- Maths test (for UIC Business Students only)

Student Intakes/Terms

Every February, June and September

Check website for closing dates of application and term dates. Late enrolment is available up to two weeks after each Intake's start date (requests must be made in writing to UIC Admissions).



"The lessons I have learned in UIC prepared me well for continuing my studies and made it easier for me to cope with my classes at university in the UK. UIC is the perfect choice to start your pathway to study abroad and further your educational studies."

Andrew Lengkong

BTEC HND Advertising & Marketing Communications (June 2008), UIC
BA (Hons) Business Marketing, Middlesex University, UK
Selected as Management Trainee at a leading multinational bank

Welcome

Welcome to the UIC Business program. We are very pleased to announce that UIC is the only Approved Centre in Indonesia that provides the internationally-respected BTEC HND qualifications in Business (and Design), as awarded by the UK's largest awarding body, Edexcel, recognised by leading employers, professional associations and universities around the world. Using an international curriculum and a faculty with lecturers and practitioners, most with real-life experience and international qualifications, the UIC Business program is uniquely designed to provide you with a solid basis in business theories and models but also to help you gain real-life working experience through industry-linked classroom activities and internship options.

You will get strong support from us to develop your future career, whether to run your own company, join the family business, or become a senior manager in a preferred multinational company.

Instead of only reading textbooks and spreadsheets, our program is also tailored to develop self-management, communications, problem-solving, numeracy, technology, creative, individual and team working skills.

UIC Business graduates go on to complete their degrees at leading universities around the world in a short space of time, and/or are currently employed in highly respected companies.

If you have any queries, please contact us. I look forward to hearing from you.

Amy Sukesna

Academic Co-ordinator, UIC Business



UIC Business Program

The business world constantly changes and becomes ever more demanding. However, a strong foundation of key knowledge and skills in understanding business and management will enable UIC Business students to survive and thrive in various environments and conditions. Upon completion, students have a wide range of possible careers and opportunities because they have been prepared to be practical and capable management professionals not only with a strong grasp of theory but also with experience gained from practical learning. The course is well suited for those who enjoy working with people and leading people

Students who have completed a BTEC HND are effective and critical thinkers with the potential to become successful professionals in the field of business and management.

The UIC Business Program comprises five internationally-recognised BTEC HND qualifications that provide education and training for a variety of business careers. Students will have opportunities to develop skills to help them achieve success in their studies and working life.



These include to:

- Be equipped with key knowledge, understanding and skills required for success in various business, administrative and managerial positions.
- Develop a range of skills and abilities, personal qualities and success attributes that will enable students to achieve high performance in their future studies and/or field of employment.
- Be flexible and adaptable to tackle a range of business and management challenges including time management, financial management, people skills and team skills.
- Have the opportunity to transfer to an undergraduate degree program and further professional qualifications in business and management to advance their career prospects.

Real-world learning

The program prepares students for the world of employment and/or ongoing studies in their chosen areas of work. (Mature students too can gain specialist knowledge and understanding that will help them to develop themselves professionally and further their career advancement.)

The on-going projects and assignments that form the core of the assessment process are highly related and relevant to current trends and influences in business, management, the global economy and markets in which companies and their employees must work. Current/contemporary theories are considered and appreciated for their ability to solve problems and provide solutions.

By working closely with companies and employers in the field, UIC allows students to directly encounter what is happening in their field of study in actual settings. Guest lecturers bring their experiences directly to students and help them understand the challenges of work. Company visits give students first-hand encounters of the world of work and allow them to relate their developing theory, knowledge and understanding to what is actually happening in daily business. UIC seeks to make its teaching and learning both practical and relevant so that both education and career development needs are met.

The UIC Business Program's BTEC HND Internationally-Recognized Qualifications

Qualifications

1. BTEC HND in Advertising & Marketing Communications

Students interested in areas such as Brand Management, Mass Communications, Mass Media Production, and Event Management may choose to pursue the BTEC HND in Business Advertising and Marketing Communications. Students should expect the following classes in this major throughout the course of their studies at UIC.

2. BTEC HND in Business Management

Good business management is essential to any successful business. Students pursuing a study in Business Management are equipped with the skills to manage various organizations covering areas such as strategy and planning of business objectives and activities; behaviour of human resources; marketing and finance. Students studying in this major will complete the following units:

3. BTEC HND in Business Marketing

Marketing is one of the major components in Business and examines factors that influence consumer demands. To name a few, students will learn the concepts of promotion, pricing, consumer behaviour and market structure. Students in the Marketing major will have to complete the following units:

4. BTEC HND in Business Finance

Students majoring in Business Finance will learn different areas of financial management and how decisions taken by businesses have implications on Finance. Students will be introduced to theories and concepts of finance and how they apply to all areas of organizations. To obtain a BTEC HND in Business Finance, students must complete the following units:

5. BTEC HND in Business Information Technology

Students in Business Information Technology will study the use of Information systems and technology to aid in business decision-making. Students will learn how to develop information systems, websites, and networking, to solve business problems. Students studying in this major will complete the following units:

Core Units (8)	Compulsory Specialist Units (4)	Specialist Units (4)
<p>Marketing Managing Financial Resources & Decisions; Organizations & Behaviour; Business Environments; Common Law; Business Decision-Making; Business Strategy; Research Project</p>	<p>Marketing Intelligence; Advertising and Promotion; Marketing Planning; Sales Planning and Operations; Computer Applications for Art & Design; Managing Communication, Knowledge & Information; Products, Marketing & Advertising Media; Professional Studies;</p> <p><small>* Note, only this program has 8 Compulsory Specialist Units</small></p>	<p>Computer Applications for Art & Design Managing Communications, Knowledge and Information Products, Marketing, and Advertising Media; Professional Studies</p>
<p>As Above</p>	<p>Managing Professional Development; Working with and Leading People; Managing Activities to Achieve Results; Managing Communications, Knowledge & Information</p>	<p>Students may choose any four specialist units. (Availability of classes will depend on sufficient enrolment.)</p>
<p>As Above</p>	<p>Marketing Intelligence; Advertising and Promotion; Marketing Planning; Sales Planning and Operations</p>	<p>As Above</p>
<p>As Above</p>	<p>Managing Accounting; Costing and Budgeting Financial Reporting; Financial Systems and Auditing; Taxation</p>	<p>As Above</p>
<p>As Above</p>	<p>Information Systems; Networking Concepts; Multimedia Design and Authoring; Website Design</p>	<p>As Above</p>

Common Skills

Common Skills are compulsory for every UIC Business student. These skills are integrated into the program to help students achieve success in their BTEC HND qualifications and beyond.

1. Study Skills (Managing Tasks and Solving Problems, Managing and Developing Self)

This class will teach students how to improve study skills ability, approach and attitude to learning. The class will start with self exploration, followed by the introduction of a range of methods covering time management, note-taking, listening, and reading skills. Students are encouraged to immediately use the study skills methods in the subjects they are taking so as to obtain better understanding.

2. English Structure for Writing (Communicating)

This class covers the basic structure of English. Students will learn to enhance their grammar, vocabulary, and be guided to write proper sentences and simple essays.

3. Reading & Writing (Communicating)

This class provides students with academic reading and writing skills that are essential for university and the workplace. Students will learn how to write well-structured papers and be introduced to various systems of research and documentation. This class is run for all Business and Design students.

4. Business Communications (Communicating, Working with and relating to others)

Students will learn to write memos, create presentations, and write formal letters for business purposes. Students will also learn about verbal communications including one on one, public speaking, and group discussions.

5. International Relations and Current Affairs (Working with and relating to others)

Through an overview of world history and current affairs, students gain a better understanding of different cultures in different parts of the world, and how economies and organizations are shaped by past events.

6. Introduction to Accounting and Finance (Applying Numeracy, Managing Tasks and Solving Problems)

Students are introduced to basic knowledge of accounting and finance such as accounting cycles, recording processes, book-keeping, creating financial information, and the interpretation of financial information.

7. Business Information & Technology (Applying Technology)

This class provides students with the skills to process data into an information system and understand information technology infrastructure. Students will gain an understanding of the effects of IT in improving organizations and individuals, as well as the ability to identify opportunities for improvement.

8. Colour Theory (Applying Design & Creativity) – in collaboration with UIC Design program

In this class, students will learn to understand the use of colour in design. Students will be equipped with the basic knowledge of colour and how to apply the right colours for clients' products and presentations.

Teaching and Assessment for these skills

Teaching is mainly through lectures and tutorials but will also involve other activities such as group projects and case study analysis. All modules are assessed through a combination of coursework (essays, presentations, reports, etc).

Core Units

1. Marketing

This unit aims to provide students with an introduction to the fundamental concepts and principles that underpin the marketing process. In addition, it examines the role and practice of marketing within the changing business environment. This broad-based unit will provide all students with a concise and contemporary overview of marketing, and give them the knowledge and skills to underpin further study in the specialist field of marketing.

2. Managing Financial Resources and Decisions

This unit is designed to give students a broad understanding of the ways in which finance is managed within a business organization. Students will learn how to evaluate different sources of finance, compare the ways in which these are used, and will learn how to use financial information to make decisions.

3. Organizations and Behaviour

This unit provides an introduction to the nature of organizations in relation to management practices. The unit examines the internal nature of organizations from both a theoretical and practical viewpoint. The unit is intended to develop an understanding of the behaviour of people within organizations and the significance of organisational design and characteristics. It also aims to provide the basis for, and to underpin further study in, specialist areas of business.

4. Business Environments

The aim of the unit is to encourage students to identify the objectives of organizations and the influence of stakeholders. Students are also encouraged to investigate the operation of organizations in relation to local, national and global environments.

5. Common Law

The aim of this unit is to provide an introduction to the law of contract, with a particular focus on the formation and operation of a business contract. Students are encouraged to explore the contents of such an agreement and, in particular, to appreciate the practical application of standard-form business contracts. Additionally, the unit enables students to understand how the Law of Tort differs from the law of contract and examines the Tort of Negligence and issues of liability pertinent to business.

6. Business Decision-Making

This unit gives students the opportunity to examine a variety of sources and develop techniques for four aspects of information: data gathering, data storage, and the tools available to create useful information, and also to present it.

7. Business Strategy

The aim of this unit is to develop students' abilities to evaluate and select strategies appropriate to business organizations. This will involve an analysis of the impacts of external operation environments and the need to plan organizational strategies to ensure effective business performance.

8. Research Project

This unit is designed to introduce students to the techniques and methods of research. The unit addresses a variety of research methodologies, including the opportunity to carry out interventionist or action research.

Compulsory Specialist Units

1. Advertising and Promotion

This unit is designed to provide students with a comprehensive understanding of the key areas of advertising and promotion as part of an integrated approach to marketing communications.

Students will develop the ability to determine specific promotional activities in response to target audiences and other stakeholders' characteristics, and to apply and justify appropriate promotional mixes within a strategic and tactical framework.

2. Computer Applications for Art & Design

The aim of this unit is to introduce students to the creative potential of the computer in the context of 2D design. It will provide the opportunity to explore software and its relevance to the area of study. It aims to provide an overview of a variety of painting, drawing, typographic and desktop publishing software. It encourages combinations of traditional and digital design practices, leading to innovative presentations.

3. Financial Reporting

In this unit, students will discover how to prepare financial statements for different types of business, taking into account the relevant legal and regulatory provisions. Included will be the basic principles of group accounts. Students will also develop tools for the interpretation of financial statements.

4. Financial Systems and Auditing

This unit examines the accounting and management control systems of a business. Students will analyze these systems and evaluate their effectiveness, particularly in terms of controls and safeguards against error and fraud. The purpose and conduct of an audit will be covered, together with the process of audit reporting.

5. Information Systems

In this unit, students will gain an understanding of the ways in which data can be processed and the applications that support organizations. They will also be asked to evaluate the capacity of an information system to satisfy the needs of the user.

6. Management Accounting; Costing and Budgeting

In this unit, students will consider cost information, both current and future. Cost data will be collected, compiled and analyzed, and will be processed into information of use to management.

The unit goes on to deal with budgetary planning and control, preparing forecasts and budgets and then comparing them to actual results followed by the analysis of variances.

7. Managing Activities to Achieve Results

This unit focuses on the effective and efficient planning and management of work activities. It provides students with the knowledge and skills to design, implement and change operational systems to improve their effectiveness and efficiency and to achieve desired results. Students are encouraged to consider the importance and interrelationship of business processes and the implementation of operational plans, together with quality systems and health and safety in achieving satisfactory results.

Compulsory Specialist Units

8. Managing Communications, Knowledge and Information

This unit recognizes that communications do not automatically take place effectively in organizations and thus both information and work-based knowledge is often deficient when decisions are made. It is also designed to develop an understanding of the interaction between communications, knowledge and information. This unit will look at the need for managers to improve the planning of communications processes and communications skills within an organization. The unit also looks at how IT systems can be used as a management tool for collecting, storing, disseminating and providing access to knowledge and information.

9. Managing Professional Development

This unit is designed to enable students to assess and develop a range of professional and personal skills in order to promote future personal and career development. The unit also aims to develop students' abilities to organize, manage and practice a range of approaches to improve their performance as self-organized students, in preparation for work or further career development.

10. Marketing Intelligence

The aim of this unit is to enable students to understand the purchase decision-making process and to recognize the variables and situations that influence buying behaviour. Students will explore the marketing research process and assess the importance of different types of information and marketing research requirements needed for effective marketing management in a competitive environment. information, and also to present it.

11. Marketing Planning

This unit will consolidate and integrate previous knowledge and understanding of marketing and enable the student to apply and evaluate analytical tools in the development of marketing plans. Upon completion, students will be able to understand the planning needs of organizations, present a marketing plan to meet target market needs, and achieve specified strategic marketing objectives.

12. Multimedia Design and Authoring

Through this unit, students will learn to design and evaluate a prototype multimedia system using an iterative approach. Through research and practice, students will identify users' needs and content. Students will design the structure, interaction and components of the interface. A psychological understanding will be encouraged to give students a broad understanding of the use of colour, metaphors and navigational systems. Prototypes will be designed through exploration of software prototyping tools and techniques

13. Networking Concepts

The aim of this unit is to provide a rigorous introduction to networks, and practical experience in installing users and software on a network.

This unit will clarify the issues associated with network use and how this has developed. It will identify the architectural concepts behind networking and help develop the preliminary skills necessary to install and manage networks.

14. Products, Marketing, and Advertising Media

This unit concerns the relationships between products, markets and the media. Students will investigate categories and characteristics of products and learn how brands are created and developed. They will also learn how to identify target markets by analyzing demographic factors and using classification systems. By examining the role of product and market research and investigating advertising media, students will develop an understanding of the business context in which advertising operates.

15. Professional Studies

This unit is intended to help students relate practical studies in design to a professional context. It deals with legislation affecting designers and develops understanding of professional ethics and responsibilities. The unit requires students to examine business organisations and to compare job roles of designers working in different kinds of organisations. Students are also expected to investigate the ethics and responsibilities of designers in relation to society and the environment.

16. Sales Planning and Operations

The aim of this unit is to develop a critical awareness of sales planning and operations. Students will analyze the stages involved in the selling process, and evaluate the role of personal selling in creating value and developing customer relationships in a variety of contexts and environments.

This unit will also consider the management and organization of the sales force to achieve sales objectives.

17. Taxation

This unit considers the taxation of both individuals and limited companies. Students will calculate taxable income and tax payable, allowing for different sources of income, relevant allowable expenditure, and applicable tax-free allowances. Income tax, corporation tax and capital gains tax are all covered.

18. Website Design

This unit will facilitate the development of an awareness and understanding of the technical and creative skills required to design, construct and manage an effective e-business website interface. Students will evaluate existing e-business sites, in the context of cross-platforms and a range of browsers. They will analyze a range of commercially available web authoring software and be required to create a viable, interactive website interface, which meets contemporary web design principles.

19. Working with and Leading People

This unit develops the knowledge and skills needed to work with and lead people. The unit recognizes that leadership operates within the internal framework of organizational values, culture, policies and practices while meeting the requirements of current legislation and ensures ethical and environmentally friendly behaviour.

The unit also considers the requirements for recruitment, selection and retention. It examines team working and leadership roles and identifies the work and development needs of individuals in the workplace.

Specialist Units*

1. Business Ethics

The aim of this unit is to develop an ethical dimension in consideration of business objectives and responsibilities and to develop a broader view of the management process. This will be achieved by investigation of narrow and broad business ethics issues and by making explicit links to related units.

2. Business Law

This unit provides the student with an introduction to the principles of business law which relate to the legal rules affecting business organisations within the domestic and European legal framework. In addition, the unit will allow the student to identify anti-competitive practices and the impact these can have upon business organisations through monopolies, mergers and the use of intellectual property rights.

3. e-Business Operation

The development of the internet for purchasing, supply chain management and other business applications are examined in this unit. It is first necessary to identify the essential differences between business and consumer purchasing (b2b and b2c). Experience with Electronic Data Interchange (EDI) established the ground rules for e-business over the internet, which has led to the development of electronic marketplaces and industry networks. Electronic payment systems and use of the internet for recruitment, employee communication, logistics and international trade are also covered.

4. Financial Services

This unit is designed to give students a knowledge of the workings of the financial services industry. Students will learn about the financial needs of both individuals and businesses and the financial services available to them. They will investigate the most appropriate sources of finance for a variety of needs of both businesses and individuals. Students will broadly investigate the investment opportunities available to meet the different needs of individuals and the different ways in which financial advice can be provided. They will also investigate the various protection needs of individuals and businesses and how these can be provided. Students will also learn about the regulation of the financial services industry and the protection available to their clients.

5. Insurance

This unit is designed to give students a knowledge of how the insurance industry works. Students will learn about the concepts and principles of the industry and about the structure of the insurance market and its practices. They will learn how the insurance industry helps meet the protection needs of both individuals and businesses. Students will also investigate the most common or important services and insurances to meet a variety of individual needs. Students will also learn about the supervision of insurance, its regulation and how consumers may be protected.

6. Internet Marketing

Students will develop their knowledge of marketing concepts and how they are applied through e-business models. This unit will also address the importance of marketing research, how internal business systems support internet marketing and the use of the internet for market research.

7. Managing Professional Development

This unit is designed to enable students to assess and develop a range of professional and personal skills in order to promote future personal and career development. The unit also aims to develop students' abilities to organize, manage and practice a range of approaches to improve their performance as self-organized students, in preparation for work or further career development.

8. Small Business Enterprise

The unit is primarily designed for students who are interested in small business enterprises, and looks at the development and expansion of such businesses. The unit will be particularly appropriate for those students who are involved in small business enterprises. The unit draws together many of the topics covered in other units and allows students to practise the business skills required in a small business.

* Students may also choose from the list of "Compulsory Specialist Units" (provided they are not already taking these subjects)



"I feel that UIC design is the right place to study Multimedia and Advertising. The lecturers are great and care a lot about you. Detailed feedback is always given. Plus, the College's connection to industry helps me understand more about working as a professional."

Alfianda Karuza

BTEC HND Graphic Design in Multimedia (September 2009).

Welcome

Welcome to the UIC Design program. We are very pleased to announce that UIC is the only Approved Centre in Indonesia that provides the internationally-respected BTEC HND qualifications in Graphic Design (and Business), as awarded by the UK's largest awarding body, Edexcel, and recognised by leading employers, professional associations and universities around the world. We use an international curriculum and teaching methodology that focuses on projects and assignments to prepare students for career and job opportunities in Indonesia and overseas. Our graduates go on to international universities to complete their degrees in a short space of time, or go directly into the workplace.

Competent lecturers and practitioners, most with real-life experience and international qualifications, teach UIC Design classes that include drawing, history, typography, photography, corporate identity, critical thinking, visual communication, ideas generation, editorial, packaging, professional studies, portfolio development and much more. These subjects help you develop your career in the graphic design, advertising and multimedia industries.

UIC Design is a dynamic and exciting entity and I am sure that once you get to know us, you will want to study with us.

We aim to help you land your 'dream job' in graphic design, advertising and multimedia, and prepare you to continue study abroad.

If you have any questions, please feel free to contact us. I look forward to hearing from you.

Best Wishes,

Rizky Fitria (Kiki) Hakim,
Academic Co-ordinator, UIC Design



UIC Design Program

Indonesia's graphic design industry is valued at around USD12 billion. As the Indonesian economy grows, even more career opportunities will exist for UIC graduates. Already, the design industry offers a range of exciting, modern careers for today's students that did not exist in previous generations.

Graphic design plays an important part in our society and many aspects of our lives. It persuades, informs, educates, influences and provides a visual experience. Examples of graphic design are everywhere – in the layout of your favourite website, magazine, the recognizable mark that identifies brands and companies, the look of your favourite posters, tv commercials, the annual reports and websites of companies and governments, the labels on your choice of everything from mineral water to the CD cover of your favourite band or singer – in fact, all the products you buy in the supermarket.

Graphic design also includes Multimedia such as motion graphics and animation for interactive and web design.

The UIC Design program offers internationally-recognised qualifications in Graphic Design so as to prepare students to become practical and capable design professionals with necessary skills to succeed in the real working world.

The two-year BTEC HNDs in Graphic Design for Advertising or Graphic Design for Multimedia provide education and training for a variety of design careers. Students will have opportunities to develop a range of skills, techniques and attributes to help them achieve success.



Real-world learning

These include:

- Understanding design theory and historical and contextual backgrounds for design and their relationship to the real world of work.
- The right attitude and ability to understand and meet clients' needs with high quality work.
- The flexibility to tackle a range of design, research and management challenges in pursuit of careers, whether in higher education or in the workplace
- The opportunity to transfer to an undergraduate degree program and further professional qualifications in design and management to advance students' career prospects, beginning with a professional level portfolio.

Through a variety of lectures, workshops, studio work, seminars and visits, students gain real-world learning. The program prepares students for the world of employment and/ or ongoing studies in their chosen areas of work. (Mature students too can gain specialist knowledge and understanding that will help them to develop themselves professionally and further their career advancement.)

Through numerous and on-going projects, guest lecturers and visits to companies and professionals in the industry, students understand the business of modern design and begin to realize their role in it.

UIC students learn the essentials of Graphic Design through exploring central subjects in the 'Core' units of study. With these essentials in place, students progress to the specialized units that allow them to achieve their majors – whether in Advertising, or Multimedia.

The course is ideally suited to students that enjoy a challenge and want to be original and creative in their studies and their future careers. Students need to be highly motivated to learn and think differently – exploring their creative potential but importantly placing this in the real-world of commercial creativity.

The UIC Design program's BTEC HND internationally-recognized qualifications

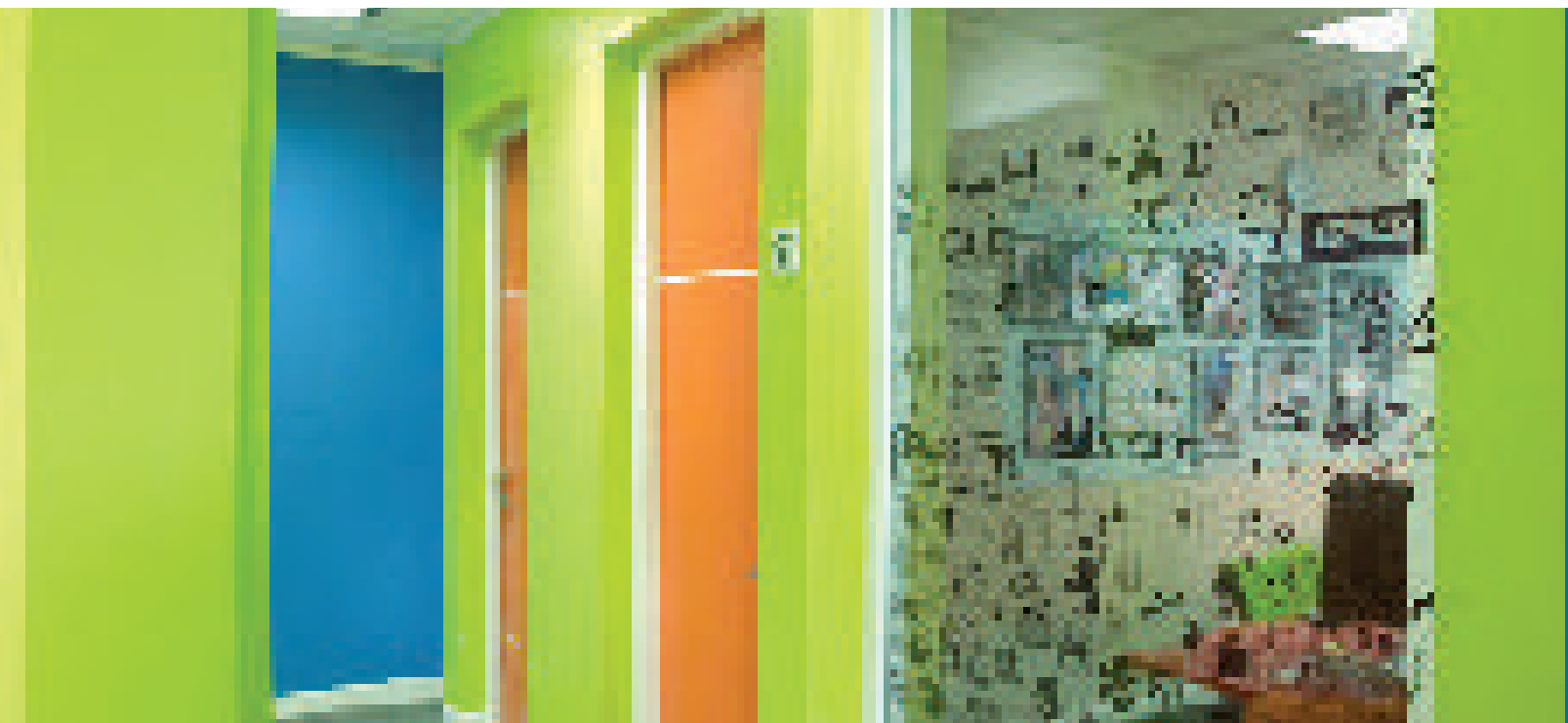
Qualifications

1. BTEC HND Graphic Design in Advertising

Students who choose to study Graphic Design in Advertising will learn how to communicate messages and ideas creatively in various forms of media presentation. Students are guided to develop ideas into strong concepts for internet, print and television advertisements, corporate logos, and product packaging. To obtain a BTEC HND in Graphic Design in Advertising, students in this major will study the following units:

2. BTEC HND Graphic Design in Multimedia

Students interested in studying Graphic Design in Multimedia will learn how to create and develop conceptual ideas and creatively present them using motion application software. Students in the Multimedia Program will produce various works in digital imaging, sound and animation. To obtain a BTEC HND in Graphic Design in Advertising, students in this major will study the following units:





Core Units (7)

Computer Applications in Art & Design;
 Historical and Contextual Referencing ;
 Ideas Generation;
 Drawing Techniques and Approaches;
 Critical Study;
 Ideas in Context;
 Professional Studies

As above

Compulsory Specialist Units (5)

Image Manipulation Applications;
 Visual Communication;
 Editorial Design;
 Corporate Identity;
 Packaging

As above

Pathway Units (4)

Copywriting for Advertising;
 Products, Marketing & Advertising Media;
 Advertising Campaign;
 Art Direction for Advertising

Multimedia Web Authoring;
 Multimedia Design and Authoring;
 Developing a Personal Styles;
 Animation Techniques



Pre-requisite Skills

The Design Pre-requisite Skills program is compulsory for all UIC Design students to learn the basic skills of design principles and program applications.

The program comprises the following units:

1. Drawing and perspective (3D and 2D Medium)

The aim of this unit is to introduce students to various basic drawing and perspective through different techniques and mediums. Beginning with a desire to explore, students are expected to become proficient in creativity techniques, especially using 2D and 3D, which they must use to enhance their critical thinking and expand their imaginative thought. Students will develop an understanding of the basic methods involved in applying different creativity techniques to problem solving. Their individuality and originality will also be encouraged.

2. Typography 1

The aim of this unit is to introduce students to basic typography as one of the most important parts in graphic design layout and as a compositional tool for effective communication. Students will learn a brief history of typography, type anatomy, typeface families, type foundry, the architecture of type from the single letter form to an entire page layout, type measurements as well as their relationship with characters.

3. Colour Theory

In this class, students will learn the fundamentals of understanding colour. Using case studies, students will have to observe and experience the use of colours in the real world. Students will experience what/how tone and meaning of each colour can convey to an audience; the basic principles of colour, and know how to create impact and harmony through the specific use of colour. Students will start from learning a basic colour wheel to more advanced knowledge of colour.

4. Introduction to Visual Communication

Students will explore the basics of principles and elements of design, from exploring the creative process of image-making to communicating information to the minds of others and how to move them. Students will learn to create images from a simple pictogram to more detailed images that are visually attractive. Students will understand what creates effective visual design and learn the basics of the language of design.

5. Introduction to Photoshop

This course introduces students to Adobe Photoshop as a key digital imaging application. Students will learn to develop their skills to master the drawing tools, image retouching, photo manipulation, layers, trends, colours, light, painting tool and any special effect required to create good artwork and design.

6. Introduction to Illustrator

The aim of this unit is to introduce students to the creative potential of 2D design by using Adobe Illustrator as a supporting application in design. Students will be given the opportunity to explore the software and its relevance to their area of study. Students will learn an overview of a variety of vector drawing styles, typography, and the usage of layers.

7. Introduction to Desktop Publishing (InDesign)

In this class, students will be introduced to Adobe InDesign as the basic of layout desktop publishing and an effective tool to create page design layouts for books, magazines, brochures, etc. In this class, students will understand the grid system of page design layout and learn how to design for various print mediums. Students will be prepared to have creative skills in the development of functional and visually engaging layout and composition, using any volume of type within any given space, as well as to have a clear understanding of hierarchy and typographic formalism.

8. Experience Design for Commercial Arts

This course assumes that students have no knowledge of using Apple Macintosh (Mac), or the basics of computer science (whether PC or Mac) and have no experience in using graphic design and multimedia program applications. Students will gain a basic knowledge of computer graphics applications so as to develop them to be 'computer -literate'. Hardware and software instruction will be provided for such topics as operating systems, scanning, printing, digital photo/stills, video cameras, image manipulation/retouching, drawing, text and font, page design layout, interactive and motion/animation.

9. Graphic Design 'Comping' Techniques

Comprehensive sketches, or "comps" are the graphic designer's most powerful visual tool for communicating with clients. In this class, unique to UIC, students will learn how to use the most appropriate materials, tools and techniques to create presentations that show idea development at various stages and various levels of effective design problem-solving. Students learn comping techniques for rough conceptual sketches and progress through to finished presentations of comprehensive layouts and structures. Students will also learn how to make professional-quality mock ups for business presentations, books, magazines, and others. This is a 'cutting edge' class to prepare students for professional careers.

10. Study Skills

This class will teach students how to improve their study skills ability, approach and attitude to learning. Beginning with an exploration of self, followed by the introduction of a range of methods covering time management, note-taking, listening, and reading skills, students are encouraged to enhance and enjoy their learning experience. This class is run for all Business and Design students.

11. Reading & Writing

This class provides students with academic reading and writing skills that are essential for university and the workplace. Students will learn how to write well-structured papers and be introduced to various systems of research and documentation. This class is run for all Business and Design students.

Teaching and Assessment for these skills

Teaching is mainly through lectures and tutorials, but may also involve other activities such as group projects and case study analysis. All modules are assessed through a combination of coursework (essays, presentations, reports, etc).

Core Units

1. Computer Applications in Art & Design

The aim of this unit is to introduce students to the creative potential of the computer in the context of 2D design. It will provide the opportunity to explore software and its relevance to the area of study. It aims to provide an overview of a variety of painting, drawing, typographic and desktop publishing software. Students are encouraged to learn combinations of traditional and digital design practices that lead to innovative presentations.

2. Historical and Contextual Referencing

This unit introduces students to the cultural history which informs current thought and debate in design. Emphasis is on research and study skills and learners must acquire source material and knowledge. Presentation skills will also be applied in a practical context.

3. Ideas Generation

This unit introduces a number of idea-generating techniques to demonstrate that creative thinking is a skill that can be continually developed. Students will originate ideas which fulfil graphic communication objectives and will also be required to use mark-making techniques to express their ideas on paper. Students will be able to identify cultural contexts in which their ideas can be most effective.

4. Drawing Techniques and Approaches

In this unit, students will be encouraged to develop visual thinking and creativity as fundamental to all design work. It will enable students to experiment with drawing approaches and techniques in order to broaden their experience and understanding of visual language. Students will need to use materials and media which are specific to design, as well as unusual materials and media which will extend their visual language and creativity.

5. Critical Study

This unit provides students with knowledge, understanding and skills to define and research a historical context and relate it to the present. It also provides an opportunity for students to evaluate these references within the context of their chosen specialism. The aim of the unit is for the student to develop an independent view of one area of design context that relates closely to their own work.

6. Ideas in Context

This unit extends and develops ideas generation. Students are required to generate ideas to fulfil complex graphic communication objectives involving commercial constraints. Students will adapt ideas to suit a range of different applications, and work with others in generating and developing ideas. Students must also prepare ideas for professional presentation.

7. Professional Studies

This unit is intended to help students relate practical studies in design to a professional context. It deals with legislation affecting designers and develops understanding of professional ethics and responsibilities. The unit requires students to examine business organisations and to compare job roles of designers working in different kinds of organisations. Students are also expected to investigate the ethics and responsibilities of designers in relation to society and the environment.





Compulsory Specialist Units

1. Image Manipulation Applications

The aim of this unit is for students to capture, digitise, manipulate and create images to produce high quality graphics and interfaces for use in multimedia applications, video, animations and internet applications. Students will also review the work of digital artists.

2. Visual Communication

The aim of this unit is to explore meanings, messages and information that are communicated in design work. Students will explore professionals' work to develop understanding of how they use visual language to communicate with an intended audience, purchaser or user. Students will apply their skill and understanding of visual language to create effective work.

3. Editorial Design

This unit will give students more experience in applying the fundamental principles of handling text material, using traditional skills to complement and inform digital editorial design. An exploration of ideas in structuring and presenting text material and imagery will enable students to produce solutions that communicate effectively in a variety of editorial design contexts.

4. Corporate Identity

In this unit, students apply design to corporate identity through an understanding of the historical origins, philosophy and contexts in which corporate identity has evolved. Students will also gain practical experience in developing and applying creative and effective solutions through logotypes, symbols and styles of presenting a corporate message.

5. Packaging

In this unit, students examine packaging as a starting point for gaining knowledge and confidence in producing new and radical packaging solutions. Consideration of practical, cosmetic and environmental issues will be combined with awareness of the needs of current technology in packaging manufacturing and a creative and practical exploration of materials and processes.



Pathway Units

1. Copywriting for Advertising

This unit is about working with other students to devise ideas for advertising. Students will work in creative teams which will mirror industrial practice. The unit requires students to develop their general writing skills and learn more specific skills in copywriting. In doing so, students will write copy for a variety of advertising media.

2. Products, Marketing and Advertising Media

This unit concerns the relationships between products, markets and the media. Students will investigate categories and characteristics of products and learn how brands are created and developed. They will also learn how to identify target markets by analysing demographic factors and using classification systems. By examining the role of product and market research and investigating advertising media, students will develop an understanding of the business context in which advertising operates.

3. Advertising Campaigns

This unit is about the production of advertising. Students will study the operations and functions of advertising agencies, learn how advertising objectives are defined and gain an understanding of what goes into developing advertising strategies. By devising advertisements in response to advertising briefs, students will develop an understanding of how advertising campaigns work.

4. Art Direction for Advertising

This unit is about working with other students devise ideas for advertising. Students will work in creative teams which mirror industrial practice. The unit also requires students to produce visual concepts for advertising using typographic design skills. Students will also practise directing the work of others in developing and producing visual concepts for advertising.

5. Multimedia Web Authoring

The aim of this unit is to enable students to produce interactive web pages that have multimedia content. The unit will cover the creation of HTML (Hypertext Markup Language) code through to the inclusion of Java applets to enhance web page design and production.

6. Multimedia Design and Authoring

Through this unit students will learn to design and evaluate a prototype multimedia system using an iterative approach. Through research and practice, students will identify user needs and content. Students will design the structure, interaction and components of the interface. A psychological understanding will be encouraged to give students a broad understanding of the use of colour, metaphors and navigational systems. Prototypes will be designed through exploration of software prototyping tools and techniques.

7. Developing A Personal Style

Students will already have chosen a particular specialisation with an individual style of expression and area of illustration. Students will explore a broad range of media to communicate a wide range of messages using historical and current examples. Students will be encouraged to experiment and explore the limits of their preconceived ideas and abilities. Current fashions in visual communication will be put in context and students will be encouraged to look towards their lifelong development in design.

8. Animation Techniques

This unit aims to provide the student with an introduction to a variety of animation techniques used in multimedia and video. The unit will equip the student with the knowledge and skills needed to select the technique most suitable for meeting production requirements.

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The UniSadhuGuna Group

UIC is part of the UniSadhuGuna (USG) private higher educational group in Indonesia which has over 25 years' experience in education, and now provides a wide range of services for over 30,000 students a year. UniSadhuGuna is derived from the Sanskrit words meaning 'noble scholar' and was set up by Yayasan Persaudaraan Bangbayang '66. This dynamic Foundation comprises business and social leaders, all former graduates of Indonesia's finest universities.

The USG Group has links with over 50 leading universities, colleges, and professional associations around the world including in Australia, the UK, the US, Europe, Malaysia and Singapore:



The British Institute,
founded in 1984 - the English language study programs provider for kindergarten students to the corporate sector, including the tertiary education sector.



Unistart,
the trusted student counseling specialist in international education providing careers counseling, education and placement, and student welfare.



UniSadhuGuna Testing Centre (UTC),
the testing centre that conducts ICAS, the popular test to measure students' suitability for university study, as well as tests for over 25 leading, global universities and professional associations.



Uniprep,
founded in 1994 - UNSW Foundation Year



UniSadhuGuna Business School (UBS),
Indonesia's only private business school with its undergraduate curriculum designed by the Management Institute, University of Indonesia, Economics Faculty (LM-FEUI); other professional programs are supported by world-class awarding bodies.



Unitech,
the IT consultancy that provides infrastructure and software development products and services primarily for the education sector.