

## **Management**

### **Introduction**

The curriculum of the management program is designed as an anticipation to dynamics global competition, which requires organizational leadership and entrepreneurial skills with a strong ICT base and capability to continuously adapt and innovate in order to maintain sustainable growth and contribute to the society and the nation. This program will develop students knowledge in managing a company's operation and fostering their problem-solving skills to cope with challenging situation. In this regard, the curriculum materials will emphasize on the art of business, innovation and strategic thinking that are required to become a manager or business leader.

The graduates are expected to gain their potential to become future leader that can address business challenges through the following competencies, such as: ability to develop and manage the business, ability to apply information technology applications in business, ability to pursue the digital economy business, ability to optimize the capability and capacity of the organization and its resources, the ability to optimize with the use of management information systems and readiness to work in various field both nationally and internationally. Management Curriculum also provides schematics and platform through the 3 + 1 Program, that allow the students to improve their practical and managerial capabilities as required by industry and to maintain its sustainable growth, and empowering the society and the nation.

The program uses, a multi-channel learning model. In this model, the students will have face to face sessions in the classroom, perform the self study by using textbooks, e-book, video material and collaborative online learning. The method is intended to encourage the students to learn independently by utilizing all available accesses and technology. Furthermore, by introducing ICT technology based learning module, it will open a broad access for students to explore various educational resources from abroad.

### **Vision**

To be an internationally recognized business school in the continuous pursuit of innovation in education.

### **Mission**

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

### **Learning Goals**

By the completion of our program

#### **1. Management Concept**

Each student should be able to comprehend business and management concept.

#### **2. Creative Thinking and Entrepreneurial Skills**

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

#### **3. Global Mindset**

Each student should be able to perform global mindset in exercising business concept.

#### **4. Ethics**

Each student should be able to apply ethical and professional values.

## Prospective Career of the Graduates

The graduate of the Management study program will have the skills in a wide range of professions such as in management and business consultant, as a middle manager in enterprises (including manufacturing, services, hospitals, hotels, banks, education, e-business) as well as being an entrepreneur including the profession in the field of management that requires the ability to understand the utilization of ICT for business solutions by demonstrating the competencies listed above, BINUS Business School Undergraduate Program Management will be ready to face the dynamic challenges of business.

## Curriculum

The curriculum is based on the National Curriculum and Management program association that covers Management knowledge and skills as well as attitude to support core competence in the following optional subjects:

1. **E-Business:** Graduates will be expected to comprehend the design and management of the business in the digital era.
2. **Business Development Management:** Graduates will be able to integrate management principles and new business initiation into a comprehensive strategic plan that promotes sustainable growth.
3. **Business and Organization:** Graduates will be able to develop leadership skills, control and the business managerial role to anticipate challenges and competition of global organizations and businesses.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6011	Introduction to Management and Business*	4	20	
	ACCT6087	Introduction to Accounting	4		
	MATH6048	Business Mathematics	4		
	LAWS6075	Legal Aspect in Economics	2		
	ECON6005	Microeconomics	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	21	
	ECON6006	Macroeconomics* <sup>&amp;***</sup>	4		
	ISYS6181	Management Information Systems for Leader	4		
	ENTR6003	Entrepreneurship I	2		
	MKTG8005	Marketing Management*	4		
	COMP6203	Office for Professional	2		
	LANG6061	Indonesian	1		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	MGMT6038	Cross Cultural Management	2		
	COMM8006	Business Communication**	2		
	MGMT6012	Human Resources Management	4		
	ECON8009	Managerial Economics**	4		
	BUSS6066	Business Ethics	2		
	STAT8067	Business Statistics I	2		

Sem	Code	Course Name	SCU	Total		
	<b>Stream : Business and Organization</b>					
	MGMT6274	Management and Organization*&***	4			
	<b>Stream : Business Development Management</b>					
	MGMT6275	Customer Relationship Management*&***	4			
	<b>Stream : E-Business</b>					
	ISYS6447	E-Business System*&***	4	24		
4	CHAR6015	Character Building: Agama	2			
	ACCT6049	Managerial Accounting	4			
	FINC6001	Financial Management**	4			
	ENTR6004	Entrepreneurship II	2			
	<b>Stream : Business and Organization</b>					
	MGMT6046	Management Science	4			
	MGMT6276	Leadership & Managing Human Capital in Organization*	4			
	MGMT6145	Compensation and Performance Management*&***	2			
	MGMT6033	Advanced Topics in Business and Organization	2			
	<b>Stream : Business Development Management</b>					
	BUSS6109	Business Development	4			
	MGMT6196	Project Management	4			
	BUSS6068	Managing Innovation and Knowledge*	2			
	MKTG6165	Market Research	2			
	<b>Stream : E-Business</b>					
	COMP6405	Website Design	2/2			
	FINC6081	Analysis on E-Business Investment*&***	2			
	ISYS6084	Database	2/2			
	ISYS6085	Advanced Topics in E-Business	2			
	5	RSCH6026	Research Methodology**		4	22
		STAT8068	Business Statistics II		2/2	
		MGMT6018	Operational Management**		4	
		<b>Stream : Business and Organization</b>				
		MGMT6144	Corporate Governance*	4		
PSYC6100		Industrial and Organization Psychology	2			
MGMT7314		Strategic Management***&***	4			
<b>Stream : Business Development Management</b>						
BUSS6069		Business Simulation	2			
BUSS6070		Business Negotiation Strategy*	4			
BUSS6071		Organization Development Strategy***	4			
<b>Stream : E-Business</b>						
ISYS8175		E-Business Strategy and Implementation*	4			
MGMT6029		Knowledge Management*	2			
MKTG6100		e-Marketing and e-CRM*&***	4			
6		<b>Stream : Business and Organization</b>			15	
	Enrichment Program I		15			
	<b>Stream : Business Development Management</b>					
	Enrichment Program I		15			
	<b>Stream : E-Business</b>					
Enrichment Program I		15				

Sem	Code	Course Name	SCU	Total
7	<b>Stream : Business and Organization</b>		16	16
	Enrichment Program II			
	<b>Stream : Business Development Management</b>		16	
	Enrichment Program II			
	<b>Stream : E-Business</b>		16	
Enrichment Program II				
8	MGMT6017	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) This course is delivered in English

\*\*) Global Learning System course

\*\*\*) Entrepreneurship Embedded

#### English University Courses:

- ) For 1<sup>st</sup> Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
- ) For 2<sup>nd</sup> Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

#### Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):

- ) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

#### Enrichment Track Scheme

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	
6		v					v					
7		v						v				
8		v							v			
9		v								v		
10		v									v	
11			v				v					
12			v					v				
13			v						v			
14			v							v		
15			v								v	
16				v			v					
17				v				v				

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
18				v					v			
19				v						v		
20					v		v					
21					v			v				
22					v				v			
23					v					v		
24					v						v	

Notes:

IN : Internship  
 RS : Research  
 EN : Entrepreneurship  
 CD : Community Development  
 SA : Study Abroad  
 etc : Study Program Special Purposes

Notes:

Student will take one of enrichment program tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total	
<b>Enrichment Program I</b>				
<b>Stream : Business and Organization</b>				
MGMT6124	Industrial Experience	8	15	
MGMT6125	Business & Organization in Industrial Experience	2		
MGMT6126	Organizational Performance & Evaluation in Industrial Experience	2		
MGMT6217	Entrepreneurial and Industrial Business Development	3		
<b>Stream : Business Development Management</b>				
MGMT6197	Industrial Experience	8		
MGMT6198	Business Development in Industrial Experience	2		
MGMT6199	Project Management in Industrial Experience	2		
MGMT6228	Entrepreneurial and Industrial Business Development	3		
<b>Stream : E-Business</b>				
MGMT6130	Industrial Experience	8		
MGMT6131	E-Business Management in Industrial Experience	2		
MGMT6132	E-Business Application in Industrial Experience	2		
MGMT6216	Entrepreneurial and Industrial Business Development	3		
<b>Enrichment Program II</b>				
<b>Stream : Business and Organization</b>				
MGMT6134	Professional Experience	8	16	
MGMT6135	Business & Organization in Professional Experience	2		
MGMT6136	Organizational Performance & Evaluation in Professional Experience	2		
MGMT6137	Business Management and Professional Development	4		

Code	Course Name	SCU	Total
<b>Stream : Business Development Management</b>			16
MGMT6201	Professional Experience	8	
MGMT6202	Business Development in Professional Experience	2	
MGMT6203	Project Management in Professional Experience	2	
MGMT6204	Business Management and Professional Development	4	
<b>Stream : E-Business</b>			
MGMT6140	Professional Experience	8	
MGMT6141	E-Business Management in Professional Experience	2	
MGMT6142	E-Business Application in Professional Experience	2	
MGMT6143	Business Management and Professional Development	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these courses)</b>			15
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
<b>Enrichment Program I: (For students who take Entrepreneurship track in semester 6 and 7, should take these courses)</b>			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
<b>Enrichment Program II (For students who take Entrepreneurship track in semester 6 and 7, should take these courses)</b>			16
ENTR6278	Growing a Business	8	
ENTR6279	Lean Start Up & Business Plan	2	
ENTR6280	Venture Capital	2	
ENTR6250	Entrepreneurship and Managing the Business Operation	4	
<b>Enrichment Program II: (For students who only take Entrepreneurship track in semester 7, should take these courses)</b>			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6249	Entrepreneurship and Managing New Business	4	

**Enrichment Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
RSCH6370	Research for Business Management	8	
RSCH6371	Scientific Writing in Business Management	4	
RSCH6372	Global Entrepreneurship and Business Development	3	
<b>Enrichment Program II</b>			16
RSCH6373	Research for Industrial Competition	8	
RSCH6374	Scientific Writing in Management Research	4	
RSCH6375	Global Entrepreneurship and Industrial Competition	4	

**Enrichment Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
CMDV6120	Community Outreach Project Implementation	8	
CMDV6091	Community Outreach Project Design in Management	4	
CMDV6092	Socio Entrepreneurship Development	3	
<b>Enrichment Program II</b>			16
CMDV6117	Community Development Project Implementation	8	
CMDV6093	Community Development Project Design in Management	4	
CMDV6094	Managing Socio Entrepreneurship	4	

**Enrichment Study Abroad Track**

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			15
<b>Enrichment Program I</b>			
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			16
GLOB6017	Elective Course for Study Abroad 13	4	
GLOB6018	Elective Course for Study Abroad 14	4	
GLOB6019	Elective Course for Study Abroad 15	4	
GLOB6020	Elective Course for Study Abroad 16	4	
GLOB6021	Elective Course for Study Abroad 17	2	
GLOB6022	Elective Course for Study Abroad 18	2	
GLOB6023	Elective Course for Study Abroad 19	2	
GLOB6024	Elective Course for Study Abroad 20	2	
GLOB6025	Elective Course for Study Abroad 21	2	
GLOB6026	Elective Course for Study Abroad 22	2	
GLOB6027	Elective Course for Study Abroad 23	2	
GLOB6028	Elective Course for Study Abroad 24	2	

\*)Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

### The Table of Prerequisite for Management (S1)

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
ACCT6049	4	4	ACCT6087	4	1
MGMT6017	6	8	RSCH6026	4	5
<b>Stream : Business and Organization</b>					
MGMT7314	4	5	MGMT6012	4	3
MGMT6144	4	5	MGMT6274	4	3
<b>Stream : E-Business</b>					
ISYS8175	4	5	ISYS6447	4	3
<b>Stream : Business Development Management</b>					
BUSS6071	4	5	MGMT6011	4	1



**Student should pass all of these quality controlled courses as listed below :**

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	MKTG8005	Marketing Management	C
4.	ISYS6181	Management Information Systems for Leader	C
5.	MGMT6012	Human Resources Management*	C
6.	ECON6005	Microeconomics	C
<b>Stream: Business and Organization</b>			
7.	MGMT6274	Management and Organization*	C
8.	MGMT6276	Leadership and Managing Human Capital in Organization*	C
<b>Stream: Business Development Management</b>			
7.	BUSS6109	Business Development	C
8.	BUSS6071	Organization Development Strategy*	C
<b>Stream: E-Business</b>			
7.	ISYS6447	E-Business System*	C
8.	ISYS8175	E-Business Strategy and Implementation*	C

\*) Tutorial & Multipaper