Management

Introduction

The curriculum of the management program is designed as an anticipation to dynamics global competition, which requires organisational 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 a challenging situation. In this regard, the curriculum materials will emphasise 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 leaders. They can address business challenges through the following competencies: the ability to develop and manage the business, ability to apply information technology applications in business, ability to pursue the digital economy business, ability to optimise the capability and capacity of the organisation and its resources. They also are going to have the ability to optimize the use of management information systems and readiness to work in the 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 utilising 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 management and business consultant, as a middle manager in enterprises (including manufacturing, services, financial sector, education, e-business), and entrepreneur who understand the utilisation of ICT for business solutions. By demonstrating the competencies listed above, BINUS Business School Undergraduate Program Management will be ready to encounter 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 compehend 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	ISYS6181	Management Information Systems for Leader	4	20
	MATH6048	Business Mathematics	4	
	ECON6006	Macroeconomics*&*** - (AOL)	4	
	MGMT6011	Introduction to Management and Business* - (AOL)	4	
	COMM8006	Business Communication** - (AOL)	2	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	21
	ACCT6087	Introduction to Accounting	4	
	ECON6005	Microeconomics	4	
	MGMT6012	Human Resources Management - (AOL)	4	
	LAWS6075	Legal Aspect in Economics	2	
	COMP6647	Excel for Business	2	
	LANG6061	Indonesian	1	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	22
	STAT8067	Business Statistics I	2	
	ECON8009	Managerial Economics**	4	
	ACCT6049	Managerial Accounting	4	
	ENTR6509	Entrepreneurship: Ideation	2	
	MKTG8005	Marketing Management* - (AOL)	4	

Sem	Code	Course Name	SCU	Total
3	**Stream : Business and Organization**			
	MGMT6022	Management and Organization*	4	
	Stream : Business Development Management			
	MGMT6339	Customer Relationship Management*	4	
	Stream : E-Business			
	ISYS6079	E-Business System*	4	
4	CHAR6015	Character Building: Agama	2	24
	STAT8068	Business Statistics II - (AOL)	2/2	
	MGMT6018	Operational Management**	4	
	ENTR6510	Entrepreneurship: Prototyping	2	
	Stream : Business and Organization			
	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	
	Stream : Business Development Management			
	BUSS6109	Business Development	4	
	MGMT6196	Project Management	4	
	MKTG6165	Market Research	2	
	BUSS6068	Managing Innovation and Knowledge*	2	
	Stream : E-Business			
	COMP6405	Website Design	2/2	
	FINC6081	Analysis on E-Business Investment*&***	2	
	ISYS6084	Database	2/2	
	ISYS6085	Advanced Topics in E-Business	2	
5	FINC6001	Financial Management	4	22
	BUSS6066	Business Ethics - (AOL)	2	
	MGMT6038	Cross Cultural Management - (AOL)	2	
	RSCH6026	Research Methodology**	4	
	ENTR6511	Entrepreneurship: Market Validation	2	
	Stream : Business and Organization			
	MGMT6340	Corporate Governance*	2	
	PSYC6100	Industrial and Organization Psychology	2	
	MGMT6341	Strategic Management**	4	
	Stream : Business Development Management			
	BUSS6069	Business Simulation - (AOL)	2	
	BUSS6070	Business Negotiation Strategy*	4	
	BUSS6163	Organization Development Strategy	2	
	Stream : E-Business			
	ISYS8175	E-Business Strategy and Implementation*	4	
	MGMT6029	Knowledge Management*	2	
	MKTG6269	e-Marketing and e-CRM*	2	
6	**Stream : Business and Organization**			15
	Enrichment Program I		15	
	Stream : Business Development Management			
	Enrichment Program I		15	

Sem	Code	Course Name		SCU	Total
6	**Stream : E-Business**				
	Enrichment Program I			15	
7	**Stream : Business and Organization**				16
	Enrichment Program II			16	
	Stream : Business Development Management				
	Enrichment Program II			16	
	Stream : E-Business				
	Enrichment Program II			16	
8	MGMT6017	Thesis		6	6
			TOTAL CREDIT 146 SCU		

*) This course is delivered in English

**) Global Learning System Course

-) AOL – Assurance of Learning Process System

English University Courses:

-) For 1st 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 2nd 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

-) Students must pass English Savvy with a minimum Grade of C.

Enrichment Program I (6th Semester) & Enrichment Program II (7th 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	

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
16				v			v					
17				v				v				
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
Enrichment Program I			
Stream : Business and Organization			
MGMT6124	Industrial Experience	8	
MGMT6125	Business & Organization in Industrial Experience	2	
MGMT6126	Organizational Performance & Evaluation in Industrial Experience	2	
MGMT6217	Entrepreneurial and Industrial Business Development	3	
Stream : Business Development Management			
MGMT6197	Industrial Experience	8	15
MGMT6198	Business Development in Industrial Experience	2	
MGMT6199	Project Management in Industrial Experience	2	
MGMT6228	Entrepreneurial and Industrial Business Development	3	
Stream : E-Business			
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	
Enrichment Program II			
Stream : Business and Organization			
MGMT6134	Professional Experience	8	
MGMT6135	Business & Organization in Professional Experience	2	16
MGMT6136	Organizational Performance & Evaluation in Professional Experience	2	
MGMT6137	Business Management and Professional Development	4	

Code	Course Name	SCU	Total
Stream : Business Development Management			
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	16
Stream : E-Business			
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
Enrichment Program I: *(For students who only take Entrepreneurship track in semester 6, should take these courses)*			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
Enrichment Program I: *(For students who take Entrepreneurship track in semester 6 and 7, should take these courses)*			15
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
Enrichment Program II *(For students who take Entrepreneurship track in semester 6 and 7, should take these courses)*			
ENTR6278	Growing a Business	8	
ENTR6279	Lean Start Up & Business Plan	2	
ENTR6280	Venture Capital	2	
ENTR6250	Entrepreneurship and Managing the Business Operation	4	
Enrichment Program II: *(For students who only take Entrepreneurship track in semester 7, should take these courses)*			16
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
Enrichment Program I			
RSCH6370	Research for Business Management	8	15
RSCH6371	Scientific Writing in Business Management	4	
RSCH6372	Global Entrepreneurship and Business Development	3	
Enrichment Program II			
RSCH6373	Research for Industrial Competition	8	16
RSCH6374	Scientific Writing in Management Research	4	
RSCH6375	Global Entrepreneurship and Industrial Competition	4	

Enrichment Community Development Track

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

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	15
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
Enrichment Program II			
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	16
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	Managerial Accounting	4	3	ACCT6087	Introduction to Accounting	4	2
MGMT6017	Thesis	6	8	RSCH6026	Research Methodology	4	5
Stream : Business and Organization							
MGMT6341	Strategic Management	4	5	MGMT6012	Human Resources Management	4	2
MGMT6340	Corporate Governance	2	5	MGMT6022	Management and Organization	4	3
Stream : E-Business							
ISYS8175	E-Business Strategy and Implementation	4	5	ISYS6079	E-Business System	4	3
Stream : Business Development Management							
BUSS6163	Organization Development Strategy	2	5	MGMT6011	Introduction to Management and Business	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.	ENTR6511	Entrepreneurship: Market Validation	C
3.	MKTG8005	Marketing Management	C
4.	ISYS6181	Management Information Systems for Leader	C
5.	MGMT6012	Human Resources Management*	C
6.	ECON6005	Microeconomics	C
Stream: Business and Organization			
7.	MGMT6022	Management and Organization*	C
8.	MGMT6276	Leadership and Managing Human Capital in Organization*	C

No	Course Code	Course Name	Minimal Grade
Stream: Business Development Management			
7.	BUSS6109	Business Development	C
8.	BUSS6163	Organization Development Strategy*	C
Stream: E-Business			
7.	ISYS6079	E-Business System*	C
8.	ISYS8175	E-Business Strategy and Implementation*	C

*) Tutorial & Multipaper