

Management

Introduction

The design of Management study program curriculum reflects the aim of the study program to adapt and anticipate the environment changes at present and in the future. This objective is achieved by improving the students' knowledge on core subjects. In this case, Management curriculum gives priority on the materials which emphasize the science and art of business concepts and methods. Students are guided and encouraged to think either as manager or business leader. With this view, graduates are expected to have potential to be manager in the future because they can demonstrate the following competencies:

1. Ability to design and manage a business
2. Knowledge and ability to apply information technology applications in business
3. Knowledge of organizational perspectives in marketing, finance, human resources, operations and information systems management
4. Readiness to work in various fields both nationally and internationally

Method of learning used, known as multi-channel learning model, is expected to motivate students to be long-life learners as well as getting involved in social community. In this model, the students will have face-to-face sessions in class, then self-study by using textbooks and CD-ROM, and finally collaborative online learning. The method is intended to encourage the students' to learn independently by using the technology available. Furthermore the method opens the access for students exploring a variety of learning sources from overseas.

Vision

To be an internationally recognized business management study program with ICT driven and entrepreneurial ability

Mission

The mission of Management Department is to contribute to the global community through the provision of world-class education by :

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents
2. Educating students with a knowledge, skills and practice in International Marketing, Entrepreneurship, E-business, and business organization and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial managers to lead and work in a wide variety of business contexts and industries.
4. Conducting research and professional services for international marketing, entrepreneurship, e-business and business organizations.
5. Improving competitive managerial skills through impression management, strategic and collaborative influence.

Program Objective

The objectives of the program are :

1. To provide students with fundamental knowledge in Management Science & Business that they will need in management practices.
2. To provide students with Management and Business Skills integrated with IT & high Impact Research related to business, management, marketing, finance and business organization, providing adequate tools for business analysis in these areas.
3. To prepare each student to be an entrepreneur and agent of change by utilizing knowledge & skills in international marketing and business.

Graduate Competency

At the end of the program, graduates will be able to :

1. Demonstrate and apply their knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking on current business cases, and develop research programs for problem solving in business.
4. Apply information systems in business strategy
5. Analyze Ebusiness strategy
6. Deploy management knowledge and skills to cope with an unpredictable environment
7. Create an innovative business

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 consultants, as a middle manager in enterprises (including manufacturing, services, hospitals, hotels, banks, education, agri-business) as well as being an entrepreneur, all of which require the need for a thorough knowledge of information technology. By demonstrating the competencies listed above, BINUS UNIVERSITY Management graduate will be ready to face dynamic challenges of business.

Curriculum

The curriculum is based on both the National Curriculum and Management study 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 new methods in business in the digital era
2. **Entrepreneurship:** Graduates will demonstrate the knowledge and skill to build as well as manage a new venture.
3. **Business and Organization:** Graduates will be able to implement capability of taking on challenges and compete of global organization and business

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	J0084	Introduction to Management and Business	4		
	J0254	Introduction to Accounting	4		
	K0644	Business Mathematics	4		
	G1372	English Entrant	2		
	J0282	Introduction to Information Technology	2		
	J0292	Computer Laboratory I	2		
2	CB422	CB: Spiritual Development	2	20	
	J0024	Microeconomics	4		
	J0114	Marketing Management	4		
	M0374	Management Information Systems	4		
	J1562	Business Statistic I	2		
	G1382	English in Focus	2		
	J0302	Computer Laboratory II	2		
3	J0034	Macroeconomics	4	22	
	A0144	Financial Management	4		
	J0124	Human Resources Management	4		
	J0434	Managerial Economics	4		
	G1392	English Savvy	2		
	Stream : Business and Organization				
	J1582	Introduction to Psychology	2		
	J1592	Organization Behaviour	2		
	Stream : Entrepreneurship				
	J0754	Managing Entrepreneurial Organization	4		
	Stream : E-Business				
	J0324	eBusiness System	4		
	4	CB432	CB: Interpersonal Development		2
J1522		Legal Aspect in Economics	2		
J0334		International Business	4		
F0254		Managerial Accounting	4		
EN001		Entrepreneurship I	2		
Stream : Business and Organization					
J0744		Management and Organization	4		
J1604		Management Science	4		
Stream : Entrepreneurship					
J0782		Global Entrepreneurial Leadership	2		
J1186		Quantitative Business Analysis	4/2		
Stream : E-Business					
J0524		Website Design	2/2		
J0794		eCorporation Management	4		

Sem	Code	Course Name	SCU	Total	
5	CB442	CB: Professional Development	2	21/23/23	
	J1574	Business Statistics II	2/2		
	J0444	Operational Management	4		
	J0612	Business Communication	2		
	Stream : Business and Organization				
	J1653	Organization Culture and Power *	3		
	J1832	Industrial and Organization Psychology	2		
	J0134	Strategic Management	4		
	Stream : Entrepreneurship				
	J0832	Entrepreneurial Finance	2		
	J0134	Strategic Management	4		
	J1665	Entrepreneurial Marketing *	5		
	Stream : E-Business				
	J1673	Analysis on eBusiness Investment*	3		
	J0974	Database	2/2		
	J1614	eBusiness Strategy and Implementation	4		
6	J0894	Research Methodology	4	20/18/18	
	EN002	Entrepreneurship II	2		
	Stream : Business and Organization				
	J0764	Leadership & Managing Human Capital in Organization	4		
	J0494	Change Management	4		
	J1844	Compensation and Performance Management	4		
	J1622	International Human Resource Management	2		
	Stream : Entrepreneurship				
	J0942	Advanced Topics in Entrepreneurship	2		
	J0934	Sustainability Management	4		
	J0704	Business Plan	4		
	J0952	Financing and Credit Institution	2		
	Stream : E-Business				
	J0912	Knowledge Management	2		
	J1092	Advanced Topics in eBusiness	2		
	J0494	Change Management	4		
J1104	Strategic Information System	4			

Sem	Code	Course Name	SCU	Total	
7	J1202	Cross Cultural Management	2	15	
	Stream : Business and Organization				
	J1032	Corporate Governance	2		
	J1042	Advanced Topics in Business and Organization	2		
	J1634	Strategic Human Resource Management	4		
	J1685	Business and Organization Seminar*	5		
	Stream : Entrepreneurship				
	J1064	Entrepreneurship Seminar	4		
	J1644	Managing Innovation	4		
	J1693	Salesmanship and Merchandising*	3		
	J1072	Lab. Business Plan	2		
	Stream : E-Business				
	J1644	Managing Innovation	4		
	J1114	eBusiness Seminar	4		
J1705	e-Marketing and e-CRM*	5			
8	J0366	Thesis	6	6	
	Elective Courses				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
TOTAL CREDIT 146					

*) Entrepreneurship embedded

The Table of Prerequisite for Management (S1)

Subject	Credits	Subject	Credits		
F0254	Managerial Accounting	4	J0254	Introduction to Accounting	4
J0366	Thesis	6	J0894	Research Methodology	4
Stream : Business & Organization					
J0134	Strategic Management	4	J0124	Human Resources Management	4
J1844	Compensation and Performance Management	4	J0744	Management and Organization	4
Stream : Entrepreneurship					
J0754	Managing Entrepreneurial Organization	4	J0084	Introduction to Management and Business	4
J0952	Financing and Credit Institution	2	A0144	Financial Management	4
Stream : E'Business					
J1104	Strategic Information System	4	M0374	Management Information Systems	4
J1614	eBusiness Strategy and Implementation	4	J0324	eBusiness System	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management *	C
6	J0024	Microeconomics	C
Stream			
Business and Organization			
7	J0744	Management and Organization*	C
8	J1653	Organization Culture and Power*	C
Entrepreneurship			
7	J0704	Business Plan*	C
8	J1665	Entrepreneurial Marketing*	C
E-Business			
7	J0324	eBusiness System*	C
8	J1614	eBusiness Strategy and Implementation*	C

*)Tutorial & Multipaper