

## **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	MGMT6011	Introduction to Management and Business	4	20	
	ACCT6087	Introduction to Accounting	4		
	MATH6048	Business Mathematics	4		
	LAWS6075	Legal Aspect in Economics	2		
	COMP6015	Introduction to Information Technology	2		
	COMP6151	Computer Laboratory I	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ECON6005	Microeconomics	4		
	ISYS6118	Management Information Systems	4		
	STAT8067	Business Statistics I	2		
	MKTG8005	Marketing Management	4		
	COMP6152	Computer Laboratory II	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	ECON6006	Macroeconomics	4		
	FINC6001	Financial Management	4		
	MGMT6012	Human Resources Management	4		
	ECON8009	Managerial Economics	4		
	<b>Stream : Business and Organization</b>				
	PSYC6004	Introduction to Psychology	2		
	MGMT6045	Organization Behaviour	2		
	<b>Stream : Entrepreneurship</b>				
	MGMT6023	Managing Entrepreneurial Organization	4		
	<b>Stream : E-Business</b>				
	ISYS6079	eBusiness System	4		
	4	CHAR6015	Character Building: Agama		2
COMM8006		Business Communication	2		
ACCT6049		Managerial Accounting	4		
BUSS7001		International Business	4		
ENTR6003		Entrepreneurship I	2		
<b>Stream : Business and Organization</b>					
MGMT6022		Management and Organization	4		
MGMT6046		Management Science	4		
<b>Stream : Entrepreneurship</b>					
MGMT6025		Global Entrepreneurial Leadership	2		
MGMT6036		Quantitative Business Analysis	4/2		
<b>Stream : E-Business</b>					
COMP6016		Website Design	2/2		
ISYS6083	e-Corporation Management	4			

Sem	Code	Course Name	SCU	Total
5	STAT8068	Business Statistics II	2/2	23
	MGMT6018	Operational Management	4	
	MGMT6038	Cross Cultural Management	2	
	<b>Stream : Business and Organization</b>			
	MGMT6049	Organization Culture and Power*	3	
	PSYC6100	Industrial and Organization Psychology	2	
	MGMT7013	Strategic Management	4	
	MGMT6024	Leadership & Managing Human Capital in Organization	4	
	<b>Stream : Entrepreneurship</b>			
	FINC6033	Entrepreneurial Finance	2	
	MGMT7013	Strategic Management	4	
	MKTG6036	Entrepreneurial Marketing*	5	
	FINC7035	Financing and Credit Institution	2	
	<b>Stream : E-Business</b>			
	FINC6036	Analysis on eBusiness Investment*	3	
	ISYS6084	Database	2/2	
	ISYS8175	eBusiness Strategy and Implementation	4	
MGMT6029	Knowledge Management	2		
6	RSCH6026	Research Methodology	4	20
	ENTR6004	Entrepreneurship II	2	
	<b>Stream : Business and Organization</b>			
	MGMT6019	Change Management	4	
	MGMT6053	Compensation and Performance Management	4	
	MGMT6047	International Human Resource Management	2	
	MGMT7048	Strategic Human Resource Management	4	
	<b>Stream : Entrepreneurship</b>			
	ENTR6008	Advanced Topics in Entrepreneurship	2	
	MGMT6030	Sustainability Management	4	
	ENTR6007	Business Plan	4	
	ENTR6009	Entrepreneurship Seminar	4	
	<b>Stream : E-Business</b>			
	ISYS6085	Advanced Topics in eBusiness	2	
	MGMT6019	Change Management	4	
ISYS8086	Strategic Information System	4		
ISYS6087	eBusiness Seminar	4		
7	MGMT6071	Internship	4	13
	<b>Stream : Business and Organization</b>			
	MGMT7032	Corporate Governance	2	
	MGMT6033	Advanced Topics in Business and Organization	2	
	MGMT6050	Business and Organization Seminar*	5	
	<b>Stream : Entrepreneurship</b>			
	BUSS6014	Managing Innovation	4	
	MKTG6037	Salesmanship and Merchandising*	3	
	ENTR6010	Lab. Business Plan	2	
	<b>Stream : E-Business</b>			
BUSS6014	Managing Innovation	4		
MKTG6038	e-Marketing and e-CRM*	5		
8	MGMT6017	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) Entrepreneurship embedded.

**English University Courses:**

- ) For 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 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.

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

Mata Kuliah		Kredit	Mata Kuliah Prasyarat		Kredit
ACCT6049	Managerial Accounting	4	ACCT6087	Introduction to Accounting	4
MGMT6017	Thesis	6	RSCH6026	Research Methodology	4
<b>Stream : Business and Organization</b>					
MGMT7013	Strategic Management	4	MGMT6012	Human Resources Management	4
MGMT6053	Compensation and Performance Management	4	MGMT6022	Management and Organization	4
<b>Stream: Entrepreneurship</b>					
MGMT6023	Managing Entrepreneurial Organization	4	MGMT6011	Introduction to Management and Business	4
<b>Stream : E-Business</b>					
ISYS8086	Strategic Information System	4	ISYS6118	Management Information Systems	4
ISYS8175	eBusiness Strategy and Implementation	4	ISYS6079	eBusiness System	4

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

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
<b>Stream</b>			
<b>Business and Organization</b>			
7	MGMT6022	Management and Organization*	C
8	MGMT6049	Organization Culture and Power*	C
<b>Entrepreneurship</b>			
7	ENTR6007	Business Plan*	C
8	MKTG6036	Entrepreneurial Marketing*	C
<b>E-Business</b>			
7	ISYS6079	eBusiness System*	C
8	ISYS8175	eBusiness Strategy and Implementation*	C

\*)Tutorial & Multipaper