

Management

Introduction

The design of management study program curriculum reflects the aim of the study program to adapt and anticipate the business environment changes at present and in the future. This objective is achieved by improving the student's knowledge on core subject. 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 competences, such as: ability to develop and manage a business, ability to apply information technology application in business, knowledge of organizational perspective in organization, human resources, operations and information system management and readiness to work in various field both nationally and internationally. The Management curriculum also provide scheme and platform through 3+1 program, to support students improve both practical and managerial skill.

Method of learning use, known as a multi-channel learning model, is expected to motivated 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 text book 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.

Student Outcomes

After completing the study, graduates are:

1. **Management Concept:** Each student should be able to comprehend the discipline of management
2. **Concept & Skills Integration and Entrepreneurial mindset:** Each student should be able to integrate management concept and skills with entrepreneurial mindset
3. **Ethical, Social & Professional Character:** Each student should be able to exercise ethical and professional values
4. **Awareness of ICT:** Each student should be able to make use of ICT as management tool and business solution

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. **Business Development Management :** Graduates will be able to integrate business development and management principle into the strategic plan in the competitive dynamics of global business
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 | | |
| | ECON6005 | Microeconomics | 4 | | |
| | English University Courses I | | | | |
| | ENGL6128 | English in Focus | 2 | | |
| | ENGL6130 | English for Business Presentation | 2 | | |
| 2 | CHAR6013 | Character Building: Pancasila | 2 | 21 | |
| | ECON6006 | Macroeconomics* | 4 | | |
| | ISYS6118 | Management Information Systems | 4 | | |
| | STAT8067 | Business Statistics I | 2 | | |
| | MKTG8005 | Marketing Management* | 4 | | |
| | COMP6203 | Office for Professional | 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 | |
| | MGMT6038 | Cross Cultural Management | 2 | | |
| | COMM8006 | Business Communication | 2 | | |
| | MGMT6012 | Human Resources Management | 4 | | |
| | ECON8009 | Managerial Economics | 4 | | |
| | BUSS6066 | Business Ethics | 2 | | |
| | ENTR6003 | Entrepreneurship I | 2 | | |
| | Stream : Business and Organization | | | | |
| | MGMT6022 | Management and Organization* | 4 | | |
| | Stream : Business Development Management | | | | |
| | MKTG6164 | Customer Relationship Management* | 4 | | |
| | Stream : E-Business | | | | |
| | ISYS6079 | E-Business System* | 4 | | |

| Sem | Code | Course Name | SCU | Total | |
|----------|---|---|-----|-------|--|
| 4 | CHAR6015 | Character Building: Agama | 2 | 22 | |
| | ACCT6049 | Managerial Accounting | 4 | | |
| | FINC6001 | Financial Management | 4 | | |
| | Stream : Business and Organization | | | | |
| | MGMT6046 | Management Science | 4 | | |
| | MGMT6122 | 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 | | | | |
| | BUSS6067 | Business Development** | 4 | | |
| | MGMT6196 | Project Management | 4 | | |
| | BUSS6068 | Managing Innovation and Knowledge* | 2 | | |
| | MKTG6165 | Market Research | 2 | | |
| | Stream : E-Business | | | | |
| | COMP6233 | 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 | 24 | |
| | STAT8068 | Business Statistics II | 2/2 | | |
| | MGMT6018 | Operational Management | 4 | | |
| | ENTR6004 | Entrepreneurship II | 2 | | |
| | Stream : Business and Organization | | | | |
| | MGMT6144 | Corporate Governance* | 4 | | |
| | PSYC6117 | Industrial and Organization Psychology** | 2 | | |
| | MGMT7013 | Strategic Management | 4 | | |
| | Stream : Business Development Management | | | | |
| | BUSS6069 | Business Simulation | 2 | | |
| | BUSS6070 | Business Negotiation Strategy* | 4 | | |
| | BUSS6071 | Organization Development Strategy** | 4 | | |
| | Stream : E-Business | | | | |
| | ISYS8175 | E-Business Strategy and Implementation* | 4 | | |
| | MGMT6029 | Knowledge Management* | 2 | | |
| MKTG6100 | e-Marketing and e-CRM*/** | 4 | | | |

| Sem | Code | Course Name | SCU | Total |
|-----------------------------|---|-----------------------|-----|-------|
| 6 | Stream : Business and Organization | | | 15 |
| | | Enrichment Program I | 15 | |
| | Stream : Business Development Management | | | |
| | | Enrichment Program I | 15 | |
| | 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

**) Entrepreneurship Embedded

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

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

-) Student will take one of enrichment program tracks (off campus).

Enrichment Track Scheme

| Track | Semester 6 | | | | | | Semester 7 | | | | | |
|-------|------------|----|------|----|----|------|------------|----|------|----|----|------|
| | I | RS | ENTR | CD | SA | *etc | I | RS | ENTR | 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 | | | | |
| 18 | | | | v | | | | | v | | | |
| 19 | | | | v | | | | | | v | | |
| 20 | | | | | v | | v | | | | | |
| 21 | | | | | v | | | v | | | | |
| 22 | | | | | v | | | | v | | | |
| 23 | | | | | v | | | | | v | | |
| 24 | | | | | v | | | | | | v | |

Notes:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- *etc : Department specific needs

Notes:

Student can choose one of the available tracks

Enrichment Internship Track

| Code | Course Name | SCU | Total |
|---|--|-----|-------|
| Enrichment Program I | | | 15 |
| 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 | |

| Code | Course Name | SCU | Total |
|---|--|-----|-------|
| Stream : Business Development Management | | | 15 |
| 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 | |
| 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 | | | 16 |
| Stream : Business and Organization | | | |
| MGMT6134 | Professional Experience | 8 | |
| MGMT6135 | Business & Organization in Professional Experience | 2 | |
| MGMT6136 | Organizational Performance & Evaluation in Professional Experience | 2 | |
| MGMT6137 | Business Management and Professional Development | 4 | |
| 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 | |
| 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: <i>For students who only take Entrepreneurship track in semester 6, should take these courses:</i> | | | 15 |
| ENTR6285 | Business Start Up | 8 | |
| ENTR6276 | Business Model & Validation | 2 | |
| ENTR6277 | Launching New Venture | 2 | |
| ENTR6248 | Entrepreneurship and Managing New Business | 3 | |
| For students who take Entrepreneurship track in semester 6 and 7, should take these courses: | | | 16 |
| Enrichment Program I | | | |
| 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 | | | |
| 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: <i>For students who only take Entrepreneurship track in semester 7, should take these courses:</i> | | | |
| 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 | | | 15 |
| RSCH6201 | Research Experience I | 8 | |
| RSCH6172 | Scientific Writing in Management I | 4 | |
| RSCH6173 | Global Entrepreneurship and Industrial Business Development I | 3 | 16 |
| Enrichment Program II | | | |
| RSCH6202 | Research Experience II | 8 | |
| RSCH6174 | Scientific Writing in Management II | 4 | |
| RSCH6175 | Global Entrepreneurship and Industrial Business Development II | 4 | |

| Code | Course Name | SCU | Total |
|--|---|-----|-------|
| Enrichment Program I: <i>For student who takes Research track only in semester 6, should take these courses:</i> | | | 15 |
| RSCH6205 | Research Experience | 8 | |
| RSCH6176 | Scientific Writing in Management | 4 | |
| RSCH6177 | Global Entrepreneurship and Industrial Business Development | 3 | |
| Enrichment Program II: <i>For student who takes Research track only in semester 7, should take these courses:</i> | | | 16 |
| RSCH6205 | Research Experience | 8 | |
| RSCH6176 | Scientific Writing in Management | 4 | |
| RSCH6178 | Global Entrepreneurship and Industrial Business Development | 4 | |

Enrichment Community Development Track

| Code | Course Name | SCU | Total |
|------------------------------|--|-----|-------|
| Enrichment Program I | | | 15 |
| CMDV6120 | Community Outreach Project Implementation | 8 | |
| CMDV6091 | Community Outreach Project Design in Management | 4 | |
| CMDV6092 | Socio Entrepreneurship Development | 3 | |
| Enrichment Program II | | | 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 |
|--|-------------------------------------|-----|-------|
| 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 | |
| Enrichment Program II | | | |
| GLOB6017 | Elective Course for Study Abroad 13 | 4 | 16 |
| 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)

| Subject | | Credits | Sem | Prerequisite | | Credits | Sem |
|---|--|---------|-----|--------------|---|---------|-----|
| ACCT6049 | Managerial Accounting | 4 | 4 | ACCT6087 | Introduction to Accounting | 4 | 1 |
| MGMT6017 | Thesis | 6 | 8 | RSCH6026 | Research Methodology | 4 | 5 |
| Stream : Business and Organization | | | | | | | |
| MGMT7013 | Strategic Management | 4 | 5 | MGMT6012 | Human Resources Management | 4 | 3 |
| MGMT6144 | Corporate Governance | 4 | 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 | | | | | | | |
| BUSS6071 | Organization Development Strategy | 4 | 5 | MGMT6011 | Introduction to Management and Business | 4 | 1 |

Student should pass all of these quality controlled courses 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 | ISYS6118 | Management Information Systems | C |
| 5 | MGMT6012 | Human Resources Management* | C |
| 6 | ECON6005 | Microeconomics | C |
| Stream: Business and Organization | | | |
| 7 | MGMT6022 | Management and Organization* | C |
| 8 | MGMT6122 | Leadership and Managing Human Capital in Organization* | C |
| Stream: Business Development Management | | | |
| 7 | BUSS6067 | Business Development | C |
| 8 | BUSS6071 | Organization Development Strategy* | C |
| Stream: E-Business | | | |
| 7 | ISYS6079 | E-Business System* | C |
| 8 | ISYS8175 | E-Business Strategy and Implementation* | C |

*)Tutorial & Multipaper