

## MM Executive

### Description

The MM Executive Program, with its “concise-but-no-compromise” learning experience, is tailored for executives who wish to remain on the job while not only obtaining their advanced degree but also answering top management challenges: growth, innovation, excellent execution and leadership. This program is based on a trilogy of cognitive principles adopted from Harvard Business School: ‘Knowing, Doing and Being’. ‘Knowing’ or knowledge is about developing highly analytical skills, ‘doing’ is about developing the professional skills that are required for business activities, and ‘being’ is about the development of a personal purpose or identity that relates to the role and responsibilities of business leaders.

In this program, students are coached by renowned hybrid faculty members — academics and business practitioners combined—who are part of the prestigious C-society, from CEO (executives) to COO (operations), from CIO (information) to CMO (marketing) as well as CHC (human capital). Under their tutelage, students will have a practical learning experience – while maintaining an academic perspective. By applying the systems thinking dynamics of great business leaders, the MM Executive Program faculty exposes students to the latest business knowledge in order to enhance their contextual leadership style. Over 200 relevant and contemporary types of these studies are incorporated into the MM Executive Program in order to improve the quality of classroom work.

Binus MM Executive is a 18 month program designed to provide students with the opportunity to study specific contemporary issues such as how to implement disruptive innovation and how to strategize business in the ‘internet of everything’. The other main differentiator of this program is the focus on a growth-oriented leader’s innovation and thinking development. Innovation is developed through course assessments that put emphasis on content comprehension and innovation. Students are required to translate selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This approach has also been adopted by globally reputable business schools such as, Stanford Graduate School of Business, University of California Berkeley (Haas School of Business), INSEAD, and Wharton (University of Pennsylvania). Throughout the program, students are driven to produce growth-oriented, innovative ideas in the majority of courses offered. Student assumptions and beliefs will be challenged. The practices that they currently accept will be challenged. They will also be exposed to a diverse group of experienced, talented fellow participants from a variety of business industries. This diversity of both students and faculty makes BINUS BUSINESS SCHOOL Master Program truly realistic and forward-thinking.

### Vision

To be Internationally recognised business school in the continuous pursuit of innovation in education.

### Mission

We are committed to provide innovative processes and research to develop professionals who can meet the challenges of industries and society

### Learning Goals

#### 1. Problem solving and Leadership

Each student should be able to perform systematic monitoring and evaluation to provide strategic recommendation to create value and enhance organization performance.

2. **Innovation**

Each student should be able to develop knowledge, innovative breakthroughs, and decision by using conceptual framework and research.

3. **Implementation and Communication**

Each student should be able to develop organizational structures, implement policies, strategies, and perform effective communication covering internal and external conditions of the organization.

4. **Management concepts, research, multidisciplinary approach**

Each student should be able to apply multidisciplinary approach to develop planning process and analysis of resources in formulating organizational strategy.

5. **Ethics and humanistic value**

Each student should be able to internalize leadership characteristics with social competence and cultural sensitivity as a foundation for continual delivery of innovation to benefit society.

**Award/Degree**

- Magister Manajemen from BINUS BUSINESS SCHOOL, which by content is equal to an MBA degree.

**Study Completion Requirements**

To complete a Magister Manajemen degree, students must complete a minimum of 40 SCUs, all of which are mandatory courses. No streaming courses are available in this program.

**Teaching, Learning, and Assessment Strategy**

The teaching, learning and assessment methods used in the program begin with a strong faculty presence. With strong academic backgrounds, our faculty also brings an average of 20 years' business experience to theories, concepts and best practices that are taught. A hybrid approach is designed to integrate face-to-face classes on Saturday and online activities. The learning method includes case studies, in-class exercises, simulations, group project assignments and presentations for problem identification and analysis, developing strategic recommendation and exchanges of ideas.

A set of soft skills matriculation courses is designed to ensure the student has the capability to think strategically and present ideas well. For the focus of innovation, the design thinking method is utilized to ensure that students' ideas are able to become growth-oriented, innovative solutions. Extracurricular opportunities like "CEO Speaks," MM Executive's own 'EXECUTIVE TALKS Series', and other international opportunities add perspectives on how to relate the foundations they study in the program with current practices. The 'CEO Alumni Online Sharing' give the students the opportunity to learn and discuss current business issues such as business startups, and raising capital and resource management.

At the end of program, students are required to write a group final project that assess students' comprehensive understanding of business management concepts and innovation learnt in the program. Having English as a formal language of instruction and providing an international curriculum, the program is expected to ensure that our graduates are ready to enter the international workplace.

**Promotability and Career Support**

Graduates of MM Executive program will be able to be even more competitive in their leadership opportunities because of their innovative ideas and habits that focus upon business growth. More importantly, the program will

maximize the promotability of our graduates in their current executive positions, whether in multi-national or domestic firms.

Career support is not applicable to this graduate program, as students are expected to already have a managerial position upon entrance.

## Program Structure

### SEMESTER 1

#### Period 1

Course Name	SCU
MGMT8091 – Matriculation	0
DSGN8001 – Design Thinking and Business Innovation	3
ACCT8001 – Accounting for Executives	2
RSCH8077 – Business Research I	2

#### Period 2

Course Name	SCU
ECON8002 – Microeconomics of Competitiveness	2
RSCH8078 – Business Research II	2
FINC8006 – Corporate Finance	3

### SEMESTER 2

#### Period 1

Course Name	SCU
BUSS8005 – Corporate Governance and Ethics	2
MGMT8033 – Strategic Human Capital and Change Management	3
MGMT8032 – Strategic Marketing Management	3

#### Period 2

Course Name	SCU
MGMT8018 - Operations & Supply Chain Management	3
MGMT8034 - Leading in the Global Environment	2

### SEMESTER 3

#### Period 1

Course Name	SCU
BUSS8006 – Agile and Disruptive Business Strategy	3
ENTR8005 – Startups and Corporate Entrepreneurship	2

#### Period 2

Course Name	SCU
BUSS8004 – Executing Business Strategy	3
MGMT8035 – Thesis	6