

## **MM Young Professional Business Management**

### **Introduction**

The MM Young Professional is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and those with little professional working experience. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies. The program also provides knowledge and skills in innovation and entrepreneurship that equip the students to launch their own businesses or become entrepreneurs in established firms.

The MM Young Professional is a 42 credit program consisting of knowledge in functional areas, innovation, entrepreneurship, communication and interpersonal skills, business ethics and a capstone course in strategic management. Participants are also exposed to courses related to Information Systems (IS). Upon the completion of the study, students are expected to earn knowledge and skills in general management according to the most current conceptual and analytical developments in managerial practice. They will also have insights into developing and implementing sustainable customer value. Moreover, they will have soft-skills in aligning and balancing the various and often conflicting needs and demands of the many groups of stakeholders in play: shareholders, workers, community, media, government and the public at large.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience to the classroom, consistently imparting and sharing the wisdom of their experience to the participants. They integrate a mix of teaching methodologies including, but not limited to, traditional lectures, guest lectures, case studies, class presentations, summaries, and field projects. The participant will learn to develop strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist participants in accomplishing their theses.

This program provides a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships between themselves and with the faculty, and also encourages intellectual challenge and exploration.

### **Award/Degree**

- MM degree from BINUS UNIVERSITY

### **Study Completion Requirements**

To complete a MM degree (in Business Management) at BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

### **Teaching, Learning, and Assessment Strategy**

The teaching, learning and assessment methods used in the program, such as case studies, in-class exercises, simulations, group projects, assignments and presentations, are designed to enhance the students' capability in problem identification and analysis, understanding strategic alternatives and exchanging ideas. Students are learning theories, concept and best practice from faculty staff who have strong academic background and an average of 15 years business experience. This learning process would provide students with good grounds for understanding a broad overview of the industry. On occasions, the program also invites visiting professionals as guest lecturers, which aims to give good grounds for having a broad overview of the industry. These experiences support individual career objective and may provide social and professional networks. Furthermore, the regularly-

held CEO, CFO and CMO guest seminar events also enrich students with new perspectives on how to relate theoretical foundations they study in the program with current practices.

Innovation will be developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred to as ‘design thinking’, will be developed through some courses in the program. Students are required to translate selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

At the end of the program, students are required to write a thesis and publish a research paper in a peer-reviewed journal as the assessment of students’ comprehensive understanding of business management concepts learnt in the program.

### **Employability and Career Support**

A wide range of career opportunities at managerial level (such as business development manager) in business and management domain covering services and manufacturing industry, as well as private and public enterprises, would offer vast opportunities for students after their successful completion of this eighteen-month program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills to face industry challenges.

### **Course Structure**

MM Young Professional Business Management consists of following courses:

<b>Sem</b>	<b>Code</b>	<b>Course Name</b>	<b>SCU</b>	<b>Total</b>
1	MKTG8013	Marketing Management in Digital Era	3	16
	MGMT8043	Leadership & Human Capital Management	3	
	ACCT8144	Accounting for Managers	3	
	MGMT8048	Digital Business Management	3	
	RSCH8073	Research Methodology	2	
	STAT8007	Business Statistics	2	
2	ENTR8034	Design Thinking and Entrepreneurship	3	15
	RSCH8072	Research Analysis & Publication	2	
	FINC8010	Applied Finance	3	
	MGMT8087	Operations & Supply Chain Management	3	
	BUSS8009	Business Analytics	2	
	MKTG8014	Business Negotiation & Selling Skills	2	
3	BUSS8010	Ethical Issues in Business	2	11
	MGMT8088	Thesis	6	
	MGMT8089	Strategic Management in Business	3	
<b>TOTAL CREDIT 42 SCU</b>				