

## **Business Management and Marketing**

### **Introduction**

Business Management and Marketing program has been dedicated to providing students with the highest standard of business management and marketing education with a focus on developing business, marketing, and entrepreneurial skills, all to prepare them to be ready to work for multi-national corporations or to become creative and innovative entrepreneurs. To support this, the program provides the students with various corporate-world related activities, aiming to jump-start the students' corporate and industrial networks. The activities include internship programs in national and multi-national corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research theses where students are required to provide professional consulting services for real companies with real business management and marketing related-problems.

The program emphasizes the understanding and mastery of business management and marketing key concepts, tools, and technology required by future professionals. The content of the program is designed to equip students with basic scientific business management and marketing paradigms, theoretical frameworks, applied skills, and familiarity with contemporary technology to support their competence as future leaders in business.

The Business Management and Marketing program at BINUS BUSINESS SCHOOL International Undergraduate Program maintains continuous cooperation with many first-class companies in Indonesia to build a strongly linked network. The aim is to provide wide opportunities for graduate students from BINUS BUSINESS SCHOOL International Undergraduate Program after they graduate, to have an opportunity to work in one of the most reputable companies in Indonesia.

The curriculum at BINUS BUSINESS SCHOOL International Undergraduate Program has been benchmarked to renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by BINUS.

### **Vision**

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

### **Mission**

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

### **Learning Goals**

#### **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 four year Business Management and Marketing program at BINUS BUSINESS SCHOOL International Undergraduate Program will provide sufficient skills and confidence for our students to enter the real business world. Equipped with our Marketing and Management degree, students will have a wide range of career opportunities in a variety of industries. Over the past decade, marketing has continued to gain prominence as a dominant orientation in business and as a process deployed by all departments within an organization. Therefore, the role of marketing professionals is vital in any type or size of company, as they act as connectors between customers and companies, including connecting customers to the product or service and to the financial accountability. Some examples of marketing professions that students could aim for are Brand Manager, Product Manager, Brand Executive, Marketing Executive, Marketing Consultant, Market Research Analyst, Director of Sales, and many more. Along with being a marketing professional, students can also develop their own business and become entrepreneurs.

BINUS BUSINESS SCHOOL International Undergraduate Program also provides career support for students by disseminating information on the latest job vacancies and internships. This support service can be accessed on [www.binuscareer.com](http://www.binuscareer.com).

## Award/Degree

- Bachelor of Economics (*Sarjana Ekonomi*) from BINUS UNIVERSITY
- Dual Degree with Bachelor of Business Marketing (B.Bus.) from Queensland University of Technology (QUT) Business School, Australia.
- Dual Degree with Bachelor of Commerce in Marketing (B.Com.) from Macquarie University, Australia.
- Dual Degree with Bachelor of Arts in International Business (B.A.) from Cologne Business School, Germany.
- Dual Degree with Bachelor of Business Administration (B.BA.) from Saxion University of Applied Science, Netherlands.
- Master Degree with Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.) from Macquarie University, Australia.

## Majors and Streamings

Streaming	Degree				Partner
	Single	Title	Double	Title	
Business Management and Marketing	√	S.E.			
Marketing & International Business			√	S.E. & B. Bus.	Queensland University of Technology (QUT),
Marketing			√	S.E. & B. Com.	Macquarie University, Australia
International Business			√	S.E. & B.A.	Cologne Business School
Marketing			√	S.E. & B. BA.	Saxion University of Applied Sciences
Master Track			√	S.E. & M.Com in Marketing, M.Com in Finance, M.Com in Accounting, M.Com in Business	Macquarie University, Australia

***Double Degree Program in Marketing and International Business – Queensland University of Technology (QUT) Business School.***

In cooperation with Queensland University of Technology (QUT) Business School, Australia, BINUS UNIVERSITY INTERNATIONAL offers a double degree program, where students will be able to obtain S.E. (Binus) and B.Bus (QUT). This program was designed to provide students with skills and knowledge, and experience to thrive in business and marketing in the global context.

The distribution of semesters for this program is as follows:

- The first four semesters will be at BINUS BUSINESS SCHOOL International Undergraduate Program, following a set of courses agreed by both universities.
- Semester 5, 6, and 7 will be at QUT, Brisbane, Australia, following approximately 48 unit courses each semester. The courses will be determined by QUT.
- The eighth or last semester will be at BINUS BUSINESS SCHOOL International Undergraduate Program to finish the final thesis. Students who complete this program will be awarded a Bachelor of Business from Queensland University of Technology (QUT), in addition to the *Sarjana Ekonomi (S.E.)* from BINUS BUSINESS SCHOOL.

***Double Degree Program in Marketing – Macquarie University.***

In cooperation with Macquarie University, Australia, BINUS BUSINESS SCHOOL International Undergraduate Program offers a double degree program with Macquarie University, where students will be able to obtain S.E. (Binus) and B.Com (Macquarie). This program was designed to provide students with skills, knowledge, and experience to thrive in marketing in the global context.

The distribution of semesters for this program is as follows:

- The first four semesters will be at BINUS BUSINESS SCHOOL International Undergraduate Program, following a set of courses agreed by both universities.
- Semester 5, 6, and 7 will be at Macquarie University, Sydney, Australia. Courses will be determined by Macquarie University.
- The last semester (semester 8) will be at BINUS BUSINESS SCHOOL International Undergraduate Program to finish the final thesis. Students who complete this program will be awarded a Bachelor of Commerce with Major in Marketing from Macquarie University in addition to the *Sarjana Ekonomi (S.E.)* from BINUS BUSINESS SCHOOL.

***Double Degree Program in International Business – Cologne Business School (CBS)***

In cooperation with Cologne Business School, Cologne, Germany, students will obtain S.E. (Binus) and B.A. in International Business (CBS), with the focus on providing students with international and global experience in business.

The distribution of semesters for this program is as follows:

- First six semesters at BINUS UNIVERSITY INTERNATIONAL, following a set of courses agreed by both universities.
- Last two semesters at Cologne-Germany, following required courses determined by Cologne Business School, including a thesis.

Students who complete this program will be awarded with a Bachelor of Arts (B.A.) degree from Cologne Business School, in addition to the *Sarjana Ekonomi (S.E.)* from BINUS UNIVERSITY.

### ***Double Degree Program in Marketing – Saxion University***

In cooperation with Saxion University of Applied Science, Netherlands, students will obtain an *S.E.* (Binus) and B.BA (Saxion). This program was designed to provide students with skills and knowledge in business administration. As Saxion is an applied science university, practicality of the concepts in marketing was of the highest importance in this program.

The distribution of semesters for this program is as follows:

- The first six semesters will be at BINUS BUSINESS SCHOOL International Undergraduate Program, following a set of courses agreed by both universities.
- The last two semesters will be at Saxion, Deventer – The Netherlands following required courses determined by Saxion, including a thesis.

Students who complete this program will be awarded a Bachelor of Business Administration (B.BA.) degree from Saxion University, in addition to the *Sarjana Ekonomi* (S.E.) from BINUS BUSINESS SCHOOL.

### ***Master Track Program***

In cooperation with Macquarie University in Sydney, Australia, students will be able to obtain a master degree within 9 semesters. The program is designed to allow students to complete their *Sarjana Ekonomi* (S.E.) degree at BINUS UNIVERSITY INTERNATIONAL in seven semesters and then continue with a graduate program for 2 (two) semesters at Macquarie University to obtain a Master Degree. This program also provides students with an array of options on majors such as M.Com in Marketing, M.Com in Finance, M.Com in Accounting, or M.Com in Business.

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

The teaching and learning processes are conducted through lectures, tutorials, class discussions, individual and group project discussions. Students are strongly required to study independently and read various business management and marketing-related articles in order to increase their understanding during the lectures. Students gain both theoretical and practical knowledge from our qualified lecturers and guests lecturers who have ample of experience as marketing and business professionals in the industry. In addition, innovation habits will be developed through course assessments that emphasize content comprehension and innovation. Innovation thinking, commonly referred to Design Thinking on the other hand, will be developed through collaboration with the Center for Innovation and Entrepreneurship. Students are required to translate their 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 processes of several courses throughout the program.

### **Study Completion Requirements**

#### ***Major in Business Management and Marketing***

To complete a major in Business Management and Marketing at BINUS BUSINESS SCHOOL International Undergraduate Program, students must complete a minimum of 146 SCUs of academic credit. These 146 SCUs comprise:

- 108 SCUs mandatory courses, required for all students taking a major in Business Management and Marketing
- 32 SCUs of one full year out-of-campus enrichment program
- 6 SCUs of final thesis.

**Course Structure**

Semester	Code	Course Name	SCU	Total
1	ENGL6218	Academic English I	2	19
	ENTR6091	Project Hatchery	2	
	LAWS6075	Legal Aspect in Economics	2	
	ECON6080	Economics	8	
	MGMT6250	Marketing Management I	4	
	LANG6061	Indonesian	1	
2	ENGL6219	Academic English II	2	20
	CHAR6013	Character Building: <i>Pancasila</i>	2	
	MGMT6011	Introduction to Management & Business	4	
	MGMT6251	Marketing Management II	2	
	MKTG6088	Consumer Behavior	4	
	MATH6116	Mathematics & Statistics for Business	6	
3	STAT6138	Advanced Business Statistics	4	21
	ACCT6285	Accounting for Business	8	
	CHAR6014	Character Building: Kewarganegaraan	2	
	ENTR6094	Design Driven Entrepreneurship	3	
	MKTG6181	Services Marketing	2	
	COMM8006	Business Communication	2	
4	MKTG6229	Pricing Management & Strategy	3	20
	MGMT6297	Operations Management	4	
	ISYS6118	Management Information Systems	4	
	FINC6001	Financial Management	4	
	MKTG6230	Product and Brand Management	3	
	CHAR6015	Character Building: <i>Agama</i>	2	
5	MGMT6012	Human Resources Management	4	15
	ECON8009	Managerial Economics	4	
	MKTG6099	Website Usability and Design	2	
	MKTG6163	Web Analytics and e-CRM	2	
	MKTG6182	Digital Campaign and Promotion Management	3	
6	RSCH6020	Research Methods in Marketing	4	13
	MKTG6231	International Marketing	3	
	MKTG6184	Social Media and New Media Marketing Strategies	2	
	MKTG6189	Marketing Channels	2	
	MGMT6038	Cross Cultural Management	2	
7	<b>Enrichment Program I</b>		16	16
8	<b>Enrichment Program II</b>		16	22
	MKTG6098	Thesis	6	
			<b>TOTAL CREDIT 146 SCU</b>	

**Enrichment Program I (7<sup>th</sup> Semester) & Enrichment Program II (8<sup>th</sup> Semester):**

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

### Enrichment Track Scheme

Track	Semester 7						Semester 8					
	I	RS	ENTR	CD	SA	Other	I	RS	ENTR	CD	SA	Other
1	v						v					
2	v									v		
3		v					v					
4		v								v		
5			v						v			
6				v			v					
7					v					v		

Notes:

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

Notes:

Students can choose one of the available tracks.

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
MKTG6186	Industry Experience I	8	
MKTG6188	Business Process Improvements	4	
MKTG6187	Business Communication Skills	4	
<b>Enrichment Program II</b>			16
MKTG6217	Industry Experience II	8	
MKTG6215	Marketing Concepts Applications	4	
MKTG6216	Marketing Strategy and Performance Measurement	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6063	Research Exposure	8	16
RSCH6079	Scientific Writing	4	
RSCH6080	Interpretational and Analytical Skills	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
ENTR6092	Business Model Innovation	8	
ENTR6096	Creative Business Planning	4	
ENTR6097	Managing Teams and Cultures	4	
<b>Enrichment Program II</b>			16
ENTR6093	Sustainable Startup Creation	8	
ENTR6098	Business Networking	4	
ENTR6099	Business Story Telling	4	

**Enrichment Community Development Track**

Code	Course Name	SCU	Total
CMDV6020	Community Development	8	16
MKTG6218	Marketing Plans for Non-Profit Organizations	4	
MKTG6219	Campaign Management and Skills	4	

**Enrichment Study Abroad Track\***

Code	Course Name	SCU	Total
GLOB6085	Elective Course for Study Abroad 1	4	16
GLOB6086	Elective Course for Study Abroad 2	4	
GLOB6087	Elective Course for Study Abroad 3	4	
GLOB6088	Elective Course for Study Abroad 4	4	
GLOB6047	Elective Course for Study Abroad 5	2	
GLOB6048	Elective Course for Study Abroad 6	2	
GLOB6049	Elective Course for Study Abroad 7	2	
GLOB6050	Elective Course for Study Abroad 8	2	
GLOB6051	Elective Course for Study Abroad 9	2	
GLOB6052	Elective Course for Study Abroad 10	2	
GLOB6053	Elective Course for Study Abroad 11	2	
GLOB6054	Elective Course for Study Abroad 12	2	

\*) Elective courses for study abroad will be transferred to BINUS BUSINESS SCHOOL International Undergraduate's SCU based on the transferred credit policies.

**Prerequisites for Business Management and Marketing**

Subject	SCU	Smt	Prerequisite	SCU	Smt		
MGMT6251	Marketing Management II	2	2	MGMT6250	Marketing Management I	4	1
MKTG6088	Consumer Behavior	4	2	MGMT6250	Marketing Management I	4	1
MKTG6230	Products & Brand Management	3	4	MGMT6251	Marketing Management II	2	2
MKTG6229	Pricing Management & Strategy	3	4	MGMT6251	Marketing Management II	2	2
MKTG6181	Services Marketing	2	3	MGMT6251	Marketing Management II	2	2
MKTG6163	Web Analytics and e-CRM	2	5	MGMT6251	Marketing Management II	2	2
RSCH6020	Research Methods in Marketing	4	6	MATH6116	Mathematics & Statistics for Business	6	2
MKTG6182	Digital Campaign & Promotion Management	3	5	MGMT6250	Marketing Management I	4	1
MKTG6184	Social Media and New Media Marketing Strategies	2	6	MGMT6250	Marketing Management I	4	1
MKTG6231	International Marketing	3	6	MGMT6250	Marketing Management I	4	1
MKTG6189	Marketing Channels	2	6	MGMT6250	Marketing Management I	4	1
				MGMT6011	Introduction to Management & Business	4	2
MKTG6099	Website Usability and Design	2	5	MGMT6251	Marketing Management II	2	2