

Business Management and Marketing

Introduction

Business Management and Marketing Program has been dedicated to provide students with the highest standard of business management and marketing education with focus in 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 program in national and multi-national corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research thesis 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 paradigm, theoretical framework, applied skills, and familiarity with contemporary technology to support their competence as future leaders in business.

Also, Business Management and Marketing Program at Binus University International maintain a continuity cooperations with some of the first-class companies in Indonesia to build a strong linkage. The aim is to provide a wide opportunity for graduate students from Binus University International after they graduated, to have opportunity to work in one of reputable companies in Indonesia.

The curriculum at Binus University International has been benchmarked to major renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by Binus.

Vision

The Business Management and Marketing Program strives to become a reputable and one of the leading business management and marketing programs in the Asia Pacific region by 2020, with strong competence in innovation management and strategic marketing.

Mission

The Business Management & Marketing Program prepares future leaders, managers, and professionals with global mindset, through innovative curriculum by meeting the stake-holder expectations, providing academic and service excellence, promoting high quality research, building strong corporate connections, and gaining international recognitions and accreditations. The Program provides high quality education in business management and marketing with the ultimate aim of enhancing the mastery of business marketing and marketing as a problem solving tool for the industry and society, and as a scientific discipline.

Program Objectives

1. To provide students with cutting edge management knowledge that will enable them to compete globally.
2. To prepare students to apply business management, marketing, and ICT principles required in industrial practices.
3. To provide students with ability to communicate effectively in industrial context, both locally and globally.
4. To nurture students to become ethical, professional yet socially aware business professionals.
5. To prepare students to be creative and innovative in business decision making in international and local level.

Student Outcomes

Upon successful completion of the four year program, students are expected to be able to:

1. To describe and articulate business management and marketing principles and practices.
2. To study and analyze global business environment from business management and marketing perspective
3. To apply critical thinking in business management and marketing problem solving.
4. To design, implement, and evaluate business and marketing strategy to meet stakeholder's expectation.
5. To integrate ICT capabilities in supporting business management and marketing strategies.
6. To perform effective business communication both in written and verbal form towards a wide range of audience.
7. To demonstrate abilities in cross-cultural communication.
8. To demonstrate awareness of social and ethical issues in business decision making process.
9. To apply leadership, team-working and entrepreneurial skills in professional environment.
10. To apply creative and innovative thinking in the development and implementation of business and marketing strategies.

Prospective Career of the Graduates

The four year Business Management and Marketing program at BINUS UNIVERSITY INTERNATIONAL 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 industry. 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 companies, as it acts as connectors between customers and companies, including connecting customers to the product or service and to the financial accountability. Some example of marketing professions that students could aim are Brand Manager, Product Manager, Brand Executive, Marketing Executive, Marketing Consultant, Market Research Analyst, Director of Sales, and many more. Despite being a marketing professional, students can also developed their own business and become entrepreneurs.

BINUS UNIVERSITY INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies and internships. This support service can be accessed from 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 Arts in International Business (BA) from Cologne Business School, Germany.
- Dual Degree with Bachelor of Business Administration (BBA) from Saxion University of Applied Science, Netherlands.
- Master Degree with Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.) from Macquarie University, Australia.

Major and Streaming

Streaming	Degree				Partner
	Single	Title	Double	Title	
Business Management and Marketing	√	S.E.			
International Business			√	S.E. & BA	Cologne Business School
Marketing & International Business			√	S.E & B.Bus	Queensland University of Technology (QUT),
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, Marketing program offers a double degree program with QUT, where students will be able to obtain B.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 global context.

The distribution of semesters for this program is as follows:

- The first 4 semesters will be at Binus University International, 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 eight or last semester will be at Binus University International to finish the final thesis. Students who complete this program will be awarded Bachelor of Business from Queensland University of Technology (QUT), in addition to the Sarjana Ekonomi (SE) from Binus University.

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

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

The distribution of semesters for this program is as follows:

- First 6 semesters at Binus University International, following a set of courses agreed by both universities.
- Last 2 semesters at Cologne-Germany, following required courses determined by Cologne Business School, including thesis.

Students who complete this program will be awarded with Bachelor of Arts (BA) degree from Cologne Business School, in addition to the Sarjana Ekonomi (SE) from Binus University.

Double Degree Program in Marketing – Saxion University

In cooperation with Saxion University of Applied Science, Netherlands, students will obtain B.E (Binus) and BBA (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 the highest importance in this program.

The distribution of semesters for this program is as follows:

- The first 6 semesters will be at Binus University International, following a set of courses agreed by both universities.
- The last 2 semesters will be at Saxion, Deventer – The Netherland following required courses determined by Saxion, including thesis.

Master Track Program

In cooperation with Macquarie University in Sydney,, students will be able to obtain master degree within 9 semesters, the program is designed to allow students to complete their Sarjana Ekonomi (SE) degree at Binus University International in 7 (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 the students with array of options on the major, i.e. 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 discussion. 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, the innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand, will be developed through collaboration with 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 process 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 UNIVERSITY INTERNATIONAL, students **must complete** a minimum of 146 SCUs of academic credit. These 146 SCUs are comprised of:

- 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	ECON6063	Economics	6	19
	ENGL6171	Academic English I	3	
	ENTR6091	Project Hatchery	2	
	CHAR6013	Character Building: Pancasila	2	
	MGMT6250	Marketing Management I	4	
	LAWS6075	Legal Aspect in Economics	2	
2	ENGL6172	Academic English II	3	21
	CHAR6014	Character Building: Kewarganegaraan	2	
	MGMT6011	Introduction to Management & Business	4	
	MGMT6251	Marketing Management II	2	
	MKTG6088	Consumer Behavior	4	
	MATH6116	Mathematics & Statistics for Business	6	
3	ACCT6241	Accounting for Business	6	18
	MGMT6120	Product & Brand Management	4	
	CHAR6015	Character Building: Agama	2	
	MKTG6181	Services Marketing	2	
	ENTR6094	Design Driven Entrepreneurship	3	
	LANG6061	Indonesian	1	

Semester	Code	Course Name	SCU	Total
4	MKTG6094	Pricing Management & Strategy	4	20
	MGMT6252	Operations Management & Information Systems	6	
	FINC6001	Financial Management	4	
	MKTG6182	Digital Campaign & Promotion Management	3	
	MKTG6183	Business to Business Marketing and Sales Management	3	
5	MGMT6012	Human Resources Management	4	15
	ECON6064	Managerial Economics	3	
	MKTG6099	Website Usability and Design	2	
	MKTG6163	Web Analytics and e-CRM	2	
	COMM8006	Business Communication	2	
	MKTG6089	Contemporary Issues in Marketing	2	
6	RSCH6020	Research Method in Marketing	4	15
	MKTG6091	International Marketing	4	
	MKTG6184	Social Media and New Media Marketing Strategies	2	
	MKTG6189	Marketing Channels	3	
	MGMT6038	Cross Cultural Management	2	
7	Enrichment Program I		16	16
8	Enrichment Program II		16	22
	MKTG6098	Thesis	6	
			TOTAL CREDIT 146 SCU	

Enrichment Program I (7th Semester) & Enrichment Program II (8th Semester):

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

Enrichment Track Scheme

Track	Semester 7						Semester 8					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1	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
MKTG6186	Industry Experience	8	16
MKTG6187	Soft skill Development	4	
MKTG6188	Industrial Marketing Practices	4	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6063	Field research	8	16
RSCH6079	Scientific Writing	4	
RSCH6080	Self Management, Planning, and Organizing	4	

The Table of Prerequisite for Business Management and Marketing

Subject		SCU	Smt	Prerequisite		SCU	Smt
MGMT6251	Marketing Management I	2	2	MGMT6250	Marketing Management I	4	1
MKTG6088	Consumer Behavior	4	2	MGMT6250	Marketing Management I	4	1
MGMT6120	Product & Brand Management	4	3	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2
MKTG6094	Pricing Management & Strategy	4	4	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2
MKTG6183	Business to Business Marketing and Sales Management	3	4	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2
MKTG6181	Services Marketing	2	3	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2
MKTG6163	Web Analytics and e-CRM	2	5	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2
RSCH6020	Research Method in Marketing	4	6	MATH6116	Mathematics & Statistics for Business	6	2
MKTG6182	Digital Campaign & Promotion Management	3	4	MGMT6250	Marketing Management I	4	1
MKTG6184	Social Media and New Media Marketing Strategies	2	6	MGMT6250	Marketing Management I	4	1
MKTG6091	International Marketing	4	6	MGMT6250	Marketing Management I	4	1
MKTG6189	Marketing Channels	3	6	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2
				MGMT6011	Introduction to Management &	4	2

					Business		
MKTG6089	Contemporary Issues in Marketing	2	5	MGMT6250	Marketing Management I	4	1
MKTG6099	Website Usability and Design	2	5	MGMT6250	Marketing Management I	4	1
				MGMT6251	Marketing Management II	2	2