

International Business

Introduction

Located in the heart of Jakarta's capital city and part of Faculty of Business in Binus International, the International Business program (IB) is designed to encourage students to excel their competencies in business-related content in an International environment. The program offers a Double Degree, Study Abroad, or Master Track program in various international partner universities. The experience of learning and traveling creates working opportunities through global internships and prepares our students to develop their cross-cultural skills as potential managers and professionals.

The program is designated to cater the ASEAN related subjects, which accommodates the need to equip the level of understanding to business, as well as cultural aspects in Southeast Asian region. This aligns with the application of the ASEAN Economic Community (AEC) in 2016 for all ASEAN members. With relevant entrepreneurial skills obtained in class, it is expected that the students enable to grasp a wide range of business environments, both ASEAN region and worldwide.

Students are exposed to global business applications and practices from around the world. The program is taught by well qualified academics from some of the most prestigious business schools and with rich industry experience. The program also extensively draws upon the teaching experience of its international collaborative partner universities. Our international learning experiences prepare our graduates to successfully engage with prestigious SMEs and multinational organizations.

Program Description

The International Business program encourages students to undertake Double Degree, Study Abroad, or Master track programs in various international partner universities. The experience of traveling, living and/or even having internship abroad will bring opportunities for students to develop their cross-cultural skills. Moreover, students are expected to be exposed to different business applications and practices from different countries.

The International Business curriculum is designed to meet high expectation of concise yet comprehensive context in global business environment and entrepreneurial mindset. The program introduces 3+1 scheme, which enable students to undergo a 3-year in-class method, and a 1-year out-campus experience. The four-year study program is intended to equip students with the fundamentals of international business and management competencies and understanding of doing business in an international context, combined with an in-depth cultural experience. All case studies, readings, and textbooks, related to Southeast Asian (ASEAN) and Entrepreneurship are carefully selected to enhance the students' global perspectives. In this program, they will learn practical skills and theoretical knowledge in international business to meet industry standards.

Head of program

"The International Business Program is one of the programs that offer applicative and updated courses related to the business context in Southeast Asia as well as worldwide. Our students are equipped with hands-on business application and entrepreneurial skills, which enable them to develop creativity and a business-sense capacity. Supported by qualified lecturers from various nations and international standard facilities on campus, the International

Business Program welcomes prospective students to pursue their goals in developing an international business perspective.”

Marko S. Hermawan, MIB, PhD – Head of the International Business Program

Vision

To be an internationally recognized International Business Program in the Southeast Asian region

Mission

In pursuing its vision, the International Business program provides:

1. International exposure in academic activities through double degree and study abroad programs
2. Internationally qualified graduates with innovative and entrepreneurial skills
3. ASEAN business and entrepreneurial applied research and scholars

Program Objectives

The objectives of the International Business program are:

1. To nurture graduates competency with international business practices and to be able to work in an international environment equipped with cross cultural skill
2. To enhance innovative and creative mindset in applying business knowledge in international context
3. To expose students to Southeast Asian business and entrepreneurial experiences
4. To create ethical professionals and entrepreneurs with high social awareness
5. To provide students with competitive attributes and ability to communicate effectively in a global environment
6. To provide graduates with ICT competencies and skills required to compete in the international market

Student Outcomes

Upon successful completion of this 4-year program, students are expected to be able to:

1. Describe and articulate management principles and practices.
2. Interpret and analyze current ASEAN and global business issues.
3. Apply critical thinking with ICT techniques in business practices and problem solving through applied research and case studies.
4. Communicate effectively with a range of audience in both written and verbal form in cross-cultural society.
5. Apply leadership, team-working and entrepreneurial skills in global context
6. Explain and apply professional, ethical and social responsibilities in international environment
7. Identify, design, and implement creative and innovative approaches and strategies in business decision making

Prospective Career of the Graduates

A wide range of career opportunities in the different industries is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their knowledge and practical skills as well as engaging with the industry. Options of career opportunities upon graduating from International Business are:

- International brand manager
- Assistant export manager or import management

- Management trainee in MNCs
- Assistant international marketing development
- Assistant HR in MNCs
- Assistant financial manager in MNCs
- Trade development officer
- International account executive
- Supply chain management officer
- International purchasing officer
- International business analyst
- Diplomat
- Education abroad counselor
- Foreign sales representatives
- International program coordinator
- Entrepreneur

The International Business Program provides an internship program for each student wherein the student may face the real challenges in industrial contexts. The program develops the students' ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them to cope with the work environment. In addition, a series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Award/Degree

- Sarjana Ekonomi from BINUS University
- Dual Degree with Bachelor of Arts (BA) from Cologne Business School, Germany
- Dual degree with Bachelor of Arts (BA.Hons) from Bournemouth University, United Kingdom
- Dual Degree with Bachelor of Business Administration (B.BA) from International College of Ningbo University, China
- Dual Degree with Bachelor of Business Administration (B.BA) from Inholland University of Applied Sciences, the Netherlands
- Dual degree with Bachelor of Commerce (B.Com) from University of New South Wales, Australia
- Dual degree with Bachelor of Commerce (B.Com) from Victoria University Wellington, New Zealand
- Master track degree; Sarjana Ekonomi from BINUS University and Master of Science in Management from IESEG School of Management, France

Major and Streaming

Study Completion Requirements

To complete a major in International Business with either a single or dual degrees (DD), students must complete a minimum of 146 SCUs. Available streaming courses are available in this program, namely: Business in China (DD with Ningbo University), Business in ASEAN (Single Degree), European Management and International Trade (DD with Cologne Business School), Business and Management (DD with Bournemouth University), Commerce, Marketing and International Business (DD with UNSW or VUW) and International Business Innovation Studies (DD with InHolland University).

Streaming	Degree				Partner
	Single	Title	Double	Title	
Commerce, Marketing and International Business			√	S.E & B.Com	The University of New South Wales, Australia
Business and Management			√	S.E. & B.A (Hons)	Bournemouth University, UK
International Business Innovation Studies			√	S.E & B.BA	Inholland University of Applied Sciences
Commerce, Marketing and International Business			√	S.E & B.Com	Victoria University of Wellington, New Zealand
International Trade			√	S.E & B.A	Cologne Business School
European Management			√	S.E & B.A	Cologne Business School
Business in China			√	S.E & B.BA	International College, Ningbo University
Business in ASEAN	√	S.E.			• Study abroad partner of

					<p>International Business program</p> <ul style="list-style-type: none"> • Student exchange partner of BINUS University
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Overseas study is mandatory for international business students in order to complete the program. Students may choose any of the following options:

Program	Description	Mechanism
<p>3 + 1 Single Degree</p>	<p>Students will study for six (6) semesters in BINUS and one (1) semester off campus. Students are required to undergo either an overseas exchange program or study abroad program for one semester, AND a choice of 2 tracks, namely Enrichment Internship Track or Enrichment Entrepreneurship Track.</p> <p>Students will graduate with one degree – Sarjana Ekonomi - from BINUS University.</p>	<ul style="list-style-type: none"> • Semester 1 – 5: Study in Binus • Semester 6 – 7: Off Campus • Semester 8: Thesis in Binus
<p>Double degree</p>	<p>Students will study for maximum six (6) semesters at BINUS and at least two (2) semesters overseas at a partner university of BINUS International.</p> <p>Students will graduate with a double degree – Sarjana Ekonomi - from BINUS University and Bachelor degree from partner universities.</p>	<ul style="list-style-type: none"> • Cologne Business School, Germany • International College of Ningbo University, China • Inholland University of Applied Sciences, the Netherlands • Bournemouth University, UK • University of New South Wales, Australia • Victoria University of Wellington, New Zealand
<p>Master track <i>(it's not a part of streaming in IB program)</i></p>	<p>Upon completing their study at BINUS, students have an opportunity to directly study for Master program for two (2) semesters overseas at a partner university of BINUS International.</p>	<ul style="list-style-type: none"> • IESEG School of Management, France

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, completed with students' independent study. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a mentor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, and individual/group work projects. For doing their research activities, students can access magazines, books, academic journal in a good quality library – including accessing the online library to get updated academic papers. All course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations.

A series of extra-curricular activities are compulsory in the International Business Program. These activities will allow students to develop their social awareness, competitive and soft skills needed to be prepared for the work environment.

In addition, the innovation habit will be developed through course assessment that put weight on innovation and entrepreneurial skills. Project Hatchery and Design Driven Entrepreneurship are courses that reflect such competence designed by the Center of Innovation and Entrepreneurship in Binus University International. 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.

Course Structure

Courses to be taken at BINUS International (for Single Degree in Business in ASEAN)

Sem	Code	Course Name	SCU	Total
1	ENGL6171	Academic English I	3	19
	CHAR6013	Character Building: Pancasila	2	
	ENTR6091	Project Hatchery	2	
	BUSS6091	Business Ethics	2	
	ECON6063	Economics	6	
	MGMT6011	Introduction to Management & Business	4	
2	ENGL6172	Academic English II	3	18
	CHAR6014	Character Building: Kewarganegaraan	2	
	ACCT6241	Accounting for Business	6	
	MKTG8005	Marketing Management	4	
	BUSS6089	International Business I	3	

Sem	Code	Course Name	SCU	Total
3	CHAR6014	Character Building: Agama	2	22
	LANG6061	Indonesian	1	
	ENTR6094	Design Driven Entrepreneurship	3	
	BUSS6090	International Business II	4	
	MGMT6012	Human Resources Management	4	
	MATH6116	Mathematics & Statistics for Business	6	
	FINC6110	Financial Management	2	
4	BUSS6192	Business Communication	4	21
	MGMT6248	Cross Cultural and Organisation Management	6	
	BUSS6029	Business in Indonesia	2	
	MGMT6252	Operations Management & Information Systems	6	
	RSCH6065	Research Methodology I	3	
5	<i>(DD program in UNSW, VUW, and Ningbo Universities will depart this semester)</i>			
	BUSS6027	Exporting – Importing	4	22
	BUSS6024	Business in ASEAN	4	
	MGMT6107	South East Asian Culture	3	
	ECON6064	Managerial Economics	3	
	MGMT6249	Project Management	4	
	MGMT6232	Strategic Management	4	
6	Enrichment Program I		16	
7	<i>(DD program with CBS, Bournemouth and InHolland Universities will depart this semester)</i>			
	Enrichment Program II		16	16
8	MGMT6117	Thesis	6	12
	RSCH6066	Research Methodology II	2	
	BUSS6026	Contemporary Issues in ASEAN	4	
			TOTAL CREDIT 146 SCU	

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			

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 Study Abroad Track*

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	

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits for Enrichment Program I and Enrichment Program II.

Enrichment Internship Track

Code	Course Name	SCU	Total
BUSS6094	Industry Experience	8	16
BUSS6095	EES in Industry	4	
BUSS6096	MNC/SME Practice in Industry	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6092	Business Model Innovation	8	16
ENTR6096	Creative Business Planning	4	
ENTR6097	Managing Across Cultures	4	
ENTR6093	Sustainable Startup Creation	8	16
ENTR6098	Networking for Net Worth	4	
ENTR6099	Business Story Telling	4	

The Table of Prerequisite for International Business

Subject		SCU	Smt	Prerequisite		SCU	Smt
BUSS6090	International Business II	4	3	BUSS6089	International Business I	3	2
MGMT6012	Human Resources Management	4	3	MGMT6011	Introduction to Management & Business	4	1
MGMT6248	Cross Cultural and Organisation Management	6	4	MGMT6011	Introduction to Management & Business	4	1
RSCH6065	Research Methodology I	3	4	MATH6116	Mathematics & Statistics for Business	6	3
RSCH6066	Research Methodology II	2	8	RSCH6065	Research Methodology I	3	4
BUSS6027	Exporting – Importing	4	5	BUSS6089	International Business I	3	2
BUSS6024	Business in ASEAN	4	5	BUSS6089	International Business I	3	2
BUSS6026	Contemporary Issues in ASEAN	4	8	BUSS6024	Business in ASEAN	4	5
				MGMT6107	South East Asian Culture	3	5

Courses to be taken at partner universities

<i>International Trade- Cologne Business School (1-year DD program)</i>	SCU
Introduction to International Trade	4
International Logistics	4
International Commercial Law	4
Economic Geography of Europe	4
Transnational Management	4
Foreign Language	8
Business Skills	4
E-Commerce	4
New Trends in International Trade	4
International Trade and Finance	4
Procurement	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6
<i>European Management - Cologne Business School (1-year DD program)</i>	
European Economic History	4
Economic Geography of Europe	4
EU Law and Ins.	4
EU policies	4
Transnational Management	4
European Economic Issues	4
Procurement	4
Foreign Language	8
E-Commerce	4
New Trends in International Trade	4
Business Skills	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6
<i>Business in China – Ningbo University International College (2-year DD program)</i>	
Chinese Economy	2
International Trade Practice	4
Fundamental Production & Operation Management	4
General Information About China	3
Chinese Cultural	4
Chinese Comprehensive	6
Chinese Comprehensive (2)	6
Information System management	2
International Finance	4
Tariffs, Trade and Commercial Policy	4
Advertising	4

Introduction to Managerial Accounting	4
Financial Markets & Institutions	4
Practice for Specialized Course	3
Strategic Management	6
Graduation Practice	4

Course Name	SCU
<i>International Business Innovation Studies (IBIS) – Inholland University of Applied Science (1-year DD program)</i>	
Creating Value through Innovation	30 EC
Leading Innovation / Graduation Track	30 EC
Innovation Consultancy / Graduation Track	30 EC

Course Name	SCU
<i>Business and Management – Bournemouth University (1-year DD program)</i>	
Contemporary Issues in Management	4
Strategic Management	4
International Marketing Management	4
Contemporary Employment Studies	4
Research Study	10
Corporate Finance	4
Contemporary Issues in Management	4
Strategic Management	4

Course Name	SCU
<i>International Business & Marketing Management – Victoria University of Wellington (2-year DD program)</i>	
<i>Option of majors:</i>	
Commercial Law	64
Economics	64
Human Resource Management and Industrial Relations	64
Management	64
Marketing	64

Program	SCU
Commerce – The University of New South Wales, Australia (2-year DD program)	
Option of majors:	
International Business	64
Marketing	64
Human Resource Management	64
Management	64

For more information please visit: <http://www.handbook.unsw.edu.au/undergraduate/programs/2013/3502.html>