

## **MM Business Management**

This MM Professional degree in Business Management is administered by the School of Management.

### ***Vision***

The MM Business Management strives to be a world-class business school with strong competence in cultivating leadership, promoting innovation, & accelerating growth.

### ***Mission***

The program is designed to prepare future leaders, managers, and professionals through innovative and growth-oriented 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

### ***Program Description***

The MM Business Management is a Master of Management program designed for those professionals with some managerial experience, and who are preparing themselves to be strategic business leaders. Conducted fully in English, this program is designed for those seeking better understanding of and acquiring the skills and competencies in managing and sustaining firm competitiveness in a hypercompetitive environment.

The MM Business Management is a 44-credit program consisting of subjects that walk students through various functional areas. Students will also learn the skills required for making good and executable business decisions. Apart from the acquisition of hard skills, students will also learn to improve their soft skills in leadership and organization. In general, the program emphasizes rigorous analytical and strategic thinking, which is a basic fundamental need for business leaders. The participants will be challenged not only to understand the theoretical underpinnings of the courses, but also to implement their understanding in solving real-world business problems. Toward the end of the program, in term 4, student can select there distinct management streams of: strategy (focus on strategic management), marketing (focus on strategic marketing) and finance (focus on applied finance). Both the marketing and finance courses are delivered and managed by the schools of Marketing and Applied Finance respectively.

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.

The program attempts to provide a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships, as well as high levels of interactions between themselves and with the faculty. The classroom interaction will also encourage intellectual challenge and exploration.

**Award/Degree**

- An MM Degree from BINUS University

**Graduate Competencies**

Upon successful completion of this 20-month program, students are expected to be able to :

1. identify and respond to emerging local and global business opportunities
2. identify, analyze problems and apply appropriate approaches to solve complex problems based on quality research in local & global management practices
3. apply a systematic approach & integrative thinking in business decision-making to promote organizational growth
4. analyse global and local market issues, market culture and industrial development in order to keep up with environmental challenges
5. identify, evaluate, & incorporate the effective application of ICT in supporting professional business practices
6. design and apply information management system to enhance organizational performance
7. apply information by using appropriate ICT and transform it into effective knowledge in order to gain organisational competitive advantage
8. collect, communicate, & disseminate relevant information to the appropriate decision makers for effective business results
9. demonstrate effective business communication, leadership & team-work to lead the organizational growth
10. articulate a strategic management plan, process & implementation of solutions to build entrepreneurial skills & knowledge
11. adopt, apply, & appraise ethical business practices on the basis of professionalism, good governance, & social norms
12. demonstrate a working knowledge to be an effective ethical leader and provide service to local, national, and international communities
13. create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations
14. create and evaluate organizational and customer values as well as innovation as the sources of competitive advantage to win the competition
15. create and appraise strategic innovation, new service and business models as foundation of growth strategies to generate new organizational value

**Study Completion Requirements**

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 44 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, simulation, group project assignment and presentation; are designed to enhance the students' capability in problem identification and analysis, develop strategic recommendation and exchanges of ideas. Students are learning theories, concept and best practice from faculty members with strong academic background and 15 years business experience in average. This learning process will provide students with good understanding of the broad overview of

the industry. On occasions, the program also invites visiting professionals as guest lecturers to give broad and practical overviews and challenges of various industries. These experiences support the students' individual career objectives and in addition may provide enhanced 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 learned with current business practices, and the corporate challenges they face.

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, will be developed through some courses in the program. 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.

At the end of the program, students would be required to complete a final thesis that would assess students' comprehensive understanding of business management concepts learnt in the program. With English as the formal full language of instruction, the program is expected to ensure that our graduates are ready to enter the international workplaces.

***Employability and Career Support***

A wide range of career opportunities in business and management in services and manufacturing industry, as well as in private and public enterprises, will be available to students after successful completion of this twenty month program. The integrated curriculum is designed, developed and prepared to support students in building their technical and non-technical skills to build their competencies to face the industry challenge. An internship program with several national and multinational firms are also available for the students to participate with support from our Students and Alumni Relations office.

**Program Structure**

MM Business Management consists of subjects covering various business functions, IT and soft-skills related, and consolidating capstone courses as follows:

Term	Course Code	Course Title	SCU
1	BM017	Business Communication and Interpersonal Skill	2
	G0013	Business Ethics	2
	G0017	Leadership & Organizational Behavior	2
	BM015	Quantitative Business Analysis	3
		<b>Sub Total Credit</b>	<b>9</b>
2	BM007	Managerial of Economics	2
	BM016	Decision Model Under Uncertainty	2
	G0018	Information Technology for Management	3
		<b>Sub Total Credit</b>	<b>7</b>
3	FI018	Corporate Finance	3
	FI019	Managerial Accounting	2
	BM009	Operation & Supply Chain Management	3
	MK006	Marketing Management	3
	BM010	Group Integrative & Experiential Project	2
		<b>Sub Total Credit</b>	<b>13</b>
4	BM011	Corporate and Business Strategy	3
	BM012	Managing and Sustaining Profitable Growth	2
	BM019	Competive Dynamics and Rivalry	2
	BM018	Knowledge and Competitive Advantage	2
	G0994	Thesis – Part 1	0
		<b>Sub Total Credit</b>	<b>9</b>
5	G0995	Thesis	6
		<b>Sub Total Credit</b>	<b>6</b>
		<b>Total Credit</b>	<b>44</b>