

## MM Executive

### *Description*

The MM Executive Program, with its “concise-but-no-compromise” learning experience, is tailored for executives who wish to remain on the job while not only obtaining their advanced degree but also answering top management challenges: growth, innovation, excellent execution and leadership.

In this program, students are coached by renowned hybrid faculty—academicians and business practitioners combined—who are part of the prestigious C-society, from CEO (executives) to COO (operations), from CIO (information) to CMO (marketing) as well as CHRO (human resources). Under their tutelage, students will have a practical learning experience – while maintaining an academic perspective. By applying the systems thinking dynamics of great business leaders, the MM Executive Program faculty exposes students to the latest business knowledge in order to enhance their contextual leadership style. Over 200 relevant and contemporary types of these studies are incorporated into the MM Executive Program in order to improve the quality of classroom work.

The main differentiator of this program is the focus on a growth-oriented leader’s innovation and thinking development. The habit of innovation will be developed through course assessment that puts weight on content comprehension and innovation. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This approach has also been adopted by globally reputable business schools such as, Stanford Graduate School of Business, University of California Berkeley (Haas School of Business), INSEAD, and Wharton (University of Pennsylvania). Throughout the program, students are driven to produce growth-oriented, innovative ideas in the majority of courses offered. Student assumptions and beliefs will be challenged. The practices that they currently accept will be challenged. They will also be exposed to a diverse group of experienced, talented fellow participants from a variety of business industries. This diversity of both students and faculty makes BINUS BUSINESS SCHOOL truly realistic and forward-thinking.

### *Award/Degree*

- Magister Manajemen from BINUS University

### *Study Completion Requirements*

To complete a Magister Manajemen degree, students must complete a minimum of 42 SCUs, all of which are mandatory courses. No streaming courses are available in this program.

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

The teaching, learning and assessment methods used in the program begin with a strong faculty presence. With strong academic backgrounds, our faculty also brings an average of 15 years’ business experience to theories, concepts and best practices that are taught. The learning process includes case studies, in-class exercises, simulation, group project assignment and presentation for problem identification and analysis, develop strategic recommendation and exchanges of ideas.

For the focus of innovation, the design thinking method is utilized to ensure that students’ ideas are able to become growth-oriented, innovative solutions. Extracurricular opportunities like “CEO Speaks,” MM Executive’s own

“EXECUTIVE TALKS Series,” and other international opportunities add perspective on how to relate theoretical relate the foundations they study in the program with current practices. At the end of program, students would be required to write a final project that would asses students’ comprehensive understanding of business management concepts and innovation learnt in the program. Having English as formal language of instruction and providing international curriculum, the program is expected to ensure that our graduates are ready to enter the international workplaces.

***Promotability and Career Support***

Graduates of MM Executive program will be able to be even more competitive in their leadership opportunities because of their innovative ideas and habits that focus upon business growth. More importantly, the program will hopefully be able to maximize the promotability of our graduates in their current executive positions, whether in multi-national or domestic firms.

Career support is not applicable to this graduate program, as students are expected to already have a managerial position upon entrance.

***Program Structure***

**Mandatory Courses**

<b>Course Code</b>	<b>Course Title</b>	<b>SCU</b>
MGMT8091	Matriculation	0
FINC8052	Corporate Finance	3
MKTG8072	Marketing Management	3
RSCH8012	Research Methods	3
ACCT8145	Accounting for Planning & Control	2
ECON8021	The Economics of Competition	2
DSGN8281	Design Thinking for Leaders	2
MGMT8087	Operation & Supply Chain Management	3
BUSS8021	Corporate & Business Strategy	3
ECON8022	Innovation and Knowledge Economy	2
BUSS8020	Business Ethics	3
MGMT8092	Managing Organizational Change	2
MGMT8086	Leadership & Organizational Behavior	3
ENTR8035	Entrepreneurship for Growth	2
MGMT8094	Strategies for Growth and Value Creation	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>