

# 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. This program is based on trilogy cognitive principles adopted from Harvard Business School: ‘Knowing, Doing and Being’. ‘Knowing’ or knowledge is about developing highly analytical skills, ‘doing’ is about developing the professional skills that required for business activities, and ‘being’ is about the developing of personal purpose or identity that relates to the role and responsibilities of business leader.

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 CHC (human capital). 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.

Binus MM Executive is a 18-month program designed to provide students with the opportunity to study specific contemporary issues such as how to disruptive innovation and how to strategize business in internet of everything platform. The other 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, which by content is equal to MBA degree.

## *Study Completion Requirements*

To complete a Magister Manajemen degree, students must complete a minimum of 40 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 20 years’ business experience to theories,

concepts and best practices that are taught. A hybrid approach is designed to integrate face-to-face classes on Saturday and online activities. The learning method includes case studies, in-class exercises, simulation, group project assignment and presentation for problem identification and analysis, develop strategic recommendation and exchanges of ideas.

A set of soft skills matriculation courses is designed to ensure the student has capability to think strategically and present the ideas well. 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. The "CEO Alumni Online Sharing" give the students the opportunity to learn and discuss the current business issues such as business startups, and raising capital and resource management.

At the end of program, students would be required to write a group 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
MGMT8032	Strategic Marketing Management	3
RSCH8060	Business Research	3
ACCT8001	Accounting for Executives	2
ECON8002	Micro Economics of Competitiveness	2
DSGN8001	Design Thinking and Innovation	3
MGMT8018	Operations & Supply Chain Management	3
BUSS8004	Executing Business Strategy	3

BUSS8005	Corporate Governance and Ethics	3
MGMT8033	Strategic Human Capital and Change Management	3
MGMT8034	Leading in Global Environment	2
ENTR8005	Startups and Corporate Entrepreneurship	2
BUSS8006	Agile and Disruptive Business Strategy	3
MGMT8035	Group Field Project	6
	<b>Total Credits</b>	<b>40</b>