

## **MM Young Professional Business Management**

The MM Young Professional – Business Management is administered by the School of Management.

### ***Vision***

The MM Young Professional – 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 Young Professional is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and those with little professional working experience. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies. The program also provides knowledge and skills in innovation and entrepreneurship that equip the students to launch their own businesses or become entrepreneurs in established firms. Unlike other MM programs, information technology management is strongly emphasized and linked to various courses in the curriculum.

The MM Young Professional is a 40-credit program consisting of knowledge in functional areas, innovation, entrepreneurship, communication and interpersonal skills, managerial economics, business ethics and a capstone course in strategic management. Participants are also exposed to courses related to Information Systems (IS). Upon completion, the graduates are expected to have earned knowledge and skills in general management. According to the most current conceptual and analytical developments in managerial practice. They will also have insights into developing and implementing sustainable customer value. Moreover, they will have soft-skills in aligning and balancing the various and often conflicting needs and demands of the many groups of stakeholders in play: shareholders, workers, community, media, government and the public at large.

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.

This program provides a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships between themselves and with the faculty, and also encourages intellectual challenge and exploration.

**Award/Degree**

- MM Degree from BINUS University

**Graduate Competencies**

Upon successful completion of this 16-month program, students are expected to be able to :

1. identify & respond to emerging local & global business opportunities
2. identify, analyze problem and apply appropriate approaches to solve complex problem based on quality research in local & global management practice
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. collect, communicate, & disseminate relevant information to the appropriate decision makers for effective business results
8. demonstrate effective business communication, leadership & team-work to lead the organizational growth
9. articulate a strategic management plan, process & implementation of solutions to build entrepreneurial skills & knowledge
10. adopt, apply, & appraise ethical business practices on the basis of professionalism, good governance, & social norms
11. demonstrate a working knowledge to be an effective ethical leader and provide service to local, national, and international communities
12. create, design, & deliver novel solutions as a source of sustainable competitive edge to the organizations
13. explain organizational and customer values as well as innovation as the sources of competitive advantage and to win the competition
14. explain strategic innovations, new service and business models as the foundation of growth strategies

**Study Completion Requirements**

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 40 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, understand strategic alternative and exchanges of ideas. Students are learning theories, concept and best practice from faculty staffs who have strong academic and 15 years business experience in average. This learning process would provide students with good grounds for understanding a broad overview of the industry. On occasions, the Program also invites visiting professionals as guest lecturer, which aims to give good grounds for having a broad overview of the industry. These experiences support individual career objective and may provide 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 study in the program with current practices.

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 write a thesis, case study or group field project that would assess students' comprehensive understanding of business management concepts learnt in the program.

### ***Employability and Career Support***

A wide range of career opportunities in business and management domain, covering services and manufacture industry, as well as private and public enterprises would offer vast opportunity for students after their successful completion this sixteen month program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills to build their competencies to face the industry challenge.

### ***Program Structure***

MM Young Professional consists of following courses :

<b>Term</b>	<b>Course Code</b>	<b>Course Title</b>	<b>SCU</b>
1	GY001	Business Statistics	2
	GY003	Financial Accounting Fundamental	2
	GY005	Managerial Economics	2
	GY012	Information Systems Management	3
	YP001	Business Communication and Interpersonal Skills	2
<b>Sub Total Credit</b>			<b>11</b>
2	GY017	Design Thinking	2
	GY006	Marketing Fundamental	3
	GY007	Operations Fundamental	3
	GY008	Financial Fundamental	3
	GY018	Decision Making Skill	2
<b>Sub Total Credit</b>			<b>13</b>
3	GY020	Innovation and Competitive Advantage	2
	GY015	Entrepreneurship and Start up Business	2
	GY021	Ethics and Social Awareness	3
	GY010	Strategic Management in Business	3
<b>Sub Total Credit</b>			<b>10</b>
4	GY993	Thesis	6
<b>Sub Total Credit</b>			<b>6</b>