

## **Business Management**

### **Introduction**

In facing global competition in the field of business services in the future and encouraging the growth of entrepreneurship in this venture, it is necessary to provide graduates to fill in the growing demands of professionals in global business service fields with a highly competency individual and the ability and a good understanding of ICT as a business enabler. The implementation of the multilateral trade agreement, and the increasing of global competitive service business, encourage more companies to expand abroad. It will increase demand for professionals in the field of production and services, including the personnel who are able to adapt, and to innovate, in facing the turmoil and dynamic market well. The business management program carefully prepares a learning curriculum to serve the challenges above. The program equips students with the knowledge updates, business practices, and soft-skills that enable them to survive and expand their capacity.

### **Vision**

To be Internationally recognised business school in the continuous pursuit of innovation in education.

### **Mission**

We are committed to provide innovative processes and research to develop professionals who can meet the challenges of industries and society.

### **Learning Goals**

#### **1. Management Concept**

Each student should be able to comprehend the discipline of management.

#### **2. Concept & Skills Integration and Entrepreneurial Mindset**

Each student should be able to integrate management concept and skills with entrepreneurial mindset.

#### **3. Ethical, Social & Professional Character**

Each student should be able to exercise ethical and professional values.

#### **4. Awareness of ICT**

Each student should be able to make use of ICT as management tool and business solution.

### **Prospective Career of the Graduates**

Business management program graduates will have skills in business services such as banking, consulting, and hospital and as a manager in the company (including the essential functions in the field of management) as well as an entrepreneur, and demonstrate competence listed above. Business management graduates will be ready to face the challenges of the dynamic global business services.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6011	Introduction to Management and Business*	4	20	
	ACCT6087	Introduction to Accounting	4		
	MATH6048	Business Mathematics	4		
	LAWS6075	Legal Aspect in Economics	2		
	ECON6005	Microeconomics	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	21	
	ECON6006	Macroeconomics*	4		
	ISYS6181	Management Information Systems for Leader	4		
	ENTR6003	Entrepreneurship I	2		
	MKTG8005	Marketing Management*	4		
	COMP6203	Office for Professional	2		
	LANG6061	Indonesian	1		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	MGMT6018	Operation Management	4		
	ACCT6049	Managerial Accounting	4		
	STAT8067	Business Statistics I	2		
	ECON8009	Managerial Economics	4		
	MKTG6175	Service Marketing Management**	4		
	MGMT6238	Service Management Fundamental	4		
4	CHAR6015	Character Building: Agama	2	24	
	ENTR6004	Entrepreneurship II	2		
	FINC6001	Financial Management	4		
	MGMT6239	Service Operation Management	2		
	TRSM6099	Hospitality & Service Excellent	2		
	MGMT6012	Human Resources Management	4		
	STAT8068	Business Statistics II	2/2		
	BUSS6051	Design Thinking in Business	4		
5	RSCH6026	Research Methodology	4	20	
	PSYC6150	Industrial and Organization Psychology**	4		
	ISYS6196	Business Analytics*	2		
	MGMT6038	Cross Cultural Management	2		
	COMM8006	Business Communication	2		
	BUSS6088	Current Issue in Business and Technology	2		
	MKTG6021	Customer Relationship Management	2		
	MGMT7247	Strategic Management Fundamental	2		
6	<b>Enrichment Program I</b>		15	15	
7	<b>Enrichment Program II</b>		16	16	
8	MGMT6017	Thesis	6	6	
			<b>TOTAL CREDIT 146 SCU</b>		

\*) This course is delivered in English

\*\*) Entrepreneurship Embedded

**English University Courses:**

- ) For 1<sup>st</sup> Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
- ) For 2<sup>nd</sup> Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

- ) Student will take one of enrichment program tracks (off campus).

**Enrichment Track Scheme**

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	*etc	IN	RS	EN	CD	SA	FS	*etc
1	V						V						
2	V							V					
3	V								V				
4	V									V			
5	V										V		
6	V											V	
7		V					V						
8		V						V					
9		V							V				
10		V								V			
11		V									V		
12		V										V	
13			V				V						
14			V					V					
15			V						V				
16			V							V			
17			V								V		
18			V									V	
19				V			V						
20				V				V					
21				V					V				
22				V						V			
23				V								V	
24					V		V						
25					V			V					
26					V				V				
27					V					V			
28					V						V		
29					V							V	

Student will take one of enrichment program tracks

Notes:

- IN : Internship
- RS : Research
- EN : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- FS : Further Study
- \*etc : Study Program Special Purposes

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
MGMT6240	Experience in Industry	8	
MGMT6241	Industrial Business Service Practice	4	
MGMT6153	Entrepreneurial and Industrial Business Development	3	16
<b>Enrichment Program II</b>			
MGMT6243	Professional Program in Industry	8	
MGMT6244	Professional Practice in Business Service	4	
MGMT6172	Entrepreneurial and Industrial Business Development	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I: For students who only take Entrepreneurship track in semester 6, should take these courses:</b>			15
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
<b>For students who take Entrepreneurship track in semester 6 and 7, should take these courses:</b>			16
<b>Enrichment Program I</b>			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
<b>Enrichment Program II</b>			
ENTR6278	Growing a Business	8	
ENTR6279	Lean Start Up & Business Plan	2	
ENTR6280	Venture Capital	2	
ENTR6250	Entrepreneurship and Managing the Business Operation	4	
<b>Enrichment Program II: For students who only take Entrepreneurship track in semester 7, should take these courses:</b>			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6249	Entrepreneurship and Managing New Business	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
RSCH6205	Research Experience	8	
RSCH6176	Scientific Writing in Management	4	
RSCH6177	Global Entrepreneurship and Industrial Business Development	3	16
<b>Enrichment Program II</b>			
RSCH6202	Research Experience II	8	
RSCH6174	Scientific Writing in Management II	4	4
RSCH6175	Global Entrepreneurship and Industrial Business Development II	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
CMDV6120	Community Outreach Project Implementation	8	
CMDV6091	Community Outreach Project Design in Management	4	
CMDV6092	Socio Entrepreneurship Development	3	16
<b>Enrichment Program II</b>			
CMDV6117	Community Development Project Implementation	8	
CMDV6093	Community Development Project Design in Management	4	4
CMDV6094	Managing Socio Entrepreneurship	4	

### Enrichment Study Abroad Track

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			15
<b>Enrichment Program I</b>			
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			
GLOB6017	Elective Course for Study Abroad 13	4	16
GLOB6018	Elective Course for Study Abroad 14	4	
GLOB6019	Elective Course for Study Abroad 15	4	
GLOB6020	Elective Course for Study Abroad 16	4	
GLOB6021	Elective Course for Study Abroad 17	2	
GLOB6022	Elective Course for Study Abroad 18	2	
GLOB6023	Elective Course for Study Abroad 19	2	
GLOB6024	Elective Course for Study Abroad 20	2	
GLOB6025	Elective Course for Study Abroad 21	2	
GLOB6026	Elective Course for Study Abroad 22	2	
GLOB6027	Elective Course for Study Abroad 23	2	
GLOB6028	Elective Course for Study Abroad 24	2	

\*) Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

#### Enrichment Further Study Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			
ENTR6561	Design Thinking for Innovation	4	16
MKTG6285	Business Negotiation	3	
MKTG6283	Marketing Strategy	3	
STAT6153	Applied Statistics	3	
MGMT6393	Human Resources Management Strategy	3	

#### The Table of Prerequisite for Business Management (S1)

Subject	Credits	Smt	Prerequisite	Credits	Smt		
MGMT6238	Service Management Fundamental	4	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6017	Thesis	6	8	RSCH6026	Research Methodology	4	5

#### Student should pass all of these quality controlled courses as listed below:

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	ECON6005	Microeconomics	C
4	MKTG8005	Marketing Management	C
5	ISYS6181	Management Information Systems for Leader	C
6	MGMT6012	Human Resources Management*	C
7	MGMT6238	Service Management Fundamental	C
8	MGMT6239	Service Operations Management	C

\*) Tutorial & Multipaper