

Business Management

Introduction

In global growth of future service competition, it is a compulsory to prepare and provide graduates to fill in the growing demands of professionals in global business service fields. In order to face ASEAN Economy Community and global business service competitive, many businesses expand abroad that requires skilled professionals to market products and services in turbulences market and respectively happened for overseas products and services. Business management program is carefully catered for the challenges mention above. This program equips students with update knowledge, business practices and soft-skills which enable them to survive and expand their capacities.

Vision

To be global business service management program with connectivity driven and entrepreneur mindset.

Mission

The mission of business management program is to contribute to the global community through the provision of world-class education by:

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with a knowledge, skills and practice in business management and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial and ICT ability managers to lead and work in a wide variety of business contexts and industries especially in business management fields.
4. Conducting research and professional services for entrepreneurial business management.
5. Improving competitive managerial skills through impression business management, strategic and collaborative influence.

Program Objective

The objectives of the program are:

1. To provide students with fundamental knowledge in global business service art and science fundamental, combined with a business management platform to prepare them in and growing them through delivering a global superior customer value that they need in managing the global business competition.
2. To equip students with sufficient ICT integration, strategic business management capabilities and competencies and application of strategic thinking in the pursuit of global business areas.
3. To provide students with an in depth advance understanding of the issues regarding implementation and control of the global business service across global business sectors that they need to be a future global agent of change.

Student Outcomes

After completing the study, graduates are:

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

The graduates of business management program will have skills in business service such as in banking, consulting, and hospital and as a manager in enterprises (including fundamental function in management area) as well as being an entrepreneur. And demonstrating the competencies listed above, business management graduate will be ready to face dynamics challenges of global business service.

Curriculum

The curriculum of business management is designed to meet the current global business services conditions and prepare graduate students readiness to apply their knowledge in appropriate industry. The curriculum is based on both international and national curriculum that covers the art and science of business management knowledge and skills as well as attitude to support core competence. The content of curriculum is adjusted to the knowledge technology of ICT based utilization of global business services management. Therefore, the teaching materials are enhanced to satisfy the stakeholders and to create and manage business management excellence in across 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		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	21	
	ECON6006	Macroeconomics*	4		
	ISYS6118	Management Information Systems	4		
	STAT8067	Business Statistics I	2		
	MKTG8005	Marketing Management*	4		
	COMP6203	Office for Professional	2		
	LANG6061	Indonesian	1		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

Sem	Code	Course Name	SCU	Total
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	MGMT6018	Operational Management	4	
	ACCT6049	Managerial Accounting	4	
	STAT8068	Business Statistics II	2/2	
	ECON8009	Managerial Economics	4	
	ENTR6003	Entrepreneurship I	2	
	MGMT6238	Service Management Fundamental	4	
4	CHAR6015	Character Building: Agama	2	24
	COMM8006	Business Communication	2	
	FINC6001	Financial Management	4	
	MGMT6239	Service Operation Management	2	
	TRSM6099	Hospitality & Service Excellent	2	
	MGMT6012	Human Resources Management	4	
	MKTG6175	Service Marketing Management**	4	
	BUSS6051	Design Thinking in Business	4	
5	RSCH6026	Research Methodology	4	20
	PSYC6150	Industrial and Organization in Psychology**	4	
	ISYS6196	Business Analytics*	2	
	MGMT6038	Cross Cultural Management	2	
	ENTR6004	Entrepreneurship II	2	
	BUSS6088	Current Issue in Business and Technology	2	
	MKTG6021	Customer Relationship Management	2	
	MGMT7247	Strategic Management Fundamental	2	
6	Enrichment Program I		15	15
7	Enrichment Program II		16	16
8	MGMT6017	Thesis	6	6
TOTAL CREDIT 146 SCU				

*) This course is delivered in English

**) Entrepreneurship Embedded

English University Courses:

-) For 1st 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 2nd 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 (6th Semester) & Enrichment Program II (7th Semester):

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

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*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	

Notes:

I : Internship

RS : Research

ENTR : Entrepreneurship

CD : Community Development

SA : Study Abroad

*etc : Department specific needs

Notes:

Student can choose one of the available tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			15
MGMT6240	Experience in Industry	8	
MGMT6241	Industrial Business Service Practice	4	
MGMT6153	Entrepreneurial and Industrial Business Development	3	16
Enrichment Program II			
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
Enrichment Program I: <i>(For students who only take Entrepreneurship track in semester 6, should take these courses)</i>			15
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
For students who take Entrepreneurship track in semester 6 and 7, should take these courses:			16
Enrichment Program I			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
Enrichment Program II			
ENTR6278	Growing a Business	8	
ENTR6279	Lean Start Up & Business Plan	2	
ENTR6280	Venture Capital	2	
ENTR6250	Entrepreneurship and Managing the Business Operation	4	
Enrichment Program II: <i>(For students who only take Entrepreneurship track in semester 7, should take these courses)</i>			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6249	Entrepreneurship and Managing New Business	4	

Enrichment Research

Code	Course Name	SCU	Total
Enrichment Program I: <i>(For student who takes Research track only in semester 6, should take these courses)</i>			
RSCH6205	Research Experience	8	15
RSCH6176	Scientific Writing in Management	4	
RSCH6177	Global Entrepreneurship and Industrial Business Development	3	
For student who takes Research track in semester 6 and 7, should take these courses:			
Enrichment Program I:			
RSCH6201	Research Experience I	8	15
RSCH6172	Scientific Writing in Management I	4	
RSCH6173	Global Entrepreneurship and Industrial Business Development I	3	
Enrichment Program II			
RSCH6202	Research Experience II	8	16
RSCH6174	Scientific Writing in Management II	4	
RSCH6175	Global Entrepreneurship and Industrial Business Development II	4	
Enrichment Program II: <i>For student who takes Research track only in semester 7, should take these courses:</i>			
RSCH6205	Research Experience	8	16
RSCH6176	Scientific Writing in Management	4	
RSCH6178	Global Entrepreneurship and Industrial Business Development	4	

Enrichment Community Development

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

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	15
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	
Enrichment Program II			
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.

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	ISYS6118	Management Information Systems	C
6	MGMT6012	Human Resources Management*	C
7	MGMT6238	Service Management Fundamental	C
8	MGMT6239	Service Operations Management	C

*) Tutorial & Multipaper