

## **MM Business Management – Blended Learning**

### **Introduction**

The MM Business Management - Blended Learning is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and professionals that are highly mobile with a heavy workload, in which they were constrained by the location of their working area and working hours. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies, with some limitations in terms of location to enrich their education background and inflexible working hours. The program also provides knowledge and skills in innovation and entrepreneurship that equips the students to launch their own businesses or become entrepreneurs in established firms.

The MM Business Management - Blended Learning is a 41 credit program consisting of knowledge in functional areas, innovation, entrepreneurship, business research, business ethics and a capstone course in strategic management. Participants are also exposed to courses related to Information Systems (IS). Upon the completion of the study, students are expected to earn knowledge and skills in general management according to the most current conceptual and analytical development in managerial practices. 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 as well as online lectures, guest lectures, case studies, class and online 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 with the faculty, and also encourages intellectual challenge and exploration.

### **Vision**

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

### **Mission**

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

### **Learning Goals**

#### **1. Problem solving and Leadership**

Each student should be able to perform systematic monitoring and evaluation to provide strategic recommendation to create value and enhance organization performance.

#### **2. Innovation**

Each student should be able to develop knowledge, innovative breakthroughs, and decision by using conceptual framework and research.

**3. Implementation and Communication**

Each student should be able to develop organizational structures, implement policies, strategies, and perform effective communication covering internal and external conditions of the organization.

**4. Management concepts, research, multidisciplinary approach**

Each student should be able to apply multidisciplinary approach to develop planning process and analysis of resources in formulating organizational strategy.

**5. Ethics and humanistic value**

Each student should be able to internalize leadership characteristics with social competence and cultural sensitivity as a foundation for continual delivery of innovation to benefit society

**Award/Degree**

- MM Degree from BINUS BUSINESS SCHOOL

**Study Completion Requirements**

To complete MM degree (in Business Management) at BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 41 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, online and in-class exercises, simulations, group project assignments and presentations, are designed to enhance the students' capability in problem identification and analysis, understanding strategic alternatives and exchanges of ideas. Students are learning theories, concepts and best practices from faculty staff who have strong academic background and 15 years business experience on average. This learning process provides students with good grounds for understanding a broad overview of the industry. On occasions, the program also invites visiting professionals as guest lecturer. These experiences support individual career objectives 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.

Innovation is developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred as 'design thinking', is developed through some courses in the program. Students are required to translate 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 are required to write a thesis and publish a research paper in a peer-reviewed journal as the assessment of students' comprehensive understanding of business management concepts learnt in the program.

**Employability and Career Support**

A wide range of career opportunities at a managerial level (such as business development manager) in business and management domain covering services and manufacturing industry, as well as private and public enterprises, offer vast opportunities for students after their successful completion of this eighteen month program.

The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills to face industry challenges.

### Program Structure

MM Business Management - Blended Learning consists of following courses:

#### SEMESTER 1

##### Period 1

Course Name	SCU
MKTG8012 – Marketing Management in the Digital World	3
MGMT8043 – Leadership & Human Capital Management	3
ISYS8031 – Information Systems for Management	2

##### Period 2

Course Name	SCU
STAT8097– Business Statistics	3
RSCH8073 – Research Methodology	2
MGMT8040 – Digital Business & E-Commerce Management	3

#### SEMESTER 2

##### Period 1

Course Name	SCU
RSCH8072 – Research Analysis & Publication	2
MGMT8044 – Operations Management	3
ACCT8144 – Accounting for Managers	3

##### Periode 2

Course Name	SCU
FINC8009 - Financial Management	3
ENTR8034 - Design Thinking and Entrepreneurship	3

#### SEMESTER 3

##### Periode 1

Course Name	SCU
BUSS8007– Ethics & Social Awareness	2

##### Periode 2

Course Name	SCU
MGMT8089 – Strategic Management in Business	3
MGMT8088 – Thesis	6