

## **Management**

### **Introduction**

The curriculum of the management program is designed as an anticipation to dynamics global competition, which requires organisational leadership and entrepreneurial skills with a strong ICT base and capability to continuously adapt and innovate in order to maintain sustainable growth and contribute to the society and the nation. This program will develop students knowledge in managing a company's operation and fostering their problem-solving skills to cope with a challenging situation. In this regard, the curriculum materials will emphasise the art of business, innovation and strategic thinking that are required to become a manager or business leader.

The graduates are expected to gain their potential to become future leaders. They can address business challenges through the following competencies: the ability to develop and manage the business, ability to apply information technology applications in business, ability to pursue the digital economy business, ability to optimise the capability and capacity of the organisation and its resources. They also are going to have the ability to optimize the use of management information systems and readiness to work in the various field both nationally and internationally. Management Curriculum also provides schematics and platform through the 3 + 1 Program, that allow the students to improve their practical and managerial capabilities as required by industry and to maintain its sustainable growth, and empowering the society and the nation.

The program uses, a multi-channel learning model. In this model, the students will have face to face sessions in the classroom, perform the self-study by using textbooks, e-book, video material and collaborative online learning. The method is intended to encourage the students to learn independently by utilising all available accesses and technology. Furthermore, by introducing ICT technology-based learning module, it will open a broad access for students to explore various educational resources from abroad.

### **Vision**

To be an 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.

**Professionals:** We prepare our graduates to be able to master particular knowledge and skills necessary to perform the role of their professions with ethical and moral obligations.

### **Learning Goals**

By the completion of our program

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

Each student should be able to comprehend business and management concept.

#### **2. Creative Thinking and Entrepreneurial Skills**

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

#### **3. Global Mindset**

Each student should be able to perform global mindset in exercising business concept.

#### **4. Ethics**

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

### Prospective Career of the Graduates

The graduate of the Management study program will have the skills in a wide range of professions, such as management and business consultant, as a middle manager in enterprises (including manufacturing, services, financial sector, education, e-business), and entrepreneur who understand the utilisation of ICT for business solutions. By demonstrating the competencies listed above, BINUS Business School Undergraduate Program Management will be ready to encounter the dynamic challenges of business.

### Curriculum

The curriculum is based on the National Curriculum and Management program association that covers Management knowledge and skills as well as attitude to support core competence in the following optional subjects:

1. **E-Business:** Graduates will be expected to comprehend the design and management of the business in the digital era.
2. **Business Development Management:** Graduates will be able to integrate management principles and new business initiation into a comprehensive strategic plan that promotes sustainable growth.
3. **Business and Organization:** Graduates will be able to develop leadership skills, control and the business managerial role to anticipate challenges and competition of global organizations and businesses.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYS6181	Management Information Systems for Leader	4	20	
	MATH6176	Business Mathematics	2		
	MGMT6012	Human Resources Management - <b>(AOL)</b>	4		
	MGMT6011	Introduction to Management and Business* - <b>(AOL)</b>	4		
	MKTG8005	Marketing Management* - <b>(AOL)</b>	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	COMM8006	Business Communication** - <b>(AOL)</b>	2		
	ECON6099	Business Economics	4		
	BUSS6066	Business Ethics - <b>(AOL)</b>	2		
	STAT8067	Business Statistics I	2		
	MGMT6297	Operations Management**	4		
	LANG6027	Indonesian	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	FINC6001	Financial Management	4		
	LAWS6159	Legal Aspect in Business	2		
	MGMT6357	Multinational Corporation Management	4		
	ACCT6351	Accounting for Business	4		
	STAT8068	Business Statistics II - <b>(AOL)</b>	2/2		
	ENTR6509	Entrepreneurship: Ideation	2		

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	20	
	MGMT6358	Managing Business Information	2/2		
	ENTR6510	Entrepreneurship: Prototyping	2		
	<b>Streaming : Business and Organization</b>				
	MGMT6375	Organizational Learning	4		
	MGMT6276	Leadership & Managing Human Capital in Organization*	4		
	MGMT6371	Human Resources Analytics	4		
	<b>Streaming : Business Development Management</b>				
	BUSS6109	Business Development	4		
	MGMT6196	Project Management	4		
	BUSS6173	Managing Innovation and Knowledge*&**	4		
	<b>Streaming : E-Business</b>				
	MGMT6374	Analysis on E-Business Investment*&***	4		
	ISYS6084	Database	2/2		
	ISYS6079	E-Business System*	4		
	<b>Minor Program</b>				12
	<b>Free Electives</b>				12
5	RSCH6026	Research Methodology**	4	18	
	ENTR6511	Entrepreneurship: Market Validation	2		
	BUSS6171	Business Sustainability	4		
	<b>Streaming : Business and Organization</b>				
	MGMT6341	Strategic Management**	4		
	MGMT6033	Advanced Topics in Business and Organization	2		
	MGMT6145	Compensation and Performance Management*&**	2		
	<b>Streaming : Business Development Management</b>				
	BUSS6069	Business Simulation - (AOL)	2		
	BUSS6194	Business Negotiation Strategy*	2		
	BUSS6163	Organization Development Strategy	2		
	MGMT6412	Customer Relationship Management*&**	2		
	<b>Streaming : E-Business</b>				
	ISYS8175	E-Business Strategy and Implementation*	4		
	ISYS6085	Advanced Topics in E-Business	2		
	MGMT6029	Knowledge Management*	2		
	<b>Minor Program</b>				8
<b>Free Electives</b>			8		
6	Enrichment Program I		20	20	
7	Enrichment Program II		20	20	
8	MGMT6402	Pre-Thesis	2	6	
	MGMT6410	Thesis	4		
<b>TOTAL CREDIT 146 SCU</b>					

\*) This course is delivered in English

\*\*\*) Global Learning System Course

-) AOL – Assurance of Learning Process System

**Streaming/Minor/Free Electives:**

- ) For 4th Semester: Students are required to choose streaming or minor program or free electives.
- ) For 5th Semester: Students are required to choose streaming or minor program or free electives same with semester 4.

**English University Courses:**

- ) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
- ) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
- ) Students must pass English Savvy with a minimum Grade of C.

**Minor Scheme**

Minor Program	Semester 4	Semester 5
<b>Minor @ Binus Kemanggisian</b>		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
<b>Minor @ Binus Alam Sutera</b>		
Digital Business	v	v
<b>Minor @ Binus Bekasi</b>		
Virtual Services	v	v
Culinary	v	v
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	-	-
<b>Minor @ Binus Bandung</b>		
DesignPreneur	-	-

**1. Minor Program: Digital Ecosystem**

Course	SCU
COMP6683 Introduction to Artificial Intelligence	2/2
COMM6501 Narrative Development	4
ISYS6549 Digital Innovation	4
COMP6684 Current Trends in Technology	4
DSGN6834 Visual Identity	4
<b>Total SCU</b>	<b>20</b>

**2. Minor Program: Human Capital in Digital Workplace**

Course	SCU
PSYC6174 Psychology in The Workplace	4
MGMT6349 Digital Workplace Strategy	4
ISYS6551 Digital Workplace and Technology	4
LAWS6157 Legal Aspects in Digital Workplace	4
PSYC6175 Human Resources Development	4
<b>Total SCU</b>	<b>20</b>

### 3. Minor Program: Sustainable Development

Course	SCU
ARCH6119 Introduction to Sustainable Development	2
DSGN6835 Engineering Material	4
ISYE6154 Sustainable Design and Manufacture	4
ISYE6155 Occupational, Health, Safety, and Administration in Engineering	2
CPEN6217 Digital for Sustainable Development	4
CIVL6118 Engineering Economic	4
<b>Total SCU</b>	<b>20</b>

### 4. Minor Program: Cross Cultural Communication

Course	SCU
CHIN6133 Chinese Conversation in Daily Works	2
CHIN6132 Chinese Conversation in Daily Activities	4
CHIN6134 Chinese Conversation in Business Communication	4
COMM6502 Communication in Diversity	2
INTR6135 Comparative Politics	4
BUSS6170 Asian Business Ethics	4
<b>Total SCU</b>	<b>20</b>

### 5. Minor Program: Interactive & Users Experience Design

Course	SCU
PSYC6176 Psychology and User Experience	4
ISYS6553 User-Centered Research and Evaluation	4
DSGN6836 Fundamental of Interface Design	4
ISYS6554 Core Principles: Interactive Design	4
DSGN6837 Digital Design Production	4
<b>Total SCU</b>	<b>20</b>

### 6. Minor Program: Digital Business

Course	SCU
ISYS6559 Business Models and Technology Innovation	4
ISYS6557 Business Data Management	4
ISYS6558 Strategic Digital Business Analysis	4
STAT6149 Practical Statistics for Data and Business Analysis	4
MGMT6352 Digital Strategy	4
<b>Total SCU</b>	<b>20</b>

### 7. Minor Program: Virtual Services

Course	SCU
ISYS6561 Fundamental of Virtual Services	2
ACCT6350 Virtual Financial Services	4
ISYS6562 Virtual Market Place	4
MGMT6354 Virtual Operation and Supply Chain	4
HTMN6082 Virtual Hospitality Management	4
ISYS6563 Seminar on Virtual Services	2
<b>Total SCU</b>	<b>20</b>

### 8. Minor Program: Culinary

Course		SCU
HTMN6078	Advanced in Pastry and Bakery	4
HTMN6050	Culinary Business Event	2/2
HTMN6048	Western and French Cuisine	2/4
HTMN6046	Authentic Indonesian Cuisine	2/4
<b>Total SCU</b>		<b>20</b>

### Appendix: Free Electives (4<sup>th</sup> Semester & 5<sup>th</sup> Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580	Digital Business Transformation	2	4
2	Business Creation	ENTR6582	Business Strategy	2	4
3	Business Creation	ENTR6494	Managing Growing Business	2	5
4	Business Management	MGMT6401	Digital Supply Chain Management	2	4
5	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5
6	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	4
7	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	5
8	International Business Management	BUSS6162	Market Entry Strategy	2	4
9	International Business Management	BUSS7009	Export-Import Cost Management	2	5
10	Management	BUSS6088	Current Issue in Business and Technology	2	4
11	Management	MGMT6063	Strategic Management	2	5
12	Accounting	ACCT6358	Management Audit	4	4
13	Accounting Bekasi	ACCT6389	Big Data Analytics in Accounting & Finance	2	5
14	Marketing Communication	COMM6510	Reportage & Interview Technique	2/2	4
15	Marketing Communication	COMM6533	Creative Program Design	2/2	4
16	Marketing Communication	COMM6540	Communication & Public Affairs	2	4
17	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
18	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
19	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
20	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
21	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
22	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
23	Marketing Communication	COMM6543	Digital Brand Communication	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
24	Tourism	TRSM6142	Event Management	4	4
25	Tourism	TRSM6204	Heritage Tourism	4	4
26	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
27	Tourism	TRSM6160	Tourism Transportation	2	5
28	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
29	Tourism	TRSM6196	Tourism Community Empowerment	2	5
30	Architecture	ARCH6054	Interior Design Principles	2	4
31	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
32	Architecture	ARCH6129	Urban Housing	4	5
33	Architecture	ARCH6130	Architecture & Social Culture	4	5
34	Civil Engineering	COMP6046	Computer Applications in Construction Management	2	5
35	Computer Engineering	CPEN6225	Telco Network & Switching System	2	5
36	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
37	Food Tech	FOOD6073	Current Issues in Food Technology	2	4
38	Food Tech	FOOD6062	Food Quality Assurance System	2/1	5
39	Food Tech	FOOD6063	Food Safety & Sanitation	2/1	5
40	Industrial Engineering	ISYE6041	Engineering Economy	2	4
41	Industrial Engineering	ISYE6115	Transportation Modeling	2	5
42	Business Law	LAWS6017	Intellectual Property Rights	4	4
43	Business Law	LAWS6168	Banking-Financial Law & Islamic Business Law	4	4
44	Business Law	LAWS6169	Capital Market, Legal Audit, & Due Diligence	4	4
45	Business Law	LAWS6170	Investment Law	2	4
46	Business Law	LAWS6171	Business Competition & Consumer Protection Law	2	4
47	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
48	Business Law	LAWS6172	Environmental and Natural Resources Law	2	5
49	Business Law	LAWS6174	Contract & Legislative Drafting	2	5
50	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	4
51	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	4
52	Chinese Literature	CHIN6159	Chinese Character Writing	2	4
53	International Relations	INTR6143	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
54	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
55	International Relations	INTR6167	International Political Economy of Multinational Corporations	2	5
56	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
57	Primary Teacher Education	EDUC6040	Child Games	2	4
58	Primary Teacher Education	EDUC6032	Art & Craft	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
59	Primary Teacher Education	EDUC8004	School Based Management	2	5
60	Psychology	PSYC6130	Human Performance Technology	4	4
61	Psychology	PSYC6145	Urban Psychology	4	4
62	Cyber Security	COMP6582	Computer Security	2	4
63	Cyber Security	COMP6646	Computer Forensic	2	5
64	Game Application & Technology	GAME6082	Game Animation	2	4
65	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
66	Statistics	STAT6158	Data Management and Organization	2	5
67	Computer Science	ISYS6211	Web Based Application Development	2/2	4
68	Computer Science	COMP6681	Web Programming	2/1	5
69	Computer Science	COMP8129	User Experience	2/2	5
70	Computer Science	ISYS6197	Business Application Development	2/2	5
71	Animation	DSGN6692	Character Animation	4	4
72	Animation	DSGN6693	Motion Graphic	4	4
73	Animation	DSGN6694	Visual Effect (VFX)	4	4
74	Animation	DSGN6689	Concept Art & Production Design	2	5
75	Animation	DSGN6690	Animation Storytelling	2	5
76	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
77	Creative Advertising	MDIA6046	Audio Visual (Pre Production and Production)	4	4
78	Creative Advertising	DSGN6661	Photography	4	4
79	Film	FILM6026	History of Indonesian Cinema	2	4
80	Film	FILM6027	Film Theories	4	4
81	Film	FILM6119	Audiences & Fan Culture	4	5
82	New Media	DSGN6743	Digital Graphic Reproduction	4	4
83	Interior Design	DSGN6608	Interior Design and Culture	2	4
84	Interior Design	DSGN6611	Business in Interior Design	2	4
85	Business Information Technology	ISYS6606	Smart Application	2	4
86	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
87	Information Systems	ISYS6203	Mobile Application Development	2/2	4
88	Information Systems	ISYS6210	Data Visualization	2	4
89	Information Systems	ISYS6285	Digital and New Media	2	4
90	Information Systems	ISYS6442	Applied ERP: Fundamental	4	4
91	Information Systems	ISYS6594	Coding for Finance	2	4
92	Information Systems	ISYS8066	Business Process Management	4	5



**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). See enrichment appendix for the tracks detail.

**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	

**Note:**

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

**Description:**

Student will take one of enrichment program tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
MGMT6421	Industrial Experience in Dynamic Industry	8	
MGMT6422	Industrial Experience in Business Sustainability	8	
MGMT6152	Entrepreneurial and Industrial Business Development	4	20
<b>Enrichment Program II</b>			
MGMT6423	Professional Experience in Dynamic Organization	8	
MGMT6424	Professional Development on Sustainability Profession	8	
MGMT6137	Business Management and Professional Development	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I:</b>			20
ENTR6902	New Business Initiation	8	
ENTR6903	Product Development Process	8	
ENTR6904	EES in New Business I	4	20
<b>Enrichment Program II:</b>			
ENTR6905	Product Launching	8	
ENTR6906	Business Development	8	
ENTR6907	EES in New Business II	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
RSCH6370	Research for Business Management	8	
RSCH6551	Scientific Writing in Business Management	8	
RSCH6454	Global Entrepreneurship and Business Development	4	20
<b>Enrichment Program II</b>			
RSCH6373	Research for Industrial Competition	8	
RSCH6552	Scientific Writing in Management Research	8	
RSCH6375	Global Entrepreneurship and Industrial Competition	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6120	Community Outreach Project Implementation	8	
CMDV6331	Community Outreach Project Design in Management	8	
CMDV6169	Socio Entrepreneurship Development	4	20
<b>Enrichment Program II</b>			
CMDV6117	Community Development Project Implementation	8	
CMDV6332	Community Development Project Design in Management	8	
CMDV6094	Managing Socio Entrepreneurship	4	

### Enrichment Study Abroad Track

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
GLOB6005	Elective Course for Study Abroad 1	4	20
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	
GLOB6251	Elective Course for Study Abroad 29	4	
<b>Enrichment Program II</b>			
GLOB6017	Elective Course for Study Abroad 13	4	20
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	
GLOB6253	Elective Course for Study Abroad 31	4	

\*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

### Enrichment Further Study Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			
ENTR6561	Design Thinking for Innovation	4	20
MKTG6299	Business Negotiation	4	
MKTG6300	Marketing Strategy	4	
STAT6187	Applied Statistics	4	
MGMT6420	Human Resources Management Strategy	4	

**The Table of Prerequisite for Management Program**

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
MGMT6410	Thesis	4	8	RSCH6026	Research Methodology	4	5
<b>Streaming : Business and Organization</b>							
MGMT6341	Strategic Management	4	5	MGMT6012	Human Resources Management	4	1
<b>Streaming : E-Business</b>							
ISYS8175	E-Business Strategy and Implementation	4	5	ISYS6079	E-Business System*	4	4
<b>Streaming : Business Development Management</b>							
BUSS6163	Organization Development Strategy	2	5	MGMT6011	Introduction to Management and Business	4	1

\*) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	MKTG8005	Marketing Management	C
4.	MGMT6358	Managing Business Information	C
5.	MGMT6012	Human Resources Management*	C
6.	MGMT6011	Introduction to Management and Business	C
7.	BUSS6066	Business Ethics	C
8.	MGMT6357	Multinational Corporation Management	C

\*) Tutorial & Multipaper