

Management

Introduction

The design of management study program curriculum reflects the aim of the study program to adapt and anticipate the environment changes at present and in the future. This objective is achieved by improving the student's knowledge on core subject. In this case, management curriculum gives priority on the materials which emphasize the science and art of business concepts and methods. Students are guided and encouraged to think either as manager or business leader.

With this view, graduates are expected to have potential to be manager in the future because they can demonstrate the following competences, such as: ability to design and manage a business, ability to apply information technology application in business, knowledge of organizational perspective in organization, human resources, operations and information system management and readiness to work in various field both nationally and internationally.

Method of learning use, known as a multi-channel learning model, is expected to motivated students to be long life learners as well as getting involved in social community. I this model, the students will have face to face sessions in class, then self study by using text book and CD-ROM and finally collaborative online learning. The method is intended to encourage the students to learn independently by using the technology available. Furthermore, the method opens the access for students exploring a variety of learning sources from overseas.

Vision

To be an internationally recognized business management study program with ICT driven and entrepreneurial ability.

Mission

The mission of Management Department 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 International Marketing, Entrepreneurship, E-business, and business organization and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial managers to lead and work in a wide variety of business contexts and industries.
4. Conducting research and professional services for international marketing, entrepreneurship, e-business and business organizations.
5. Improving competitive managerial skills through impression management, strategic and collaborative influence.

Program Objective

The objectives of the program are :

1. To provide students with fundamental knowledge in Management Science & Business that they will need in management practices.
2. To provide students with Management and Business Skills integrated with IT & high Impact Research related to business, management, marketing, finance and business organization, providing adequate tools for business analysis in these areas.
3. To prepare each student to be an entrepreneur and agent of change by utilizing knowledge & skills in international marketing and business.

Graduate Competency

At the end of the program, graduates will be able to :

1. Demonstrate and apply their knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking on current business cases, and develop research programs for problem solving in management business.
4. Integrate information systems/technology utilization in solving business problems.
5. Formulate E-business strategy.
6. Implement E-business strategy.
7. Deploy management knowledge and skills to cope with an unpredictable environment.
8. Manage organization and contribute to business growth.
9. Create an innovative business.
10. Implement of principle and entrepreneurial mindset in business.

Prospective Career of the Graduates

The graduate of the Management study program will have the skills in a wide range of professions such as in management and business consultants, as a middle manager in enterprises (including manufacturing, services, hospitals, hotels, banks, education, agri-business) as well as being an entrepreneur, all of which require the need for a thorough knowledge of information technology. By demonstrating the competencies listed above, BINUS UNIVERSITY Management graduate will be ready to face dynamic challenges of business.

Curriculum

The curriculum is based on both the National Curriculum and Management study 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 new methods in business in the digital era.
2. **Entrepreneurship:** Graduates will demonstrate the knowledge and skill to build as well as manage a new venture.
3. **Business and Organization:** Graduates will be able to implement capability of taking on challenges and compete of global organization and business.

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		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	MGMT6038	Cross Cultural Management	2		
	COMM8006	Business Communication	2		
	MGMT6012	Human Resources Management	4		
	ECON8009	Managerial Economics	4		
	ENTR6003	Entrepreneurship I	2		
	Stream : Business and Organization				
	MGMT6022	Management and Organization	4		
	MGMT6047	International Human Resource Management	2		
	Stream : Entrepreneurship				
	MGMT6023	Managing Entrepreneurial Organization	4		
	BUSS6050	Managing Innovation	2		
	Stream : E-Business				
	ISYS6079	E-Business System	4		
BUSS6050	Managing Innovation	2			

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	22	
	ACCT6049	Managerial Accounting	4		
	FINC6001	Financial Management	4		
	Stream : Business and Organization				
	MGMT6046	Management Science	4		
	MGMT6122	Leadership & Managing Human Capital in Organization*	4		
	MGMT6145	Compensation and Performance Management	2		
	MGMT6033	Advanced Topics in Business and Organization	2		
	Stream : Entrepreneurship				
	ENTR6056	Entrepreneurial Marketing & Finance*	4		
	MGMT7013	Strategic Management	4		
	MGMT6147	Sustainability Management	2		
	ENTR6008	Advanced Topics in Entrepreneurship	2		
	Stream : E-Business				
	COMP6233	Website Design*	2/2		
	FINC6081	Analysis on E-Business Investment	2		
	ISYS6084	Database	2/2		
ISYS6085	Advanced Topics in E-Business	2			
5	RSCH6026	Research Methodology	4	24	
	STAT8068	Business Statistics II	2/2		
	MGMT6018	Operational Management	4		
	ENTR6004	Entrepreneurship II	2		
	Stream : Business and Organization				
	MGMT6144	Corporate Governance	4		
	PSYC6117	Industrial and Organization Psychology*	2		
	MGMT7013	Strategic Management	4		
	Stream : Entrepreneurship				
	MGMT6036	Quantitative Business Analysis	4/2		
	ENTR6074	Business Plan*	2/2		
	Stream : E-Business				
	ISYS8175	E-Business Strategy and Implementation	4		
	MGMT6029	Knowledge Management	2		
MKTG6100	e-Marketing and e-CRM*	4			

Sem	Code	Course Name	SCU	Total
6	Stream : Business and Organization			15
		Enrichment Program I	15	
	Stream : Entrepreneurship			
		Enrichment Program I	15	
	Stream : E-Business			
7	Stream : Business and Organization			16
		Enrichment Program II	16	
	Stream : Entrepreneurship			
		Enrichment Program II	16	
	Stream : E-Business			
8	MGMT6017	Thesis	6	6
TOTAL CREDIT 146 SCU				

*) *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*

-)Students should pass *English Savvy*with a minimum Grade is C

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
Stream : Business and Organization			
MGMT6124	Industrial Experience	8	
MGMT6125	Business & Organization in Industrial Experience	2	
MGMT6126	Organizational Performance & Evaluation in Industrial Experience	2	
MGMT6217	Entrepreneurial and Industrial Business Development	3	
Stream : E-Business			
MGMT6130	Industrial Experience	8	
MGMT6131	E-Business Management in Industrial Experience	2	
MGMT6132	E-Business Application in Industrial Experience	2	
MGMT6216	Entrepreneurial and Industrial Business Development	3	
Stream : Entrepreneurship			
MGMT6128	Industrial Experience	8	
ENTR6046	Idea Generation in Industrial Experience	2	
ENTR6047	Business Innovation in Industrial Experience	2	
MGMT6129	Entrepreneurial and Industrial Business Development	3	
Enrichment Program II			16
Stream : Business and Organization			
MGMT6134	Professional Experience	8	
MGMT6135	Business & Organization in Professional Experience	2	
MGMT6136	Organizational Performance & Evaluation in Professional Experience	2	
MGMT6137	Business Management and Professional Development	4	
Stream : E-Business			
MGMT6140	Professional Experience	8	
MGMT6141	E-Business Management in Professional Experience	2	
MGMT6142	E-Business Application in Professional Experience	2	
MGMT6143	Business Management and Professional Development	4	
Stream : Entrepreneurship			
MGMT6219	Professional Experience	8	
ENTR6258	Idea Generation in Professional Experience	2	
ENTR6267	Business Innovation in Professional Experience	2	
MGMT6268	Business Management and Professional Development	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment I: <i>(Students who only take Entrepreneurship track in semester 6, should take these courses)</i>			
ENTR6285	Business Start Up	8	15
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
Students who take Entrepreneurship track in semester 6 and 7, should take these courses:			
Enrichment I			
ENTR6285	Business Start Up	8	15
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
Enrichment II			
ENTR6278	Growing a Business	8	16
ENTR6279	Lean Start Up & Business Plan	2	
ENTR6280	Venture Capital	2	
ENTR6250	Entrepreneurship and Managing the Business Operation	4	
Enrichment II: <i>(Students who only take Entrepreneurship track in semester 7, should take these courses)</i>			
ENTR6285	Business Start Up	8	16
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
Enrichment Program I: (Student who takes research track only in semester 6, should take these courses)			
RSCH6205	Research Experience	8	15
RSCH6176	Scientific Writing in Management	4	
RSCH6177	Global Entrepreneurship and Industrial Business Development	3	
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: (Student who takes research track only in semester 7, should take these courses)			
RSCH6205	Research Experience	8	16
RSCH6176	Scientific Writing in Management	4	
RSCH6178	Global Entrepreneurship and Industrial Business Development	4	

Enrichment Community Development Track

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 Management (S1)

Subject		Credits	Sem	Prerequisite		Credits	Sem
ACCT6049	Managerial Accounting	4	4	ACCT6087	Introduction to Accounting	4	1
MGMT6017	Thesis	6	8	RSCH6026	Research Methodology	4	5
Stream : Business and Organization							
MGMT7013	Strategic Management	4	5	MGMT6012	Human Resources Management	4	3
MGMT6144	Corporate Governance	4	5	MGMT6022	Management and Organization	4	3
Stream: Entrepreneurship							
MGMT6023	Managing Entrepreneurial Organization	4	3	MGMT6011	Introduction to Management and Business	4	1
Stream : E-Business							
ISYS8175	E-Business Strategy and Implementation	4	5	ISYS6079	E-Business System	4	3

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	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
Stream: Business and Organization			
7	MGMT6022	Management and Organization*	C
8	MGMT6122	Leadership & Managing Human Capital in Organization*	C
Stream: Entrepreneurship			
7	ENTR6074	Business Plan*	C
8	ENTR6056	Entrepreneurial Marketing & Finance*	C
Stream: E-Business			
7	ISYS6079	E-Business System*	C
8	ISYS8175	E-Business Strategy and Implementation*	C

*)Tutorial & Multipaper