

## Management

### Introduction

The design of management study program curriculum reflects the aim of the study program to adapt and anticipate the business 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 develop 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. The Management curriculum also provide scheme and platform through 3+1 program, to support students improve both practical and managerial skill.

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. In 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.

### **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 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. **Business Development Management :** Graduates will be able to integrate business development and management principle into the strategic plan in the competitive dynamics of global business
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		
	<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		
	ISYS6118	Management Information Systems	4		
	STAT8067	Business Statistics 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	22	
	MGMT6038	Cross Cultural Management	2		
	COMM8006	Business Communication	2		
	MGMT6012	Human Resources Management	4		
	ECON8009	Managerial Economics	4		
	BUSS6066	Business Ethics	2		
	ENTR6003	Entrepreneurship I	2		
	<b>Stream : Business and Organization</b>				
	MGMT6022	Management and Organization*	4		
	<b>Stream : Business Development Management</b>				
	MKTG6164	Customer Relationship Management*	4		
	<b>Stream : E-Business</b>				
	ISYS6079	E-Business System*	4		

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	22	
	ACCT6049	Managerial Accounting	4		
	FINC6001	Financial Management	4		
	<b>Stream : Business and Organization</b>				
	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		
	<b>Stream : Business Development Management</b>				
	BUSS6067	Business Development**	4		
	MGMT6196	Project Management	4		
	BUSS6068	Managing Innovation and Knowledge*	2		
	MKTG6165	Market Research	2		
	<b>Stream : E-Business</b>				
	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		
	<b>Stream : Business and Organization</b>				
	MGMT6144	Corporate Governance*	4		
	PSYC6100	Industrial and Organization Psychology	2		
	MGMT7314	Strategic Management**	4		
	<b>Stream : Business Development Management</b>				
	BUSS6069	Business Simulation	2		
	BUSS6070	Business Negotiation Strategy*	4		
	BUSS6071	Organization Development Strategy**	4		
	<b>Stream : E-Business</b>				
	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	<b>Stream : Business and Organization</b>			15
		Enrichment Program I	15	
	<b>Stream : Business Development Management</b>			
		Enrichment Program I	15	
	<b>Stream : E-Business</b>			
		Enrichment Program I	15	
7	<b>Stream : Business and Organization</b>			16
		Enrichment Program II	16	
	<b>Stream : Business Development Management</b>			
		Enrichment Program II	16	
	<b>Stream : E-Business</b>			
		Enrichment Program II	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					
	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
<b>Enrichment Program I</b>			15
<b>Stream : Business and Organization</b>			
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	

Code	Course Name	SCU	Total
<b>Stream : Business Development Management</b>			15
MGMT6197	Industrial Experience	8	
MGMT6198	Business Development in Industrial Experience	2	
MGMT6199	Project Management in Industrial Experience	2	
MGMT6228	Entrepreneurial and Industrial Business Development	3	
<b>Stream : E-Business</b>			
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	
<b>Enrichment Program II</b>			16
<b>Stream : Business and Organization</b>			
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	
<b>Stream : Business Development Management</b>			
MGMT6201	Professional Experience	8	
MGMT6202	Business Development in Professional Experience	2	
MGMT6203	Project Management in Professional Experience	2	
MGMT6204	Business Management and Professional Development	4	
<b>Stream : E-Business</b>			
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	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I:</b> <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	
<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:</b> <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 Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
RSCH6201	Research Experience I	8	
RSCH6172	Scientific Writing in Management I	4	
RSCH6173	Global Entrepreneurship and Industrial Business Development I	3	16
<b>Enrichment Program II</b>			
RSCH6202	Research Experience II	8	
RSCH6174	Scientific Writing in Management II	4	
RSCH6175	Global Entrepreneurship and Industrial Business Development II	4	

Code	Course Name	SCU	Total
<b>Enrichment Program I:</b> <i>For student who takes Research track only in semester 6, should take these courses:</i>			15
RSCH6205	Research Experience	8	
RSCH6176	Scientific Writing in Management	4	
RSCH6177	Global Entrepreneurship and Industrial Business Development	3	
<b>Enrichment Program II:</b> <i>For student who takes Research track only in semester 7, should take these courses:</i>			16
RSCH6205	Research Experience	8	
RSCH6176	Scientific Writing in Management	4	
RSCH6178	Global Entrepreneurship and Industrial Business Development	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	
<b>Enrichment Program II</b>			16
CMDV6117	Community Development Project Implementation	8	
CMDV6093	Community Development Project Design in Management	4	
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	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	
<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.

**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
<b>Stream : Business and Organization</b>							
MGMT7314	Strategic Management	4	5	MGMT6012	Human Resources Management	4	3
MGMT6144	Corporate Governance	4	5	MGMT6022	Management and Organization	4	3
<b>Stream : E-Business</b>							
ISYS8175	E-Business Strategy and Implementation	4	5	ISYS6079	E-Business System	4	3
<b>Stream : Business Development Management</b>							
BUSS6071	Organization Development Strategy	4	5	MGMT6011	Introduction to Management and Business	4	1

**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	ISYS6118	Management Information Systems	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
<b>Stream: Business and Organization</b>			
7	MGMT6022	Management and Organization*	C
8	MGMT6122	Leadership and Managing Human Capital in Organization*	C
<b>Stream: Business Development Management</b>			
7	BUSS6067	Business Development	C
8	BUSS6071	Organization Development Strategy*	C
<b>Stream: E-Business</b>			
7	ISYS6079	E-Business System*	C
8	ISYS8175	E-Business Strategy and Implementation*	C

\*)Tutorial & Multipaper