

MM Professional Business Management

Introduction

The MM Business Management is a Master of Management program designed for those professionals with some managerial experience, and who are preparing themselves to be strategic business leaders. Conducted fully in English, this program is designed for those seeking better understanding of and acquiring the skills and competencies in managing and sustaining firm competitiveness in a hypercompetitive environment.

The MM Business Management is a 44-credit program consisting of subjects that walk students through various functional areas. Students will also learn the skills required for making good and executable business decisions. Apart from the acquisition of hard skills, students will also learn to improve their soft skills in leadership and organization. In general, the program emphasizes rigorous analytical and strategic thinking, which is a basic fundamental need for business leaders. The participants will be challenged not only to understand the theoretical underpinnings of the courses, but also to implement their understanding in solving real-world business problems.

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 lectures, guest lectures, case studies, class 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.

The program attempts to provide a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships, as well as high levels of interactions between themselves and with the faculty members. The classroom interaction will also encourage intellectual challenge and exploration.

Award/Degree

- MM degree from BINUS UNIVERSITY

Study Completion Requirements

To complete MM degree (in Business Management) at BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 44 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, in-class exercises, simulation, group project assignments and presentations are designed to enhance the students' capability in problem identification and analysis, developing strategic recommendation and exchanges of ideas. Students are learning theories, concepts and best practices from faculty members with strong academic background and 15 years business experience on average. On occasions, the program also invites visiting professionals as guest lecturers to give broad and practical overviews and challenges of various industries. These experiences support the students' individual career objectives and in addition may provide enhanced social and professional networks. Furthermore, the regularly-held CEO, CFO and CMO guest seminar events also enriches students with new perspectives on how to relate theoretical foundations they learned with current business practices, and the corporate challenges they face.

Innovation will be developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred to as ‘Design Thinking’, will be developed through 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 would be required to complete a final thesis that would assess students’ comprehensive understanding of business management concepts learnt in the program. With English as the formal language of instruction, the program is expected to ensure that our graduates are ready to enter the international workplaces.

Employability and Career Support

A wide range of career opportunities in business and management in services and manufacturing industry, as well as in private and public enterprises, will be available to students after successful completion of this eighteen-month program. The integrated curriculum is designed, developed and prepared to support students in building their technical and non-technical skills to face industry challenges. An internship program with several national and multinational firms is also available for the students to participate with support from our Students and Alumni Relations office.

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 on the program.

Course Structure

MM Business Management consists of subjects covering various business functions, IT and soft-skills related, and consolidating capstone courses as follows:

Sem	Code	Course Name	SCU	Total
1	MKTG8013	Marketing Management in Digital Era	3	16
	MGMT8043	Leadership & Human Capital Management	3	
	ACCT8144	Accounting for Managers	3	
	MGMT8048	Digital Business Management	3	
	RSCH8073	Research Methodology	2	
	MKTG8014	Business Negotiation & Selling Skills	2	
2	RSCH8072	Research Analysis & Publication	2	16
	MGMT8030	Operation Management & Strategy	3	
	ENGL8196	Academic English for Professionals	2	
	ENTR8034	Design Thinking and Entrepreneurship	3	
	BUSS8021	Corporate & Business Strategy	3	
	MGMT8207	Management Consulting Field Project	3	
3	FINC8052	Corporate Finance	3	12
	MGMT8088	Thesis	6	
	BUSS8020	Business Ethics	3	
TOTAL CREDIT 44 SCU				