

## **MM Professional Business Management**

### **Introduction**

The MM Professional Business Management program 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 a better understanding of and acquiring the skills and competencies in managing and sustaining firm competitiveness in a hypercompetitive environment.

The MM Professional Business Management program 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 mixture of teaching methodologies including, but not limited to, traditional lectures, guest lectures, case studies, class presentations, summaries, and field projects. The participants will learn to develop strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist the 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 interactions will also encourage intellectual challenges and exploration.

The MM Professional Business Management program also offers a dual degree for students who are eager to get a second degree in response to Industrial Revolution 4.0. Industrial Revolution 4.0 needs graduates with strong skills in data literacy, innovation, active listening, global mobility, and critical thinking in terms of the ability to interact in different cultures, flexibility, and adaptability to deal with uncertainty and ambiguity. All of these skills can be achieved partly when students have direct international experience that allows them to have hands-on experience in dealing and working with various backgrounds. We partner with two universities: Solbridge International School of Business (Master of Business Administration) and Burgundy School of Business (Master in Management). Under the dual degree scheme, students will study 1 year at BINUS University and 6 months at the partner university of choice.

### **Award/Degree**

- MM degree from BINUS UNIVERSITY

### **Study Completion Requirements**

To complete the MM degree (in Business Management) from the BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 44 SCUs, all of which are mandatory courses.

### Teaching, Learning, and Assessment Strategies

The teaching, learning, and assessment methods used in the program, such as case studies, in-class exercises, simulations, group project assignments, and presentations are designed to enhance the students' capabilities in problem identification and analysis, in developing strategic recommendations and exchanges of ideas. Students learn theories, concepts, and best practices from faculty members with strong academic backgrounds and 15 years of 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 enrich students with new perspectives on how to relate the 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 will be required to complete a final thesis that will assess students' comprehensive understanding of the business management concepts learned 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 workplace.

### Employability and Career Support

A wide range of career opportunities in business and management in services and manufacturing industries, 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 the business management concepts learned in the program.

### Course Structure

MM Business Management consists of subjects covering various business functions, related IT and soft skills, 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	
<b>TOTAL CREDITS</b>			<b>44 SCU</b>	