

## **International Business**

### **Introduction**

Located in the heart of Jakarta's capital city and part of the Faculty of Business in BINUS International, the International Business program (IB) is designed to encourage students to demonstrate their competencies in business-related content in an international environment. The program offers Double Degree, Study Abroad, or Master Track programs in various international partner universities. The experience of learning and traveling creates working opportunities through global internships and prepares our students to develop their cross-cultural skills as potential managers and professionals.

The program is designated to cater for ASEAN-related subjects, which accommodates the need to equip the level of understanding of business, as well as cultural aspects in the Southeast Asian region. This aligns with the application of the ASEAN Economic Community (AEC) in 2016 for all ASEAN members. With relevant entrepreneurial skills obtained in class, it is expected that the students will be equipped to grasp a wide range of business environments, both in the ASEAN region and worldwide.

Students are exposed to global business applications and practices from around the world. The program is taught by well-qualified academics from some of the most prestigious business schools and with rich industry experience. The program also draws extensively upon the teaching experience of its international collaborative partner universities. Our international learning experience prepares our graduates to successfully engage with prestigious SMEs and multinational organizations.

### **Program Description**

The International Business program encourages students to undertake Double Degree, Study Abroad, or Master track programs in various international partner universities. The experience of traveling, living and/or even having internship abroad will bring opportunities for students to develop their cross-cultural skills. Moreover, students are expected to be exposed to different business applications and practices from different countries.

The International Business curriculum is designed to meet high expectations of a concise yet comprehensive context in the global business environment and with an entrepreneurial mindset. The program introduced a 3+1 scheme, which enabled students to undergo a 3-year in-class method, and a 1-year out-of-campus experience. The four-year study program is intended to equip students with the fundamentals of international business and management competencies and understanding of doing business in an international context, combined with an in-depth cultural experience. All case studies, readings, and textbooks, related to Southeast Asian (ASEAN) and entrepreneurship are carefully selected to enhance the students' global perspectives. In this program, they will learn practical skills and theoretical knowledge in international business to meet industry standards.

### **The Head of Program**

"The International Business program offers applicable and updated courses related to the business context in Southeast Asia as well as worldwide. Our students are equipped with hands-on business applications and entrepreneurial skills, which enable them to develop their creativity and business-sense capacity. Supported by qualified lecturers from various nations and international standard facilities on campus, the International Business program welcomes prospective students to pursue their goals in developing an international business perspective."

***Marko S. Hermawan, MIB, PhD – Head of the International Business Program***

## **Vision**

To be 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.

## **Learning Goals**

### **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 Graduates**

A wide range of career opportunities in different industries is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their knowledge and practical skills as well as engaging with industry. Options of career opportunities upon graduating from International Business are:

- International brand manager
- Assistant export manager or import management
- Management trainee in MNCs
- Assistant international marketing development
- Assistant HR in MNCs
- Assistant financial manager in MNCs
- Trade development officer
- International account executive
- Supply chain management officer
- International purchasing officer
- International business analyst
- Diplomat
- Education abroad counselor
- Foreign sales representatives
- International program coordinator
- Entrepreneur

The International Business program provides an internship program for each student wherein the student may face the real challenges in industrial contexts. The program develops the students' ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them how to cope with the work environment. In addition, a series of study/field trips to visiting professionals and industries will be conducted to

give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

BINUS BUSINESS SCHOOL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

### **Award/Degree**

- *Sarjana Ekonomi* from BINUS UNIVERSITY
- Dual Degree with Bachelor of Arts (BA) from Cologne Business School, Germany
- Dual degree with Bachelor of Arts (B.A.Hons.) from Bournemouth University, United Kingdom
- Dual Degree with Bachelor of Business Administration (B.BA) from International College of Ningbo University, China
- Dual degree with Bachelor of Commerce (B.Com) from University of New South Wales, Australia
- Dual degree with Bachelor of Commerce (B.Com) from Victoria University Wellington, New Zealand
- Master track degree; *Sarjana Ekonomi* from BINUS UNIVERSITY and Master of Science in Management from IESEG School of Management, France

### **Major and Streaming**

#### **Study Completion Requirements**

To complete a major in International Business with either a single or dual degree (DD), students must complete a minimum of 146 SCUs. Available streaming courses are available in this program, namely: Business in China (DD with Ningbo University), Business in ASEAN (single degree), European Management and International Trade (DD with Cologne Business School), Business and Management (DD with Bournemouth University), Commerce, (DD with UNSW or VUW).

Streaming	Degree				Partner
	Single	Title	Double	Title	
Commerce			√	S.E. & B.Com.	The University of New South Wales, Australia
Business and Management			√	S.E. & B.A. (Hons.)	Bournemouth University, UK
International Business and Marketing Management			√	S.E. & B.Com.	Victoria University of Wellington, New Zealand
International Trade or European Management			√	S.E. & B.A.	Cologne Business School
Business in China			√	S.E. & B.BA.	International College, Ningbo University
Business in ASEAN	√	S.E.			<ul style="list-style-type: none"> <li>• Study abroad partner of International Business program</li> <li>• Student exchange partner of BINUS UNIVERSITY</li> </ul>

Overseas study is mandatory for international business students in order to complete the program. Students may choose any of the following options:

Program	Description	Mechanism
<p>3 + 1 Single Degree</p>	<p>Students will study for six semesters in BINUS and one (1) semester off campus. Students are required to undergo either an overseas exchange program or study abroad program for one semester, AND a choice of two tracks, namely Enrichment Internship Track or Enrichment Entrepreneurship Track. Students will graduate with one degree – <i>Sarjana Ekonomi</i> - from BINUS UNIVERSITY.</p>	<ul style="list-style-type: none"> <li>• Semester 1 – 5: Study in BINUS</li> <li>• Semester 6 – 7: Off Campus</li> <li>• Semester 8: Thesis in BINUS</li> </ul>
<p>Double degree</p>	<p>Students will study for maximum six semesters at BINUS and at least two semesters overseas at a partner university of BINUS International. Students will graduate with a double degree – <i>Sarjana Ekonomi</i> - from BINUS UNIVERSITY and a Bachelor degree from partner universities.</p>	<ul style="list-style-type: none"> <li>• Cologne Business School, Germany</li> <li>• International College of Ningbo University, China</li> <li>• Bournemouth University, UK</li> <li>• University of New South Wales, Australia</li> <li>• Victoria University of Wellington, New Zealand</li> </ul>
<p>Master track (it's not a part of streaming in IB program)</p>	<p>Upon completing their study at BINUS, students have an opportunity to directly study for a Master program for two semesters overseas at a partner university of BINUS International.</p>	<ul style="list-style-type: none"> <li>• IESEG School of Management, France</li> </ul>

### Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, completed with students' independent study. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a mentor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, and individual/groupwork projects. For doing their research activities, students can access magazines, books, academic journal in a good quality library – including accessing the online library to get updated academic papers. All course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations.

A series of extra-curricular activities are compulsory in the International Business program. These activities will allow students to develop their social awareness, competitive and soft skills needed to be prepared for the work environment.

In addition, the innovation habits will be developed through course assessments that emphasize innovation and entrepreneurial skills. Project Hatchery and Design Driven Entrepreneurship are courses that reflect such competence designed by the Center of Innovation and Entrepreneurship in BINUS BUSINESS SCHOOL International Undergraduate Program. Students are required to translate their 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.

**Course Structure**

**Courses to be taken at BINUS UNIVERSITY International (for Single Degree in Business in ASEAN)**

Sem	Code	Course Name	SCU	Total
1	ENGL6218	Academic English I	2	20
	CHAR6013	Character Building: <i>Pancasila</i>	2	
	ENTR6091	Project Hatchery	2	
	BUSS6091	Business Ethics	2	
	ECON6080	Economics	8	
	MGMT6011	Introduction to Management and Business	4	
2	ENGL6172	Academic English II	3	21
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	
	ACCT6285	Accounting for Business	8	
	MKTG8005	Marketing Management	4	
	BUSS6028	International Business	4	
3	CHAR6015	Character Building: <i>Agama</i>	2	22
	LANG6061	Indonesian	1	
	ENTR6094	Design Driven Entrepreneurship	3	
	LAWS6075	Legal Aspect in Economics	2	
	MGMT6012	Human Resources Management	4	
	MATH6116	Mathematics and Statistics for Business	6	
	FINC6001	Financial Management	4	
4	COMM8006	Business Communication	2	22
	STAT6138	Advanced Business Statistics	4	
	MGMT6038	Cross Cultural Management	2	
	ECON8009	Managerial Economics	4	
	MGMT6297	Operational Management	4	
	ISYS6118	Management Information Systems	4	
	RSCH6065	Research Methodology I	2	
5	<i>(DD program in UNSW, VUW, and Ningbo Universities will depart this semester)</i>			
5	BUSS6027	Exporting – Importing	4	19
	BUSS6024	Business in ASEAN	4	
	MGMT6107	South East Asian Culture	3	
	BUSS6029	Business in Indonesia	2	
	MGMT6096	Project Management	3	
	MGMT6116	Strategic Management	3	
6	<b>Enrichment Program I</b>		16	16
7	<i>(DD program with CBS and Bournemouth Universities will depart this semester)</i>			
	<b>Enrichment Program II</b>		16	16
8	MGMT6117	Thesis	6	10
	RSCH6066	Research Methodology II	2	
	BUSS6120	Contemporary Issues in ASEAN	2	
<b>TOTAL CREDIT 146 SCU</b>				

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

-) Students will take one of the enrichment program tracks (off-campus).

### Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	Other	I	RS	ENTR	CD	SA	Other
1					v		v					
2					v			v				
3					v				v			
4					v					v		
5	v										v	
6		v									v	
7			v								v	
8				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</b>			16
BUSS6094	Industry Experience	8	
COMM6360	Advanced Business Communication	4	
BUSS6107	Business in Professional Contexts	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
RSCH6063	Research Exposure	8	
BUSS6108	Business Intelligence	4	
BUSS6105	Business in Professional Contexts	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
ENTR6092	Business Model Innovation	8	
ENTR6096	Creative Business Planning	4	
ENTR6047	Managing Teams and Cultures	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
CMDV6020	Community Development	8	
MGMT6273	Change Management	4	
BUSS6106	Business in Professional Contexts	4	

### Enrichment Study Abroad Track\*

Code	Course Name	SCU	Total
GLOB6085	Elective Course for Study Abroad 1	4	16
GLOB6086	Elective Course for Study Abroad 2	4	
GLOB6087	Elective Course for Study Abroad 3	4	
GLOB6088	Elective Course for Study Abroad 4	4	
GLOB6047	Elective Course for Study Abroad 5	2	
GLOB6048	Elective Course for Study Abroad 6	2	
GLOB6049	Elective Course for Study Abroad 7	2	
GLOB6050	Elective Course for Study Abroad 8	2	
GLOB6051	Elective Course for Study Abroad 9	2	
GLOB6052	Elective Course for Study Abroad 10	2	
GLOB6053	Elective Course for Study Abroad 11	2	
GLOB6054	Elective Course for Study Abroad 12	2	

\*) Elective courses for study abroad will be transferred to BINUS BUSINESS SCHOOL International Undergraduate's SCU based on the transferred credit policies.

### Prerequisites for International Business

Subject	SCU	Smt	Prerequisite	SCU	Smt		
MGMT6012	Human Resources Management	4	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6038	Cross Cultural Management	2	4	MGMT6011	Introduction to Management and Business	4	1
RSCH6065	Research Methodology I	2	4	MATH6116	Mathematics and Statistics for Business	6	3
BUSS6027	Exporting – Importing	4	5	BUSS6028	International Business	4	2
MGMT6096	Project Management	3	5	MGMT6011	Introduction to Management and Business	4	1
MGMT6116	Strategic Management	3	5	MGMT6011	Introduction to Management and Business	4	1
BUSS6024	Business in ASEAN	4	5	BUSS6028	International Business	4	2
RSCH6066	Research Methodology II	2	8	RSCH6065	Research Methodology I	2	4
BUSS6120	Contemporary Issues in ASEAN	2	8	BUSS6024	Business in ASEAN	4	5
MGMT6117	Thesis	6	8	ENGL6172	Academic English II	3	2
				RSCH6065	Research Methodology I	2	4

Courses to be taken at partner universities

<b><i>International Trade- Cologne Business School (1-year DD program)</i></b>	<b>SCU</b>
Introduction to International Trade	4
International Logistics	4
International Commercial Law	4
Economic Geography of Europe	4
Transnational Management	4
Foreign Language	8
Business Skills	4
E-Commerce	4
New Trends in International Trade	4
International Trade and Finance	4
Procurement	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6

<b><i>European Management - Cologne Business School (1-year DD program)</i></b>	<b>SCU</b>
European Economic History	4
Economic Geography of Europe	4
EU Law and Ins.	4
EU policies	4
Transnational Management	4
European Economic Issues	4
Procurement	4
Foreign Language	8
E-Commerce	4
New Trends in International Trade	4
Business Skills	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6

<b><i>Business in China – Ningbo University International College (2-year DD program)</i></b>	<b>SCU</b>
Chinese Economy	2
International Trade Practice	4
Fundamental Production & Operation Management	4
General Information About China	3
Chinese Culture	4
Chinese Comprehensive	6
Chinese Comprehensive (2)	6
Information System management	2
International Finance	4
Tariffs, Trade and Commercial Policy	4
Advertising	4
Introduction to Managerial Accounting	4
Financial Markets & Institutions	4
Practice for Specialized Course	3
Strategic Management	6
Graduation Practice	4



<b><i>Business and Management – Bournemouth University (1-year DD program)</i></b>	<b>SCU</b>
Contemporary Issues in Management	4
Strategic Management	4
International Marketing Management	4
Contemporary Employment Studies	4
Research Study	10
Corporate Finance	4
Contemporary Issues in Management	4
Strategic Management	4

<b><i>International Business &amp; Marketing Management – Victoria University of Wellington (2-year DD program)</i></b>	<b>SCU</b>
<i>Option of majors:</i>	
Commercial Law	64
Economics	64
Human Resource Management and Industrial Relations	64
Management	64
Marketing	64

<b><i>Commerce – The University of New South Wales, Australia (2-year DD program)</i></b>	<b>SCU</b>
<i>Option of majors:</i>	
International Business	64
Marketing	64
Human Resource Management	64
Management	64

*For more information please visit:*

<http://www.handbook.unsw.edu.au/undergraduate/programs/2013/3502.html>