

## **MM Executive Management**

### **Introduction**

The Executive Management Program, with its “concise-but-no-compromise” learning experience, is tailored for executives who wish to remain on the job while not only obtaining their advanced degree but also answering top management challenges: growth, innovation, excellent execution, and leadership. This program is based on a trilogy of cognitive principles adopted from Harvard Business School: ‘Knowing, Doing, and Being’. ‘Knowing’ or knowledge is about developing highly analytical skills, ‘doing’ is about developing the professional skills that are required for business activities, and ‘being’ is about the development of a personal purpose or identity that relates to the roles and responsibilities of business leaders.

In this program, students are coached by renowned hybrid faculty members — academics and business practitioners combined — who are part of the prestigious C-society, from CEO (executives) to COO (operations), from CIO (information) to CMO (marketing), as well as CHC (human capital). Under their tutelage, students will have practical learning experiences – while maintaining an academic perspective. By applying the systems thinking dynamics of great business leaders, the Executive Management Program faculty exposes students to the latest business knowledge in order to enhance their contextual leadership style. Over 200 relevant and contemporary types of these studies are incorporated into the Executive Management Program in order to improve the quality of classroom work.

The Binus Executive Management program is an 18-month program designed to provide students with the opportunity to study specific contemporary issues such as how to implement disruptive innovation and how to strategize business in the ‘Internet of everything’. The other main differentiator of this program is the focus on a growth-oriented leader’s innovation and thinking development. Innovation is developed through course assessments that put emphasis on content comprehension and innovation. Students are required to translate selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This approach has also been adopted by globally reputable business schools such as the Stanford Graduate School of Business, the University of California Berkeley (Haas School of Business), INSEAD, and Wharton (University of Pennsylvania). Throughout the program, students are driven to produce growth-oriented, innovative ideas in the majority of courses offered. Student assumptions and beliefs will be challenged. The practices that they currently accept will be challenged. They will also be exposed to a diverse group of experienced, talented fellow participants from a variety of business industries. This diversity of both students and faculty makes the BINUS BUSINESS SCHOOL Master Program truly realistic and forward-thinking.

### **Award/Degree**

- MM degree from BINUS UNIVERSITY

### **Study Completion Requirements**

To complete a Master of Management (MM) degree, students must complete a minimum of 41 scu’s, all of which are mandatory courses. No streaming courses are available in this program.

### **Teaching, Learning, and Assessment Strategies**

The teaching, learning, and assessment methods used in the program begin with a strong faculty presence. With strong academic backgrounds, our faculty members also bring an average of 20 years’ business experience to the theories, concepts, and best practices that are taught. A hybrid approach is designed to integrate face-to-face classes on Saturdays and online activities. The learning method includes case studies, in-class exercises,

simulations, group project assignments, and presentations for problem identification and analysis, developing strategic recommendations and exchanges of ideas.

A set of soft skills matriculation courses is designed to ensure the students have the capability to think strategically and present ideas well. For the focus of innovation, the design thinking method is utilized to ensure that students' ideas are able to become growth-oriented, innovative solutions. Extracurricular opportunities like "CEO Speaks," Executive Management's own 'EXECUTIVE TALKS Series', and other international opportunities add perspectives on how to relate the foundations they study in the program with current practices. The 'CEO Alumni Online Sharing' event gives the students the opportunity to learn and discuss current business issues such as business startups, raising capital, and resource management.

At the end of program, students are required to write a group final project that assesses students' comprehensive understanding of business management concepts and innovation learned in the program. Having English as a formal language of instruction and providing an international curriculum, the program is expected to ensure that our graduates are ready to enter the international workplace.

### Promotability and Career Support

Graduates of the Executive Management program will be able to be even more competitive in their leadership opportunities because of their innovative ideas and habits that focus upon business growth. More importantly, the program will maximize the promotability of our graduates in their current executive positions, whether in multi-national or domestic firms.

Career support is not applicable to this graduate program, as students are expected to already have a managerial position upon entrance.

### Course Structure

Sem	Code	Course Name	Scu	Total
1	ACCT8001048	Accounting for Executives	2	14
	DSGN8001048	Design Thinking and Business Innovation	3	
	MGMT8055048	Digital Transformation	2	
	MGMT8034048	Leading in a Global Environment	2	
	MGMT8032048	Strategic Marketing Management	3	
	RSCH8134048	Business Research Methodology	2	
2	MGMT8033048	Strategic Human Capital and Change Management	3	12
	RSCH8135048	Advanced Business Research	2	
	ENTR8005048	Startups and Corporate Entrepreneurship	2	
	MGMT8018048	Operations and Supply Chain Management	3	
	BUSS8005048	Corporate Governance and Ethics	2	
3	BUSS8006048	Agile and Disruptive Business Strategy	3	15
	FINC8021048	Strategic Finance	3	
	BUSS8004048	Executing Business Strategy	3	
	MGMT8088048	Thesis	6	
			<b>Total Credits</b>	<b>41 Scu</b>