

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 option for students who wish to pursue a second degree in response to the challenges of Industrial Revolution 4.0. This era demands graduates with strong competencies in data literacy, innovation, active listening, global mobility, and critical thinking, as well as the ability to interact across cultures, demonstrate flexibility, and adapt to uncertainty and ambiguity. BINUS offers double degree programs in collaboration with SolBridge International Business School and the Lee Kong Chian School of Business at Singapore Management University (SMU). In addition, through BINUS, students can even pursue a triple degree by earning a double degree from the Burgundy School of Business. These critical skills are best developed when students gain direct international exposure, allowing them to work hands-on with diverse backgrounds and experiences.

Award/Degree

- Master of Management (MM) degree from BINUS UNIVERSITY
- Master of Business Administration (MBA) degree from SolBridge International School of Business
- Master of Science (MS) in Management degree from SolBridge International School of Business
- Master in Management (MiM) and Master of Science (MS) in Wine Management degree from Burgundy School of Business
- Master of Science (MS) in Entrepreneurship and Innovation from Singapore Management 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 Scu's, 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.

Starting in 2025, BINUS University International will offer expanded Double Degree opportunities with leading international partner universities. These programs give students the chance to gain global exposure, specialized expertise, and graduate with two internationally recognized degrees. Students will complete part of their studies at BINUS and the remainder at the partner university, following a tailored curriculum that includes all required courses and a final thesis or project. Some programs also feature exclusive academic activities, such as overseas immersions, designed to broaden networks and provide real-world international business insights. Should students be unable to complete the Double Degree abroad, they can seamlessly continue at BINUS under the Single Degree pathway while retaining the valuable international experience they have gained.

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

Stream: Single Degree

Sem	Code	Course Name	SCU	Total
1	MKTG8026048	Marketing Management in Digital Era	3	17
	MGMT8098048	Leadership and Human Capital Management	3	
	ACCT8022048	Accounting for Managers	3	
	MGMT8100048	Digital Business Management	3	
	BUSS8020048	Business Ethics	3	
	RSCH8073048	Research Methodology	2	
2	RSCH8195048	Research Analysis & Publication	2	16
	FINC8022048	Corporate Finance	3	
	ENGL8196048	Academic English for Professionals	2	
	BUSS8021048	Corporate and Business Strategy	3	
	MGMT8207048	Management Consulting Field Project	3	
	ENTR8025048	Design Thinking and Entrepreneurship	3	
3	MKTG8027048	Business Negotiation and Selling Skills	2	12
	MGMT8095048	Thesis Proposal	2	
	MGMT8099048	Operations Management and Strategy	3	
	MGMT8096048	Thesis	4	
Total Credits 44 SCU				

Stream: Business Management – Double Degree with SolBridge
Master of Business Administration (MBA)

Sem	Code	Course Name	SCU	Total
1	MKTG8026048	Marketing Management in Digital Era	3	17
	MGMT8098048	Leadership & Human Capital Management	3	
	ACCT8022048	Accounting for Manager	3	
	ENTR8025048	Design Thinking & Entrepreneurship	3	
	MGMT8099048	Operations Management & Strategy	3	
	RSCH8073048	Research Methodology	2	
2 (In Solbridge)	MGMT8100048	Digital Business Management	3	18
	BUSS8012048	International Business in Asia*	3	
	BUSS8011048	Business Economics*	3	
		Global Elective Courses	9	
3	RSCH8195048	Research Analysis & Publication	2	14
	FINC8022048	Corporate Finance	3	
	MGMT8095048	Thesis Proposal	2	
	BUSS8021048	Corporate & Business Strategy	3	
	MGMT8096048	Thesis	4	
Total Credits 49 SCU				

*Mandatory SolBridge courses

Stream: Business Management – Double Degree with SolBridge
Master of Science (MS) in Management

Sem	Code	Course Name	SCU	Total
1	MKTG8026048	Marketing Management in Digital Era	3	17
	MGMT8098048	Leadership & Human Capital Management	3	
	ACCT8022048	Accounting for Manager	3	
	MGMT8100048	Digital Business Management	3	
	BUSS8020048	Business Ethics	3	
	RSCH8073048	Research Methodology	2	
2	RSCH8195048	Research Analysis & Publication	2	15
	FINC8022048	Corporate Finance	3	
	ENGL8196048	Academic English for Professional	2	
	MKTG8027048	Business Negotiation & Selling Skills	2	
	MGMT8207048	Management Consulting Field Project	3	
	ENTR8025048	Design Thinking & Entrepreneurship	3	
3 (In SolBridge)	BUSS8011048	Business Economics*	3	12
	BUSS8021048	Corporate & Business Strategy	3	
	MGMT8044048	Operations Management*	3	
		Global Elective Courses	3	
4 (In SolBridge)		Global Elective Courses	6	12
	MGMT8095048	Thesis Proposal**	2	
	MGMT8096048	Thesis**	4	
			Total Credits 56 SCU	

*Mandatory SolBridge courses

**Thesis courses are conducted by BINUS and done remotely

Stream: Business Management – Triple Degree with Burgundy
Master in Management (MiM) & Master of Science (MS) in Wine Management

Sem	Code	Course Name	SCU	Total
1	MKTG8026048	Marketing Management in Digital Era	3	17
	MGMT8098048	Leadership & Human Capital Management	3	
	ACCT8022048	Accounting for Manager	3	
	MGMT8100048	Digital Business Management	3	
	MGMT8099048	Operations Management & Strategy	3	
	RSCH8073048	Research Methodology	2	
2	RSCH8195048	Research Analysis & Publication	2	15
	FINC8022048	Corporate Finance	3	
	ENGL8196048	Academic English for Professional	2	
	MKTG8027048	Business Negotiation & Selling Skills	2	
	MGMT8207048	Management Consulting Field Project	3	
	ENTR8025048	Design Thinking & Entrepreneurship	3	
3 (In Burgundy)		Global Elective Courses	4	8
		Global Elective Courses	4	
4 (In Burgundy)	BUSS8020048	Business Ethics	3	14
	BUSS8027048	Business Game*	3	
		Global Elective Courses	2	
	MGMT8095048	Thesis Proposal**	2	
	MGMT8096048	Thesis**	4	
			Total Credits 54 SCU	

*Mandatory Burgundy courses

**Thesis courses are conducted by Partner

Stream: Business Management – Double Degree with SMU
Master of Science (MS) of Entrepreneurship and Innovation

Sem	Code	Course Name	SCU	Total
1	MKTG8026048	Marketing Management in Digital Era	3	17
	MGMT8098048	Leadership & Human Capital Management	3	
	ACCT8022048	Accounting for Manager	3	
	MGMT8100048	Digital Business Management	3	
	MGMT8099048	Operations Management & Strategy	3	
	RSCH8073048	Research Methodology	2	
2	RSCH8195048	Research Analysis & Publication	2	15
	FINC8022048	Corporate Finance	3	
	ENGL8196048	Academic English for Professional	2	
	MKTG8027048	Business Negotiation & Selling Skills	2	
	MGMT8207048	Management Consulting Field Project	3	
	ENTR8025048	Design Thinking & Entrepreneurship	3	
3 (In SMU)	BUSS8020048	Business Ethics	3	10
	BUSS8026048	Business Acceleration and Growth Strategy*	3	
		Global Elective Courses	4	
4 (In SMU)		Global Elective Courses	6	12
	MGMT8095048	Thesis Proposal**	2	
	MGMT8096048	Thesis**	4	
Total Credits 54 SCU				

*Mandatory Burgundy courses

**Thesis courses are conducted by Partner