

## Business Management and Marketing

### Introduction

The Business Management and Marketing program is dedicated to providing students with the highest standard of business management and marketing education with a focus on developing business, marketing, and entrepreneurial skills, all to prepare them to be ready to work for multinational corporations or to become creative and innovative entrepreneurs. To support this, the program provides the students with various corporate-world related activities, aiming to jump-start the students' corporate and industrial networks. The activities include internship programs in national and multinational corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research theses where students are required to provide professional consulting services for real companies with real business management and marketing-related problems.

The program emphasizes the understanding and mastery of business management and marketing key concepts, tools, and technology required by future professionals. The content of the program is designed to equip students with basic scientific business management and marketing paradigms, theoretical frameworks, applied skills, and familiarity with contemporary technology to support their competence as future leaders in business.

The Business Management and Marketing program maintains continuous cooperation with many first-class companies in Indonesia to build a strongly linked network. The aim is to provide wide opportunities for graduate students from the BINUS Business School International Undergraduate Program after they graduate, to have an opportunity to work in one of the most reputable companies in Indonesia.

The curriculum in the BINUS Business School International Undergraduate Program has been benchmarked to renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by BINUS.

### Prospective Career of the Graduates

The four-year Business Management and Marketing program will provide sufficient skills and confidence for our students to enter the real business world. Equipped with our Marketing and Management degree, students will have a wide range of career opportunities in a variety of industries. Over the past decade, marketing has continued to gain prominence as a dominant orientation in business and as a process deployed by all departments within an organization. Therefore, the role of marketing professionals is vital in any type or size of a company, as they act as connectors between customers and companies, including connecting customers to the product or service and to the financial accountability. Some examples of marketing professions that students can aim for are Brand Manager, Product Manager, Brand Executive, Marketing Executive, Marketing Consultant, Market Research Analyst, Director of Sales, and many more. Along with being a marketing professional, students can also develop their own businesses and become entrepreneurs.

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

### Award/Degree

- Bachelor of Economics (*Sarjana Ekonomi*) from BINUS University with a dual degree of Bachelor of Business (B.Bus) from the University of Newcastle, Australia.
- Double Degree with a Bachelor of Business Marketing (B.Bus.) from Queensland University of Technology (QUT) Business School, Australia.
- Double Degree with a Bachelor of Commerce in Marketing (B.Com.) from Macquarie University, Australia.

- Double Degree with a Bachelor of Arts in International Business (B.A.) from Cologne Business School, Germany.
- Double Degree with a Bachelor of Business Administration (B.BA.) from Saxion University of Applied Science, Netherlands.
- Double Degree with a Bachelor of Business Administration (B.BA) from Solbridge International School of Business, South Korea.
- Master Degree with a Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.) from Macquarie University, Australia.

### Major and Streaming

Major/Streaming	Specialization	Degree		Partner
		Double	Title	
Innovation and Entrepreneurship	N/A	√	S.E. & B.Bus	University of Newcastle (UoN)- Australia.
Marketing	N/A	√	S.E. & B.Bus.	Queensland University of Technology (QUT),
		√	S.E. & B.Com.	Macquarie University, Australia
International Business	N/A	√	S.E. & B.B.A	Saxion University of Applied Sciences
	Marketing	√	S.E. & B.A.	Cologne Business School, Germany
	Finance	√	S.E. & B.A.	
	International Trade	√	S.E. & B.A.	
Business Administration	N/A	√	S.E. & B.B.A.	Solbridge International School of Business of Woosong University
International Hospitality and Tourism Management	N/A	√	S.E. & B.A. (Hons.)	Bournemouth University, UK
Business and Management	Entrepreneurship	√	S.E. & B.A. (Hons.)	
	Global Operations		S.E. & B.A. (Hons.)	
	HRM		S.E. & B.A. (Hons.)	
	Marketing		S.E. & B.A. (Hons.)	

Major/Streaming	Specialization	Degree		Partner
		Double	Title	
	Project Management		S.E. & B.A. (Hons.)	
	Retail Management		S.E. & B.A. (Hons.)	
	International Business Management		S.E. & B.A. (Hons.)	

Title: *S.E. (Sarjana Ekonomi)*

*B.A. (Bachelor of Arts)*

*B.Bus. (Bachelor of Business)*

*B.B.A. (Bachelor of Business Administration)*

*B.Com. (Bachelor of Commerce)*

*M.Com. (Master of Commerce)*

### **Double Degree Program in Innovation and Entrepreneurship**

#### ***University of Newcastle (UoN) Business School***

In cooperation with the University of Newcastle (UoN) Business School, Australia, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain *S.E.* (Binus) and *B.Bus* (UoN). This program is designed to provide students with skills and knowledge, and experience to thrive in marketing, innovation, and entrepreneurship in a global context.

The distribution of semesters for this program is as follows:

- Students will be at BINUS University, following a set of courses agreed by both universities for eight semesters.
- For the first four semesters (part A), students will be studying courses at Binus University before proceeding to another part (part B) consisting of courses that have been agreed upon by Binus University and UoN.
- Upon completion of this program, students will be awarded a Bachelor of Business from the University of Newcastle (UoN), in addition to the *Sarjana Ekonomi (S.E.)*.

### **Double Degree Program in Marketing:**

#### ***Queensland University of Technology (QUT) Business School***

In cooperation with the Queensland University of Technology (QUT) Business School, Australia, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain *S.E.* (Binus) and *B.Bus* (QUT). This program is designed to provide students with skills and knowledge, and experience to thrive in business and marketing in the global context.

The distribution of semesters for this program is as follows:

- For the first five semesters, students will be at BINUS University, following a set of courses agreed by both universities.
- In semesters 6 and 7, students will be at QUT, Brisbane, Australia, following approximately 48 course units each semester. The courses will be determined by QUT.
- The eighth or last semester will be at BINUS University to finish the final thesis. Students who complete this program will be awarded a Bachelor of Business from Queensland University of Technology (QUT), in addition to the *Sarjana Ekonomi (S.E.)*.

### ***Macquarie University***

In cooperation with Macquarie University, Australia, the BINUS Business School International Undergraduate Program offers a double degree program with Macquarie University, where students will be able to obtain S.E. (BINUS) and B.Com (Macquarie). This program is designed to provide students with skills, knowledge, and experience to thrive in marketing in the global context.

The distribution of semesters for this program is as follows:

- The first four semesters will be at BINUS University, following a set of courses agreed by both universities.
- Semesters 5, 6, and 7 will be at Macquarie University, Sydney, Australia. Courses will be determined by Macquarie University.
- The last semester (semester 8) will be at BINUS University to finish the final thesis. Students who complete this program will be awarded a Bachelor of Commerce with a major in Marketing from Macquarie University in addition to the *Sarjana Ekonomi (S.E.)*.

### **Double Degree Program in International Business**

#### ***Cologne Business School (CBS)***

In cooperation with Cologne Business School, Cologne, Germany, students will obtain S.E. (BINUS) and B.A. in International Business (CBS), with a focus on providing students with international and global experiences in business.

The distribution of semesters for this program is as follows:

- The first six semesters are at BINUS University, following a set of courses agreed by both universities.
- The last two semesters are at Cologne-Germany, following the required courses determined by Cologne Business School, including a thesis.

Students who complete this program will be awarded with a Bachelor of Arts (B.A.) degree from Cologne Business School, in addition to the *Sarjana Ekonomi (S.E.)*.

#### ***Saxion University***

In cooperation with Saxion University of Applied Science, the Netherlands, students will obtain an S.E. (BINUS) and B.B.A. (Saxion). This program is designed to provide students with skills and knowledge in business administration. As Saxion is an applied science university, the practicality of the concepts in marketing is of the highest importance in this program.

The distribution of semesters for this program is as follows:

- The first six semesters will be at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be at Saxion, Deventer – the Netherlands following required courses determined by Saxion, including a thesis.
- Students who complete this program will be awarded a Bachelor of Business Administration (B.B.A.) degree from Saxion University, in addition to the *Sarjana Ekonomi (S.E.)*.

### **Double Degree Program in Business Administration**

#### ***Solbridge International School of Business***

In cooperation with the Solbridge International School of Business, South Korea, students will obtain an S.E. (BINUS) and B.B.A. (Solbridge). This program is designed to provide students with skills and knowledge in

Business Administration. As Solbridge is a diverse and thriving university based in one of the most developed countries in Asia, the application of different concepts in business and marketing is the focus of this program.

The distribution of semesters for this program is as follows:

- The first four semesters will be at BINUS University, following a set of courses agreed by both universities.
- The last four semesters will be done at the Solbridge International School of Business, Woosong University. Courses will be determined by the Solbridge International School of Business.
- In the last semester (semester 8), the final thesis will be supervised by Binus Business School's faculty, utilizing an online learning platform. Students who complete this program will be awarded a Bachelor of Business Administration from the Solbridge International School of Business in addition to the *Sarjana Ekonomi (S.E.)*.

### Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, class discussions, as well as individual and group project discussions. Students are strongly required to study independently and read various business management and marketing-related articles in order to increase their understanding during the lectures. Students gain both theoretical and practical knowledge from our qualified lecturers and guest lecturers who have ample experience as marketing and business professionals in the industry. In addition, innovation habits will be developed through course assessments that emphasize content comprehension and innovation. Innovation thinking, commonly referred to as Design Thinking, on the other hand, will be developed through collaboration with the Center for Innovation, Design, Entrepreneurship, and Research (CIDER). 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 processes of several courses throughout the program.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYS6181	Management Information Systems for Leader	4	20	
	MATH6176	Business Mathematics	2		
	MGMT6011	Introduction to Management and Business	4		
	ECON6099	Business Economics	4		
	LAWS6159	Legal Aspects in Business	2		
	LANG6027	Indonesian	2		
	<b>Pancasila Courses*</b>				
	CHAR6013	CB: Pancasila	2		
CHAR6039	Pancasila and Indonesian Culture	2			
2	ENGL6171	Academic English I	3	21	
	CHAR6014	CB: Kewarganegaraan	2		
	ENTR6091	Project Hatchery	2		
	MKTG8005	Marketing Management	4		
	ACCT6351	Accounting for Business	4		
	STAT8067	Business Statistics I	2		
	MGMT6358	Managing Business Information	4		
3	ENGL6172001	Academic English II	3	21	
	ENTR6486005	Entrepreneurship Hatchery	3		
	MGMT6012005	Human Resources Management	4		

Sem	Code	Course Name	SCU	Total
	CHAR6015005	CB: Agama	2	
	STAT8068005	Business Statistics II	4	
	MKTG6286005	Consumer Psychology and Behavior	3	
	COMM8006005	Business Communication	2	
4	MGMT6297005	Operations Management	4	20
	FINC6001005	Financial Management	4	
	BUSS6171005	Business Sustainability	4	
	RSCH6026005	Research Methodology	4	
	BUSS6175005	Business and Commerce in Australia	4	
5	ENTR6535005	Ideation	4	20
	MGMT6382005	Leadership and Ethics	4	
	MGMT6380005	Cross Cultural Management and Negotiations*	4	
	MGMT6381005	Decision Making Under Uncertainty	4	
	MKTG6189005	Marketing Channels	2	
	MKTG6287005	Products and Brand Management	2	
6	BUSS6176005	Business Venturing	4	20
	ENTR6536005	Advanced Innovation Management	4	
	ENTR6537005	Social Entrepreneurship	4	
	ENTR6538005	Business Development and Growth	4	
	MKTG6288005	Digital Business and Analytics	2	
	MKTG6289005	Pricing Management and Strategy	2	
7	MKTG6091005	International Marketing	4	18
	MKTG6282005	Industry Placement	4	
	ENTR6539005	Innovation and Entrepreneurial Strategy	4	
	MKTG6281005	Digital and Social Media Marketing	4	
	MKTG6290005	Applied Marketing Research	2	
8	MKTG6098005	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*For CB: Pancasila course is offered for Indonesian citizen students, while Pancasila and Indonesian Culture course is offered for foreign

### The Table of Prerequisite for Business Management and Marketing Program

Subject		SCU	Sem	Prerequisite		SCU	Sem
MKTG6286005	Consumer Psychology and Behavior	3	3	MKTG8005	Marketing Management	4	2
MKTG6287005	Products & Brand Management	2	5	MKTG8005	Marketing Management	4	2
MKTG6289005	Pricing Management & Strategy	2	6	MKTG8005	Marketing Management	4	2

Subject		SCU	Sem	Prerequisite		SCU	Sem
MKTG6290005	Applied Marketing Research	2	7 (UoN) 5 (Non UoN)	STAT8067	Business Statistics I	2	2
MKTG6189005	Marketing Channels	2	5	MKTG8005	Marketing Management	4	2
MKTG6288005	Digital Business and Analytics	2	7 (UoN) 5 (Non UoN)	MKTG8005	Marketing Management	4	2

**Student should pass all of these quality control courses as listed below:**

No	Course Code	Course Name	Minimal Passing Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6486005	Entrepreneurship Hatchery	C
3.	MGMT6011	Introduction to Management and Business	C
4.	MGMT6358005	Managing Business Information	C
5.	MKTG8005	Marketing Management	C
6.	MGMT6012005	Human Resources Management	C
7.	MGMT6380005	Cross Cultural Management and Negotiations	C
8.	MGMT6382005	Leadership and Ethics	C