

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.

Award/Degree

Bachelor of Economics (*Sarjana Ekonomi*) from the BINUS University with a:

- Bachelor of Business (B.Bus.) in Innovation and Entrepreneurship from the University of Newcastle, Australia.
- Bachelor of Business (B.Bus.) in Marketing or Management from the Queensland University of Technology (QUT) Business School, Australia.
- Bachelor of Commerce in Marketing (B.Com.) from the Macquarie University, Australia.
- Bachelor of Arts (B.A.) in International Business from the Cologne Business School, Germany.

- Bachelor of Business Administration (B.BA.) in International Business from the Saxion University of Applied Science, Netherlands.
- Bachelor of Business Administration (B.BA) from Solbridge International School of Business, South Korea.
- Bachelor of Arts (Hons.) in Business Management or International Hospitality and Tourism Management from Bournemouth University, UK.
- Bachelor of Business (B.Bus.) in Entrepreneurship and Innovation Management from the University of Newcastle, Australia; AND a Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.), or Master of Management (M.Mgt.) from Macquarie University, Australia.

Major and Streaming of the Double Degree Programs

Major of the 2nd Degree	Specialization	Degree		Partner
		Double	Title	
Innovation and Entrepreneurship		√	S.E. & B. Bus.	University of Newcastle (UoN) - Australia.
Marketing		√	S.E. & B. Bus.	Queensland University of Technology (QUT),
Management		√	S.E. & B.Bus.	
Marketing Management		√	S.E. & B. Com.	Macquarie University, Australia
Marketing & Consumer Insight		√	S.E. & B. Com.	
International Business		√	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		√	S.E. & B.B.A.	Solbridge International School of Business of Woosong University
International Hospitality and Tourism Management		√	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.)	
	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.Bus. (Bachelor of Business)
 B.Com. (Bachelor of Commerce)

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

2nd Major 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) with concentration in Business Management and Marketing and B.Bus (UoN) with concentration in **Innovation and Entrepreneurship**. 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.)*.

2nd Major 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) with concentration in **Business Management and Marketing** and B.Bus. (QUT) with concentration in **Marketing**. 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 studying at BINUS University, following a set of courses agreed by both universities.
- In semesters 6 and 7, students will be studying at QUT, Brisbane, Australia, following approximately 48 course units each semester. The courses will be determined by QUT.
- In semester 8, students will return to 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.)*.

2nd Major in Management:

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) with concentration in **Business Management and Marketing** and B.Bus. (QUT) with concentration in **Management**.

The distribution of semesters for this program is as follows:

- For the first five semesters, students will be studying at BINUS University, following a set of courses agreed by both universities.

- In semesters 6 and 7, students will be studying at QUT, Brisbane, Australia, following approximately 48 course units each semester. The courses will be determined by QUT.
- In semester 8, students will return to 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.)*.

2nd Major in Marketing Management OR Marketing and Consumer Insights:

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) with concentration in **Business Management and Marketing** and B.Com. (Macquarie) with concentration in **Marketing Management** or **Marketing and Consumer Insights**. 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 five semesters will be conducted at BINUS University, following a set of courses agreed by both universities.
- Semesters 6 and 7 will be conducted at Macquarie University, Sydney, Australia. Courses will be determined by Macquarie University.
- The last semester (semester 8) will be done 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.)*.

2nd Major in International Business:

Cologne Business School (CBS)

In cooperation with Cologne Business School, Cologne, Germany, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain *S.E.* (BINUS) with concentration in **Business Management and Marketing** and B.A. (CBS) with concentration in **International Business**. Further, students can choose to specialize in any of the following options: *International Trade, Finance, or Marketing* when they are studying with CBS.

The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at CBS, 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, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain a *S.E.* (BINUS) with concentration in **Business Management and Marketing** and B.B.A. (Saxion) with concentration in **International Business**. 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 done at BINUS University, following a set of courses agreed by both universities.

- The last two semesters will be done 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.)*.

2nd Major in Business Administration:

Solbridge International School of Business

In cooperation with the Solbridge International School of Business, South Korea, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain an *S.E.* (BINUS) with concentration in **Business Management and Marketing** and B.B.A. (Solbridge) with concentration in **Business Administration**.

The distribution of semesters for this program is as follows:

- The first four semesters will be done 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.)*.

2nd Major in Business Management:

Bournemouth University

In cooperation with Bournemouth University, UK, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain an *S.E.* (BINUS) with concentration in **Business Management and Marketing** and a B.A. (Hons) from Bournemouth University with concentration in **Business Management**. When students are pursuing their 2nd degree in Business Management at Bournemouth University, they may choose any one of the following specializations: ***Entrepreneurship, Global Operations, HRM, Marketing, Project Management, Retail Management, and International Business Management***. The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at Bournemouth University, following the required courses determined by Bournemouth University, including a thesis.

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

2nd Major in International Hospitality and Tourism Management:

Bournemouth University

In cooperation with Bournemouth University, UK, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain an *S.E.* (BINUS) with concentration in **Business Management and Marketing** and a B.A. (Hons) from Bournemouth University with concentration in **International Hospitality and Tourism Management**. Bournemouth University is one of the top universities in the world for the study of tourism and hospitality.

The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at Bournemouth University, following the required courses determined by Bournemouth University, including a thesis.

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

Major and Streaming of the Master Track Program

Major/Streaming	Degree		Title	Partner
	Double (Bachelor's) Degree	Master's Degree		
Innovation and Entrepreneurship	√		S.E. & B. Bus.	University of Newcastle (UoN)- Australia.
And a choice of the following majors for the Master's Degree:				
Human Resources Management		√	M. Com.	Macquarie University, Australia
Marketing		√	M. Com.	Macquarie University, Australia
Finance		√	M. Com.	Macquarie University, Australia
Accounting		√	M. Com.	Macquarie University, Australia
Business Management and Organizations		√	M. Com.	Macquarie University, Australia
Management		√	M. Mgt.	Macquarie University, Australia

Title: S.E. (Sarjana Ekonomi)
B.Bus. (Bachelor of Business)

M.Com. (Master of Commerce)

Master Track Program in Human Resources Management / Marketing / Finance / Accounting / Business Management and Organizations / Management

In addition to the Double Degree programs, we also offer the Master Track program. Master Track program allows students to earn two Bachelor's Degrees and a Master's Degree. Students will receive an **S.E.** (Binus University) with concentration in **Business Management and Marketing** and **B.Bus.** (University of Newcastle) with concentration in **Entrepreneurship and Innovation Management**. Students will also receive an **M.Com.** (Macquarie University) with a choice of majors in the followings area: **Human Resources Management, Marketing, Finance, Accounting, Business Management and Organizations, or Management (M. Mgt.)**.

The distribution of semesters for this program is as follows:

- Students will be studying at BINUS University, following a set of courses for eight (8) semesters.
- For the first four semesters (part A), students will be studying courses from Binus University before proceeding to another part (part B) consisting of courses from University of Newcastle.
- Students will then spend a full one-year program at Macquarie University, Australia, to earn the Master's degree.

Upon completion of this program, students will be awarded a *Sarjana Ekonomi* (S.E.) from the Binus University, a Bachelor of Business (B.Bus.) from the University of Newcastle, and a Master of Commerce (M. Com.) or Master of Management (M. Mgt.) from the Macquarie University.

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		
	Pancasila Courses*				
	CHAR6013	Character Buiding: <i>Pancasila</i>	2		
CHAR6039	Pancasila and Indonesian Culture	2			
2	ENGL6171	Academic English I	3	21	
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	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	ENGL6172	Academic English II	3	21	
	ENTR6486	Entrepreneurship Hatchery	3		
	MGMT6012	Human Resources Management	4		
	CHAR6015	Character Building: <i>Agama</i>	2		
	STAT8068	Business Statistics II	4		
	MKTG6286	Consumer Psychology and Behavior	3		
4	COMM8006	Business Communication	2	20	
	MGMT6297	Operations Management	4		
	FINC6001	Financial Management	4		
	BUSS6171	Business Sustainability	4		
	RSCH6026	Research Methodology	4		
5	BUSS6175	Business and Commerce in Australia	4	20	
	ENTR6535	Ideation	4		

Sem	Code	Course Name	SCU	Total
	MGMT6382	Leadership and Ethics	4	
	MGMT6380	Cross Cultural Management and Negotiations*	4	
	MGMT6381	Decision Making Under Uncertainty	4	
	MKTG6189	Marketing Channels	2	
	MKTG6287	Products and Brand Management	2	
6	BUSS6176	Business Venturing	4	20
	ENTR6536	Advanced Innovation Management	4	
	ENTR6537	Social Entrepreneurship	4	
	ENTR6538	Business Development and Growth	4	
	MKTG6288	Digital Business and Analytics	2	
	MKTG6289	Pricing Management and Strategy	2	
7	MKKTG6091	International Marketing	4	18
	MKTG6282	Industry Placement	4	
	ENTR6539	Innovation and Entrepreneurial Strategy	4	
	MKTG6281	Digital and Social Media Marketing	4	
	MKTG6290	Applied Marketing Research	2	
8	MKTG6098	Thesis	6	6
TOTAL CREDIT 146 SCU				

*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
MKTG6286	Consumer Psychology and Behavior	3	3	MKTG8005	Marketing Management	4	2
MKTG6287	Products & Brand Management	2	5	MKTG8005	Marketing Management	4	2
MKTG6289	Pricing Management & Strategy	2	6	MKTG8005	Marketing Management	4	2
MKTG6290	Applied Marketing Research	2	7 (UoN) 5 (Non UoN)	STAT8067	Business Statistics I	2	2
MKTG6189	Marketing Channels	2	5	MKTG8005	Marketing Management	4	2
MKTG6288	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.	ENTR6486	Entrepreneurship Hatchery	C
3.	MGMT6011	Introduction to Management and Business	C
4.	MGMT6358	Managing Business Information	C

No	Course Code	Course Name	Minimal Passing Grade
5.	MKTG8005	Marketing Management	C
6.	MGMT6012	Human Resources Management	C
7.	MGMT6380	Cross Cultural Management and Negotiations	C
8.	MGMT6382	Leadership and Ethics	C