

## **International Business**

### **Introduction**

Located in the heart of Jakarta's capital city and part of the Binus Business School International Undergraduate Program in BINUS UNIVERSITY, 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***

## **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 UNIVERSITY 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 Business Administration (B.BA) from SolBridge International School of Business, Woosong University, Korea.
- 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
- Bachelor of Business (B.Buss) from University of Newcastle, Australia

### Major and Streaming

Streaming	Specialization	Degree				Partner
		Single	Title	Double	Title	
Business in ASEAN		√	S.E.			-
Asian Business Studies	Business Administration			√	S.E. & B.B.A.	SolBridge International School of Business, Korea
	Business Administration			√	S.E. & B.B.A.	Ningbo University, China
Commerce & Management	Accounting, Actuarial Science, Management, Economics, Finance, Human Resource & International Relations, International Business, Commercial Law, Public Policy, Marketing, Taxation, Information Systems			√	S.E. & B.Com.	Victoria University of Wellington, New Zealand
	International Business, Human Resource Management, Management, Marketing			√	S.E. & B.Com.	University of New South Wales, Australia
	Management			√	S.E. & B.A. (Hons.)	Bournemouth University, UK
Entrepreneurship	Business Management with Entrepreneurship			√	S.E. & B.A. (Hons.)	Edinburgh Napier University, UK
International Business	International Trade, Marketing Management, Financial Management			√	S.E. & B.A.	Cologne Business School, Germany
Master Track	Management				S.E. & M.G.E.	IESEG School of Management, France
Innovation and Entrepreneurship	Innovation and Entrepreneurship			√	S.E & B.Bus	University of Newcastle, Australia

Title: S.E. (Sarjana Ekonomi)

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

B.Com. (Bachelor of Commerce)

B.A. (Bachelor of Arts)

B.A. (Hons.) (Bachelor of Arts (Honors))

M.G.E. (Master Grand Ecole)

### 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 Entrepreneurship Hatchery are courses that reflect such competence designed by 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 process of several courses throughout the program.

### Study Completion Requirements

To complete a major in International Business with either a single or double degree (DD), students must complete a minimum of 146 SCUs. Available streaming courses are available in this program, namely: Asian Business Studies (DD with SolBridge International School of Business, or Ningbo University), Business in ASEAN (single degree), International Business (DD with Cologne Business School), Commerce and Management (DD with University of New South Wales, Victoria University of Wellington, or Bournemouth University).

### Course Structure

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

Sem	Code	Course Name	SCU	Total
1	ENGL6171	Academic English I	3	20
	CHAR6013	Character Building: <i>Pancasila</i>	2	
	ENTR6091	Project Hatchery	2	
	ECON6080	Economics	8	
	LANG6061	Indonesian	1	
	MGMT6011	Introduction to Management & Business	4	
2	ENGL6172	Academic English II	3	21
	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	
	MKTG8005	Marketing Management	4	
	LAWS6075	Legal Aspects in Economics	2	
	MATH6116	Mathematics & Statistics for Business	6	
	ISYS6118	Management Information Systems	4	
3	BUSS6143	Global Business Environment	4	23
	CHAR6015	Character Building: <i>Agama</i>	2	
	ENTR6486	Entrepreneurship Hatchery	3	
	COMM8006	Business Communication	2	
	MGMT6012	Human Resources Management	4	
	ACCT6285	Accounting for Business	8	
4	BUSS6144	Introduction to Business Ethics	2	22
	FINC6001	Financial Management	4	
	MGMT6038	Cross Cultural Management	2	
	STAT6138	Advanced Business Statistics	4	

Sem	Code	Course Name	SCU	Total
	ECON8009	Managerial Economics	4	
	MGMT6297	Operations Management	4	
	RSCH6065	Research Methodology I	2	
5	<i>(DD program in UNSW, VUW, Ningbo, and SolBridge Universities will depart this semester)</i>			
5	BUSS6027	Exporting – Importing	4	18
	BUSS6145	Business in ASEAN	3	
	MGMT6107	South East Asian Culture	3	
	BUSS6029	Business in Indonesia	2	
	MGMT6096	Project Management	3	
	MGMT6116	Strategic Management	3	
6	<i>(DD program with I-Shou University will depart this semester)</i>			
	<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).

Option of Streaming/Major taken from partner universities

<b>International Business – Cologne Business School (1-year DD program)</b>		SCU
International Trade		32
Marketing Management		32
Financial Management		32
<b>Asian Business Studies – Ningbo University International College (2-year DD program)</b>		SCU
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>Commerce and Management – Bournemouth University (1-year DD program)</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>Commerce and Management – Victoria University of Wellington (2-year DD program)</b>	<b>SCU</b>
<i>Option of majors:</i>	
Accounting	64
Actuarial Science	64
Commercial Law	64
Economics	64
Finance	64
Human Resource Management and Industrial Relations	64
International Business	64
Management	64
Marketing	64
Public Policy	64
Taxation	64
Information Systems	64
<b>Commerce and Management – The University of New South Wales, Australia (2-year DD program)</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>

### 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  
 Other : Program's 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	
ENTR6097	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 University's SCU based on credit transfer policies.

**The Table of Prerequisite for International Business Program**

Subject		SCU	Smt	Prerequisite(s)		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	2
BUSS6027	Exporting – Importing	4	5	BUSS6143	Global Business Environment	4	3
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
BUSS6145	Business in ASEAN	3	5	BUSS6143	Global Business Environment	4	3
RSCH6066	Research Methodology II	2	8	RSCH6065	Research Methodology I	2	4
BUSS6120	Contemporary Issues in Asean	2	8	BUSS6145	Business in ASEAN	3	5
MGMT6117	Thesis	6	8	ENGL6172	Academic English II	3	2
				RSCH6065	Research Methodology I	2	4



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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6486	Entrepreneurship Hatchery	C
3.	ECON6080	Economics	C
4.	MKTG8005	Marketing Management	C
5.	MGMT6012	Human Resources Management	C
6.	ISYS6118	Management Information Systems	C
7.	BUSS6143	Global Business Environment	C
8.	RSCH6065	Research Methodology I	C