

## International Business

### Introduction

The International Business (IB) program focuses on implementing student-centered learning where the young minds are fostered not only through theories learned but also by providing a supportive environment for practice and discovery. As part of the Binus Business School International Undergraduate Program as the first private university in Indonesia to receive AACSB accreditation, IB aspires to be a purveyor of tomorrow's leaders and entrepreneurs, thus evolving and adapting to the current business environment.

The IB program collaborates with prestigious partner universities that specialize in Entrepreneurship and Innovation and International Business and Trade. With eight double degree programs as an option of study abroad, exchange programs or immersion trips are offered to IB students for them to gain international exposure. Students are exposed to practical experience by partaking in the enrichment track offered by the program: internships, research, entrepreneurship, and community development, where hands-on learning experience cultivates not only hard skill competency but also hones students' soft-skills.

Apart from learning global business and regional integration, the IB program is designed to cater to ASEAN-related subjects, which accommodates the need to equip the level of understanding of the business as well as cultural aspects in the Southeast Asian region. As part of the curriculum, students are required to join the Passage to ASEAN (P2A), an immersion trip to a number of ASEAN countries. This aligns with the application of the ASEAN Economic Community (AEC) in 2016 for all ASEAN members. With the relevant entrepreneurial skills obtained in class, it is expected that the students can grasp a wide range of business environments.

Students are exposed to global business applications and practices from around the world. The program is taught by well-qualified academics from prestigious business schools complemented 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 curriculum is designed to meet high expectations of a concise yet comprehensive context in the global business environment and with an entrepreneurial mindset. Starting September 2020, IB collaborates with the University of Newcastle (UoN) to offer a 4+0 program, in conjunction with its 3+1 and 2+2 programs. The 4+0 collaboration allows students to earn two degrees from Binus International and the University of Newcastle while conducting a full four-year study in Binus International. The 3+1 program enables students to undergo a 3-year on-campus learning and a 1-year off-campus experience, while the 2+2 program facilitates students to take the first two years at Binus International and the last two years at a chosen partner university. The four-year study program is intended to equip students with the fundamentals of international business and management competencies while emphasizing the understanding of doing business in an international context, combined with in-depth cultural experience. Current case studies, articles, and textbooks pertinent to Southeast Asia (ASEAN) and entrepreneurship are carefully selected to enhance the students' global perspectives. The program also incorporates company visits and guest lectures from prominent industries to assist students to obtain a practical and dynamic outlook of today's business environment.

The first year emphasizes the fundamental concept of management with a substantial assessment in terminology definitions and an explanatory context. In the second year, students are trained to develop their analytical thinking, equipped with case study applications, in order to gain a wider business perspective. The third and fourth years will concentrate on the final assessment through critical thinking discussions, case study enhancements, and an analytical final project that will accumulate and be completed by thesis writing as a graduation requirement.

## 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 industries. The 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 representative
- International program coordinator
- Entrepreneur

The IB program provides an internship program for each student wherein the student may face real challenges in industrial contexts. The program develops the students' ability to be involved in professional practices, in addition to 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 BUSINESS SCHOOL 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

Upon the completion of both degrees, students are entitled to receive the following award:

- *Sarjana Ekonomi* from BINUS UNIVERSITY, with a dual degree of:
  - Bachelor of Business (B.Buss) from the University of Newcastle, Australia
  - Bachelor of Arts (BA) from Cologne Business School, Germany
  - Bachelor of Arts - Honors (B.A.Hons.) from Bournemouth University, United Kingdom
  - Bachelor of Arts - Honors (B.A. Hons) from Edinburgh Napier University, United Kingdom
  - Bachelor of Business Administration (B.BA) from the International College of Ningbo University, China
  - Bachelor of Business Administration (B.BA) from the SolBridge International School of Business, Woosong University, Korea.
  - Bachelor of Commerce (B.Com) from the University of New South Wales, Australia
  - Bachelor of Commerce (B.Com) from Victoria University Wellington, New Zealand

## Major and Streaming

Streaming	Specialization	Degree		Partner	Program Combination (in year)
		Double	Title		
Innovation & Entrepreneurship	Innovation and Entrepreneurship	√	S.E. & B.Bus	University of Newcastle, Australia	4 + 0
Asian Business Studies	Business Administration	√	S.E. & B.B.A.	SolBridge International School of Business, Korea	2 + 2
	Business Administration	√	S.E. & B.B.A.	Ningbo University, China	2 + 2
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	2 + 2
	International Business, Human Resource Management, Management, Marketing	√	S.E. & B.Com.	University of New South Wales, Australia	2 + 2
	Management	√	S.E. & B.A. (Hons.)	Bournemouth University, UK	3 + 1
Entrepreneurship	Business Management with Entrepreneurship	√	S.E. & B.A. (Hons.)	Edinburgh Napier University, UK	3 + 1
International Business	International Trade, Marketing Management, Financial Management	√	S.E. & B.A.	Cologne Business School, Germany	3 + 1

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 in 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 an in-depth analysis of case studies, and individual/group work projects. For doing their research activities, students can access magazines, books, and academic journals 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 reports as well as mid-semester and final semester examinations.

A series of extracurricular activities are also offered within the campus area. These activities will allow students to develop their social awareness, as well as 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 of Innovation and Entrepreneurship in the BINUS BUSINESS SCHOOL International Undergraduate Program. 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. Students who are interested to continue this pathway can choose Entrepreneurship as their enrichment track in semester six.

## 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 Scu's.

## Course Structure

### Courses to be taken at BINUS UNIVERSITY International

Semester	Code	Course Name	Scu	Total	
1	ECON6099	Business Economics	4	20	
	STAT8067	Business Statistics I	2		
	MATH6176	Business Mathematics	2		
	MGMT6011	Introduction to Management and Business	4		
	LANG6027	Indonesian	2		
	ISYS6181	Management Information Systems for Leader	4		
	<b>Pancasila Courses*</b>				
	CHAR6013	Character Building: Pancasila	2		
	CHAR6039	Pancasila and Indonesian Culture	2		
2	ENGL6171	Academic English I	3	21	
	CHAR6014	Character Building: Kewarganegaraan	2		
	MKTG8005	Marketing Management	4		
	ENTR6091	Project Hatchery	2		
	BUSS6143	Global Business Environment	4		

Semester	Code	Course Name	Scu	Total
	LAWS6159	Legal Aspects in Business	2	
	STAT8068	Business Statistics II	4	
3	MGMT6012	Human Resources Management	4	22
	ENGL6172	Academic English II	3	
	CHAR6015	Character Building: Agama	2	
	ENTR6486	Entrepreneurship Hatchery	3	
	MGMT6358	Managing Business Information	4	
	COMM8006	Business Communication	2	
	ACCT6351	Accounting for Business	4	
4	(These courses are for the DD program with the University of Newcastle, Australia)			20
	BUSS6171	Business Sustainability	4	
	RSCH6026	Research Methodology	4	
	FINC6001	Financial Management	4	
	MGMT6297	Operation Management	4	
	BUSS6175	Business and Commerce in Australia	4	
4	(These courses are for the DD program with CBS, ENU, Bournemouth, VUW, UNSW, Solbridge, Ningbo universities)			22
	BUSS6171	Business Sustainability	4	
	RSCH6026	Research Methodology	4	
	FINC6001	Financial Management	4	
	MGMT6297	Operation Management	4	
	BUSS6066	Business Ethics	2	
	MGMT6357	Multinational Corporation Management	4	
5	(DD program in Solbridge, UNSW, VUW, and Ningbo Universities will depart this semester)			
5	(These courses are for the DD program with the University of Newcastle, Australia)			23
	ENTR6535	Ideation	4	
	BUSS6176	Business Venturing	4	
	MGMT6380	Cross Cultural Management and Negotiation	4	
	MGMT6381	Decision Making Under Uncertainty	4	
	BUSS6196	Contemporary Business in Indonesia	4	
	MGMT6096	Project Management	3	
5	(These courses are for the DD program with CBS, ENU, and Bournemouth universities)			13
	BUSS6197	International Trade	3	
	BUSS6198	Contemporary Issues and Business in ASEAN	3	
	MGMT6385	South East Asian Culture	2	

Semester	Code	Course Name	Scu	Total
	BUSS6029	Business in Indonesia	2	
	MGMT6096	Project Management	3	
6	(For the DD program with CBS, ENU, and Bournemouth universities, students take the enrichment track in the 6th semester)			16
	Enrichment Program I**		16	
6	(These courses are for the DD program with the University of Newcastle, Australia)			16
	MGMT6382	Leadership and Ethics	4	
	ENTR6536	Advanced Innovation Management	4	
	ENTR6537	Social Entrepreneurship	4	
	ENTR6538	Business Development and Growth	4	
7	(The DD program with CBS, ENU, and Bournemouth universities will depart this semester)			
7	(These courses are for the DD program with the University of Newcastle, Australia)			16
	MKTG6091	International Marketing	4	
	MGMT6383	Industry Placement	4	
	ENTR6539	Innovation and Entrepreneurial Strategy	4	
	MKTG6281	Digital and Social Media Marketing	4	
8	(These courses are for the DD program with the University of Newcastle, Australia)			8
	MGMT6063	Strategic Management	2	
	MGMT6117	Thesis	6	
8	(These courses are for the DD program with CBS, ENU, Bournemouth, Ningbo, Solbridge, VUW and UNSW universities)			6
	MGMT6117	Thesis	6	
<b>TOTAL CREDITS 146 Scu</b>				

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

\*\* Students will take one of the enrichment program tracks (off-campus): Internship, Research, Entrepreneurship, and Community Development

Options of Streaming/Major taken from partner universities

<b><i>University of Newcastle</i></b>	<b>Scu</b>
Business and Commerce in Australia	4
Ideation	4
Business Venturing	4
Cross Cultural Management and Negotiations	4
Managing People and Organization	4
Leadership and Ethics	4
Advanced Innovation Management	4
Social Entrepreneurship	4
Business Development and Growth	4
Project in Business	4
Industry Placement	<b>4</b>
Innovation and Entrepreneurial Strategy	<b>4</b>
Digital and Social Media Marketing	<b>4</b>
<b><i>Cologne Business School – International Business Program (1-year DD program)</i></b>	<b>Scu</b>
International Trade	32
Marketing Management	32
Financial Management	32
<b><i>Business in China – Ningbo University International College (2-year DD program)</i></b>	<b>Scu</b>
General Information of China	3
International Commercial Law	3
International Trade Practice	3
Chinese Listening and Speaking 1	4
Comprehensive Chinese 1	4
Strategic Management	3
International Finance	6
Chinese Economy	2

Corporate Finance	4
International Marketing	4
Chinese Comprehensive	4
Marketing Planning	4
Chinese Listening and Speaking	4
Chinese Culture	3
Contract Law	6
Graduation Practice	4
<b><i>Business and Management – Bournemouth University (1-year DD program)</i></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><i>International Business &amp; Marketing Management – Victoria University of Wellington (2-year DD program)</i></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><i>Commerce – The University of New South Wales, Australia</i></b>	<b>Scu</b>



<b>(2-year DD program)</b>	
Option of majors:	
International Business	64
Marketing	64
Human Resource Management	64
Management	64
<b><i>Business Management with Entrepreneurship – Edinburgh Napier University (ENU) (1-year DD program)</i></b>	<b>Scu</b>
<i>Leadership in a Changing Environment</i>	20
Entrepreneurial Consultancy Project	20
Business Strategy and Sustainable Development	20
Growing a Business	20
Dissertation	40

### Enrichment Track Scheme

Track	Semester 6					
	I	RS	ENTR	CD	SA	Other
1	v					
2		v				
3			v			
4				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	
BUSS6182	Technical Competency Industry	4	
COMM6360	Advanced Business Communication	4	

**Enrichment Research Track**

Code	Course Name	Scu	Total
<b>Enrichment Program</b>			16
RSCH6063	Research Exposure	8	
BUSS6183	Technical Competency in Research	4	
BUSS6108	Business Intelligence	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	
BUSS6184	Communication Development in Professional Context	4	
MGMT6273	Change Management	4	

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

Course	SCU	Sem	Course Prerequisite	SCU	Sem
MGMT6012	4	3	MGMT6011 Introduction to Management and Business	4	1
ENGL6172	3	3	ENGL6171 Academic English I	3	2
STAT8068	4	2	STAT8067 Business Statistics I	2	1
MGMT6096	3	5	MGMT6011 Introduction to Management and Business	4	1
<b>Streaming: Innovation and Entrepreneurship (UON)</b>					
MGMT6380	4	5	MGMT6011 Introduction to Management and Business	4	1
MGMT6063	2	8	MGMT6011 Introduction to Management and Business	4	1
MGMT6117	6	8	ENGL6172 Academic English II	3	2
			RSCH6026 Research Methodology	4	4
<b>Streaming: Commerce and Management (Bournemouth); Entrepreneurship (ENU); International Business (CBS)</b>					
MGMT6357	4	4	MGMT6011 Introduction to Management and Business	4	1
BUSS6198	3	5	BUSS6143 Global Business Environment	4	2
BUSS6197	3	5	BUSS6143 Global Business Environment	4	2
<b>Streaming: Commerce and Management (VUW); Commerce and Management (UNSW); Business Administration (Solbridge)</b>					

MGMT6357	Multinational Corporation Management	4	4	MGMT6011	Introduction to Management and Business	4	1
MGMT6417	Pre-Thesis	2	8	ENGL6172	Academic English II	3	2
				RSCH6026	Research Methodology	4	4
MGMT6418	Thesis	4	8	ENGL6172	Academic English II	3	2
				RSCH6026	Research Methodology	4	4
<b>Streaming: Business Administration (Ningbo)</b>							
MGMT6357	Multinational Corporation Management	4	4	MGMT6011	Introduction to Management and Business	4	1
MGMT6117	Thesis	6	8	ENGL6172	Academic English II	3	2
				RSCH6026	Research Methodology	4	4

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
5	MKTG8005	Marketing Management	C
6	MGMT6012	Human Resources Management	C
<b>Streaming: Innovation and Entrepreneurship (UON)</b>			
7	MGMT6380	Cross Cultural Management and Negotiations	C
8	MGMT6382	Leadership and Ethics	C
<b>Streaming: Commerce and Management (Bournemouth); Entrepreneurship (ENU); International Business (CBS); Commerce and Management (VUW); Commerce and Management (UNSW); Business Administration (Solbridge); Business Administration (Ningbo)</b>			
7	MGMT6357	Multinational Corporation Management	C
8	BUSS6066	Business Ethics	C