

## 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 at Binus International and a 1-year on-campus learning at our partner university, 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 requires 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
Business Administration	Business Administration	√	S.E. & B.B.A.	SolBridge International School of Business, Korea	2 + 2
Business Administration	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 Ekonom*)

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

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

B.A. (Bachelor of Arts)

B.Com. (Bachelor of Commerce)

### 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 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	ECON6099005	Business Economics	4	20	
	STAT8067005	Business Statistics I	2		
	MATH6176005	Business Mathematics	2		
	MGMT6011005	Introduction to Management and Business	4		
	LANG6027005	Indonesian	2		
	ISYS6181005	Management Information Systems for Leader	4		
	<b>Pancasila Courses*</b>				
	CHAR6013005	Character Building: <i>Pancasila</i>	2		
	CHAR6039005	Pancasila and Indonesian Culture	2		
2	ENGL6171001	Academic English I	3	21	
	CHAR6014005	Character Building: <i>Kewarganegaraan</i>	2		
	MKTG8005005	Marketing Management	4		
	ENTR6091005	Project Hatchery	2		
	BUSS6143005	Global Business Environment	4		
	LAWS6159005	Legal Aspects in Business	2		
	STAT8068005	Business Statistics II	4		
3	MGMT6012005	Human Resources Management	4	22	

Semester	Code	Course Name	SCU	Total
	ENGL6172001	Academic English II	3	
	CHAR6015005	Character Building: <i>Agama</i>	2	
	ENTR6486005	Entrepreneurship Hatchery	3	
	MGMT6358005	Managing Business Information	4	
	COMM8006005	Business Communication	2	
	ACCT6351005	Accounting for Business	4	
4	BUSS6171005	Business Sustainability	4	20
	RSCH6026005	Research Methodology	4	
	FINC6001005	Financial Management	4	
	MGMT6297005	Operation Management	4	
	BUSS6175005	Business and Commerce in Australia	4	
5	ENTR6535005	Ideation	4	23
	MGMT6382005	Leadership and Ethics	4	
	MGMT6380005	Cross Cultural Management and Negotiation	4	
	MGMT6381005	Decision Making Under Uncertainty	4	
	BUSS6196005	Contemporary Business in Indonesia	4	
	MGMT6096005	Project Management	3	
6	BUSS6176005	Business Venturing	4	16
	ENTR6536005	Advanced Innovation Management	4	
	ENTR6537005	Social Entrepreneurship	4	
	ENTR6538005	Business Development and Growth	4	
7	MKTG6091005	International Marketing	4	16
	MGMT6383005	Industry Placement	4	
	ENTR6539005	Innovation and Entrepreneurial Strategy	4	
	MKTG6281005	Digital and Social Media Marketing	4	
8	MGMT6063005	Strategic Management	2	8
	MGMT6117005	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

Options of Streaming/Major taken from partner universities

<b>University of Newcastle</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	4
Innovation and Entrepreneurial Strategy	4
Digital and Social Media Marketing	4
<b>Cologne Business School – International Business Program (1-year DD program)</b>	<b>SCU</b>
International Trade	32
Marketing Management	32
Financial Management	32
<b>Business in China – Ningbo University International College (2-year DD program)</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>Commerce – The University of New South Wales, Australia (2-year DD program)</b>	<b>SCU</b>
Option of majors:	
International Business	64
Marketing	64
Human Resource Management	64
Management	64
<b>Business Management with Entrepreneurship – Edinburgh Napier University (ENU) (1-year DD program)</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

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

Course		SCU	Sem	Course Prerequisite		SCU	Sem
STAT8068005	Business Statistics II	4	2	STAT8067005	Business Statistics I	2	1
ENGL6172001	Academic English II	3	3	ENGL6171001	Academic English I	3	2
MGMT6012005	Human Resources Management	4	3	MGMT6011005	Introduction to Management and Business	4	1
MGMT6096005	Project Management	3	5	MGMT6011005	Introduction to Management and Business	4	1
MGMT6117005	Thesis	6	8	ENGL6172001	Academic English II	3	2
				RSCH6026005	Research Methodology	4	4
MGMT6380005	Cross Cultural Management and Negotiations	4	5	MGMT6011005	Introduction to Management and Business	4	1
MGMT6063005	Strategic Management	2	8	MGMT6011005	Introduction to Management and Business	4	1



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

No	Course Code	Course Name	Minimal Passing Grade
1.	CHAR6013005	Character Building: <i>Pancasila</i>	B
2.	ENTR6486005	Entrepreneurship Hatchery	C
3	MGMT6011005	Introduction to Management and Business	C
4	MGMT6358005	Managing Business Information	C
5	MKTG8005005	Marketing Management	C
6	MGMT6012005	Human Resources Management	C
7	MGMT6380005	Cross Cultural Management and Negotiations	C
8	MGMT6382005	Leadership and Ethics	C