

International Business

Vision

International Business program strives to become a reputable international business program in ASEAN through the development of sustainable society toward global recognition and collaboration.

Mission

The program is designed to nurture global graduates enriched with innovative and meaningful knowledges preparing them to participate in the international development of a sustainable society.

Program Description

The International Business program will enable students to take up Study Abroad, Double degree or Master track program at a variety of foreign locations. The experience of traveling, living and/or even having internship abroad will bring opportunities for students to develop their cross-cultural skills. Moreover, students will also learn the differences between business model applications from different countries, including business practices.

It is a four-year study program where students will be equipped with the fundamentals of international management competencies and understanding of doing business in an international context, combined with an in-depth cultural experience. All case studies, readings, and textbooks are carefully selected to enhance the students' global perspective. In this program, they will learn practical skills and theoretical knowledge in international business to meet industry standards.

The objectives of the International Business program are :

- A. To nurture graduates aware of contemporary international management issues and able to work in international environment requiring cross cultural management skill
- B. To enhance innovative and creative mindset in applying business knowledge in international context
- C. To expose students to global corporate and entrepreneur experiences
- D. To create ethical professionals and entrepreneurs with high social awareness
- E. To develop entrepreneurial quality required for the increasing global competition
- F. To provide students ability to communicate effectively in a global environment
- G. To provide graduates with ICT competencies and skills required to compete in the international market

Award/Degree

- Sarjana Ekonomi from BINUS University
- Dual Degree with Bachelor of Arts from Cologne Business School, Germany
- Dual degree with Bachelor of Arts (Hons) from Bournemouth University, UK
- Dual Degree with Bachelor of Business Administration (B.BA) from International College of Ningbo University or Inholland University of Applied Sciences
- Dual degree with Bachelor of Commerce from University of New South Wales, Australia and Victoria University Wellington.

Graduate Competencies

Upon successful completion of this 4-year program, students are expected to be able to :

1. Describe and articulate management principles and practices.
2. Interpret and analyse current global business conditions.
3. Apply critical thinking in business and management problem solving through applied research.
4. Design, implement, and evaluate international business strategy to meet global demand.
5. Utilise current ict techniques, skills, and tools necessary to solve and analyse business issues
6. Communicate effectively with a range of audience both written and verbal form
7. Demonstrate abilities in cross-cultural and cross-border communication in international environment.
8. Apply leadership, team-working and entrepreneurial skills in global context
9. Explain and apply principles of professional, ethical and social responsibilities in international environment
10. Identify, design, and implement creative and innovative approaches and strategies in business decision making

Study Completion Requirements

To complete a major in International Business with either a single or dual degree(s), students must complete a minimum of 146 SCUs. Eight (8) streaming courses are available in this program, namely: Business in China; Business in ASEAN, European Management, International Trade, Business and Management, Commerce, Marketing and International Business and Strategic Management.

Overseas study is mandatory for international business students in order to complete the program. Students may choose any of the following options:

Program	Description	Partner
Study abroad	Students will study for seven (7) semesters in BINUS and one (1) semester abroad at a partner university of BINUS International. Students will graduate with one degree – Sarjana Ekonomi - from BINUS University.	<ul style="list-style-type: none"> • Study abroad partner of International Business program • Student exchange partner of BINUS University
Double degree	Students will study for maximum six (6) semesters at BINUS and at least two (2) semesters overseas at a partner university of BINUS International. Students will graduate with a double degree – Sarjana Ekonomi - from BINUS University and Bachelor degree from partner universities.	<ul style="list-style-type: none"> • Cologne Business School, Germany • International College of Ningbo University, China • Inholland University of Applied Sciences, the Netherlands • Bournemouth University, UK • University of New South Wales, Australia • Victoria University of Wellington, New Zealand

Program	Description	Partner
Master track <i>(it's not a part of streaming in IB program)</i>	Upon completing their study at BINUS, students have an opportunity to directly study for Master program for two (2) semesters overseas at a partner university of BINUS International.	<ul style="list-style-type: none"> • Macquarie University, Australia

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/group work 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 are 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 habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand, will be developed through collaboration with Binus International's School Of Art & Design. 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.

Employability and Career Support

A wide range of career opportunities in the 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 the 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 consellor
- 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 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 aspiration and may provide social and professional networks.

BINUS INTERNATIONAL 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.

Program Structure

Courses to be taken at BINUS International

Course Code	Course Name	SCU
CHAR6013	Character Building: Pancasila	2
ACCT6087	Introduction to Accounting	4
ENGL6171	Academic English 1	3
MATH6048	Business Mathematics	4
ECON6005	Micro Economics	4
ENTR6038	Project Hatchery	2
CHAR6012	Freshmen Enrichment Program	0
CHAR6014	Character Building: Kewarganegaraan	2
STAT8067	Business Statistics I	2
MKTG8005	Marketing Management	4
ECON6006	Macro Economics	4
ENGL6172	Academic English 2	3
MGMT6011	Introduction to Management and Business	4
MGMT6014	Organisational Behavior	2

Course Code	Course Name	SCU
CHAR6015	Character Building: Agama	2
ISYS6118	Management Information System	4
BUSS6028	International Business	4
MGMT6012	Human Resource Management	4
STAT8068	Business Statistics 2	4
ENTR6036	Entrepreneurship 1	4
ACCT6049	Managerial Accounting	4
FINC6001	Financial Management	4
LAWS6075	Legal Aspect in Economics	2
MGMT6038	Cross Cultural Management	2
RSCH6021	Research Methodology	2
MGMT6018	Operational Management	4
FINC6067	International financial management	2
BUSS6024	Business in ASEAN	4
MGMT6107	South East Asian Culture	3
ECON8009	Managerial Economics	4
MKTG6085	Global Marketing	3
BUSS6027	Exporting – Importing	4
BUSS6025	Competitive Strategy in ASEAN	2
BUSS6026	Contemporary issues in ASEAN	2
ENTR6037	Entrepreneurship 2	6
RSCH6019	Research Method in International Business	4
COMM8006	Business Communication	2
ECON6024	International Economics	4
	Foreign Language	4
	Elective courses during study abroad / student exchange	8
MGMT6117	Thesis	6
MGMT6110	Internship	8

Courses to be taken at partner universities

Course Name	SCU
<i>International Trade- Cologne Business School</i>	
Introduction to International Trade	4
International Logistics	4
International Commercial Law	4
Economic Geography of Europe	4
Transnational Management	4
Foreign Language	8
Business Skills	4
E-Commerce	4
New Trends in International Trade	4
International Trade and Finance	4
Procurement	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6
<i>European Management - Cologne Business School</i>	
European Economic History	4
Economic Geography of Europe	4
EU Law and Ins.	4
EU policies	4
Transnational Management	4
European Economic Issues	4
Procurement	4
Foreign Language	8
E-Commerce	4
New Trends in International Trade	4
Business Skills	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6
<i>Strategic Management – Inholland University of Applied Science</i>	
European Business Studies	4
Psychology at Work / International Corporate Strategy / Marketing Strategy	4
Change Management	4
Academic Writing	4
Business Research Methods	4
Placement (Weeks 2 – 21)	3
Individual Research Project defense	6
Assessment Professional Portfolio	4

Course Name	SCU
<i>Business in China – Ningbo University International College</i>	
Chinese Economy	2
International Trade Practice	4
Fundamentals of Production & Operation Management	4
General Information about China	3
Chinese Cultural	4
Chinese Comprehensive	6
Chinese Comprehensive (2)	6
Information Systems for 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 Thesis	6
Graduation Practice	4
Business and Management – Bournemouth University	
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

Course Name	SCU
<i>International Business & Marketing Management – Victoria University of Wellington</i>	
Marketing Management	4
Market Research	4
International Marketing Management	4
Buyer Behavior	4
Marketing Communications	4
International Marketing	4
Strategic Marketing Management	4
Internet Marketing	4
Services Marketing	4
Foundations of Information Systems	2
Government, Law and Business	4
SME Internationalization	4
Dynamic Strategy and Structure in International Business	4
Experiencing Management Across Cultures	4
Managing People in Global Markets	4
International Business Research Project	6

Program	SCU
<i>Commerce – The University of New South Wales, Australia</i>	
Free Electives At least one of these courses must be taken from within the Australian School of Business to ensure you complete 96UOC of Business courses within the BCom. The remaining free electives may be taken to complete a second major from within the Australian School of Business	42
General Education To be taken outside the Australian School of Business. These courses allow you to select either courses that were developed especially for the General Education Program (beginning with GEN)	12