

## **MM Executive**

This MM Executive degree is administered by the MM Executive Program.

### ***Vision***

The MM Executive Program aims to be a world-class business program with strong competence in cultivating leadership, promoting innovation, and accelerating growth.

### ***Mission***

The MM Executive Program is designed to prepare executives, managers, and professionals through innovative and growth-oriented curriculum by meeting the stake-holder expectations, providing academic and service excellence, promoting high quality research, building strong corporate connections, and gaining international recognitions and accreditations.

### ***Program Description***

The MM Executive Program, with its “concise-but-no-compromise” sixteen-month learning experience, is tailored for executives who wish to remain on the job while not only obtaining their advanced degree but also answering top management challenges: growth, innovation, excellent execution and leadership.

In this program, students are coached by renowned hybrid faculty—academicians and business practitioners combined—who are part of the prestigious C-society, from CEO (executives) to COO (operations), from CIO (information) to CMO (marketing) as well as CHRO (human resources). Under their tutelage, students will have a practical learning experience – while maintaining an academic perspective. By applying the systems thinking dynamics of great business leaders, the MM Executive Program faculty exposes students to the latest business knowledge in order to enhance their contextual leadership style. Over 200 relevant and contemporary types of these studies are incorporated into the MM Executive Program in order to improve the quality of classroom work.

The main differentiator of this program is the focus on a growth oriented leader’s innovation custom and thinking development. The custom of innovation will be developed through course assessment that puts weight on content comprehension and innovation. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. Collaboration with a School of Design approach has also been adopted by globally reputable business schools such as, Stanford Graduate School of Business, University of California Berkeley (Haas School of Business), INSEAD, and Wharton (University of Pennsylvania). Throughout the program’s sixteen months, students are driven to produce growth-oriented, innovative ideas in the majority of courses offered. Student assumptions and beliefs will be challenged. The practices that they currently accept will be challenged. They will also be exposed to a diverse group of experienced, talented fellow participants from a variety of businesses. This diversity of both students and faculty makes BINUS BUSINESS SCHOOL truly realistic and forward-thinking.

**Award/Degree**

- Magister Manajemen from BINUS University

**Graduate Competencies**

Upon successful completion of this 16-month program, students are expected to be able to :

1. identify and respond to emerging local and global business opportunities
2. explain and evaluate theoretical and practical knowledge of core business functions
3. design and apply effective business strategies that integrate all business functions (i.e. marketing, operation, HR and IT)
4. compare and adopt business strategies, models, and approaches from various industries to a certain business
5. identify, evaluate, and incorporate the effective application of ICT in supporting professional business practices
6. explain and adopt new technology for the effectiveness of organization innovation & management
7. collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results
8. create effective communication strategy for continuous organizational changes
9. select and apply an appropriate people management approach for continuous organization changes
10. adopt, apply, and appraise ethical business practices on the basis of professionalism, good governance, and social norms
11. explain and apply effective situational leadership
12. create an effective system and environment for nurturing innovative leaders from within
13. create an effective system and environment for developing a social awareness, ethical and organisational work excellence
14. create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations
15. demonstrate high analytical and abductive thinking skills, effective team-work and good understanding of the stakeholder's needs and experience in solving problems
16. create and apply an effective system and environment for nurturing an incremental and breakthrough innovation

**Study Completion Requirements**

To complete a Magister Manajemen degree, students must complete a minimum of 37 SCUs, all of which are mandatory courses. No streaming courses are available in this program.

**Teaching, Learning, and Assessment Strategy**

The teaching, learning and assessment methods used in the program begin with a strong faculty presence. With strong academic backgrounds, our faculty also brings an average of 15 years business experience to theories, concepts and best practices that are taught. The learning process includes case studies, in-class exercises, simulation, group project assignment and presentation for problem identification and analysis, develop strategic recommendation and exchanges of ideas.

For the focus of innovation, the design thinking method is utilized to ensure that students' ideas are able to become growth-oriented, innovative solutions. Extracurricular opportunities like "CEO Speaks," MM Executive's own

“EXECUTIVE TALKS Series,” and other international opportunities add perspective on how to relate theoretical relate the foundations they study in the program with current practices. At the end of program, students would be required to write a final project that would asses students’ comprehensive understanding of business management concepts and innovation learnt in the program. Having English as formal language of instruction and providing international curriculum, the program is expected to ensure that our graduates are ready to enter the international workplaces.

**Promotability and Career Support**

Graduates of MM Executive program will be able to be even more competitive in their leadership opportunities because of their innovative ideas and habits that focus upon business growth. More importantly, the program will hopefully be able to maximize the promotability of our graduates in their current executive positions, whether in multi-national or domestic firms.

Careers support is not applicable to this graduate program, as students are expected to already have a managerial position upon entrance.

**Program Structure**

**Mandatory Courses**

Term	Course Code	Course Title	SCU
1	G5031	Innovative Leaders System Thinking	2
	G5019	Accounting Information for Management Planning and Control	2
	G5020	The Economics of Competition	2
	G5021	Managerial Data Analysis	2
<b>Sub Total Credit</b>			<b>8</b>
2	G5035	Operations and Supply Chain Management	3
	G5023	Corporate Finance and Valuation	3
	G5032	Integrated Marketing Decision Making	2
	G5002	Business Ethics	2
<b>Sub Total Credit</b>			<b>10</b>
3	G5025	High Performance Leadership & Negotiation Strategies	2
	G5015	Managing Organizational Change	2
	G5026	Decision Model Under Uncertainty	2
	G5027	Innovation and Knowledge Economy	2
<b>Sub Total Credit</b>			<b>8</b>
4	G5034	Strategy and Execution	3
	G5033	Entrepreneurship for Growth	2
	G5030	Strategies for Growth and Value Creation	3
	G5098	Field Based Learning	3

		<b>Sub Total Credit</b>	<b>11</b>
		<b>Total Credit</b>	<b>37</b>