

International Business Management

Introduction

The International Business Management Program is designed to prepare students to face the changing and dynamic environment of in the global business world. Creating an individual who understand the complexities of conducting business on an international scale that is high in demand. The curriculum is designed with a combination of the mastery in conceptualized theory and real business experience in the business world, so the graduates will be ready to compete either in the real business world, to become an entrepreneur and/or to continue for the higher study.

Vision

To be an internationally recognized business school in the continuous pursuit of innovation in education.

Mission

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

Learning Goals

By the completion of our program

1. Management Concept

Each student should be able to comprehend business and management concept.

2. Creative Thinking and Entrepreneurial Skills

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

3. Global Mindset

Each student should be able to perform global mindset in exercising business concept.

4. Ethics

Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

Offer you a professional career path in an international company and global market to put you in a high demand career or business as:

- | | |
|---|---|
| 1. International Business Analyst | 11. Market Research |
| 2. International Business Development | 12. International Business Planning |
| 3. International Business Relations | 13. International Business Services |
| 4. International Business Credit Analyst | 14. Government International Development |
| 5. Derivatives Trader | 15. Consultant for Finance and Trade |
| 6. Export Officer | 16. Advisory and Partner Executive |
| 7. Foreign Exchange Trader | 17. International Licensing / Franchising Manager |
| 8. Foreign Exchange Officer | 18. Joint venture Project Manager |
| 9. Global Risk Management Solutions Analyst | 19. International Policy Consultant |
| 10. Import Export Coordinator | |

Curriculum

The curriculum of the International Business & Management department has a unique point of managing business and trade globally and was designed to prepare graduate students' readiness to apply their knowledge and work in an appropriate industry, or to become a global entrepreneur. Using an 'International' title should be performed with international languages skill. Besides Bahasa, students also armed with English as core language.

The International Business & Management Program, incorporates many opportunities for students to gain international experience, including:

- Student Exchange
- Study Abroad
- Internship (Compulsory for 1 year)
- Live video lecturing
- Guest Lecturer
- Global Learning System
- Collaboration Learning

Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYS6181	Management Information Systems for Leader	4	20	
	MGMT6011	Introduction to Management and Business	4		
	MATH6048	Business Mathematics	4		
	MKTG8122	Marketing Management*	2		
	ECON6037	Microeconomics	2		
	COMP6203	Office for Professional	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	21	
	BUSS7001	International Business*&***	4		
	ACCT6087	Introduction to Accounting	4		
	ECON6038	Macroeconomics	2		
	MGMT6012	Human Resources Management	4		
	LANG6061	Indonesian	1		
	ENTR6003	Entrepreneurship I	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	FINC6001	Financial Management	4		
	BUSS6012	International Business Project I**&***&****	2		
	BUSS7005	International Trade*&***	4		
	MKTG6023	International Marketing*	2		
	LAWS6075	Legal Aspect in Economics	2		
	STAT8067	Business Statistics I	2		
	MGMT6042	Cross Cultural Management*&***&****	4		

Sem	Code	Course Name	SCU	Total
4	CHAR6015	Character Building: Agama	2	24
	ENTR6004	Entrepreneurship II	2	
	STAT8068	Business Statistics II	2/2	
	MGMT6018	Operational Management	4	
	ACCT6049	Managerial Accounting	4	
	BUSS7006	Export-Import Management ^{*,**&****}	4	
	ECON8009	Managerial Economics	4	
5	BUSS7009	Export-Import Cost Management ^{*,**,&****}	2	22
	BUSS6011	Market Entry Strategy ^{*,**&****}	4	
	BUSS6013	International Business Project II ^{*,**,&****}	2	
	MGMT7169	Global Supply Chain Management ^{*,**}	2	
	RSCH8027	Research Methods for International Business	4	
	MGMT7013	Strategic Management [*]	4	
	BUSS7008	Export-Import Documentation & Standardization ^{*,**&****}	2	
	COMM8006	Business Communication [*]	2	
6	Enrichment Program I		15	15
7	Enrichment Program II		16	16
8	MGMT6044	Thesis	6	6
TOTAL CREDIT 146 SCU				

**) This course is delivered in English*

****) Global Learning System course*

*****) Entrepreneurship Embedded*

******) Transferred course from training program at EITC/PPEI (Export Import Training Center/ Pendidikan dan Pelatihan Ekspor Indonesia)*

English University Courses:

-) For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
-) For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	*etc	IN	RS	EN	CD	SA	FS	*etc
1	V						V						
2	V							V					
3	V								V				
4	V									V			
5	V										V		
6	V											V	
7		V					V						
8		V						V					
9		V							V				
10		V								V			
11		V									V		
12		V										V	
13			V				V						
14			V					V					
15			V						V				
16			V							V			
17			V								V		
18			V									V	
19				V			V						
20				V				V					
21				V					V				
22				V						V			
23				V							V		
24				V								V	
25					V		V						
26					V			V					
27					V				V				
28					V					V			
29					V						V		
30					V							V	

Student will take one of enrichment program tracks

Notes:

- IN : Internship
- RS : Research
- EN : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- FS : Further Study
- *etc : Study Program Special Purposes

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			15
BUSS6031	Industrial Experience	8	
BUSS6032	International Business in Industry	2	
BUSS6033	Global Strategy in Industry	2	
BUSS6077	Capacity Building in Industrial Experience	3	
Enrichment Program II			16
BUSS6035	Professional Experience	8	
BUSS6036	International Trade in Industry	2	
BUSS6037	Management Information System Application in Industry	2	
BUSS6038	Capacity Building in Professional Experience	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these courses)			15
ENTR6261	Business Start Up	8	
ENTR6262	Business Model & Validation	2	
ENTR6263	Launching New Venture	2	
ENTR6254	Capacity Building in New Business	3	
For students who take Entrepreneurship track in semester 6 and 7, should take these courses:			16
Enrichment Program I			
ENTR6261	Business Start Up	8	
ENTR6262	Business Model & Validation	2	
ENTR6263	Launching New Venture	2	
ENTR6254	Capacity Building in New Business	3	
Enrichment Program II			
ENTR6264	Growing a Business	8	
ENTR6265	Lean Start Up & Business Plan	2	
ENTR6266	Venture Capital	2	
ENTR6253	Capacity Building in Business Experience	4	
Enrichment Program II: (For students who only take Entrepreneurship track in semester 7, should take these courses)			
ENTR6261	Business Start Up	8	
ENTR6262	Business Model & Validation	2	
ENTR6263	Launching New Venture	2	
ENTR6200	Capacity Building in New Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			15
RSCH6338	Research Design	8	
RSCH6147	Scientific Writing for Management	4	
RSCH6339	Capacity Building in Research	3	
Enrichment Program II			16
RSCH6340	Research Experience	8	
RSCH6151	Scientific Writing and Implementation for Management	4	
RSCH6341	Capacity Building Implementation in Research	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			15
CMDV6110	Community Outreach Project Implementation	8	
CMDV6067	Community Development Project for Management	4	
CMDV6069	Capacity Building in Community Development	3	
Enrichment Program II			16
CMDV6111	Community Development Project Implementation	8	
CMDV6112	Community Development Project Design	4	
CMDV6068	Capacity Building in Managing Community	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			15
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	

Code	Course Name	SCU	Total
Enrichment Program II			
GLOB6017	Elective Course for Study Abroad 13	4	16
GLOB6018	Elective Course for Study Abroad 14	4	
GLOB6019	Elective Course for Study Abroad 15	4	
GLOB6020	Elective Course for Study Abroad 16	4	
GLOB6021	Elective Course for Study Abroad 17	2	
GLOB6022	Elective Course for Study Abroad 18	2	
GLOB6023	Elective Course for Study Abroad 19	2	
GLOB6024	Elective Course for Study Abroad 20	2	
GLOB6025	Elective Course for Study Abroad 21	2	
GLOB6026	Elective Course for Study Abroad 22	2	
GLOB6027	Elective Course for Study Abroad 23	2	
GLOB6028	Elective Course for Study Abroad 24	2	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
ENTR6561	Design Thinking for Innovation	4	16
MKTG6285	Business Negotiation	3	
MKTG6283	Marketing Strategy	3	
STAT6153	Applied Statistics	3	
MGMT6393	Human Resources Management Strategy	3	

The Table of Prerequisite for International Business Management (S1)

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
BUSS7006	4	4	BUSS7001	4	2
MKTG6023	2	3	MKTG8122	2	1

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	MKTG8122	Marketing Management	C
4.	ISYS6181	Management Information Systems for Leader	C
5.	MGMT6012	Human Resources Management*	C
6.	ECON6037	Microeconomics	C
7.	BUSS7005	International Trade*	C
8.	BUSS7006	Export-Import Management*	C

*) Tutorial & Multipaper