

International Business Management

Introduction

The International Business Management Program is designed to prepare students to face the changing and dynamic environment in the global business world. Creating an individual who understands 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 global business, so the graduates will be ready to compete either in the real business world, to become an entrepreneur and 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

The program offers 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 | 20. Multinational Company Manager |

Curriculum

The curriculum of the International Business & Management Program provides a unique point of managing business and trade globally and is designed to prepare graduate students' readiness to apply for 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 will learn 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
- Blended Learning

Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYS6181	Management Information Systems for Leader	4	20	
	MATH6048	Business Mathematics	4		
	ECON6006	Macroeconomics* - (AOL)	4		
	MGMT6011	Introduction to Management and Business* - (AOL)	4		
	COMM8006	Business Communication* - (AOL)	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	21	
	ACCT6087	Introduction to Accounting	4		
	ECON6005	Microeconomics	4		
	MGMT6012	Human Resources Management - (AOL)	4		
	LAWS6075	Legal Aspect in Economics	2		
	COMP6647	Excel for Business	2		
	LANG6061	Indonesian	1		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	STAT8067	Business Statistics I	2		
	ECON8009	Managerial Economics	4		
	ACCT6049	Managerial Accounting	4		
	BUSS7001	International Business*,**&***	4		
	MKTG8005	Marketing Management* - (AOL)	4		
	ENTR6509	Entrepreneurship: Ideation	2		
4	CHAR6015	Character Building: Agama	2	24	
	ENTR6510	Entrepreneurship: Prototyping	2		
	STAT8068	Business Statistics II - (AOL)	2/2		
	BUSS6162	Market Entry Strategy*,**&***	2		
	MGMT6018	Operational Management	4		
	BUSS7005	International Trade*,**&***	4		
	BUSS7006	Export-Import Management*,**&***	4		
	BUSS6066	Business Ethics	2		

Sem	Code	Course Name	SCU	Total
5	BUSS7009	Export-Import Cost Management***&****	2	22
	MGMT7169	Global Supply Chain Management***&****	2	
	RSCH8027	Research Methods for International Business	4	
	MGMT7013	Strategic Management*	4	
	BUSS7008	Export-Import Documentation & Standardization***&****	2	
	ENTR6511	Entrepreneurship: Market Validation	2	
	FINC6001	Financial Management	4	
	MGMT6038	Cross Cultural Management** - (AOL)	2	
6	Enrichment Program I		15	15
7	Enrichment Program II		16	16
8	MGMT6044	Thesis	6	6
			Total Credits 146 SCU	

*) This course is delivered in English

**) Global Learning System Course

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

-(AOL) - Assurance of Learning Process System

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
-) Students must pass English Savvy with a minimum Grade of C.

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	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					

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
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	

Notes:

IN : Internship

RS : Research

EN : Entrepreneurship

CD : Community Development

SA : Study Abroad

etc : Study Program Special Purposes

Notes:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
BUSS6031	Industrial Experience	8	15
BUSS6032	International Business in Industry	2	
BUSS6033	Global Strategy in Industry	2	
BUSS6077	Capacity Building in Industrial Experience	3	
Enrichment Program II			
BUSS6035	Professional Experience	8	16
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)				
ENTR6261	Business Start Up	8	15	
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:				
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		

Code	Course Name	SCU	Total
Enrichment Program II			16
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	16
Enrichment Program II			
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	16
Enrichment Program II			
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*			
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	15
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	
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.

The Table of Prerequisite for International Business Management (S1)

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
BUSS7006	4	4	BUSS7001	4	3

*) The examination schedule of BUSS7001-International Business will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	ISYS6181	Management Information Systems for Leader	C
4.	MGMT6012	Human Resources Management*	C
5.	ECON6005	Microeconomics	C
6.	MKTG8005	Marketing Management	C
7.	BUSS7005	International Trade*	C
8.	BUSS7006	Export-Import Management*	C

*) Tutorial & Multipaper