International Business Management

Introduction

Founded in 2012, the International Business Management program at the BINUS Business School has the mission to develop professionals to meet the challenges of industry and society head-on with a global mindset. The program is committed to the continuous pursuit of innovation in education at an internationally recognized business school. In 2019, the program received AACSB accreditation from the Association to Advance Collegiate Schools of Business. As only the 2nd business school in Indonesia to receive the accreditation, BINUS Business School joins more than 840 business schools globally committed to the improvement of the quality of business education throughout the world.

The International Business Management program's innovative and comprehensive curriculum balances students' need for the theoretical knowledge and the practical professional skills necessary for a successful career in international business. The subjects offered cover a wide range of topics from international trade to international business, including up-to-date courses, such as eBusiness for International Business and International Business Strategy, that are relevant to doing business in the 21st Century.

The program is hands-on from day one and has numerous opportunities for students to collaborate with industry or focus on starting their own ventures. Students have an opportunity to join the PPEI program, which involves a unique partnership with *Pendidikan dan Pelatihan Ekspor Indonesia* (PPEI), the Indonesian government's export and import training center, allowing students to gain real-world experience in international business. Students graduate from the program with an understanding of the complexities of conducting business on an international scale with the experience, skills, mindset and ethics to succeed in an increasing dynamic and changing world.

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.

Professionals: We prepare our graduates to be able to master particular knowledge and skills necessary to perform the role of their professions with ethical and moral obligations.

Learning Goals

By the completion of our program

1. **Management and Business Concepts**
   Each student should be able to comprehend business and management concept.
2. **Problem Solving and Entrepreneurial Skills**
   Each student should be able to systematically and innovatively solve problems and overcome challenges in businesses.
3. **Global and Sustainability Mindsets**
   Each student should be able to perform global and sustainability mindsets in applying business concepts.
4. **Professionalism and Ethical Competence**
   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
2. International Business Development
3. International Business Relations
4. International Business Credit Analyst
5. Derivatives Trader
6. Export Officer
7. Foreign Exchange Trader
8. Foreign Exchange Officer
9. Global Risk Management Solutions Analyst
10. Import Export Coordinator
11. Market Research
12. International Business Planning
13. International Business Services
14. Government International Development
15. Consultant for Finance and Trade
16. Advisory and Partner Executive
17. International Licensing / Franchising Manager
18. Joint venture Project Manager
19. International Policy Consultant
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 Indonesian, students will also take English as the 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 (International 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
	ACCT6351	Accounting for Business	4	
	MGMT6012	Human Resources Management - **(AOL)**	4	
	MGMT6011	Introduction to Management and Business* - **(AOL)**	4	
	LANG6027	Indonesian	2	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	20
	MATH6176	Business Mathematics	2	
	ECON6099	Business Economics	4	
	LAWS6159	Legal Aspect in Business	2	
	BUSS6190	International Business*&**&***	2	
	COMM8006	Business Communication - **(AOL)**	2	
	MKTG8005	Marketing Management* - **(AOL)**	4	

Sem	Code	Course Name	SCU	Total
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014005	Character Building: Kewarganegaraan	2	20
	STAT8067005	Business Statistics I	2	
	BUSS7017005	International Trade*,**&***	2	
	MGMT6358005	Managing Business Information	2/2	
	BUSS6171005	Business Sustainability	4	
	MGMT6297005	Operations Management	4	
	ENTR6509005	Entrepreneurship: Ideation	2	
4	CHAR6015005	Character Building: Agama	2	20
	BUSS6191005	Export-Import Management*&**&***	2	
	MGMT6357005	Multinational Corporation Management	4	
	BUSS6066005	Business Ethics	2	
	STAT8068005	Business Statistics II - **(AOL)**	2/2	
	BUSS6162005	Market Entry Strategy*,**&***	2	
	MGMT6369005	Corporate Strategy in International Business*&**	2	
	ENTR6510005	Entrepreneurship: Prototyping	2	
5	FINC6001005	Financial Management	4	20
	MGMT6370005	E-Business for International Business*&**	2	
	BUSS7009005	Export-Import Cost Management*&**&***	2	
	RSCH6026005	Research Methodology	4	
	MGMT7169005	Global Supply Chain Management*&**&***	2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Free Electives		4	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	MGMT6406005	Pre-Thesis	2	6
	MGMT6414005	Thesis	4	
	MGMT6044005	Thesis	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)*
-) For Free Electives, students are required to choose from the list of Free Electives in Appendix.
-) **(AOL)** – *Assurance of Learning Process System*

English University Courses:
-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
-) Students must pass English Savvy with a minimum Grade of C.

Pre-thesis (2 SCU) & Thesis (4 SCU) *can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Program*.

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting Bekasi	ACCT6389020	Big Data Analytics in Accounting & Finance	2	5
2	Animation	DSGN6689007	Concept Art & Production Design	2	5
3	Animation	DSGN6690007	Animation Storytelling	2	5
4	Architecture	ARCH6047014	Behavior in Architecture	2	5
5	Architecture	ARCH6061014	Sustainable Architecture	2	5
6	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
7	Architecture	ARCH6129014	Urban Housing	4	5
8	Architecture	ARCH6130014	Architecture & Social Culture	4	5
9	Architecture	ARCH6132014	Leadership Organization Behavior	4	5
10	Business Creation	ENTR6494005	Managing Growing Business	2	5
11	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
12	Business Law	LAWS6052028	Bankruptcy Law	2	5
13	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
14	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
15	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
16	Business Management	MGMT6362005	Global Supply Chain Services	2	5
17	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5
18	Business Management	MGMT6400005	Supply Chain Strategy	2	5
19	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
20	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
21	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
22	Civil Engineering	CIVL6009013	Urban Drainage	2	5
23	Civil Engineering	COMP6046013	Computer Applications in Construction Management	2	5
24	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
25	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
26	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
27	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
28	Computer Science	COMP6232001	Human and Computer Interaction	2/2	5
29	Computer Science	COMP6586001	Embedded Systems	2	5
30	Computer Science	COMP6176001	Human and Computer Interaction	2/2	5
31	Computer Science	COMP6144001	Web Programming	2/1	5
32	Computer Science	COMP6578001	Information Visualization	2	5
33	Computer Science	COMP8129001	User Experience	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
34	Computer Science	ISYS6197001	Business Application Development	2/2	5
35	Creative Advertising	DSGN6661007	Photography	4	5
36	Creative Advertising	DSGN6732007	Photography	4	5
37	Cyber Security	COMP6646001	Computer Forensic	2	5
38	English Literature	ENGL6158024	Writing for Children and Young Adults	2	5
39	English Literature	ENGL6244024	Social Media Broadcasting	4	5
40	Film	FILM6119009	Audiences & Fan Culture	4	5
41	Food Technology	FOOD6062015	Food Quality Assurance System	2/1	5
42	Food Technology	FOOD6063015	Food Safety & Sanitation	2/1	5
43	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
44	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
45	Industrial Engineering	ISYE6130011	Project Management	2	5
46	Information Systems	ISYS6289003	Collaborative Computing	4	5
47	Information Systems	ISYS6199003	Data & Text Mining	4	5
48	Information Systems	ISYS6402003	Business Analytics	2/2	5
49	Information Systems	ISYS6196003	Business Analytics	2	5
50	Information Systems	ISYS6202003	Social Informatics	4	5
51	Information Systems	ISYS8066003	Business Process Management	4	5
52	Information Systems Accounting & Auditing	ISYS6608003	IT Service & Risk Management	2	5
53	Information Systems Accounting & Auditing	ISYS6050003	Information System Audit Fundamental	4	5
54	International Relations	INTR6151029	Regional Integration in Europe	2	5
55	International Relations	INTR6152029	Regional Integration in America	2	5
56	International Relations	INTR6153029	Regional Integration in East Asia	2	5
57	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
58	International Relations	INTR6161029	Political Economy of Global Media	2	5
59	International Relations	INTR6169029	International Migration: Governance and Rights	2	5
60	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
61	International Relations	INTR8049029	Global Economic Architecture	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
62	International Relations	INTR6167029	International Political Economy of Multinational Corporations	2	5
63	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
64	Management	BUSS6163005	Organization Development Strategy	2	5
65	Management	BUSS6069005	Business Simulation	2	5
66	Management	BUSS6194005	Business Negotiation Strategy	2	5
67	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
68	Management	MGMT6029005	Knowledge Management	2	5
69	Management	MGMT6145005	Compensation and Performance Management	2	5
70	Management	MGMT6412005	Customer Relationship Management	2	5
71	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
72	Marketing Communication	COMM6539019	Media Convergence in Creative Broadcasting	2	5
73	Marketing Communication	COMM6523019	Corporate Event Management	2/2	5
74	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
75	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
76	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
77	Marketing Communication	COMM6543019	Digital Brand Communication	2/2	5
78	Mobile Application & Technology	MOBI6057001	Wearable Technology	2	5
79	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
80	Primary Teacher Education	EDUC6032030	Art & Craft	2	5
81	Primary Teacher Education	EDUC6037030	Teaching English for Young Learners	2	5
82	Primary Teacher Education	EDUC6061030	ICT for Distance Learning	2	5
83	Primary Teacher Education	EDUC8004030	School Based Management	2	5
84	Psychology	PSYC6123027	Educational Psychology	2	5
85	Statistics	RSCH6483049	Research Methodology in Data Science	2	5
86	Statistics	STAT6158049	Data Management and Organization	2	5
87	Tourism	TRSM6160022	Tourism Transportation	2	5
88	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
89	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
90	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5

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	IS	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	
31						v		v						
32						v			v					
33						v				v				
34						v					v			
35						v						v		
36						v							v	

Note:

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	FS	: Further Study
CD	: Certified Community Development	etc	: Study Program Special Purposes

Description:
Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
BUSS6201005	Industrial Experience in Dynamic Industry	8	
BUSS6202005	International Business Industrial Experience	8	
BUSS6042005	Capacity Building in Industrial Experience	4	
Enrichment Program II			20
BUSS6203005	Professional Experience in Dynamic Organization	8	
BUSS6204005	Professional Experience in International Operations	8	
BUSS6038005	Capacity Building in Professional Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6914005	New Business Initiation	8	
ENTR6915005	Product Development Process	8	
ENTR6916005	EES in New Business I	4	
Enrichment Program II			20
ENTR6917005	Product Launching	8	
ENTR6918005	Business Development	8	
ENTR6919005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6338005	Research Design	8	
RSCH6555005	Scientific Writing for Management	8	
RSCH6148005	Capacity Building in Research	4	
Enrichment Program II			20
RSCH6340005	Research Experience	8	
RSCH6556005	Scientific Writing and Implementation for Management	8	
RSCH6341005	Capacity Building Implementation in Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6110005	Community Outreach Project Implementation	8	
CMDV6335005	Community Development Project for Management	8	
CMDV6168005	Capacity Building in Community Development	4	
Enrichment Program II			20
CMDV6111005	Community Development Project Implementation	8	
CMDV6336005	Community Development Project Design	8	
CMDV6068005	Capacity Building in Managing Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6005005	Elective Course for Study Abroad 1	4	
GLOB6006005	Elective Course for Study Abroad 2	4	
GLOB6007005	Elective Course for Study Abroad 3	4	
GLOB6008005	Elective Course for Study Abroad 4	4	
GLOB6009005	Elective Course for Study Abroad 5	2	
GLOB6010005	Elective Course for Study Abroad 6	2	
GLOB6011005	Elective Course for Study Abroad 7	2	
GLOB6012005	Elective Course for Study Abroad 8	2	
GLOB6013005	Elective Course for Study Abroad 9	2	
GLOB6014005	Elective Course for Study Abroad 10	2	
GLOB6015005	Elective Course for Study Abroad 11	2	
GLOB6016005	Elective Course for Study Abroad 12	2	
GLOB6251005	Elective Course for Study Abroad 29	4	
Enrichment Program II			20
GLOB6017005	Elective Course for Study Abroad 13	4	
GLOB6018005	Elective Course for Study Abroad 14	4	
GLOB6019005	Elective Course for Study Abroad 15	4	
GLOB6020005	Elective Course for Study Abroad 16	4	
GLOB6021005	Elective Course for Study Abroad 17	2	
GLOB6022005	Elective Course for Study Abroad 18	2	
GLOB6023005	Elective Course for Study Abroad 19	2	
GLOB6024005	Elective Course for Study Abroad 20	2	
GLOB6025005	Elective Course for Study Abroad 21	2	
GLOB6026005	Elective Course for Study Abroad 22	2	
GLOB6027005	Elective Course for Study Abroad 23	2	
GLOB6028005	Elective Course for Study Abroad 24	2	
GLOB6253005	Elective Course for Study Abroad 31	4	

*) *Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits*.

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Indenpendent Study*			20
Enrichment Program I			
MICR6033005	Course Certification I	3	
MICR6034005	Technical Skill Enrichment I	4	
MICR6035005	Industrial Project I	9	
MICR6036005	Soft Skill Enrichment I	4	
MICR6001005	Elective Course for Specific Independent Study 1	8	
MICR6002005	Elective Course for Specific Independent Study 2	8	
MICR6003005	Elective Course for Specific Independent Study 3	6	
MICR6004005	Elective Course for Specific Independent Study 4	6	
MICR6005005	Elective Course for Specific Independent Study 5	6	
MICR6006005	Elective Course for Specific Independent Study 6	5	
MICR6007005	Elective Course for Specific Independent Study 7	5	
MICR6008005	Elective Course for Specific Independent Study 8	5	
MICR6009005	Elective Course for Specific Independent Study 9	5	
MICR6010005	Elective Course for Specific Independent Study 10	4	
MICR6011005	Elective Course for Specific Independent Study 11	4	
MICR6012005	Elective Course for Specific Independent Study 12	4	
MICR6013005	Elective Course for Specific Independent Study 13	4	
MICR6014005	Elective Course for Specific Independent Study 14	4	
MICR6015005	Elective Course for Specific Independent Study 15	3	
MICR6016005	Elective Course for Specific Independent Study 16	3	
MICR6017005	Elective Course for Specific Independent Study 17	3	
MICR6018005	Elective Course for Specific Independent Study 18	3	
MICR6019005	Elective Course for Specific Independent Study 19	3	
MICR6020005	Elective Course for Specific Independent Study 20	3	
MICR6021005	Elective Course for Specific Independent Study 21	2	
MICR6022005	Elective Course for Specific Independent Study 22	2	
MICR6023005	Elective Course for Specific Independent Study 23	2	
MICR6024005	Elective Course for Specific Independent Study 24	2	
MICR6025005	Elective Course for Specific Independent Study 25	2	
MICR6026005	Elective Course for Specific Independent Study 26	2	
MICR6027005	Elective Course for Specific Independent Study 27	2	
MICR6028005	Elective Course for Specific Independent Study 28	2	
MICR6029005	Elective Course for Specific Independent Study 29	1	
MICR6030005	Elective Course for Specific Independent Study 30	1	
MICR6031005	Elective Course for Specific Independent Study 31	1	
MICR6032005	Elective Course for Specific Independent Study 32	1	

**) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits*

Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			20
ENTR6561005	Design Thinking for Innovation	4	
MKTG6299005	Business Negotiation	4	
MKTG6300005	Marketing Strategy	4	
STAT6187005	Applied Statistics	4	
MGMT6420005	Human Resources Management Strategy	4	

The Table of Prerequisite for International Business Management Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
BUSS6191005	Export-Import Management	2	4	BUSS7017005	International Trade	2	3
MGMT6369005	Corporate Strategy in International Business	2	4	BUSS6190	International Business	2	2
MGMT6414005	Thesis	4	8	RSCH6026005	Research Methodology	4	5
MGMT6044005	Thesis	6					

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.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	MKTG8005	Marketing Management	C
4.	MGMT6358005	Managing Business Information	C
5.	MGMT6012	Human Resources Management*	C
6.	MGMT6011	Introduction to Management and Business	C
7.	BUSS6066005	Business Ethics	C
8.	MGMT6357005	Multinational Corporation Management	C

*) Tutorial & Multipaper