

## International Business Management

### Introduction

International Business Management Program is designed to face the changing and dynamic era in global business world. Curriculum is designed with combination of the mastery in conceptualize theory and application in business world, so the graduates will be ready to compete either in the real business world, to become entrepreneur and/or to continue for the higher study.

### Vision

To be an internationally recognized international business management program with ICT driven and entrepreneurial ability.

### Mission

The mission of International Business Management program is to contribute to the global community through the provision of world-class education by:

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with a knowledge, skills and practice in International Business and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial managers to lead and work in a wide variety of business contexts and industries.
4. Conducting research and professional services for international business with an emphasis on application of International Business knowledge to the society.
5. Improving competitive managerial and entrepreneurial skills through impression international business management, strategic and collaborative influence

### Program Objective

The objectives of the program are:

1. To provide students with fundamental knowledge in International Business art and Science foundation combined with a Business management platform to prepare them in and growing them through delivering a global superior customer value that they need in managing the global business competition.
2. To equip students with sufficient ICT integration, strategic international business capabilities and competencies and application of strategic thinking in the pursuit of global business areas.
3. To provide students with an in depth advance understanding of the issues regarding implementation and control of the international business programs in an across global business sectors that they need to be a future global marketing agent of change.

### Student Outcomes

After completing the study, graduates are:

1. **Management Concept:** Each student should be able to comprehend the discipline of management
2. **Concept & Skills Integration and Entrepreneurial mindset:** Each student should be able to integrate management concept and skills with entrepreneurial mindset

3. **Ethical, Social & Professional Character:** Each student should be able to exercise ethical and professional values
4. **Awareness of ICT:** Each student should be able to make use of ICT as management tool and business solution

### **Prospective Career of the Graduates**

There are many fields of career for graduates, including but not limited to:

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

### **Curriculum**

The Curriculum of International Business & Management department has a unique point and was designed to prepare graduate students' readiness to apply their knowledge and work in appropriate industry, 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.

In the curriculum of International Business & Management, students prepared to have international experiences, with required terms and conditions, as this follow:

- 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	ISYS6118	Management Information Systems	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		
	<b>English University Courses I</b>				
	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		
	MGMT6168	International Human Resources Management*	4		
	STAT8067	Business Statistics I	2		
	LANG6061	Indonesian	1		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	FINC6001	Financial Management	4		
	STAT8068	Business Statistics II	2/2		
	BUSS7005	International Trade*	4		
	ENTR6003	Entrepreneurship I	2		
	LAWS6074	Law in International Business*	2		
	MGMT6042	Cross-Cultural Management**/**	4		
4	CHAR6015	Character Building: Agama	2	24	
	BUSS6012	International Business Project I**/**	2		
	COMM8006	Business Communication*	2		
	MGMT6018	Operational Management	4		
	ACCT6049	Managerial Accounting	4		
	MKTG6023	International Marketing*	2		
	BUSS7006	Export-Import Management**/**	4		
	ECON8009	Managerial Economics	4		

Sem	Code	Course Name	SCU	Total
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 Standardization*/** & Documentation	2	
	ENTR6004	Entrepreneurship II	2	
6	<b>Enrichment Program I</b>		15	15
7	<b>Enrichment Program II</b>		16	16
8	MGMT6044	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) This course is delivered in English

\*\*) Course held at the EITC/PPEI (Export Import Training Center/ Pendidikan dan Pelatihan Ekspor Indonesia)

\*\*) Entrepreneurship Embedded

**English University Courses:**

- ) For 1<sup>st</sup> 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 2<sup>nd</sup> 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 (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

- ) Student will take one of enrichment program tracks (off campus).

**Enrichment Track Scheme**

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	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					
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:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- \*etc : Department specific needs

Notes:

Student can choose one of the available tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
BUSS6031	Industrial Experience	8	15
BUSS6032	International Business in Industry	2	
BUSS6033	Global Strategy in Industry	2	
BUSS6077	Capacity Building in Industrial Experience	3	
<b>Enrichment Program II</b>			
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
<i>For students who only take Entrepreneurship track in semester 6, should take these courses:</i>			
<b>Enrichment Program I</b>			
ENTR6261	Business Start Up	8	15
ENTR6262	Business Model & Validation	2	
ENTR6263	Launching New Venture	2	
ENTR6254	Capacity Building in New Business	3	
<i>For students who take Entrepreneurship track in semester 6 and 7, should take these courses:</i>			
<b>Enrichment Program I</b>			
ENTR6261	Business Start Up	8	15
ENTR6262	Business Model & Validation	2	
ENTR6263	Launching New Venture	2	
ENTR6254	Capacity Building in New Business	3	
<b>Enrichment Program II</b>			
ENTR6264	Growing a Business	8	16
ENTR6265	Lean Start Up & Business Plan	2	
ENTR6266	Venture Capital	2	
ENTR6253	Capacity Building in Business Experience	4	
<i>For students who only take Entrepreneurship track in semester 7, should take these courses:</i>			
<b>Enrichment Program II</b>			
ENTR6261	Business Start Up	8	16
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
<b>Enrichment Program I</b>			15
RSCH6191	Research Experience I	8	
RSCH6147	Scientific Writing for Management	4	
RSCH6149	Capacity Building in Research I	3	
<b>Enrichment Program II</b>			16
RSCH6192	Research Experience II	8	
RSCH6151	Scientific Writing and Implementation for Management	4	
RSCH6152	Capacity Building in Research II	4	
<b>Enrichment Program I: For student who takes research track only in semester 6, should take these courses:</b>			15
RSCH6193	Research Experience	8	
RSCH6147	Scientific Writing for Management	4	
RSCH6150	Capacity Building in Research	3	
<b>Enrichment Program II: For student who takes research track only in semester 7, should take these courses:</b>			16
RSCH6193	Research Experience	8	
RSCH6147	Scientific Writing for Management	4	
RSCH6148	Capacity Building in Research	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			15
CMDV6110	Community Outreach Project Implementation	8	
CMDV6067	Community Development Project for Management	4	
CMDV6069	Capacity Building in Community Development	3	
<b>Enrichment Program II</b>			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
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
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	
<b>Enrichment Program II</b>			
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)

Subject		Credits	Smt	Prerequisite		Credits	Smt
BUSS7006	Export-Import Management	4	4	BUSS7001	International Business	4	2
MKTG6023	International Marketing	2	4	MKTG8122	Marketing Management	2	1



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

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8122	Marketing Management	C
4	ISYS6118	Management Information Systems	C
5	MGMT6168	International Human Resources Management*	C
6	ECON6037	Microeconomics	C
7	BUSS7005	International Trade*	C
8	BUSS7006	Export-Import Management*	C

\*) Tutorial & Multipaper