Global Business Marketing

Introduction

The Global Business Marketing program prepares students to succeed in fast-paced marketing environments. Students learn about the latest and emerging trends in marketing practice and shape their soft-skills which enable them to conquest global competition. This program has three values to be conveyed to students, i.e. dynamic (how to quick-response to the dynamic market trends), creative (how to design and execute creative marketing strategy and programs), and digitalized (how to apply digital concept in marketing activities in this technology era).

The 3+1 program extends outside the classroom to include real-world, hands-on, and global experiences, where students are encouraged and supported to pursue marketing internships and study abroad opportunities, which further prepare students for a career in marketing.

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

1. Global Marketing Manager
2. Global Brand Manager/Strategist
3. Digital Marketer
4. Social Media Marketing Manager
5. Global Advertising and Promotion Manager
6. Product Strategist
7. Global Marketing Researcher/Consultant
8. Key Account Manager/Sales Manager
9. Customer Relationship Manager
10. Marketing Communication
11. Global Retail Marketer
12. Global Not-for-Profit Marketer

Curriculum

This curriculum is designed to meet the needs skills of Marketing practices skills and competencies in current global business conditions that will also fulfill students with sense of art and science of global business marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of the curriculum is adjusted to the ICT based utilization of marketing in global market competition that focuses on online and offline marketing strategy. It also includes powerful marketing knowledge on how to identify global market needs, wants, and characteristics; how to design the right global marketing strategy; how to plan the effective global marketing program; how to sell the product/service to the global market, and how to maintain and utilize the relationship with global customers. These all will be delivered through unique and special subjects related to Global Business Marketing fields, such as Consumer Behaviour, Marketing Research, Retail & Omni Channel, Digital Marketing (Social Media & Content Marketing), Global Strategic Marketing in Asia Pasific Perspective and Customer Relationship Management.

Course Structure

Sem	Code	Course Name	SCU	Total
1	MGMT6011	Introduction to Management and Business[*] - (**AOL**)	4	20
	ECON6099	Business Economics	4	
	ISYS6181	Management Information Systems for Leader	4	
	MATH6176	Business Mathematics	2	
	MKTG8005	Marketing Management[*] - (**AOL**)	4	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	20
	COMM8006	Business Communication[**] - (**AOL**)	2	
	ACCT6351	Accounting for Business	4	
	MGMT6012	Human Resources Management - (**AOL**)	4	
	MKTG6297	Consumer Behaviour[*&**]	2	
	LAWS6159	Legal Aspect in Business	2	
	LANG6027	Indonesian	2	
	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	
	MGMT6358005	Managing Business Information	2/2	
	MGMT6297005	Operations Management[**]	4	
	ENTR6509005	Entrepreneurship: Ideation	2	
	BUSS6066005	Business Ethics	2	
	MKTG6294005	Branding & Omnichannel Retailing[*&**]	4	
4	CHAR6015005	Character Building: Agama	2	20
	BUSS6171005	Business Sustainability	4	

Sem	Code	Course Name	SCU	Total
	RSCH6026005	Research Methodology**	4	
	STAT8068005	Business Statistics II - (**AOL**)	2/2	
	MKTG6295005	Digital Marketing (360 Degree Media Planning)*&**	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
5	FINC6001005	Financial Management	4	20
	MGMT6357005	Multinational Corporation Management	4	
	MKTG6272005	Marketing Research**	2/2	
	MKTG6021005	Customer Relationship Management*&**	2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Free Elective		4	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	MGMT6405005	Pre-Thesis	2	6
	MGMT6411005	Thesis	4	
	MGMT6040005	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English
**) Global Learning Systems Course
-) 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	Business Creation	ENTR6494005	Managing Growing Business	2	5
2	Business Management	MGMT6362005	Global Supply Chain Services	2	5
3	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5
4	Business Management	MGMT6400005	Supply Chain Strategy	2	5
5	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
6	International Business Management	BUSS7009005	Export-Import Cost Management	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
7	International Business Management	MGMT6370005	E-Business for International Business	2	5
8	International Business Management	MGMT7169005	Global Supply Chain Management	2	5
9	Management	BUSS6069005	Business Simulation	2	5
10	Management	BUSS6163005	Organization Development Strategy	2	5
11	Management	BUSS6194005	Business Negotiation Strategy	2	5
12	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
13	Management	MGMT6029005	Knowledge Management	2	5
14	Management	MGMT6063005	Strategic Management	2	5
15	Management	MGMT6145005	Compensation and Performance Management	2	5
16	Management	MGMT6341005	Strategic Management	4	5
17	Management	MGMT6412005	Customer Relationship Management	2	5
18	Accounting Bekasi	ACCT6389020	Big Data Analytics in Accounting & Finance	2	5
19	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
20	Marketing Communication	COMM6523019	Corporate Event Management	2/2	5
21	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
22	Marketing Communication	COMM6539019	Media Convergence in Creative Broadcasting	2	5
23	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
24	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
25	Marketing Communication	COMM6543019	Digital Brand Communication	2/2	5
26	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5
27	Tourism	TRSM6160022	Tourism Transportation	2	5
28	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
29	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
30	Architecture	ARCH6047014	Behavior in Architecture	2	5
31	Architecture	ARCH6061014	Sustainable Architecture	2	5
32	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
33	Architecture	ARCH6129014	Urban Housing	4	5
34	Architecture	ARCH6130014	Architecture & Social Culture	4	5
35	Architecture	ARCH6132014	Leadership Organization Behavior	4	5
36	Civil Engineering	CIVL6007013	Harbour Engineering	2	5
37	Civil Engineering	CIVL6009013	Urban Drainage	2	5
38	Civil Engineering	CIVL6015013	Geosyntetics Application in Civil Engineering	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
39	Civil Engineering	CIVL6035013	Airport Engineering	2	5
40	Civil Engineering	CIVL6037013	Railway Engineering	2	5
41	Civil Engineering	CIVL8056013	Bridge Engineering	2	5
42	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
43	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
44	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
45	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
46	Food Technology	FOOD6062015	Food Quality Assurance System	2/1	5
47	Food Technology	FOOD6063015	Food Safety & Sanitation	2/1	5
48	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
49	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
50	Industrial Engineering	ISYE6130011	Project Management	2	5
51	Business Law	LAWS6052028	Bankruptcy Law	2	5
52	Business Law	LAWS6056028	Legal Research Methods	2	5
53	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
54	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
55	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
56	Business Law	LAWS6176028	Tax Law	2	5
57	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
58	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
59	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
60	English Literature	ENGL6158024	Writing for Children and Young Adults	2	5
61	English Literature	ENGL6244024	Social Media Broadcasting	4	5
62	International Relations	INTR6151029	Regional Integration in Europe	2	5
63	International Relations	INTR6152029	Regional Integration in America	2	5
64	International Relations	INTR6153029	Regional Integration in East Asia	2	5
65	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
66	International Relations	INTR6161029	Political Economy of Global Media	2	5
67	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
68	International Relations	INTR6167029	International Political Economy of Multinational Corporations	2	5
69	International Relations	INTR6169029	International Migration: Governance and Rights	2	5
70	International Relations	INTR8049029	Global Economic Architecture	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
71	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
72	Cyber Security	COMP6646001	Computer Forensic	2	5
73	Mobile Application & Technology	MOBI6057001	Wearable Technology	2	5
74	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
75	Statistics	RSCH6483049	Research Methodology in Data Science	2	5
76	Computer Science	COMP6232001	Human and Computer Interaction	2/2	5
77	Computer Science	COMP6578001	Information Visualization	2	5
78	Computer Science	COMP6586001	Embedded Systems	2	5
79	Computer Science	COMP6144001	Web Programming	2/1	5
80	Computer Science	COMP8129001	User Experience	2/2	5
81	Computer Science	ISYS6197001	Business Application Development	2/2	5
82	Animation	DSGN6689007	Concept Art & Production Design	2	5
83	Animation	DSGN6690007	Animation Storytelling	2	5
84	Creative Advertising	DSGN6661007	Photography	4	5
85	Film	FILM6119009	Audiences & Fan Culture	4	5
86	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
87	Information Systems	ISYS6196003	Business Analytics	2	5
88	Information Systems	ISYS6199003	Data & Text Mining	4	5
89	Information Systems	ISYS6202003	Social Informatics	4	5
90	Information Systems	ISYS6289003	Collaborative Computing	4	5
91	Information Systems	ISYS6402003	Business Analytics	2/2	5
92	Information Systems	ISYS8066003	Business Process Management	4	5
93	Information Systems	RSCH6466003	Research Methodology	4	5
94	Information Systems Accounting & Auditing	ISYS6608003	IT Service & Risk Management	2	5
95	Information Systems Accounting & Auditing	ISYS6050003	Information System Audit Fundamental	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	

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			
MKTG6301005	Industrial Experience in Global Business	8	20
MKTG6302005	Industrial Marketing Practice	8	
MKTG6103005	Employability and Entrepreneurial Skill in Industrial Experience	4	
Enrichment Program II			
MKTG6303005	Professional Experience in Global Business	8	20
MKTG6304005	Professional Practice in Marketing	8	
MKTG6107005	Employability and Entrepreneurial Skill in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6923005	New Business Initiation	8	20
ENTR6924005	Product Development Process	8	
ENTR6825005	EES in New Business I	4	
Enrichment Program II			
ENTR6926005	Product Launching	8	20
ENTR6927005	Business Development	8	
ENTR6928005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6342005	Marketing Research Experience	8	20
RSCH6558005	Scientific Writing for Global Business Marketing Field Research Experience	8	
RSCH6455005	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			
RSCH6345005	Marketing Research Implementation	8	20
RSCH6559005	Scientific Writing for Global Business Marketing Field Research Implementation	8	
RSCH6347005	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6114005	Community Outreach Project Implementation	8	20
CMDV6338005	Community Outreach Project Design	8	
CMDV6255005	Employability and Entrepreneurial Skills in Community Development	4	
Enrichment Program II			
CMDV6115005	Community Development Project Implementation	8	20
CMDV6339005	Community Development Project Design	8	
CMDV6107005	Employability and Entrepreneurial Skills in Managing Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			20
GLOB6005005	Elective Course for Study Abroad 1	4	
GLOB6006005	Elective Course for Study Abroad 2	4	
GLOB6007005	Elective Course for Study Abroad 3	4	

Code	Course Name	SCU	Total
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			
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	20
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

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			
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	20
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	

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

The Table of Prerequisite for Global Business Marketing Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001005	Financial Management	4	5	MGMT6011	Introduction to Management and Business	4	1
MKTG6297	Consumer Behaviour	2	2	MKTG8005	Marketing Management*	4	1
MGMT6411005	Thesis	4	8	MKTG6272005	Marketing Research	2/2	5
MGMT6040005	Thesis	6	8				

) The examination schedule 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: *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