

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 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

- | | |
|---|---|
| 1. Global Marketing Manager | 7. Global Marketing Researcher/Consultant |
| 2. Global Brand Manager/Strategist | 8. Key Account Manager/Sales Manager |
| 3. Digital Marketer | 9. Customer Relationship Manager |
| 4. Social Media Marketing Manager | 10. Marketing Communication |
| 5. Global Advertising and Promotion Manager | 11. Global Retail Marketer |
| 6. Product Strategist | 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 Aspects in Business	2		
	LANG6027	Indonesian	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6014	Character Building: Kewarganegaraan	2	20	
	STAT8067	Business Statistics I	2		
	MGMT6358	Managing Business Information	2/2		
	MGMT6297	Operations Management ^{**}	4		
	ENTR6509	Entrepreneurship: Ideation	2		
	BUSS6066	Business Ethics	2		
	MKTG6294	Branding & Omnichannel Retailing ^{†&**}	4		
4	CHAR6015	Character Building: Agama	2	20	
	BUSS6171	Business Sustainability	4		
	RSCH6026	Research Methodology ^{**}	4		

Sem	Code	Course Name	SCU	Total
	STAT8068	Business Statistics II - (AOL)	2/2	
	MKTG6295	Digital Marketing (360 Degree Media Planning)*&**	4	
	ENTR6510	Entrepreneurship: Prototyping	2	
5	FINC6001	Financial Management	4	20
	MGMT6357	Multinational Corporation Management	4	
	MKTG6272	Marketing Research**	2/2	
	MKTG6021	Customer Relationship Management*&**	2	
	ENTR6511	Entrepreneurship: Market Validation	2	
	Free Elective		4	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6405	Pre-Thesis	2	6
	MGMT6411	Thesis	4	
			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.

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6494	Managing Growing Business	2	5
2	Business Management	MGMT6362	Global Supply Chain Services	2	5
3	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5
4	Business Management	MGMT6400	Supply Chain Strategy	2	5
5	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	5
6	International Business Management	BUSS7009	Export-Import Cost Management	2	5
7	International Business Management	MGMT6370	E-Business for International Business	2	5
8	International Business Management	MGMT7169	Global Supply Chain Management	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
9	Management	BUSS6069	Business Simulation	2	5
10	Management	BUSS6163	Organization Development Strategy	2	5
11	Management	BUSS6194	Business Negotiation Strategy	2	5
12	Management	ISYS8175	E-Business Strategy and Implementation	4	5
13	Management	MGMT6029	Knowledge Management	2	5
14	Management	MGMT6063	Strategic Management	2	5
15	Management	MGMT6145	Compensation and Performance Management	2	5
16	Management	MGMT6341	Strategic Management	4	5
17	Management	MGMT6412	Customer Relationship Management	2	5
18	Accounting Bekasi	ACCT6389	Big Data Analytics in Accounting & Finance	2	5
19	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
20	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
21	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
22	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
23	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
24	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
25	Marketing Communication	COMM6543	Digital Brand Communication	2/2	5
26	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
27	Tourism	TRSM6160	Tourism Transportation	2	5
28	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
29	Tourism	TRSM6196	Tourism Community Empowerment	2	5
30	Architecture	ARCH6047	Behavior in Architecture	2	5
31	Architecture	ARCH6061	Sustainable Architecture	2	5
32	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
33	Architecture	ARCH6129	Urban Housing	4	5
34	Architecture	ARCH6130	Architecture & Social Culture	4	5
35	Architecture	ARCH6132	Leadership Organization Behavior	4	5
36	Civil Engineering	CIVL6007	Harbour Engineering	2	5
37	Civil Engineering	CIVL6009	Urban Drainage	2	5
38	Civil Engineering	CIVL6015	Geosynthetics Application in Civil Engineering	2	5
39	Civil Engineering	CIVL6035	Airport Engineering	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
40	Civil Engineering	CIVL6037	Railway Engineering	2	5
41	Civil Engineering	CIVL8056	Bridge Engineering	2	5
42	Computer Engineering	CPEN6098	Computer Networks	2/2	5
43	Computer Engineering	CPEN6126	Cross Platform Application Development	4	5
44	Computer Engineering	CPEN6225	Telco Network & Switching System	2	5
45	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
46	Food Tech	FOOD6062	Food Quality Assurance System	2/1	5
47	Food Tech	FOOD6063	Food Safety & Sanitation	2/1	5
48	Industrial Engineering	ISYE6067	Global Supply Chain	2	5
49	Industrial Engineering	ISYE6115	Transportation Modeling	2	5
50	Industrial Engineering	ISYE6130	Project Management	2	5
51	Business Law	LAWS6052	Bankruptcy Law	2	5
52	Business Law	LAWS6056	Legal Research Methods	2	5
53	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
54	Business Law	LAWS6172	Environmental and Natural Resources Law	2	5
55	Business Law	LAWS6174	Contract & Legislative Drafting	2	5
56	Business Law	LAWS6176	Tax Law	2	5
57	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	5
58	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	5
59	Chinese Literature	CHIN6159	Chinese Character Writing	2	5
60	English Literature	ENGL6158	Writing for Children and Young Adults	2	5
61	English Literature	ENGL6244	Social Media Broadcasting	4	5
62	International Relations	INTR6151	Regional Integration in Europe	2	5
63	International Relations	INTR6152	Regional Integration in America	2	5
64	International Relations	INTR6153	Regional Integration in East Asia	2	5
65	International Relations	INTR6154	Regional Integration in Africa and Middle East	2	5
66	International Relations	INTR6161	Political Economy of Global Media	2	5
67	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
68	International Relations	INTR6167	International Political Economy of Multinational Corporations	2	5
69	International Relations	INTR6169	International Migration: Governance and Rights	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
70	International Relations	INTR8049	Global Economic Architecture	2	5
71	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyō Bunka to Manējimento)	2	5
72	Cyber Security	COMP6646	Computer Forensic	2	5
73	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5
74	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
75	Statistics	RSCH6483	Research Methodology in Data Science	2	5
76	Computer Science	COMP6232	Human and Computer Interaction	2/2	5
77	Computer Science	COMP6578	Information Visualization	2	5
78	Computer Science	COMP6586	Embedded Systems	2	5
79	Computer Science	COMP6681	Web Programming	2/1	5
80	Computer Science	COMP8129	User Experience	2/2	5
81	Computer Science	ISYS6197	Business Application Development	2/2	5
82	Animation	DSGN6689	Concept Art & Production Design	2	5
83	Animation	DSGN6690	Animation Storytelling	2	5
84	Creative Advertising	DSGN6661	Photography	4	5
85	Film	FILM6119	Audiences & Fan Culture	4	5
86	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
87	Information Systems	ISYS6196	Business Analytics	2	5
88	Information Systems	ISYS6199	Data & Text Mining	4	5
89	Information Systems	ISYS6202	Social Informatics	4	5
90	Information Systems	ISYS6289	Collaborative Computing	4	5
91	Information Systems	ISYS6402	Business Analytics	2/2	5
92	Information Systems	ISYS8066	Business Process Management	4	5
93	Information Systems	RSCH6466	Research Methodology	4	5
94	Information Systems Accounting & Audit	ISYS6608	IT Service & Risk Management	2	5
95	Information Systems Audit	ISYS6050	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	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	

Note:

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

Description:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
MKTG6301	Industrial Experience in Global Business	8	
MKTG6302	Industrial Marketing Practice	8	
MKTG6103	Employability and Entrepreneurial Skill in Industrial Experience	4	
Enrichment Program II			20
MKTG6303	Professional Experience in Global Business	8	
MKTG6304	Professional Practice in Marketing	8	
MKTG6107	Employability and Entrepreneurial Skill in Professional Practices	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6923	New Business Initiation	8	
ENTR6924	Product Development Process	8	
ENTR6825	EES in New Business I	4	
Enrichment Program II			20
ENTR6926	Product Launching	8	
ENTR6927	Business Development	8	
ENTR6928	EES in New Business II	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6342	Marketing Research Experience	8	
RSCH6558	Scientific Writing for Global Business Marketing Field Research Experience	8	
RSCH6455	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			20
RSCH6345	Marketing Research Implementation	8	
RSCH6559	Scientific Writing for Global Business Marketing Field Research Implementation	8	
RSCH6347	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6114	Community Outreach Project Implementation	8	
CMDV6338	Community Outreach Project Design	8	
CMDV6255	Employability and Entrepreneurial Skills in Community Development	4	
Enrichment Program II			20
CMDV6115	Community Development Project Implementation	8	
CMDV6339	Community Development Project Design	8	
CMDV6107	Employability and Entrepreneurial Skills 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	20
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	
GLOB6251	Elective Course for Study Abroad 29	4	
Enrichment Program II			
GLOB6017	Elective Course for Study Abroad 13	4	20
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	
GLOB6253	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.

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
ENTR6561	Design Thinking for Innovation	4	20
MKTG6299	Business Negotiation	4	
MKTG6300	Marketing Strategy	4	
STAT6187	Applied Statistics	4	
MGMT6420	Human Resources Management Strategy	4	

The Table of Prerequisite for Global Business Marketing Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001	Financial Management	4	5	MGMT6011	Introduction to Management and Business	4	1
MKTG6297	Consumer Behaviour	2	2	MKTG8005	Marketing Management*	4	1
MGMT6411	Thesis	4	8	MKTG6272	Marketing Research	2/2	5

*) 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: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	MKTG8005	Marketing Management	C
4.	MGMT6358	Managing Business Information	C
5.	MGMT6012	Human Resources Management*	C
6.	MGMT6011	Introduction to Management and Business	C
7.	BUSS6066	Business Ethics	C
8.	MGMT6357	Multinational Corporation Management	C

*) Tutorial & Multipaper