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 conquer 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
A world-class business school, fostering and empowering the society in serving and building the nation.

Mission
Providing world class business education to build the nation and to contribute to community development by means of:

- **Educating BINUSIANs to develop exemplary characters through holistic approach.**
  Educating BINUSIANs to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.
- **Resolving business and entrepreneurship issues with meaningful and relevant research.**
  Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.
- **Fostering BINUSIANs through self-enrichment.**
  Nourishing BINUSIANs’ SPIRIT for improving personal and professional capabilities
- **Empowering BINUSIANs to continuously improve business community.**
  Invigorating BINUSIANs to solve the business community challenges through academic and community service activities.

Learning Goals
By the completion of our program

1. **Management and Business Concepts**
   Each student should be able to comprehend management and business concepts.

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

<table>
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<tr>
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*) This course is delivered in English  
**) Global Learning System Course  
-) AOL – Assurance of Learning Process System

**Minor/Free Electives:**  
- For 5th Semester: Students are required to choose Free Electives or Minor Program. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

**Foreign Language Courses:**  
Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass 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 Study Program/Program

**Appendix Foreign Language Courses**

<table>
<thead>
<tr>
<th>Foreign Language Courses</th>
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<tr>
<td>ENGL6253005 English for Frontrunners</td>
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<td>ENGL6254005 English for Independent Users</td>
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<tr>
<td>JAPN6190005 Basic Japanese Language*</td>
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<tr>
<td>CHIN6163005 Basic Chinese Language*</td>
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*) This course is optional for students
1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.

2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.

3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.

4. Students are required to pass the foreign language courses before they take enrichment.

5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

### Minor Scheme

<table>
<thead>
<tr>
<th>Minor Program</th>
<th>Semester 5</th>
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<tbody>
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<td>Digital Ecosystem</td>
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<td>Human Capital in Digital Workplace</td>
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<tr>
<td>Sustainable Development</td>
<td>V</td>
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<tr>
<td>Cross Cultural Communication</td>
<td>V</td>
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<tr>
<td>Interactive &amp; Users Experience Design</td>
<td>V</td>
</tr>
<tr>
<td>Data Analytics</td>
<td>V</td>
</tr>
<tr>
<td>Robotic Process Automation</td>
<td>V</td>
</tr>
<tr>
<td>Event Business and Entertainment</td>
<td>V</td>
</tr>
<tr>
<td>Creative Digital Storytelling</td>
<td>V</td>
</tr>
<tr>
<td>Digital Banking</td>
<td>V</td>
</tr>
<tr>
<td>Blockchain Technology and Business</td>
<td>V</td>
</tr>
<tr>
<td>Digital Transformation</td>
<td>V</td>
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<tr>
<td>Virtual Services Experience</td>
<td>V</td>
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<tr>
<td>Culinary</td>
<td>V</td>
</tr>
<tr>
<td>Digital Technopreneur</td>
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<tr>
<td>DesignPreneur</td>
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<tr>
<td>Metaverse in Business</td>
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<tr>
<td>Content Creation</td>
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The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.
1. **Minor Program: Digital Ecosystem**

   **Fundamental Courses**

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<tr>
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<tr>
<td>COMP6683001 Introduction to Artificial Intelligence</td>
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<tr>
<td>ISYS6549003 Digital Innovation</td>
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<td>COMP6937001 Current Trends in Technology</td>
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   **Total SCU 10**

2. **Minor Program: Sustainable Development**

   **Fundamental Courses**

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<tr>
<td>ISYE6154011 Sustainable Design and Manufacture</td>
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<tr>
<td>CPEN6217010 Digital for Sustainable Development</td>
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<tr>
<td>ARCH6119014 Introduction to Sustainable Development</td>
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   **Total SCU 10**

3. **Minor Program: Cross Cultural Communication**

   **Fundamental Courses**

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<td>CHIN6132026 Chinese Conversation in Daily Activities</td>
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<tr>
<td>COMM6502019 Communication in Diversity</td>
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<tr>
<td>BUSS6170025 Asian Business Ethics</td>
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   **Total SCU 10**

4. **Minor Program: Interactive & Users Experience Design**

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<td>ISYS6553003 User-Centered Research and Evaluation</td>
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<tr>
<td>PSYC6176027 Psychology and User Experience</td>
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<tr>
<td>DSIN6003007 Fundamental of Interface Design</td>
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   **Total SCU 10**

5. **Minor Program: Data Analytics**

   **Fundamental Courses**

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<td>ISYS6680003 Introduction to Data Analytics</td>
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<td>ISYS6681003 Data Management &amp; Descriptive Analytics</td>
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<td>STAT6198049 Statistical for Decision Making</td>
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### 6. Minor Program: Robotic Process Automation

**Fundamental Courses**

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<td>COMP6858001 RPA Concept &amp; Design</td>
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<tr>
<td>ISYS6684003 RPA Developer Fundamental</td>
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<td>ISYS6687003 Business Process Improvement</td>
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### 7. Minor Program: Event Business and Entertainment

**Fundamental Courses**

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<td>HTMN6152021 Catering Management</td>
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### 8. Minor Program: Creative Digital Storytelling

**Fundamental Courses**

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<td>DSIN6033007 Visual Storytelling</td>
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<td>ENGL6275024 Storytelling for Business</td>
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<td>FILM6118009 Script Development &amp; Pitching</td>
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### 9. Minor Program: Digital Banking

**Fundamental Courses**

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<td>FINC6217020 Bank Risk Management in the Digital Era</td>
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<td>FINC6218020 Digital Finance and The Role of Central Bank</td>
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### 10. Minor Program: Blockchain Technology and Business

**Fundamental Courses**

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<td>ISYS6827003 Blockchain Economy &amp; Business</td>
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11. Minor Program: Digital Transformation

Fundamental Courses

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12. Minor Program: Virtual Service Experience

Fundamental Courses

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13. Minor Program: Culinary

Fundamental Courses

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<td>HTMN6008021</td>
<td>Kitchen Operation</td>
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<td>HTMN6128021</td>
<td>Pastry and Bakery Operation</td>
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SCU for HTMN6008021, HTMN6128021 are practical

14. Minor Program: Content Creation

Fundamental Courses

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Appendix: Free Electives (5th Semester)

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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

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

**Description:**
Student will take one of enrichment program tracks
### Certified Internship Track

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

Certified Specific Indenpendent Study Track

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*) 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
Further Study Track

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*This course is part of the certification program.
The Table of Prerequisite for Global Business Marketing Program

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*) 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:

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*) Tutorial & Multipaper