

## 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.

### 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	
	ACCT6351	Accounting for Business	4		
	MGMT6012	Human Resources Management - (AOL)	4		
	COMM8006	Business Communication - (AOL)	2		
	MKTG8005	Marketing Management* - (AOL)	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
ENGL6130	English for Business Presentation	2			
2	CHAR6013	Character Building: Pancasila	2	20	
	MATH6135	Business Mathematics	2		
	ECON6093	Business Economics	4		
	ISYS6181	Management Information Systems for Leader	4		
	MKTG8006	Consumer Behaviour*&***	4		
	LANG6027	Indonesian	2		
	<b>English University Courses II</b>				
ENGL6129	English Savvy	2			
ENGL6131	English for Written Business Communication	2			
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	STAT8067	Business Statistics I	2		
	MGMT6297	Operations Management	4		
	MGMT6358	Managing Business Information	2/2		
	ENTR6509	Entrepreneurship: Ideation	2		
	MKTG6270	Retail and Omni Channel*&***	2		
	MKTG6235	Product & Brand Strategy*&***	4		
MKTG6237	Global Strategic Marketing : Asia Pacific Perspective*&***	4			
4	CHAR6015	Character Building: Agama	2	24	
	LAWS6159	Legal Aspect in Business	2		
	RSCH6026	Research Methodology	4		
	STAT8068	Business Statistics II - (AOL)	2/2		
	ENTR6510	Entrepreneurship: Prototyping	2		
	MKTG6059	Integrated Marketing Communication*&***	2		
	MKTG6273	Digital Marketing (Social Media & Content Marketing)*&*** - (AOL)	4		
BUSS6171	Business Sustainability	4			

Sem	Code	Course Name	SCU	Total
5	FINC6001	Financial Management	4	20
	BUSS6066	Business Ethics	2	
	MGMT6357	Multinational Corporation Management	2	
	MKTG6272	Marketing Research**	2/2	
	ENTR6511	Entrepreneurship: Market Validation	2	
	MKTG6021	Customer Relationship Management*&**	2	
	<b>Free Elective</b>		4	
6	<b>Enrichment Program I</b>		16	16
7	<b>Enrichment Program II</b>		16	16
8	MGMT6040	Thesis	6	6
			<b>Total Credits 146 SCU</b>	

\*) This course is delivered in English

\*\*\*) Global Learning Systems Course

-) (AOL) – Assurance of Learning Process System

#### 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
- ) Students must pass English Savvy with a minimum Grade of C.

#### 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). 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					

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	FS	etc
15				V						V			
16				V							V		
17				V								V	
18					V		V						
19					V			V					
20					V					V			
21					V						V		
22					V							V	

Notes:

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

Notes:

Student will take one of enrichment program tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
MKTG6058	Industry Experience	8	
MKTG6101	Industrial Marketing Practice	2	
MKTG6102	Marketing Research in Industrial Practices	2	
MKTG6103	Employability and Entrepreneurial Skill in Industrial Experience	4	
<b>Enrichment Program II</b>			16
MKTG6104	Professional Experience	8	
MKTG6105	Professional Practice in Marketing	2	
MKTG6106	Marketing Research in Professional Practices	2	
MKTG6107	Employability and Entrepreneurial Skill in Professional Practices	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
ENTR6270	Business Start Up	8	
ENTR6268	Business Model in International Marketing Field and Validation	2	
ENTR6269	Launching New Venture in International Marketing Field	2	
ENTR6271	EES in New Business	4	
<b>Enrichment Program II</b>			16
ENTR6272	Growing a Business	8	
ENTR6288	Lean International Marketing Start Up Venture & Marketing Plan	2	
ENTR6256	Venture Capital in International Marketing Field	2	
ENTR6273	EES in Business Experience	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
RSCH6342	Marketing Research Experience	8	
RSCH6343	Scientific Writing for International Marketing Research Experience	4	
RSCH6455	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	
<b>Enrichment Program II</b>			16
RSCH6345	Marketing Research Implementation	8	
RSCH6346	Scientific Writing for International Marketing Research Implementation	4	
RSCH6347	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			16
CMDV6114	Community Outreach Project Implementation	8	
CMDV6109	Community Outreach Project Design in International Marketing Field	4	
CMDV6255	Employability and Entrepreneurial Skills in Community Development	4	
<b>Enrichment Program II</b>			16
CMDV6115	Community Development Project Implementation	8	
CMDV6113	Community Development Project Design in International Marketing Field	4	
CMDV6107	Employability and Entrepreneurial Skills 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	16
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	
<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 16 credits.

### Enrichment Further Study Track

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			
ENTR6561	Design Thinking for Innovation	4	16
MKTG6285	Business Negotiation	3	
MKTG6283	Marketing Strategy	3	
STAT6153	Applied Statistics	3	
MGMT6393	Human Resources Management Strategy	3	

**The Table of Prerequisite for International Marketing (S1)**

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001	Financial Management	4	5	MGMT6011	Introduction to Management and Business	4	1
MKTG8006	Consumer Behaviour	4	2	MKTG8005	Marketing Management*	4	1
MGMT6040	Thesis	6	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