

International Business Management Global Class

Introduction

Founded in 2012, the International Business Management program at the BINUS Business School has the mission to develop professionals to meet the challenges of industry and society head-on with a global mindset. The program is committed to the continuous pursuit of innovation in education at an internationally recognized business school. In 2019, the program received AACSB accreditation from the Association to Advance Collegiate Schools of Business. As only the 2nd business school in Indonesia to receive the accreditation, BINUS Business School joins more than 840 business schools globally committed to the improvement of the quality of business education throughout the world.

The International Business Management program's innovative and comprehensive curriculum balances students' need for the theoretical knowledge and the practical professional skills necessary for a successful career in international business. The subjects offered cover a wide range of topics from international trade to international business, including up-to-date courses, such as eBusiness for International Business and International Business Strategy, that are relevant to doing business in the 21st Century.

The program is hands-on from day one and has numerous opportunities for students to collaborate with industry or focus on starting their own ventures. Students have an opportunity to join the PPEI program, which involves a unique partnership with *Pendidikan dan Pelatihan Ekspor Indonesia* (PPEI), the Indonesian government's export and import training center, allowing students to gain real-world experience in international business. Students graduate from the program with an understanding of the complexities of conducting business on an international scale with the experience, skills, mindset and ethics to succeed in an increasing dynamic and changing world.

Vision and Mission BINUS BUSINESS SCHOOL

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

The program offers you a professional career path in an international company and global market to put you in a high demand career or business as:

- | | |
|---------------------------------------------|---------------------------------------------------|
| 1. International Business Analyst | 11. Market Research |
| 2. International Business Development | 12. International Business Planning |
| 3. International Business Relations | 13. International Business Services |
| 4. International Business Credit Analyst | 14. Government International Development |
| 5. Derivatives Trader | 15. Consultant for Finance and Trade |
| 6. Export Officer | 16. Advisory and Partner Executive |
| 7. Foreign Exchange Trader | 17. International Licensing / Franchising Manager |
| 8. Foreign Exchange Officer | 18. Joint venture Project Manager |
| 9. Global Risk Management Solutions Analyst | 19. International Policy Consultant |
| 10. Import Export Coordinator | 20. Multinational Company Manager |

Curriculum

The curriculum of the International Business Management Program provides a unique point of managing business and trade globally and is designed to prepare graduate students' readiness to apply for their knowledge and work in an appropriate industry or to become a global entrepreneur. Using an 'International' title should be performed with international languages skill. Besides Indonesian, students will also take English as the core language.

The International Business Management Program, incorporates many opportunities for students to gain international experience, including:

- | | |
|--------------------------------------|-------------------------------------------|
| - Student Exchange | - Guest Lecturer (International Lecturer) |
| - Study Abroad | - Global Learning System |
| - Internship (Compulsory for 1 year) | - Collaboration Learning |
| - Live Video Lecturing | - Blended Learning |

Course Structure

Sem	Code	Course Name	SCU	Total
1	ISYS6181005	Management Information Systems for Leader	4	20
	ACCT6351005	Accounting for Business	4	
	MGMT6012005	Human Resources Management - (AOL)	4	
	MGMT6011005	Introduction to Management and Business - (AOL)	4	
	LANG6027005	Indonesian	2	
	ENGL6132005	English Access	2	
2	CHAR6013005	Character Building: <i>Pancasila</i>	2	20
	MATH6176005	Business Mathematics	2	
	ECON6099005	Business Economics	4	
	LAWS6159005	Legal Aspect in Business	2	
	BUSS6190005	International Business*&***	2	
	COMM8006005	Business Communication - (AOL)	2	
	MKTG8005005	Marketing Management - (AOL)	4	
	ENGL6133005	English Global	2	

Sem	Code	Course Name	SCU	Total
3	CHAR6014005	Character Building: <i>Kewarganegaraan</i>	2	20
	STAT8067005	Business Statistics I	2	
	BUSS7017005	International Trade*&***	2	
	MGMT6358005	Managing Business Information	2/2	
	BUSS6171005	Business Sustainability	4	
	MGMT6297005	Operations Management	4	
	ENTR6509005	Entrepreneurship: Ideation	2	
4	CHAR6015005	Character Building: Agama	2	20
	BUSS6191005	Export-Import Management*&***	2	
	MGMT6357005	Multinational Corporation Management	4	
	BUSS6066005	Business Ethics	2	
	STAT8068005	Business Statistics II - (AOL)	2/2	
	BUSS6162005	Market Entry Strategy*&***	2	
	MGMT6369005	Corporate Strategy in International Business*	2	
	ENTR6510005	Entrepreneurship: Prototyping	2	
5	Elective courses list for study abroad			20
	GLOB6029005	Elective Course 1	4	
	GLOB6030005	Elective Course 2	4	
	GLOB6031005	Elective Course 3	4	
	GLOB6032005	Elective Course 4	4	
	GLOB6033005	Elective Course 5	2	
	GLOB6034005	Elective Course 6	2	
	GLOB6035005	Elective Course 7	2	
	GLOB6036005	Elective Course 8	2	
	GLOB6037005	Elective Course 9	2	
	GLOB6038005	Elective Course 10	2	
	GLOB6039005	Elective Course 11	2	
	GLOB6040005	Elective Course 12	2	
6	FINC6001005	Financial Management	4	20
	MGMT6370005	E-Business for International Business*	2	
	BUSS7009005	Export-Import Cost Management*&***	2	
	RSCH6026005	Research Methodology	4	
	MGMT7169005	Global Supply Chain Management*&***	2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Free Electives		4	
7	Enrichment Program		20	20
8	MGMT6406005	Pre-Thesis	2	6
	MGMT6414005	Thesis	4	
	MGMT6044005	Thesis	6	
TOTAL CREDIT 146 SCU				

*) Global Learning System Course

**) Transferred course from training program at EITC/PPEI (Export Import Training Center/ Pendidikan dan Pelatihan Ekspor Indonesia)

-) (AOL) – Assurance of Learning Process System

Free Electives:

-) For Free Electives, students are required to choose from the list of Free Electives in Appendix.

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

Elective courses list for study abroad (5th Semester):

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

Appendix: Free Electives (6th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6455005	Servitization and Customer Experience Management	2	6
2	Business Management	MKTG6319005	Service Marketing Management	4	6
3	Business Management	MGMT6457005	Global Supply Chain Services	4	6
4	Business Management	MGMT6401005	Digital Supply Chain Management	2	6
5	Management	MGMT6462005	Leadership Agility	4	6
6	Management	MGMT6463005	Organizational Behavior	4	6
7	Management	MGMT6464005	Corporate Governance	2	6
8	Management	BUSS6109005	Business Development	4	6
9	Management	MGMT6196005	Project Management	4	6
10	Management	BUSS6229005	Business Simulation	4	6
11	Management	MGMT6374005	Analysis on E-Business Investment	4	6
12	Management	ISYS6079005	E-Business System	4	6
13	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	6
14	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	6
15	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	6
16	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	6
17	International Business Management	MGMT6458005	Global Supply Chain Management	2	6
18	International Business Management	BUSS6191005	Export-Import Management	2	6
19	Industrial Engineering	ISYE6041011	Engineering Economy	2	6
20	Computer Science	COMP6823001	Multimedia Systems	2	6
21	Computer Science	ISYS6211001	Web Based Application Development	2/2	6
22	Computer Science	COMP8129001	User Experience	2/2	6

No	Course Owner Department	Course Code	Course Name	SCU	Semester
23	Computer Science	COMP7128001	Game Design	2	6
24	Marketing Communication	COMM6613019	Introduction to Media Industry	2	6
25	Marketing Communication	COMM6615019	Script Writing	2/2	6
26	Marketing Communication	COMM6617019	Media Convergence	2	6
27	Marketing Communication	COMM6425019	Event Management	2	6
28	Tourism	TRSM6142022	Event Management	4	6
29	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	6
30	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	6
31	Tourism	TRSM6221022	Sport Tourism	2	6
32	Tourism	BUSS6137022	Tourism E-Business	4	6
33	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	6
34	Tourism	TRSM6140022	Tourism Law and Regulation	2	6
35	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	6
36	Hotel Management	HTMN6027021	Service Management	4	6
37	Hotel Management	HTMN6146021	Food Safety Management	2	6
38	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	6
39	Hotel Management	HTMN6147021	Hospitality Management	4	6
40	Hotel Management	HTMN6001021	Introduction to Hospitality	4	6
41	Hotel Management	HTMN6123021	Hygiene and Safety for Hospitality	4	6
42	Accounting	ACCT6461020	Accounting Syariah	2	6
43	Accounting	ACCT6313 020	Public Sector Accounting	2	6
44	Taxation	TAXN6055020	Customs, Export and Import Tax Planning	2	6
45	Cyber Security	COMP6549001	Software Security	2	6
46	Data Science	DTSC6005001	Data Mining and Visualization	2/1	6
47	Mathematics	MATH6187016	Machine Learning	2/1	6
48	Information Systems	BUSS6043003	Introduction to E-Business	4	6
49	Information Systems	ISYS6016003	Social Media Fundamental	2	6
50	Information Systems	ISYS6084003	Database	2/2	6
51	Information Systems	ISYS6210003	Data Visualization	2	6
52	Information Systems	ISYS6280003	Database Systems	4/2	6
53	Information Systems	ISYS6284003	Analytical Information System	4	6

No	Course Owner Department	Course Code	Course Name	SCU	Semester
54	Information Systems	ISYS6285003	Digital and New Media	2	6
55	Business Information Technology	ISYS6574003	Information Retrieval	4	6
56	Business Information Technology	ISYS6577003	Machine Learning & Foundations	2	6
57	Business Information Technology	ISYS6606003	Smart Application	2	6
58	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	6
59	Creative Advertising	DSGN6651007	Photography	4	6
60	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	6
61	International Relations	INTR6144029	Contemporary Issues in European Society	2	6
62	International Relations	INTR6145029	Contemporary Issues in American Society	2	6
63	International Relations	INTR6146029	Contemporary Issues in East Asian Society	2	6
64	International Relations	INTR6147029	Contemporary Issues in African and Middle Eastern Societies	2	6
65	International Relations	INTR6161029	Political Economy of Global Media	2	6
66	International Relations	INTR6162029	Multiculturalism and Digital Society	2	6
67	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	6
68	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	6
69	Chinese Literature	CHIN6159026	Chinese Character Writing	2	6
70	English Literature	SOCS6021024	Social and Digital Media Writing	2	6
71	English Literature	ENGL6244024	Social Media Broadcasting	4	6
72	English Literature	EDUC6054024	Classroom Communication and Learning	4	6
73	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	6
74	Psychology	PSYC6122027	Social Psychology	4	6
75	Primary Teacher Education	EDUC6015030	Educational Research Methodology	4	6
76	Primary Teacher Education	EDUC6018030	Micro Teaching	4	6
77	Primary Teacher Education	EDUC6072030	International Curriculum	2	6
78	Primary Teacher Education	EDUC6063030	English for Academic Purposes	2	6

No	Course Owner Department	Course Code	Course Name	SCU	Semester
79	Primary Teacher Education	EDUC6074030	Art & Craft	4	6
80	Primary Teacher Education	EDUC6075030	Teaching English for Young Learners	4	6
81	Primary Teacher Education	EDUC6073030	ICT for Distance Learning	4	6
82	Primary Teacher Education	EDUC8004030	School Based Management	2	6
83	Japanese Literature	JAPN6162025	Japanese Literary Criticism (Nihon Bungaku Hyouron)	2	6
84	Japanese Literature	JAPN6111025	Introductory Japanese I	4	6
85	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	6
86	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	6
87	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	6
88	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	6
89	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	6
90	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	6
91	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	6
92	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	6
93	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	6
94	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	6
95	Business Creartion	ENPR6103005	Global Entrepreneurship	4	6
96	Business Creartion	ENPR6104005	Digital Marketing and Analytics	4	6

Enrichment Program (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks.

Enrichment Track Scheme

Track	Semester 5						Semester 7							
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	IS	FS	etc
1					v		v							
2					v			v						
3					v				v					
4					v					v				
5					v						v			
6					v							v		
7					v								v	

Note:

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

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
BUSS6205005	Industrial Experience in Dynamic Industry	8	20
BUSS6206005	International Business industrial Experience	8	
BUSS6042005	Capacity Building in Industrial Experience	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
ENTR6920005	New Business Initiation	8	20
ENTR6921005	Product Development Process	8	
ENTR6922005	EES in New Business I	4	

Certified Research Track

Code	Course Name	SCU	Total
RSCH6338005	Research Design	8	20
RSCH6557005	Scientific Writing for Management	8	
RSCH6148005	Capacity Building in Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
CMDV6110005	Community Outreach Project Implementation	8	20
CMDV6337005	Community Development Project for Management	8	
CMDV6168005	Capacity Building in Community Development	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			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	
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	

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

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
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	
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	
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	

Code	Course Name	SCU	Total
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 courses 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 (Master of Management)			20
ENTR6561005	Design Thinking for Innovation	4	
MKTG6299005	Business Negotiation	4	
MKTG6300005	Marketing Strategy	4	
STAT6187005	Applied Statistics	4	
MGMT6420005	Human Resources Management Strategy	4	
Enrichment Program II (Master of Management Information Systems)			20
ISYS6829005	Digital Technology and Transformation	4	
ISYS6830005	Data Analytics for Business	6	
ISYS6831005	Applied Technology in Information Systems*	4	
Stream: Information Systems Strategic Management			
ISYS6849005	Strategic Planning for Information Systems	6	
Stream: Digitalpreneurship			
ENPR6250005	New Media Ventures and Innovation	6	
Enrichment Program II (Master of Communication)			20
COMM6591005	Computer Mediated Communication	6	
COMM6596005	International Public Relations	4	
COMM6700005	Applied Communication Project*	4	
COMM6593005	Corporate Branding	6	

Code	Course Name	SCU	Total
Enrichment Program II (Master of Industrial Engineering)			
ISYE6316005	Advanced Supply chain management and operations	4	20
ISYE6317005	System simulation and analytics	6	
ISYE6319005	Applied Business Engineering Project*	4	
ISYE6318005	Industrial Product design and production	6	
Enrichment Program II (Master of Accounting)			
ACCT6511005	COSO Framework Internal Control & Fraud Prevention	4	20
ACCT6503005	Risk Assessment Analytics	6	
FINC6220005	Financial Reporting Decisions	6	
ACCT6505005	Applied Technology in Accounting*	4	

*This course is part of the certification program

The Table of Prerequisite for International Business Management Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
BUSS6191005	2	4	BUSS7017005	2	3
MGMT6369005	2	4	BUSS6190005	2	2
MGMT6414005	4	8	RSCH6026005	4	6
MGMT6044005	6				

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013005	Character Building: <i>Pancasila</i>	B
2.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	MKTG8005005	Marketing Management	C
4.	MGMT6358005	Managing Business Information	C
5.	MGMT6012005	Human Resources Management*	C
6.	MGMT6011005	Introduction to Management and Business	C
7.	BUSS6066005	Business Ethics	C
8.	MGMT6357005	Multinational Corporation Management	C

*) Tutorial & Multipaper