

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

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

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	CHAR6013005	Character Building: Pancasila	2	20
	ISYS6181005	Management Information Systems for Leader	4	
	ACCT6351005	Accounting for Business	4	
	ECON6099005	Business Economics - (AOL)	4	
	MGMT6011005	Introduction to Management and Business - (AOL)	4	
	LANG6027005	Indonesian	2	
	Foreign Language Courses		0	
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	MATH6176005	Business Mathematics	2	
	STAT6206005	Business Statistics I	2	
	MKTG6318005	Marketing Management** - (AOL)	4	
	BUSS6190005	International Business**&***	2	
	BUSS6171005	Business Sustainability** - (AOL)	4	
	ENTR6509005	Entrepreneurship: Ideation	2	
	BUSS6066005	Business Ethics** - (AOL)	2	
	Foreign Language Courses		0	
3	CHAR6015005	Character Building: Agama	2	22
	STAT6207005	Business Statistics II - (AOL)	2/2	
	MGMT6297005	Operations Management**	4	
	BUSS6221005	International Trade**&***	2	
	FINC6001005	Financial Management	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	MGMT6012005	Human Resources Management - (AOL)	4	
	Foreign Language Courses		0	
4	ENTR6511005	Entrepreneurship: Market Validation	2	18
	MGMT6370005	E-Business for International Business** - (AOL)	2	
	BUSS6162005	Market Entry Strategy**&*** - (AOL)	2	
	MGMT6369005	Corporate Strategy in International Business**	2	
	BUSS6191005	Export-Import Management**&***	2	
	MGMT6458005	Global Supply Chain Management**&***	2	
	BUSS6222005	Export-Import Cost Management**&***	2	
	RSCH6727005	Research Methodology for International Business	3/1	
	Foreign Language Courses		0	
5	GLOB6029005	Elective Course 1	4	20
	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	

Sem	Code	Course Name	SCU	Total
	GLOB6038005	Elective Course 10	2	
	GLOB6039005	Elective Course 11	2	
	GLOB6040005	Elective Course 12	2	
6	MGMT6357005	Multinational Corporation Management	4	20
	BUSS6223005	Trade in Asia	2	
	BUSS6224005	Special Topics in International Business	4	
	Free Electives		10	
	Minor Program		10	
7	Enrichment Program II		20	20
8	MGMT6406005	Pre-Thesis	2	6
	MGMT6414005	Thesis	4	
	MGMT6044005	Thesis	6	
Total Credits 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

Minor/Free Electives:

-) For 6th 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

Foreign Language Courses	SCU
ENGL6253005 English for Frontrunners	0
ENGL6254005 English for Independent Users	0
ENGL6255005 English for Professionals	0
JAPN6190005 Basic Japanese Language	0
CHIN6163005 Basic Chinese Language	0

- Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggis	
Digital Ecosystem	V
Human Capital in Digital Workplace	-
Sustainable Development	V
Cross Cultural Communication	V
Interactive & Users Experience Design	V
Data Analytics	V
Robotic Process Automation	V
Event Business and Entertainment	V
Creative Digital Storytelling	V
Digital Banking	V
Blockchain Technology and Business	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Virtual Services Experience	V
Culinary	V
Minor @ Binus Malang	
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Minor @ Binus Semarang	
Metaverse in Business	-
Content Creation	V

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

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

2. Minor Program: Sustainable Development

Fundamental Courses

Course	SCU
ISYE6154011 Sustainable Design and Manufacture	4
CPEN6217010 Digital for Sustainable Development	4
ARCH6119014 Introduction to Sustainable Development	2
Total SCU	10

3. Minor Program: Cross Cultural Communication

Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
Total SCU	10

4. Minor Program: Interactive & Users Experience Design

Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
Total SCU	10

5. Minor Program: Data Analytics

Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

6. Minor Program: Robotic Process Automation

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

7. Minor Program: Event Business and Entertainment

Fundamental Courses

Course	SCU
HTMN6151021 Event Marketing Management	2
HTMN6152021 Catering Management	4
TRSM6232022 MICE (Meeting, Incentive, Convention, Exhibition) Management	4
Total SCU	10

8. Minor Program: Creative Digital Storytelling

Fundamental Courses

Course	SCU
ENGL6274024 Approaches in Multimodal Storytelling	2
DSIN6033007 Visual Storytelling	2
ENGL6275024 Storytelling for Business	2
FILM6118009 Script Development & Pitching	4
Total SCU	10

9. Minor Program: Digital Banking

Fundamental Courses

Course	SCU
ISYS6824003 Technology Innovation in Banking	2
FINC6217020 Bank Risk Management in the Digital Era	4
FINC6218020 Digital Finance and The Role of Central Bank	4
Total SCU	10

10. Minor Program: Blockchain Technology and Business

Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
Total SCU	10

11. Minor Program: Digital Transformation

Fundamental Courses

Course	SCU
ISYS6559003 Business Models and Technology Innovation	4
ISYS6557003 Business Data Management	4
MGMT6484005 Digital Strategy	2
Total SCU	10

12. Minor Program: Virtual Service Experience

Fundamental Courses

Course	SCU
ISYS6561003 Fundamental of Virtual Services	2
ACCT6350020 Virtual Financial Services	4
MGMT6354005 Virtual Operation and Supply Chain	4
Total SCU	10

13. Minor Program: Culinary

Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
Total SCU	10

SCU for HTMN6008021, HTMN6128021 are practical

14. Minor Program: Content Creation

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6392055 Digital marketing	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Appendix: Free Electives (6th Semester)

Because free electives will be implemented on the 6th semester, data will be collected in 2024.

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	: 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 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 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 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 Certified Specific Independent Study*			
CSIS001005	Course Certification	3	
CSIS002005	Technical Skill Enrichment	4	
CSIS003005	Industrial Project	9	
CSIS004005	Soft Skill Enrichment	4	
CSIS005005	Elective Course for Specific Independent Study 1	8	
CSIS006005	Elective Course for Specific Independent Study 2	8	
CSIS007005	Elective Course for Specific Independent Study 3	6	
CSIS008005	Elective Course for Specific Independent Study 4	6	
CSIS009005	Elective Course for Specific Independent Study 5	6	
CSIS010005	Elective Course for Specific Independent Study 6	5	
CSIS011005	Elective Course for Specific Independent Study 7	5	
CSIS012005	Elective Course for Specific Independent Study 8	5	
CSIS013005	Elective Course for Specific Independent Study 9	5	
CSIS014005	Elective Course for Specific Independent Study 10	4	
CSIS015005	Elective Course for Specific Independent Study 11	4	
CSIS016005	Elective Course for Specific Independent Study 12	4	
CSIS017005	Elective Course for Specific Independent Study 13	4	
CSIS018005	Elective Course for Specific Independent Study 14	4	
CSIS019005	Elective Course for Specific Independent Study 15	3	
CSIS020005	Elective Course for Specific Independent Study 16	3	
CSIS021005	Elective Course for Specific Independent Study 17	3	
CSIS022005	Elective Course for Specific Independent Study 18	3	
CSIS023005	Elective Course for Specific Independent Study 19	3	
CSIS024005	Elective Course for Specific Independent Study 20	3	
CSIS025005	Elective Course for Specific Independent Study 21	2	
CSIS026005	Elective Course for Specific Independent Study 22	2	
CSIS027005	Elective Course for Specific Independent Study 23	2	
CSIS028005	Elective Course for Specific Independent Study 24	2	
CSIS029005	Elective Course for Specific Independent Study 25	2	
CSIS030005	Elective Course for Specific Independent Study 26	2	
CSIS031005	Elective Course for Specific Independent Study 27	2	
CSIS032005	Elective Course for Specific Independent Study 28	2	
CSIS033005	Elective Course for Specific Independent Study 29	1	
CSIS034005	Elective Course for Specific Independent Study 30	1	
CSIS035005	Elective Course for Specific Independent Study 31	1	
CSIS036005	Elective Course for Specific Independent Study 32	1	

20

*) 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	
Enrichment Program II (Master of Industrial Engineering)			20
ISYE6316005	Advanced Supply Chain Management and Operations	4	
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)			20
ACCT6511005	COSO Framework Internal Control & Fraud Prevention	4	
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	BUSS6221005	2	3
MGMT6369005	2	4	BUSS6190005	2	2
MGMT6414005	4	8	RSCH6727005	3/1	4
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: Pancasila	B
2.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	MGMT6011005	Introduction to Management and Business	C
4.	BUSS6066005	Business Ethics	C
5.	BUSS6171005	Business Sustainability	C
6.	MKTG6318005	Marketing Management	C
7.	MGMT6012005	Human Resources Management*	C
8.	BUSS6162005	Market Entry Strategy	C

*) Tutorial & Multipaper

