Business Management

Introduction

In facing global competition in the field of business services in the future and encouraging the growth of entrepreneurship in this venture, it is necessary to provide graduates to fill in the growing demands of professionals in global business service fields with a highly competency individual and the ability and a good understanding of ICT as a business enabler. The implementation of the multilateral trade agreement, and the increasing of global competitive service business, encourage more companies to expand abroad. It will increase demand for professionals in the field of production and services, including the personnels who are able to adapt, and to innovate, in facing the turmoil and dynamic market. The business management program carefully prepares a learning curriculum to serve the challenges above. The program equips students with the knowledge updates, business practices, and soft-skills that enable them to survive and expand their capacity.

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

Business management program graduates will have skills in business services such as banking, consulting, and hospital and as a manager in the company (including the essential functions in the field of management) as well as an entrepreneur, and demonstrate competence listed above. Business management graduates will be ready to face the challenges of the dynamic global business services.

Curriculum

Business management curriculum has been designed to meet the conditions of today's global business services and readiness to prepare graduate students to apply their knowledge in the industry accordingly. The curriculum is based on both international and national curriculum that includes art and science of business management knowledge and the skills and attitude to support core competencies. Curriculum content continually adapts to the technological knowledge of the utilization of ICT-based business service management globally. Therefore, teaching

materials are enhanced to meet the stakeholders and to create and manage business management excellence across the global business services.

Course Structure

Sem	Code	Course Name	SCU	Total
1	MGMT6011	Introduction to Management and Business*	4	20
	ACCT6087	Introduction to Accounting	4	
	MATH6048	Business Mathematics	4	
	LAWS6075	Legal Aspect in Economics	2	
	ECON6005	Microeconomics	4	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	21
	ECON6006	Macroeconomics*	4	
	ISYS6181	Management Information Systems for Leader	4	
	ENTR6003	Entrepreneurship I	2	
	MKTG8005	Marketing Management*	4	
	COMP6203	Office for Professional	2	
	LANG6061	Indonesian	1	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	MGMT6018	Operation Management	4	
	ACCT6049	Managerial Accounting	4	
	STAT8067	Business Statistics I	2	
	ECON8009	Managerial Economics	4	
	MKTG6175	Service Marketing Management**	4	
	MGMT6238	Service Management Fundamental	4	
4	CHAR6015	Character Building: Agama	2	22
	FINC6001	Financial Management	4	
	ENTR6004	Entrepreneurship II	2	
	MGMT6239	Service Operation Management	2	
	TRSM6099	Hospitality & Service Excellent	2	
	MGMT6012	Human Resources Management	4	
	STAT8068	Business Statistics II	2/2	
	COMM8006	Business Communication	2	
5	RSCH6026	Research Methodology	4	22
	PSYC6003	Industrial and Organization Psychology	4	
	BUSS6160	Design Thinking in Business**	4	
	ISYS6196	Business Analytics*	2	
	MGMT6038	Cross Cultural Management	2	
	BUSS6088	Current Issue in Business and Technology	2	
	MKTG6021	Customer Relationship Management	2	
	MGMT7247	Strategic Management Fundamental	2	

Sem	Code	Course Name	SCU	Total
6	**Enrichment Program I**		15	15
7	**Enrichment Program II**		16	16
8	MGMT6017	Thesis	6	6
			TOTAL CREDIT 146 SCU	

*) This course is delivered in English

**) Entrepreneurship Embedded

English University Courses:

-) For 1st 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 2nd 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

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			
23				V								V	
24					V		V						
25					V			V					
26					V				V				
27					V					V			
28					V						V		
29					V							V	

Student will take one of enrichment program tracks

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

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
MGMT6240	Experience in Industry	8	15
MGMT6241	Industrial Business Service Practice	4	
MGMT6153	Entrepreneurial and Industrial Business Development	3	
Enrichment Program II			
MGMT6243	Professional Program in Industry	8	16
MGMT6244	Professional Practice in Business Service	4	
MGMT6172	Entrepreneurial and Industrial Business Development	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I: *For students who only take Entrepreneurship track in semester 6, should take these courses:*			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
For students who take Entrepreneurship track in semester 6 and 7, should take these courses:			15
Enrichment Program I			
ENTR6285	Business Start Up	8	
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6248	Entrepreneurship and Managing New Business	3	
Enrichment Program II			
ENTR6278	Growing a Business	8	16
ENTR6279	Lean Start Up & Business Plan	2	
ENTR6280	Venture Capital	2	
ENTR6250	Entrepreneurship and Managing the Business Operation	4	

Code	Course Name	SCU	Total
Enrichment Program II: *For students who only take Entrepreneurship track in semester 7, should take these courses:*			
ENTR6285	Business Start Up	8	16
ENTR6276	Business Model & Validation	2	
ENTR6277	Launching New Venture	2	
ENTR6249	Entrepreneurship and Managing New Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6370	Research for Business Management	8	15
RSCH6371	Scientific Writing in Business Management	4	
RSCH6372	Global Entrepreneurship and Business Development	3	
Enrichment Program II			
RSCH6373	Research for Industrial Competition	8	16
RSCH6374	Scientific Writing in Management Research	4	
RSCH6375	Global Entrepreneurship and Industrial Competition	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6120	Community Outreach Project Implementation	8	15
CMDV6091	Community Outreach Project Design in Management	4	
CMDV6092	Socio Entrepreneurship Development	3	
Enrichment Program II			
CMDV6117	Community Development Project Implementation	8	16
CMDV6093	Community Development Project Design in Management	4	
CMDV6094	Managing Socio Entrepreneurship	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	15
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	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	
Enrichment Program II			
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 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
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 Business Management (S1)

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
MGMT6238	Service Management Fundamental	4	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6017	Thesis	6	8	RSCH6026	Research Methodology	4	5

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	ECON6005	Microeconomics	C
4.	MKTG8005	Marketing Management	C
5.	ISYS6181	Management Information Systems for Leader	C
6.	MGMT6012	Human Resources Management*	C
7.	MGMT6238	Service Management Fundamental	C
8.	MGMT6239	Service Operations Management	C

*) Tutorial & Multipaper