

## **Business Management**

### **Introduction**

In facing rapid growth in service business in the global market especially in the fields of service management, business to business integration, and value added reseller that will bring more business impact in e-commerce, supply chain, logistics, product/service development, and new value added services. It is necessary to provide graduates to fill the growing demand of professionals and entrepreneurs in the service business which is strengthened by information and communication technology (ICT), internationalization and sustainability competences. In the connection with that, Business Management Program provides the students a suitable curriculum to deal with these challenges. The Program has international business school accreditation '**AACSB**' and national accreditation '**UNGGUL**' from BAN-PT. The Program equips the students with management concepts, global mindset, creative thinking and entrepreneurial skills, ethics, digital service management and digital logistics/supply management. The service orientation will be a crucial competency in the future, namely ability in providing integrated solutions for customer problems. Therefore, the competency is needed by every business to be a competitive and sustainable business. The students will also get the updated knowledge and experiences from various industries and soft-skills training/workshops that enable them to survive and expand their capacity. The learning process is carried out through a variety of teaching-learning strategies encompasses e-learning, business case study, business simulations, laboratory, collaborative learning, international lecture, industry visit, role playing, free-elective course and enrichment program.

Curriculum of Business Management Program has been designed to meet today's global business challenges especially in terms of flexibility, adaptability, agility, and resilience. The curriculum encompasses 70% class-learning and 30% real-practices; 80% general competencies (management concepts, global mindset, creative thinking and entrepreneurial skills and ethics) and 20% unique competencies (digital service and supply chain management). In designing logistics/supply syllabus, we collaborated with Kuhne Foundation (Switzerland) and HAN University (Netherlands). In addition, in the curriculum includes 4 SCU (SKS) for free-elective course, namely any course (courses) that can be chosen by students from courses offered by all programs at BINUS University (outside the curriculum of Business Management Program). The Program also offers (international) professional certification in the sustainability report, service management, and logistics/supply chain analyst or professional.

Graduates of Business Management Program will have prospective careers as e-commerce development, logistics/supply chain analyst, procurement/purchasing analyst, business analyst, business development, human resource development, business consultant, and service provider (servpreneur). The graduates also have competency in carrying out transformation from a traditional or manufacturing business to be a service business as business (servitization) analyst.

### **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

Graduates of Business Management Program will have prospective careers as e-commerce/e-business development, logistics/supply chain analyst, business analyst, business development, human resource development, business consultant, and service provider (servpreneur). The graduates also have competency in carrying out transformation from a traditional or manufacturing business to be a service business as a service business development or business analyst.

## Curriculum

The curriculum of Business Management Program has been designed to meet recent global business challenges, especially in the service business by embedding service mindset/logic, supply chain principles, ICT (e-commerce/e-business), internationalization, entrepreneurship and sustainability. The curriculum encompasses 35% of general management courses; 25% of service business/management courses; 20% of entrepreneurship, character (soft-skills), ICT(e-business/e-commerce), and internationalization courses; and 20% of enrichment program with 5 track options for students in their 6<sup>th</sup> – 7<sup>th</sup> semester (i.e., internship, research, startup, community service, study abroad and further study). The curriculum includes 4 SCU (SKS) in logistics/supply chain service. The course outlines are in collaboration with Kuhne Foundation (Germany-Swiss) and HAN University (Netherlands); in addition, students have the chance to enroll to 4 free-elective courses offered by all departments (other than Business Management Program) within BINUS University. Enrollment to other departments is based on students' individual interest. The program also offers (international) professional certification in the fields of sustainability report, retail management and logistics/supply chain services.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYS6181	Management Information Systems for Leader	4	20	
	ECON6099	Business Economics	4		
	MGMT6011	Introduction to Management and Business* - (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		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: <i>Pancasila</i>	2	20	
	MATH6176	Business Mathematics	2		
	MGMT6297	Operations Management**	4		
	ACCT6351	Accounting for Business	4		
	MGMT6012	Human Resources Management - <b>(AOL)</b>	4		
	LANG6027	Indonesian	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014005	Character Building: <i>Kewarganegaraan</i>	2	20	
	STAT8067005	Business Statistics I	2		
	FINC6001005	Financial Management**	4		
	BUSS6066005	Business Ethics	2		
	LAWS6159005	Legal Aspect in Business	2		
	MGMT6358005	Managing Business Information	2/2		
	ENTR6509005	Entrepreneurship: Ideation	2		
	MGMT6419005	Service Management Fundamental	2		
4	CHAR6015005	Character Building: <i>Agama</i>	2	20	
	MGMT6357005	Multinational Corporation Management	4		
	STAT8068005	Business Statistics II - <b>(AOL)</b>	2/2		
	MGMT6401005	Digital Supply Chain Management	2		
	MGMT6239005	Service Operation Management**	2		
	MGMT6399005	Fundamentals of Supply Chain Management**	2		
	MKTG6298005	Service Marketing Management**	2		
	ENTR6510005	Entrepreneurship: Prototyping	2		
5	RSCH6026005	Research Methodology**	4	20	
	MGMT6400005	Supply Chain Strategy*	2		
	BUSS6171005	Business Sustainability	4		
	MGMT6362005	Global Supply Chain Services	2		
	MGMT6365005	Current Issue in Service Business and Technology**	2		
	ENTR6511005	Entrepreneurship: Market Validation	2		
	<b>Free Electives</b>				4
6	<b>Enrichment Program I</b>		20	20	
7	<b>Enrichment Program II</b>		20	20	
8	MGMT6404005	Pre-Thesis	2	6	
	MGMT6415005	Thesis	4		
	MGMT6017005	Thesis	6		
			<b>TOTAL CREDIT 146 SCU</b>		

\*) This course is delivered in English

\*\*) Global Learning System course

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

-) **(AOL)** - Assurance of Learning Process System

**English University Courses:**

- ) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
- ) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.
- ) Students must pass English Savvy with a minimum Grade of C.

**Pre-thesis (2 SCU) & Thesis (4 SCU)** can be taken in the 6<sup>th</sup> and/or 7<sup>th</sup> semester by the students who meet the requirements from the Program.

**Appendix: Free Electives (5<sup>th</sup> Semester)**

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6494005	Managing Growing Business	2	5
2	Global Business Management	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
3	International Business Management	BUSS7009005	Export-Import Cost Management	2	5
4	International Business Management	MGMT6370005	E-Business for International Business	2	5
5	International Business Management	MGMT7169005	Global Supply Chain Management	2	5
6	Management	BUSS6069005	Business Simulation	2	5
7	Management	BUSS6163005	Organization Development Strategy	2	5
8	Management	BUSS6194005	Business Negotiation Strategy	2	5
9	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
10	Management	MGMT6029005	Knowledge Management	2	5
11	Management	MGMT6063005	Strategic Management	2	5
12	Management	MGMT6145005	Compensation and Performance Management	2	5
13	Management	MGMT6341005	Strategic Management	4	5
14	Management	MGMT6412005	Customer Relationship Management	2	5
15	Accounting Bekasi	ACCT6389020	Big Data Analytics in Accounting & Finance	2	5
16	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
17	Marketing Communication	COMM6523019	Corporate Event Management	2/2	5
18	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
19	Marketing Communication	COMM6539019	Media Convergence in Creative Broadcasting	2	5
20	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
21	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
22	Marketing Communication	COMM6543019	Digital Brand Communicaton	2/2	5
23	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5
24	Tourism	TRSM6160022	Tourism Transportation	2	5
25	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
26	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
27	Architecture	ARCH6129014	Urban Housing	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
28	Architecture	ARCH6130014	Architecture & Social Culture	4	5
29	Architecture	ARCH6132014	Leadership Organization Behavior	4	5
30	Civil Engineering	COMP6046013	Computer Applications in Construction Management	2	5
31	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
32	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
33	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
34	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
35	Food Tech	FOOD6062015	Food Quality Assurance System	2/1	5
36	Food Tech	FOOD6063015	Food Safety & Sanitation	2/1	5
37	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
38	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
39	Industrial Engineering	ISYE6130011	Project Management	2	5
40	Business Law	LAWS6052028	Bankruptcy Law	2	5
41	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
42	Business Law	LAWS6172028	Environmental and Natural Resources Law*	2	5
43	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
44	Business Law	LAWS6176028	Tax Law	2	5
45	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
46	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
47	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
48	International Relations	INTR6151029	Regional Integration in Europe	2	5
49	International Relations	INTR6152029	Regional Integration in America	2	5
50	International Relations	INTR6153029	Regional Integration in East Asia	2	5
51	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
52	International Relations	INTR6161029	Political Economy of Global Media	2	5
53	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
54	International Relations	INTR6167029	International Political Economy of Multinational Corporations	2	5
55	International Relations	INTR6169029	International Migration: Governance and Rights	2	5
56	International Relations	INTR8049029	Global Economic Architecture	2	5
57	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
58	Primary Teacher Education	EDUC6061030	ICT for Distance Learning	2	5
59	Psychology	PSYC6123027	Educational Psychology	2	5
60	Mobile Application & Technology	MOBI6057001	Wearable Technology	2	5
61	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
62	Computer Science	COMP6176001	Human and Computer Interaction	2/2	5
63	Computer Science	COMP6578001	Information Visualization	2	5
64	Computer Science	COMP6144001	Web Programming	2/1	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
65	Computer Science	COMP8129001	User Experience	2/2	5
66	Computer Science	ISYS6197001	Business Application Development	2/2	5
67	Animation	DSGN6689007	Concept Art & Production Design	2	5
68	Animation	DSGN6690007	Animation Storytelling	2	5
69	Creative Advertising	DSGN6661007	Photography	4	5
70	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
71	Information Systems	ISYS6196003	Business Analytics	2	5
72	Information Systems	ISYS6199003	Data & Text Mining	4	5
73	Information Systems	ISYS6202003	Social Informatics	4	5
74	Information Systems	ISYS6289003	Collaborative Computing	4	5
75	Information Systems	ISYS8066003	Business Process Management	4	5
76	Information Systems Accounting & Auditing.	ISYS6608003	IT Service & Risk Management	2	5
77	Information Systems Accounting & Auditing.	ISYS6050003	Information System Audit Fundamental	4	5

**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	IS	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				

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	FS	etc
28					v						v			
29					v							v		
30					v								v	
31						v		v						
32						v			v					
33						v				v				
34						v					v			
35						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	: Study Program Special Purposes

**Description:**

Student will take one of enrichment program tracks

**Certified Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
MGMT6425005	Business Experience in Dynamic Industry	8	20
MGMT6426005	Service Business Industrial Experience	8	
MGMT6366005	Entrepreneurial and Industrial Business Development	4	
<b>Enrichment Program II</b>			
MGMT6427005	Professional Experience in Dynamic Organization	8	20
MGMT6428005	Professional Practice in Service Business	8	
MGMT6172005	Entrepreneurial and Industrial Business Development	4	

**Certified Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
ENTR6908005	New Business Initiation	8	20
ENTR6909005	Product Development Process	8	
ENTR6910005	EES in New Business I	4	
<b>Enrichment Program II</b>			
ENTR6911005	Product Launching	8	20
ENTR6912005	Business Development	8	
ENTR6913005	EES in New Business II	4	

**Certified Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
RSCH6370005	Research for Business Management	8	20
RSCH6553005	Scientific Writing in Business Management	8	

Code	Course Name	SCU	Total
RSCH6453005	Global Entrepreneurship and Business Development	4	20
<b>Enrichment Program II</b>			
RSCH6373005	Research for Industrial Competition	8	
RSCH6554005	Scientific Writing in Management Research	8	
RSCH6375005	Global Entrepreneurship and Industrial Competition	4	

### Certified Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6120005	Community Outreach Project Implementation	8	
CMDV6333005	Community Outreach Project Design in Management	8	
CMDV6254005	Socio Entrepreneurship Development	4	
<b>Enrichment Program II</b>			20
CMDV6117005	Community Development Project Implementation	8	
CMDV6334005	Community Development Project Design in Management	8	
CMDV6094005	Managing Socio Entrepreneurship	4	

### Certified Study Abroad Track

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			20
<b>Enrichment Program I</b>			
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	
<b>Enrichment Program II</b>			
GLOB6017005	Elective Course for Study Abroad 13	4	
GLOB6018005	Elective Course for Study Abroad 14	4	
GLOB6019005	Elective Course for Study Abroad 15	4	
GLOB6020005	Elective Course for Study Abroad 16	4	
GLOB6021005	Elective Course for Study Abroad 17	2	
GLOB6022005	Elective Course for Study Abroad 18	2	



Code	Course Name	SCU	Total
GLOB6023005	Elective Course for Study Abroad 19	2	
GLOB6024005	Elective Course for Study Abroad 20	2	
GLOB6025005	Elective Course for Study Abroad 21	2	
GLOB6026005	Elective Course for Study Abroad 22	2	
GLOB6027005	Elective Course for Study Abroad 23	2	
GLOB6028005	Elective Course for Study Abroad 24	2	
GLOB6253005	Elective Course for Study Abroad 31	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
<b>Elective courses list for Specific Independent Study*</b>			20
<b>Enrichment Program I</b>			
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	
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	

Code	Course Name	SCU	Total
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
<b>Enrichment Program II</b>			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	

### The Table of Prerequisite for Business Management Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
MGMT6419005	Service Management Fundamental	2	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6415005	Thesis	4	8	RSCH6026005	Research Methodology	4	5
MGMT6017005	Thesis	6	8				

### 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	ENTR6511005	Entrepreneurship: Market Validation	C
3	MKTG8005	Marketing Management	C
4	MGMT6358005	Managing Business Information	C
5	MGMT6012	Human Resources Management*	C
6	MGMT6011	Introduction to Management and Business	C
7	BUSS6066005	Business Ethics	C
8	MGMT6357005	Multinational Corporation Management	C

\*) Tutorial & Multipaper