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 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

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 embeding 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% ofentrepreneurship, character (soft-skills), ICT(e-business/e-commerce), and internationalization courses; and 20% of enrichment program with 5 track options for students in their 6th – 7thsemester (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	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	

Sem	Code	Course Name	SCU	Total
2	CHAR6013	Character Building: *Pancasila*	2	20
	MATH6176	Business Mathematics	2	
	MGMT6297	Operations Management**	4	
	ACCT6351	Accounting for Business	4	
	MGMT6012	Human Resources Management - **(AOL)**	4	
	LANG6027	Indonesian	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: *Kewarganegaraan*	2	20
	STAT8067	Business Statistics I	2	
	FINC6001	Financial Management**	4	
	BUSS6066	Business Ethics	2	
	LAWS6159	Legal Aspects in Business	2	
	MGMT6358	Managing Business Information	2/2	
	ENTR6509	Entrepreneurship: Ideation	2	
	MGMT6419	Service Management Fundamental	2	
4	CHAR6015	Character Building: *Agama*	2	20
	MGMT6357	Multinational Corporation Management	4	
	STAT8068	Business Statistics II - **(AOL)**	2/2	
	MGMT6401	Digital Supply Chain Management	2	
	MGMT6239	Service Operation Management**	2	
	MGMT6399	Fundamentals of Supply Chain Management**	2	
	MKTG6298	Service Marketing Management**	2	
	ENTR6510	Entrepreneurship: Prototyping	2	
5	RSCH6026	Research Methodology**	4	20
	MGMT6400	Supply Chain Strategy*	2	
	BUSS6171	Business Sustainability	4	
	MGMT6362	Global Supply Chain Services	2	
	MGMT6365	Current Issue in Service Business and Technology**	2	
	ENTR6511	Entrepreneurship: Market Validation	2	
	Free Electives		4	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	MGMT6404	Pre Thesis	2	6
	MGMT6415	Thesis	4	
			TOTAL CREDIT 146 SCU	

*) 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.

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6494	Managing Growing Business	2	5
2	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	5
3	International Business Management	BUSS7009	Export-Import Cost Management	2	5
4	International Business Management	MGMT6370	E-Business for International Business	2	5
5	International Business Management	MGMT7169	Global Supply Chain Management	2	5
6	Management	BUSS6069	Business Simulation	2	5
7	Management	BUSS6163	Organization Development Strategy	2	5
8	Management	BUSS6194	Business Negotiation Strategy	2	5
9	Management	ISYS8175	E-Business Strategy and Implementation	4	5
10	Management	MGMT6029	Knowledge Management	2	5
11	Management	MGMT6063	Strategic Management	2	5
12	Management	MGMT6145	Compensation and Performance Management	2	5
13	Management	MGMT6341	Strategic Management	4	5
14	Management	MGMT6412	Customer Relationship Management	2	5
15	Accounting Bekasi	ACCT6389	Big Data Analytics in Accounting & Finance	2	5
16	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
17	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
18	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
19	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
20	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
21	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
22	Marketing Communication	COMM6543	Digital Brand Communicaton	2/2	5
23	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
24	Tourism	TRSM6160	Tourism Transportation	2	5
25	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
26	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
27	Architecture	ARCH6129	Urban Housing	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
28	Architecture	ARCH6130	Architecture & Social Culture	4	5
29	Architecture	ARCH6132	Leadership Organization Behavior	4	5
30	Civil Engineering	COMP6046	Computer Applications in Construction Management	2	5
31	Computer Engineering	CPEN6098	Computer Networks	2/2	5
32	Computer Engineering	CPEN6126	Cross Platform Application Development	4	5
33	Computer Engineering	CPEN6225	Telco Network & Switching System	2	5
34	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
35	Food Tech	FOOD6062	Food Quality Assurance System	2/1	5
36	Food Tech	FOOD6063	Food Safety & Sanitation	2/1	5
37	Industrial Engineering	ISYE6067	Global Supply Chain	2	5
38	Industrial Engineering	ISYE6115	Transportation Modeling	2	5
39	Industrial Engineering	ISYE6130	Project Management	2	5
40	Business Law	LAWS6052	Bankruptcy Law	2	5
41	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
42	Business Law	LAWS6172	Environmental and Natural Resources Law*	2	5
43	Business Law	LAWS6174	Contract & Legislative Drafting	2	5
44	Business Law	LAWS6176	Tax Law	2	5
45	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	5
46	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	5
47	Chinese Literature	CHIN6159	Chinese Character Writing	2	5
48	International Relations	INTR6151	Regional Integration in Europe	2	5
49	International Relations	INTR6152	Regional Integration in America	2	5
50	International Relations	INTR6153	Regional Integration in East Asia	2	5
51	International Relations	INTR6154	Regional Integration in Africa and Middle East	2	5
52	International Relations	INTR6161	Political Economy of Global Media	2	5
53	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
54	International Relations	INTR6167	International Political Economy of Multinational Corporations	2	5
55	International Relations	INTR6169	International Migration: Governance and Rights	2	5
56	International Relations	INTR8049	Global Economic Architecture	2	5
57	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
58	Primary Teacher Education	EDUC6061	ICT for Distance Learning	2	5
59	Psychology	PSYC6123	Educational Psychology	2	5
60	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
61	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
62	Computer Science	COMP6176	Human and Computer Interaction	2/2	5
63	Computer Science	COMP6578	Information Visualization	2	5
64	Computer Science	COMP6144	Web Programming	2/1	5
65	Computer Science	COMP8129	User Experience	2/2	5
66	Computer Science	ISYS6197	Business Application Development	2/2	5
67	Animation	DSGN6689	Concept Art & Production Design	2	5
68	Animation	DSGN6690	Animation Storytelling	2	5
69	Creative Advertising	DSGN6661	Photography	4	5
70	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
71	Information Systems	ISYS6196	Business Analytics	2	5
72	Information Systems	ISYS6199	Data & Text Mining	4	5
73	Information Systems	ISYS6202	Social Informatics	4	5
74	Information Systems	ISYS6289	Collaborative Computing	4	5
75	Information Systems	ISYS8066	Business Process Management	4	5
76	Information Systems Accounting & Audit	ISYS6608	IT Service & Risk Management	2	5
77	Information Systems Audit	ISYS6050	Information System Audit Fundamental	4	5

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		

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	FS	etc
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	

Note:

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

Description:
Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
MGMT6425	Industrial Experience in Dynamic Industry	8	20
MGMT6426	Service Business Industrial Experience	8	
MGMT6366	Entrepreneurial and Industrial Business Development	4	
Enrichment Program II			
MGMT6427	Professional Experience in Dynamic Organization	8	20
MGMT6428	Professional Practice in Service Business	8	
MGMT6172	Entrepreneurial and Industrial Business Development	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6908	New Business Initiation	8	20
ENTR6909	Product Development Process	8	
ENTR6910	EES in New Business I	4	
Enrichment Program II			
ENTR6911	Product Launching	8	20
ENTR6912	Business Development	8	
ENTR6913	EES in New Business II	4	

Enrichment Research

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6370	Research for Business Management	8	20
RSCH6553	Scientific Writing in Business Management	8	
RSCH6453	Global Entrepreneurship and Business Development	4	
Enrichment Program II			
RSCH6373	Research for Industrial Competition	8	20
RSCH6554	Scientific Writing in Management Research	8	
RSCH6375	Global Entrepreneurship and Industrial Competition	4	

Enrichment Community Development

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6120	Community Outreach Project Implementation	8	20
CMDV6333	Community Outreach Project Design in Management	8	
CMDV6254	Socio Entrepreneurship Development	4	
Enrichment Program II			
CMDV6117	Community Development Project Implementation	8	20
CMDV6334	Community Development Project Design in Management	8	
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	20
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	
GLOB6251	Elective Course for Study Abroad 29	4	
Enrichment Program II			20
GLOB6017	Elective Course for Study Abroad 13	4	

Code	Course Name	SCU	Total
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	
GLOB6253	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.*

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
ENTR6561	Design Thinking for Innovation	4	
MKTG6299	Business Negotiation	4	
MKTG6300	Marketing Strategy	4	20
STAT6187	Applied Statistics	4	
MGMT6420	Human Resources Management Strategy	4	

The Table of Prerequisite for Business Management Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
MGMT6419	Service Management Fundamental	2	3	MGMT6011	Introduction to Management and Business	4	1
MGMT6415	Thesis	4	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	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

*) Tutorial & Multipaper