

## **MM Business Management – Blended Learning**

### **Introduction**

The MM Business Management - Blended Learning is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and professionals that are highly mobile with a heavy workload, in which they were constrained by the location of their working area and working hours. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies, with some limitations in terms of location to enrich their education background and inflexible working hours. The program also provides knowledge and skills in innovation and entrepreneurship that equips the students to launch their own businesses or become intrapreneurs in established firms.

The MM Business Management - Blended Learning is a 41-credit program consisting of knowledge in functional areas, innovation, entrepreneurship, business research, human capital management, business ethics and a capstone course in strategic management. Participants are also exposed to courses related to Information Systems (IS) and digital business management. Upon the completion of the study, students are expected to earn knowledge and skills in general management according to the most current conceptual and analytical development in managerial practices. They will also have insights into developing and implementing sustainable customer value. Moreover, they will have soft-skills in aligning and balancing the various and often conflicting needs and demands of the many groups of stakeholders in play: shareholders, workers, community, media, government and the public at large.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience to the classroom, consistently imparting and sharing the wisdom of their experience to the participants. They integrate a mix of teaching methodologies including, but not limited to, traditional as well as online lectures, guest lectures, case studies, class and online presentations, summaries, and field projects. The participant will learn to develop critical thinking skills, strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist participants in accomplishing their theses.

This program provides a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships between themselves with the faculty, and also encourages intellectual challenge and exploration.

### **Award/Degree**

- MM degree from BINUS UNIVERSITY

### **Study Completion Requirements**

To complete MM degree (in Business Management) at BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 41 SCUs, all of which are mandatory courses.

### **Teaching, Learning, and Assessment Strategy**

The teaching, learning and assessment methods used in the program, such as case studies, online and in-class exercises, simulations, group project assignments and presentations, are designed to enhance the students' capability in problem identification and analysis, understanding strategic alternatives and exchanges of ideas. Students are learning theories, concepts and best practices from faculty staff who have strong academic background and 15 years business experience on average. This learning process provides students with good grounds for understanding a broad overview of the industry. On occasions, the program also invites visiting

professionals as guest lecturer. These experiences support individual career objectives and may provide social and professional networks. Furthermore, the regularly-held CEO, CFO and CMO guest seminar events also enrich students with new perspectives on how to relate theoretical foundations they study in the program with current practices.

Innovation is developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred as 'design thinking', is developed through some courses in the program. Students are required to translate selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

At the end of the program, students are required to write a thesis and publish a research paper in a peer-reviewed journal as the assessment of students' comprehensive understanding of business management concepts learnt in the program.

### **Employability and Career Support**

A wide range of career opportunities at a managerial level (such as business development manager) in business and management domain covering services and manufacturing industry, as well as private and public enterprises, offer vast opportunities for students after their successful completion of this eighteen month program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills to face industry challenges.

### **Course Structure**

MM Business Management - Blended Learning consists of following courses:

<b>Sem</b>	<b>Code</b>	<b>Course Name</b>	<b>SCU</b>	<b>Total</b>
1	MKTG8012	Marketing Management in Digital World	3	16
	MGMT8043	Leadership & Human Capital Management	3	
	ISYS8031	Information Systems for Management	2	
	STAT8097	Business Statistics	3	
	RSCH8073	Research Methodology	2	
	MGMT8040	Digital Business & E-Commerce Management	3	
2	RSCH8072	Research Analysis & Publication	2	14
	MGMT8044	Operations Management	3	
	ACCT8144	Accounting for Managers	3	
	FINC8009	Financial Management	3	
	ENTR8034	Design Thinking & Entrepreneurship	3	
3	BUSS8007	Ethics & Social Awareness	2	11
	MGMT8088	Thesis	6	
	MGMT8089	Strategic Management in Business	3	
<b>TOTAL CREDIT 41 SCU</b>				