

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

### **Introduction**

The MM Business Management - Blended Learning is a Master of Management (MM) program designed for recent graduates (Strata-1 or equivalent) and professionals that are highly mobile with a heavy workload, in which they are 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 business 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 entrepreneurs in established firms.

The MM Business Management - Blended Learning program is a 42-credit program consisting of knowledge in functional areas, innovation, entrepreneurship, business research, human capital management, business ethics, and a capstone course in strategic management. The participants are also exposed to courses related to digital business management. Upon completion of the study, students are expected to have knowledge and skills in general business 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, the community, the media, the 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 mixture 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 participants 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 the participants in accomplishing their theses.

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

### **Award/Degree**

MM degree from BINUS UNIVERSITY

### **Study Completion Requirements**

To complete an MM degree (in Business Management) from the BINUS BUSINESS SCHOOL Master Program, students must complete a minimum of 42 SCUs, in which 28 credits are mandatory courses.

### **Teaching, Learning, and Assessment Strategies**

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' capabilities in problem identification and analysis, in understanding strategic alternatives and exchanges of ideas. Students learn theories, concepts, and best practices from faculty staff who have strong academic backgrounds and 15 years of 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 lecturers. 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 the theoretical foundations they study in the program with the current practices.

Innovation is developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred to 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 the business management concepts learned in the program.

### **Employability and Career Support**

A wide range of career opportunities at the managerial level (such as business development manager) in business and management domain covering the 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

The MM Business Management - Blended Learning program consists of the following courses:

Sem	Code	Course Name	SCU	Total
1	ENTR8010048	Design Thinking and Entrepreneurship	3	15
	ACCT8014048	Accounting and Financial Management	3	
	MGMT8057048	Leadership and Human Capital Management	2	
	MKTG8018048	Marketing and Digitalization Strategy	2	
	RSCH8104048	Research Methodology	3	
	BUSS8024048	Business Analytics	2	
2	RSCH8091048	Research Analysis and Publication	2	13
	MGMT8064048	Leading with People Analytics	3	
	MKTG8019048	Analytics and Digital Marketing	3	
	MGMT8068048	Management Consulting Projects	3	
	FINC8017048	Digital Finance and Financial Technology	3	
3	BUSS8025048	Business Ethics	2	14
	MGMT8058048	Strategic Management in Business	3	
	MGMT8066048	Digital Supply Chain Management	2	
	MGMT8088048	Thesis	6	
<b>TOTAL CREDITS 42 SCU</b>				