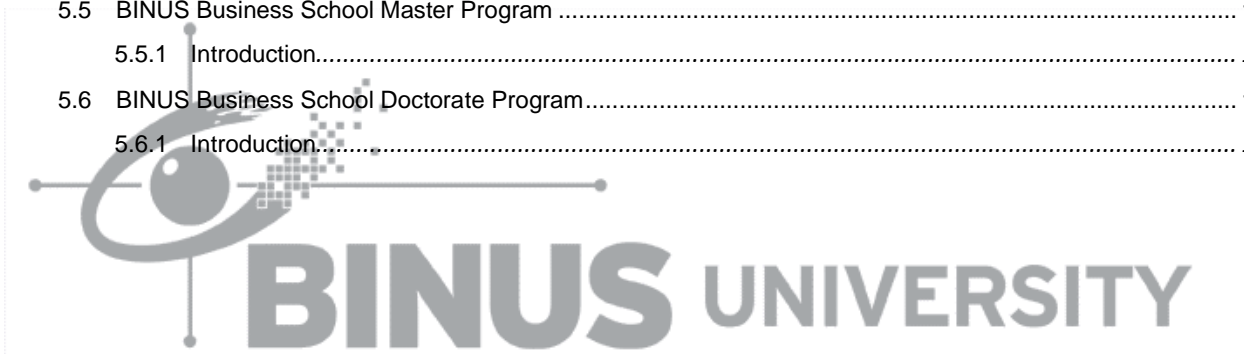


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5. BINUS BUSINESS SCHOOL

5.1 History and Development

BINUS Business School (BBS) offers three levels of higher education programs in business, entrepreneurship, and management studies for Undergraduate, Master, and Doctorate Programs. There are two undergraduate programs in BBS:

1. Bachelor of Economics in Management degree program consists of the international programs (located in Joseph Wibowo Center or JWC campus) and the regular programs (located in Kemanggisian, Alam Sutera, and Bekasi campuses).
2. Bachelor of Business in Entrepreneurship degree program that consists of the Creativepreneurship Program in Bandung campus and the Entrepreneurship & Business Creation program in Malang campus.

The Master Program is known as *Master of Management* degree program located in JWC and Alam Sutera campuses), while the Doctoral Program is a *Doctor of Research in Management* degree program (located in Kemanggisian & JWC campuses).

BINUS Business School has been nationally recognized as a study program with Information and Communication Technology (ICT) driven, business, and entrepreneurial focus. Each program's curricula are continuously updated and benchmarked to local and international industries, and many reputable national and international universities. The Undergraduate and Master degree programs at BINUS Business School have been awarded the highest grade or Superior (*Unggul* in the Indonesian language) from the national accreditation agency for higher education (BAN-PT) of the Republic of Indonesia.

BINUS Business School has been officially accredited by The Association to Advance Collegiate Schools of Business (AACSB), the most reputable international accreditation for business schools, since 2019. AACSB is a global non-profit institution that focuses on assessing the education quality of universities around the world. AACSB has a mission to improve the quality of education, especially in business and accounting. Established in 1916, today, AACSB has more than 1,700 business education institutions from around the world as its members. There are only 862 business schools in 56 countries and territories, 18 business schools in Southeast Asia, that have earned AACSB Accreditations. BINUS Business School is the first business school from a private university in Indonesia to get an AACSB accreditation. In 2020, the BBS Bachelor of Business in Entrepreneurship degree program has been included in BBS-AACSB accreditation.

BINUS Business School emphasizes its curriculum in business decision-making, professionalism, entrepreneurial skill, and ethics, which are applied within small to large businesses at the local and international levels. The philosophy of education in BINUS Business School is to nurture business management knowledge with the willingness to improve the current achievements continuously. One of the significant values that BINUS Business School is the freedom to innovate. The regular undergraduate program is carried out face-to-face for five semesters, followed by an off-campus enrichment program for two semesters consisting of 5 types of activities: 1. internship, 2. study abroad, 3. community development, 4. research and 5. entrepreneurship, and outside the school for one semester in the form of selecting free elective courses and minor programs. BINUS Business School-Undergraduate

Program (BBS-UP) provides a selection of minor programs and free elective programs that can expand the scope and variation of knowledge, thus giving each student unique value. It means combining integrity with a creative and results-oriented spirit.

BBS-UP in Management Program manages the following programs: Business Creation, Business Management, International Business Management, Global Business Marketing, and Management. Meanwhile, BBS Undergraduate Program in Entrepreneurship offers two programs: Creativepreneurship Program that focus on ICT-intensive commercialization technology prowess and Entrepreneurship & Business Creation program that focus on the development of digital technopreneur who can compete in global competition.

BINUS Business School - International Undergraduate Program (BBS-IUP) currently has concentrations in International Business (IB) and Business Management and Marketing (BMM). BBS IUP is a full English program using both national and international curricula. Students can get double degrees by studying the last 1 or 2 years of their program with university partners in UK, Germany, China, Korea, or other countries. Furthermore, BBS IUP joins forces with the University of Newcastle in Australia (a top 200 university in the world) to launch undergraduate double degree programs. This cooperation provides an effective way for students to get a bachelor degree concentrated in IB or BMM from BINUS University and a bachelor degree in innovation and entrepreneurship from the University of Newcastle within 4 year-time in Jakarta.

BINUS Business School Master of Management Program provides diverse and relevant programs that cater to specific needs, such as career advancements, changes in career direction, personal development, or research opportunities. BINUS Business School MP currently manages the following programs: Young Professional Creative Marketing, Young Professional Business Management, Professional Business Management, Business Management (Blended Learning), and Executive Management.

BINUS Business School Doctorate Program is a doctorate program in management which emphasizes the development of knowledge in management by combining the elements of science, best practices, and use of ICT. It offers concentrations in Marketing Science and Analytics, Entrepreneurship and Innovation, Banking and Finance, Business Information System and Digital Technology, Human Capital Management and Organisation, and Corporate Strategy & Agility.

Vision and Mission BINUS BUSINESS SCHOOL

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.

Academic Title

Students have the right to carry the academic title from BINUS Business School if he/she has fulfilled the requirements to attend graduation. The title given is adapted to the rule of the government.

Table of Academic Title BINUS Business School

Programs	Study Level	Academic Title
BBS Undergraduate Program @Greater Jakarta:		
• Management	S1	Sarjana Ekonomi (S.E.)
• Global Business Marketing	S1	Sarjana Ekonomi (S.E.)
• International Business Management	S1	Sarjana Ekonomi (S.E.)
• Business Creation	S1	Sarjana Ekonomi (S.E.)
• Business Management	S1	Sarjana Ekonomi (S.E.)
BBS Undergraduate Program @Bandung:		
• Creativepreneurship	S1	Sarjana Bisnis (S.Bns.)
BBS Undergraduate Program @Malang:		
• Entrepreneurship Business Creation	S1	Sarjana Bisnis (S.Bns.)
BBS International Undergraduate Program:		
• International Business	S1	Sarjana Ekonomi (S.E.)
• Business Management and Marketing	S1	Sarjana Ekonomi (S.E.)
BBS Master of Management Program:		
• MM Young Professional – Business Management	S2	Magister Manajemen (M.M.)
• MM Young Professional – Creative Marketing	S2	Magister Manajemen (M.M.)
• MM Professional – Business Management	S2	Magister Manajemen (M.M.)
• MM Business Management – Blended Learning	S2	Magister Manajemen (M.M.)
• MM Executive Management	S2	Magister Manajemen (M.M.)
BBS Doctorate Program:		
Doctor of Research in Management	S3	Doktor (Dr.)

5.2 BINUS Business School Undergraduate Program @Greater Jakarta

5.2.1 Introduction

The School was established in 1996. Since then, The School continues to grow, placing a remarkable milestone and great journey in supporting the needs of the industry and addressing the challenges of national education. In 2017, BINUS UNIVERSITY initiated a consolidation of all level of Business School into a single comprehensive unit that offers three levels of higher education in business and management studies: undergraduate, master, and doctoral level. BINUS Business School Undergraduate Programs is part of BINUS Business School.

In 2019 BINUS Business School has been officially accredited by the Association to Advance Collegiate Schools of Business (AACSB), the most reputable international accreditation for business schools. In the same year BINUS

Business School Undergraduate Program in Management have been awarded an A grade for its 3rd times re-accreditation award since 2009, from the national accreditation agency for higher education (BAN-PT) of the Republic of Indonesia. In 2020, BINUS Business School Undergraduate Management Program, again, has been awarded the highest grade or Superior (Unggul in the Indonesian language) from the national accreditation agency for higher education (BAN-PT) of the Republic of Indonesia. In 2020, the BINUS Business School Undergraduate Program in Entrepreneurship degree program has been included in BBS-AACSB accreditation.

There are two undergraduate degree programs in BBS:

1. Bachelor of Economics in Management degree program that offers five majors, and those are Management (S1 - SE), Global Business Marketing (S1 - SE), International Business Management (S1 - SE), Business Creation (S1 - SE), and Business Management (S1 – SE).
2. Bachelor of Business in Entrepreneurship degree program that offers two majors: Creativepreneurship Program and the Entrepreneurship - Business Creation program.

All the programs are created to offer a high-quality standard of education programs for undergraduate students. The curriculum of each program is continuously updated and benchmarked to local and international industry and many reputable international universities, especially in anticipating and exploiting the potential of the Industrial Revolution 4.0.

Management program emphasizes in applied business decision-making within small to large businesses. The content of the curriculum portrays the current business background for helping students to develop their leadership and entrepreneurial skills that are essential in managing business and organizations, developing new business development or e-business. In-depth case discussion, collaboration with industry players and experts become the major activities to achieve a high-quality education management program.

The Global Business Marketing program prepares students to succeed in fast-paced marketing environments. Students learn about the latest and emerging trends in marketing practice and shape their soft-skills which enable them to conquest global competition. This program has three values to be conveyed to students, i.e. dynamic (how to quick-response to the dynamic market trends), creative (how to design and execute creative marketing strategy and programs), and digitalized (how to apply digital concept in marketing activities in this technology era).

The International Business Management Program was firstly initiated in 2012. The program is designed to enable students to cope with the dynamic international business environment. The students will be equipped with the knowledge and skills of business in an international atmosphere, its process, and cases that may be faced in the business environment. The knowledge and skills that gained by students will equip them to enter and develop careers in international business including but not restricted to trade, export and import, e-commerce, international new business development, entrepreneurship, and sustainability.

Business Creation Program is the expansion of the Entrepreneurship stream in Management program. This program is specifically designed to produce graduates who are pursuing to establishing and running a new business (business start-up). Students will be equipped with the knowledge, skills and attitude (entrepreneurial competencies) about how to find business opportunities and to generate innovative business ideas; how to design a business model and write a

business plan that generates sustainable revenue streams growth and sustainable business. Furthermore, all students are required to run a business in the sixth and seventh semesters accompanied by a business mentor and business advisor.

Business Management Program was established in 2016. The Program equips the students with knowledge and expertise in management concepts, creative thinking and entrepreneurial skills, global mindset, and ethics. The uniqueness of this program is strengthening the students with “*digital service and supply chain management*”. Service orientation and supply chain will be crucial future knowledge and skills for any company. Therefore, the competencies will be key competitive advantage for any company in providing integrated solutions for customer problems. Responding to these challenges, the Business Management Program has prepared Higher Education programs that enable graduates in identifying the services and supply chain designs required by the industry, initiation, running them efficiently, and connecting them to various companies and industries strategically and sustainably.

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.

5.3 BINUS Business School Undergraduate Program @Bandung

5.3.1 Introduction

The Creativepreneurship Department is a study program under BINUS Business School established in 2017 to address the needs of Bandung City Society. Creativepreneurship present to answer the creativity needs and entrepreneurial, align with International Accreditation achievement through AACSB since 2019. The implementation of AACSB prioritizes the quality of the teaching and learning process align with Student Outcomes needed with Stakeholders.

The Creativepreneurship department prepares young people to become Bachelor of Businesses, focusing on building businesses in creative industries and/or developing a business based on creativity. This study program will explore the Creativepreneurship as a leadership style that merges ICT commercialization with a practical creative entrepreneurial knowledge, skills, and attitude required to develop new business ideas in the emerging technological innovation domain. Intended for continuously pursuit the successful business growth to capture value for the firm in a sustainable and ethical manner, moreover, actively contribute to the prosperity of the society at large.

Experiential Learning Techniques and Innovation Practices, i.e. Entrepreneurship Living Laboratory, Practical Market Testing and Commercializing, Investor Pitch, Mentoring, Coaching, Counseling, Facilitating program, used for students to gain practical knowledge, skills and attitudes in technology innovation development, commercialization and innovative venture creation. By the end of study program, the student will be potential achieve success in establishing creative careers as an individual who starts a new creative business enterprise, entrepreneur, eBusiness Startup, Business Innovator, Business Developer, Business Planner, Business Consultant, Business Leader, Business Facilitator, Cyber/Digital Entrepreneur, Business Analyst, e-Commerce Specialist, Intrapreneur, Sociopreneur, and/or Technopreneur.

Vision and Mission BINUS BUSINESS SCHOOL @Bandung

Vision

To be an internationally recognized business school in the continuous pursuit of innovation in education.

Mission

The missions of Creativepreneurship are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

Professionals: Preparing 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. Business Concept

Each student should be able to comprehend business concept.

2. Entrepreneurial Acumen

Each student should be able to demonstrate entrepreneurial acumen by applying creative, innovative, analytical thinking as well as applying communication skills, and ICT skills.

3. Ethics

Each student should be able to apply ethical and professional values.

4. Sustainable Business Perspective

Each student should be able to articulate sustainable business perspective in exercising business concept.

5.4 BINUS Business School Undergraduate Program @Malang

5.4.1 Introduction

At Malang Campus, BINUS Business School Undergraduate Program (BBS UP) offers Entrepreneurship Business Creation Study Program. This study program acquaints entrepreneurship as an academic discipline. The curriculum is designed in particular to prepare students to be creative and innovative entrepreneurs by providing a blueprint for turning ideas into a viable venture. Entrepreneurship education also aims to shape the characteristics and mindset of

entrepreneurs who have high motivation, dare to try and be innovative, which can be applied in various fields of one's life and career.

Vision

To be an internationally recognized business school in the continuous pursuit of innovation in education.

Mission

The missions of Entrepreneurship Business Creation are to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society

Professional: Preparing 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. Business Concept

Each student should be able to comprehend business concept.

2. Entrepreneurial Acumen

Each student should be able to demonstrate entrepreneurial acumen by applying creative, innovative, analytical thinking as well as applying communication skills, and ICT skills.

3. Ethics

Each student should be able to apply ethical and professional values.

4. Sustainable Business Perspective

Each student should be able to articulate sustainable business perspective in exercising business concept.

5.5 BINUS Business School International Undergraduate Program

5.5.1 Introduction

The BINUS Business School International Undergraduate Program (BBS IUP) is located at the Joseph Wibowo Center (JWC) campus, Jalan Hang Lekir I No. 6, Senayan, right in the middle of Jakarta's business district. BBS IUP is the first private business school in Indonesia to receive the highly acclaimed accreditation from AACSB (Association to Advance Collegiate Schools of Business), a United States-based business education alliance.

The school offers 2 specializations, i.e., International Business and Business Management & Marketing. In the third or fourth years of study, the students can go abroad to choose a variety of double degree programs from an array of management subjects with foreign universities. Furthermore, BBS IUP also offers a double degree with the University of Newcastle (UoN), a top university from Australia, in the Innovation and Entrepreneurship area that can be completed in 4 years at Binus JWC without leaving Indonesia. In 2013, the Binus FX campus on Jalan Jendral Sudirman, Jakarta was opened to accommodate a growing body of students.

Learning Goals

By the completion of our program, BINUS expects the students to master:

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.

5.4.2 Partners

The BINUS Business School International Undergraduate Program has a strong commitment towards providing quality education for all of our students. For our dual-degree students in particular, the learning experience may even extend beyond the walls of our campus and national borders. It is because of that commitment that BINUS Business School carefully selects its partners to ensure that our students can obtain the full benefits of having courses taught by our partners, and thereby acquire the second degree.

The quality of our partners has grown over the years and students can now choose to study in partner universities which are mostly listed in the top 200 in the world, and have excellent international reputations. We are confident that our students will gain the benefits of the exposure and experience of learning in a multi-cultural environment. We hope that from that experience, our students will acquire not only the hard-skills needed to compete in the job market, but also the soft-skills, such as interpersonal skills in a culturally diverse environment - a necessary competency in this era of globalization.

Our partners at a glance:

1. Bournemouth University

Bournemouth University has more than 19,000 students. With all these student activities, there is a responsibility to the environment and BU is delighted to hold the eco-campus platinum award for its work in making the university sustainable. All students are offered the option to undertake a placement as part of their degree, resulting in 86% of BU graduates saying that their placement helped them in their employment (November 2017). A total of 92.3% of BU students are employed or continue their study six months after graduating at the undergraduate level (DLHE survey, 2016). AACSB accreditation places BU's Business School amongst the world's top 5%. It has a Times Higher Education World University Rank TOP 500, and a QS World University Rank TOP 750.

BINUS Business School International Undergraduate Program(s): ***Double degree in International Business and Business Management & Marketing.***

2. CBS International Business School

Founded in 1993 as Cologne Business School, it was one of the first schools in Germany to introduce a Bachelor of Arts degree in International Business. Cologne Business School is a business school of the European University of Applied Sciences (EUFH) Rhein/Erft, which is rated as one of Germany's top institutions of higher education in the area of business studies. Cologne Business School is officially accredited by the German authorities and in addition it received its Bachelor's program accreditation from FIBAA (i.e. the Foundation for International Business Administration Accreditation, the accreditation board for Germany, Austria, and Switzerland). Cologne Business School was the first business school in Germany to receive the internationally renowned accreditation of the International Accreditation Council for Business Education (IACBE). Cologne Business School is a member of AACSB as well. The excellent study conditions are based on small learning groups and intensive supervision by the professors and lecturers. Early in 2020, Cologne Business School was rebranded into the CBS International Business School.

BINUS Business School International Undergraduate Program(s): ***Double degree in International Business and Business Management & Marketing.***

3. Macquarie University

Macquarie University was founded in 1964. Its unique location in the heart of Australia's largest high-technology precinct provides benefits for staff and students through an environment of outstanding research and innovation, and through learning and teaching opportunities with world-leading organizations. It has a 126-hectare park-like campus protected by the award-winning sustainability practices. It has been awarded five stars in the prestigious QS Stars rating system for high performance in areas such as teaching, research, graduate employability, and facilities. Many of the courses are designed in collaboration with industries and enjoy accreditation by peak professional bodies, which gives the students a head start on their careers. Throughout the programs, students are required to observe facts objectively, make logical decisions, and generate optimal solutions to problems that they might face and be prepared for an increase in the use of technology in the industry. It has a Times Higher Education World University Rank TOP 250, and a QS World University Rank #237, specifically for its Business & Management Studies is in TOP 250 QS WUR, Accounting and Finance in TOP 150.

BINUS Business School International Undergraduate Program(s): ***Double Degree in Business Management & Marketing and Master Track in Business Management & Marketing.***

4. Ningbo University

Ningbo University is an emerging local comprehensive university that grew up in the reform and opening up era. Founded in 1986, Ningbo University is a comprehensive teaching and research university. Its disciplines cover the eleven major categories of economics, law, education, literature, history, science, engineering, agriculture, medicine, management, and art. The school has vigorously promoted the international school-running process and has established cooperation and exchanges with more than 170 colleges and universities in more than 70 countries. The school is located in the north area of Ningbo Higher Education Park, covering an area of 3551 acres, with a total construction area of 1.241 million square meters. In 2017, it won the highest honor in the country for the combination of government, industry, university, and research, the "China Industry-University-Research Cooperation Innovation Award". It has an effective invention patent ranked among the top 50 universities in the country.

BINUS Business School International Undergraduate Program(s): ***Double degree in International Business.***

5. **Queensland University of Technology**

Queensland University of Technology (QUT) is a major Australian university with a global outlook and a real-world focus. It is one of the nation's fastest growing research universities and the courses are in high demand. QUT graduates include eight Rhodes Scholars, five of these awarded in the past six years. QUT is transforming the student experience it offers the 50,000 students and QUT places a premium on the international and national accreditation of QUT various professional degrees. QUT established the world's first Creative Industries Faculty, and invests heavily in collaborative learning and interdisciplinary research environments. The business, law, and science and engineering students are based at Gardens Point, right in the center of Brisbane. The main campus for the creative industries, education and health studies, Kelvin Grove is located in the thriving Kelvin Grove Village. QUT Business School is one of the prestigious universities worldwide that hold the Triple Crown of international accreditation of EQUIS, AACSB (Business), and AMBA.

It has a Times Higher Education World University Rank #179, and a QS World University Rank #224, specifically for its Business and Management Studies in TOP 150 QS WUR.

BINUS Business School International Undergraduate Program(s): ***Double Degree in Business Management & Marketing.***

6. **Saxion University of Applied Sciences**

The Saxion University of Applied Sciences is one of the largest institutions of higher education in the Netherlands, with close to 27,000 students (and still growing). Saxion University has a rich history - its roots can be traced back to 1875. A merger of two educational institutions, the Hogeschool Enschede and Hogeschool Jselland, paved the way for Saxion University to be in its present form in 1998. Saxion offers a broad range of courses at various levels, including many international programs. The courses are aligned with the (future) labor market. The quality of education at Saxion is monitored by the Dutch Ministry of Education, Culture, and Science, as well as is accredited by several international bodies, assuring that the programs offered are of a high standard. Many of Saxion's full-time educational courses are already conducted in English, with more being added each year. Research is an important component of Saxion education. Students develop an investigative attitude; they know how to apply research results. Education and research in Saxion blend theory and practice, and international cooperation projects contribute with an international dimension. International projects with partners from different countries and from different industries or professions enable the development of innovative products, processes, or knowledge driven expertise.

BINUS Business School International Undergraduate Program(s): ***Double degree in Business Management & Marketing.***

7. **University of New South Wales (UNSW)**

UNSW Sydney (the University of New South Wales) is one of Australia's leading research and teaching universities. Established in 1949, UNSW is one of the top 100 universities in the world, with more than 60,000 students and a 7,000-strong research community. UNSW is a member of the prestigious [Group of Eight](#) - a coalition of Australia's leading research intensive universities. It was awarded the maximum QS Five Star Plus

rating in 2019 for teaching, research, employability, facilities, internationalization, inclusiveness, specialist subjects, and innovation. UNSW's international and regional partnerships, first-class academics, and state-of-the-art facilities mean the students graduate with relevant, highly sought-after skills. The main UNSW campus is located on a 38-hectare site at Kensington, seven kilometers from the center of Sydney. Other major campuses are Art & Design in Paddington and UNSW Canberra at the Australian Defense Force Academy.

It has a Times Higher Education World University Rank #71, and a QS World University Rank #43, specifically for its Business and Management Studies with a rank #34 QS WUR.

BINUS Business School International Undergraduate Program: ***Double degree in International Business.***

8. Victoria University of Wellington

Victoria University of Wellington is one of New Zealand's oldest and most prestigious tertiary institutions with a proud tradition of academic excellence. It has a unique and proud history as a globally-ranked capital city university. It is New Zealand's top ranked university for research quality, with a teaching focus on leadership, communication skills, and creative and critical thinking. The Global Peace Index consistently ranks New Zealand as one of the most peaceful countries in the world. Victoria University has five stars overall in the [QS Stars rating of excellence](#) and five stars in each of the eight categories—arts and culture, discipline ranking and accreditations, employability, facilities, inclusiveness, internationalization, research, and teaching. Victoria Business School is one of an elite group of commerce faculties worldwide that hold the Triple Crown of [international accreditations](#) of EQUIS, AACSB, and AMBA.

It has a Times Higher Education World University Rank TOP 600, and a QS World University Rank #215, specifically for its Business and Management Studies in TOP 250 QS WUR. BINUS Business School International Undergraduate Program(s): ***Double degree in International Business.***

9. SolBridge International School of Business

SolBridge International School of Business is the youngest institution to receive the AACSB accreditation. Located in Korea, SolBridge prepares its students to be the Next Generation of Asian Thought Leaders in the fast growing and rapidly changing Asian economy. SolBridge offers both undergraduate and graduate degree programs in business. All degree programs focus on Asian business and its relation to the rest of the world. All classes are taught in English (except for the language classes) with a balance between theory and practice through immersion programs, special lectures, workshops, and internships.

SolBridge is dedicated to producing top business leaders in Asia in all fields: business, politics, the military, and social activism, who will be prepared to be instruments of change in their respective societies. It focuses not only on the "hard skills" needed for such an undertaking, but also on the critically important "soft skills" that provide flexibility, understanding, and interpersonal leadership skills that will help in many environments.

BINUS Business School International Undergraduate Program(s): ***Double degree in International Business and Business Management & Marketing.***

10. Edinburgh Napier University

Edinburgh Napier University (ENU) is a public university in Edinburgh, Scotland. Founded in 1964 as Napier Technical College, in 1992 Napier was officially inaugurated as a University, and in 2009 the university was renamed Edinburgh Napier University and is now home to over 19,500 students from over 140 countries. ENU has three main campuses in Edinburgh at Craiglockhart, Merchiston, and Sighthill. Each provides a welcoming environment and excellent facilities. ENU gives the students the skills and practical experience to take the students where they want to go. Studying with world-class facilities, academics, researchers, and international links, 95.1% of the students work or do further study within six months of graduating (HESA 2016/2017). ENU is listed in the top 1000 in both the Times Higher Education and QS World University Rank.

BINUS Business School International Undergraduate Program(s): ***Double degree in International Business.***

11. The University of Newcastle

The University of Newcastle (UON) Australia stands as a global leader distinguished by a commitment to equity and excellence. Its degree programs are internationally recognized, shaped around global learning, work placements, and entrepreneurial approaches to develop the problem-solvers and innovators of the future. Its research is world-class and diverse. At UON, students and researchers are working to solve the world's great challenges. For over 50 years, UON has made its mission to deliver superior education to talented students from all walks of life. With state-of-the-art facilities, it offers innovative and inspiring approaches to delivering education across all our locations - Newcastle (Callaghan), Newcastle CBD, Central Coast, Sydney, Port Macquarie, and Singapore. With over 37,000 students, the university's learning community is vibrant and dynamic, offering students and researchers a world-class academic experience and a diverse professional, cultural, and social learning environment. Its Business School is AACSB accredited. UON itself has a QS World Rank #207 and is listed in the top 250 for Business and Management Studies.

BINUS Business School International Undergraduate Program(s): ***Double Degree Program in International Business and Business Management & Marketing.***

5.5 BINUS Business School Master Program

5.5.1 Introduction

The BINUS Business School (BBS) Master Program opened its doors in 1993; and since then it has undergone several transformations. When the school started, the driving factor was to build a bridge for the university's alumni who had strong technical expertise in computing but lacked managerial and other business function skills. The current curriculum design has been developed in such a way that students of the BINUS Business School Master Program will receive cutting-edge management knowledge and competencies to improve and enhance the value of a corporation. The programs offered by the BINUS Business School Master Program lead to *Magister Manajemen* (MM) degrees, and they have received an 'A' grade accreditation from the national accreditation body in 2011.

Currently, there are several programs offered within this business school, which can be categorized into four groups based on the students' working experience and preference of the teaching-learning process in the program. The programs offered are as follows:

- MM Young Professional Business Management or Creative Marketing
- MM Professional Business Management
- MM Business Management – Blended Learning
- MM Executive Management

In all programs, learning is facilitated through a collaborative-experience based approach that combines the traditional interactive lecturing method with case studies, team learning, CEO Speaks, role plays, and simulation. To help students put their study in a context, the BINUS Business School Master Program has developed and written case studies using local Indonesian companies as subjects. The case studies describe business dilemmas in an Indonesian setting, and they have been proven to be very useful learning tools in class. The BINUS Business School Case Center has written over 100 cases, and it has been awarded a MURI award for writing the most case studies in 3 years.

Learning Goals

By the completion of our program:

1. Critical Thinking

Each student should be able to critically identify problems/issues in management, create innovative solutions, and develop recommendations and implementation plans.

2. Leadership

Each student should be able to develop the required understandings and prioritize suitable leadership concepts.

3. Communications

Each student should be able to build effective communication skills using appropriate ICT tools.

4. Ethics

Each student should be able to propose responsible decision with enhanced sensitivity to various stakeholders which are affected by management decision.

5.6 BINUS Business School Doctorate Program

5.6.1 Introduction

BINUS Business School Doctorate Program is a doctorate program in management which emphasizes the development of knowledge in management by combining the elements of science, best practices, and use of ICT (Information and Communication Technology). It offers concentrations in Marketing Science and Analytics, Entrepreneurship and Innovation, Banking and Finance, Business Information System and Digital Technology, Human Capital Management and Organisation, and Corporate Strategy & Agility.

Learning Goals

By the completion of our Study Program:

1. Management Concept

Each student should be able to master the latest concepts in management and to develop new knowledge in related management functions in organization.

2. Multidisciplinary Research

Each student should be able to master the research methodology to study the phenomenon in management through multidisciplinary perspectives.

3. ICT Leverage

Each student should be able to utilize ICT to support high-quality research.

