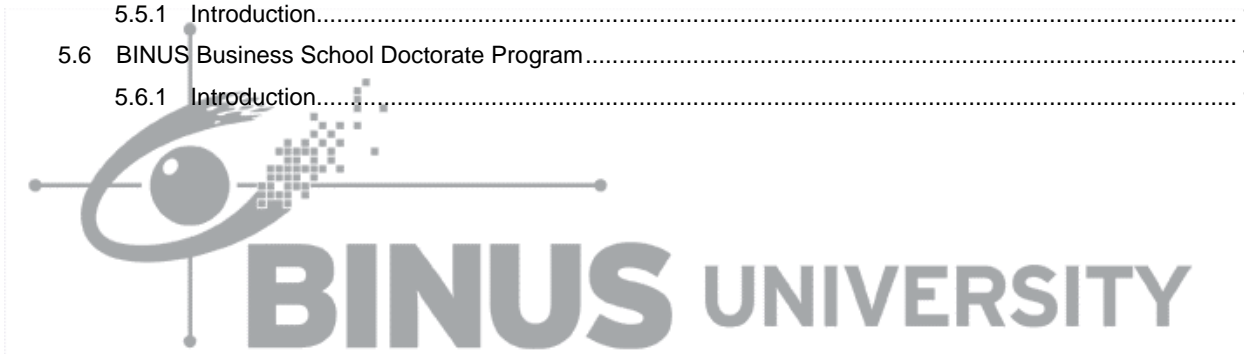


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## 5. BINUS BUSINESS SCHOOL

### 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 *Magister of Management* (MM) degree program (located in JWC, Alam Sutera, and Bekasi campuses), while the Doctoral Program is a *Doctor of Research in Management* (DRM) 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, Master, & Doctoral degrees in Management 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 & Analytics, Innovation & Entrepreneurship, Financial Management & Technology, Digital Business, People & Leadership, and Corporate Strategy & Agility.

### **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
<b>BBS Undergraduate Program @Greater Jakarta:</b>		
• 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.)
<b>BBS Undergraduate Program @Bandung:</b>		
• Creativepreneurship	S1	Sarjana Bisnis (S.Bns. )
<b>BBS Undergraduate Program @Malang:</b>		
• Entrepreneurship Business Creation	S1	Sarjana Bisnis (S.Bns.)
<b>BBS International Undergraduate Program:</b>		
• International Business	S1	Sarjana Ekonomi (S.E.)
• Business Management and Marketing	S1	Sarjana Ekonomi (S.E.)
<b>BBS Master of Management Program:</b>		
• 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.)
<b>BBS Doctorate Program:</b>		
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 and was firstly named as the School of Business Management. Since then, The School continues to grow, placing a remarkable milestone and great journey in supporting the industry's needs and addressing national education challenges. In 2017, BINUS UNIVERSITY initiated a consolidation of all Business Schools levels into a single comprehensive BINUS Business School that offers three higher education levels in business and management studies, from undergraduate, master, and doctorate. The School changed its name to BINUS Business School Undergraduate Program.

The School, BINUS Business School Undergraduate Program, currently provides two degrees:

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

In 2019 BINUS Business School was 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 has been awarded an A grade for its third reaccreditation 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 was 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, BBS-AACSB accreditation was also included the BINUS Business School Undergraduate Program in Entrepreneurship.

In 2020, Binus University received permission from the Ministry of Education to hold multi-campus educational activities. With this educational concept, Binus Business School Undergraduate Programs students can choose minor programs or free elective programs at 7 other Binus campuses, including Bandung and Malang Campuses. Students can also choose to follow the Merdeka Campus Curriculum at several Binus partner universities.

The Bachelor of Economics in Management offers five majors: Management, Global Marketing Management, International Business Management, Business Creation, and Business Management. All the programs provide a high-quality standard of education programs for undergraduate students. The curriculum of Management degree programs 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. Recognizing the business changes since 2020, BBS UP in Management has developed a curriculum in the area of digital transformation and sustainability management, which has become the center of industrial and economic today.

Major in Management emphasizes applied business decision-making within small to large businesses. The curriculum's content portrays the current business background for helping students who plan to develop their entrepreneurial skills or enter into professional fields in business and organizations, new business development, or e-business. In-depth case discussion, collaboration with industry players and experts have become the major activities to achieve a high-quality education management program.

Major in Global Business Marketing 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 to face the 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 innovative marketing strategy and programs), and digital mindset (how to apply the digital concept in marketing activities in this technology era).

Major in International Business Management 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, process, and cases that may be faced in the business environment. Students' knowledge and skills 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.

Major in Business Creation Program is the Entrepreneurship stream in the Management program. This program is specifically designed to produce graduates who begin to start and run a new business (business startup). Students will learn about the knowledge, skills, and attitude (entrepreneurial competencies) to find and initiate business opportunities. It follows by generating innovative business ideas and designing a business model. Writing a business plan that generates sustainable revenue streams and sustainable business is also essential before running the business. Furthermore, all students are required to run a business in the sixth and seventh semesters accompanied by a business mentor and business advisor.

Major in Business Management emphasizes developing service business. Service business is increasingly important and strategic, especially with the rapid development of technology and the increasingly globalized market and consumers. The uniqueness of this program is strengthening the students with "creative skills in developing digital services and exploiting digital supply chain management." Business Management Program also prepared graduates to identify the services and supply chain designs required by the industry, initiate, run them efficiently, and connect them to various companies and industries strategically and sustainably.

### **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.

### **Competency 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.

## 5.3 BINUS Business School Undergraduate Program @Bandung

### 5.3.1 Introduction

The Creativepreneurship Program is a study program under BINUS Business School Undergraduate Program that addresses creativity needs and entrepreneurship. Align with International accreditation achievement through AACSB since 2020. The program prioritizes the quality of the teaching and learning process aligned with Student Outcomes needed by Stakeholders.

The graduates will earn a Bachelor of Business that focuses on building businesses in creative industries and developing a company based on creativity. This Program will explore the Creativepreneurship as leadership in creativepreneur that explores ICT commercialization with a practical, creative entrepreneurial knowledge, skills, and attitude required to develop new business ideas in the emerging technological innovation domain. The outcomes of the creativepreneur project are intended for the continuous pursuit of successful business growth to capture value for the firm sustainably and ethically, 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, are used to gain practical knowledge, skills, and attitudes in technology innovation development, commercialization, and innovative venture creation. By the end of the study program, the student will have the potential to 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, or Technopreneur.

#### **Vision**

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

#### **Mission**

The missions of Creativepreneurship are 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.

#### **Competency 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 offers an Entrepreneurship Business Creation Study Program. The Program received AACSB international accreditation in 2020. Aligned with this international accreditation, the Program's curriculum is designed to provide a high-quality teaching and learning experience in supporting the students to become creative and innovative entrepreneurs by developing a structured blueprint for turning ideas into viable ventures or initiatives. The education style also aims to shape the characteristics and the mindset of the student as the future entrepreneur. They have high motivation, dare to try and be innovative in starting a new business in various fields, industries, or markets.

The curriculum is designed based on the Entrepreneurial Process, which consists of Idea Generation & Opportunity Discovery; Designing Business Models & Business Plans; New Business Creation and Business Development. By using action-based experience and project-based learning, students will learn how to identify and evaluate potential business opportunities, analyze competition and business risk, and finally start a new business. Students will understand how to design business models & write business plans that generate substantial revenue streams, protect intellectual property, make the best potential investment offer, and think and act entrepreneurially.

The students have the opportunity to take the student mobility program to the Jakarta campus so that they can choose the Digital Technopreneur minor program and the Business Innovation streaming program. The curriculum is designed in such a way as to equip students to be ready to face industrial revolution 4.0. In semesters 6-7, students will be encouraged to build their startup business through the Enrichment Program to gain hands-on experience and a comprehensive overview of how to manage business processes from upstream to downstream. Students will get access to business mentors (entrepreneurs), venture capitals, industrial visits, exhibitions, knowledge sharing, and a network of relevant parties to help students make dreams come true. At the end of the study period, students are required to prepare a thesis on their business performance analysis and design relevant business development strategies.

### 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

### **Competency 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**

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

The school offers two specializations, i.e., International Business and Business Management & Marketing. On the third or fourth year of the study, the students can go abroad to choose a variety of double degree programs with foreign universities on an array of management subjects. Furthermore, BBS IUP offers a two-degree program in collaboration with the University of Newcastle (UoN), a top university in Australia. Without leaving Indonesia, students on the program which focuses on Innovation and Entrepreneurship can complete four years of study at Binus JWC, and receive two undergraduate degrees from UoN and Binus.

### **Vision and Mission BINUS Business School International Undergraduate Program**

#### **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.

## Competency 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 creative and critical thinking, entrepreneurial, and ICT skills.

### 3. Global Mindset

Each student should be able to exhibit a global mindset in executing a business concept.

### 4. Ethics

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

## 5.4.2 Partners

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 benefit 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 partners which mostly listed in the top 200 in the world and have excellent international reputations. We are confident that our students will gain the benefit of the exposure too 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 (Bournemouth) is located in the seaside town of Bournemouth, in Dorset, on England south coast. Its roots can be traced back to the early 20th century, with the establishment of the Bournemouth Municipal College, which became Bournemouth University in 1992. Bournemouth has more than 19,000 students and ranked as one of the top 100 young universities in the world by THE Young University Rankings 2020. Bournemouth is delighted to hold the eco campus platinum award for the work in making the university sustainable. Bournemouth works closely with employers, practitioners and professional organisations across the university. This supports graduate employability as well as informing our research. All students are offered the option to undertake a placement as part of their degree, resulting in 86% of our graduates saying that their placement helped them in their employment (November 2017). 91% of Bournemouth students are in work or further study six months after graduating at undergraduate level (Graduate Outcomes Data 2017/18). AACSB accreditation places Bournemouth Business School amongst the world's top 5% and it is ranked in top 550 in the QS WUR Ranking by Subject.

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. CBS was the first business school in Germany to receive the internationally renowned accreditation of the International Accreditation Council for Business Education (IACBE). CBS has FIBAA (Foundation for International Business Administration Accreditation) carry out any new degree programme accreditation as well as the re-accreditation of already existing study programmes. Early in 2020, CBS rebranded into CBS International Business School. The CBS International Business School is officially recognized by the Ministry of Science North Rhine-Westphalia. For this reason, degrees obtained and examinations completed at CBS are recognized worldwide and in accordance with the ECTS system, thus equated with the academic performance of other state universities. The excellent study conditions are based on small learning groups and intensive supervision by the professors and lecturers and focusing on Digitalization, Sustainability, and Entrepreneurship.

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. A 126-hectare park-like campus protected by the award-winning sustainability practices. 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 industry 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 prepared for an increase in the use of technology in the industry.

In the 2021 QS World University Rankings, Macquarie University is ranked #214 and over 14 subjects in Macquarie University have ranked among the top 150 in the world. By Times Higher Education World University Rankings, Macquarie University is listed in the top 200. Macquarie Business School is accredited by AACSB and some other industry bodies such as ACCA, CPA, CFA, etc.

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 (NBU) was founded in 1986. NBU is an emerging local comprehensive university that grew up in the reform and opening up. It 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, research and research, the "China Industry-University-Research Cooperation Innovation Award"; 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 on providing students with practical, relevant skills they can apply in the real world. QUT is well known as 'the university for the real world' because of its close links with industry and its relevant teaching and applied research. It is one of the nation's fastest growing research universities and the courses are in high demand. Its graduates include eight Rhodes Scholars, five of these awarded in the past six years. QUT established the world's first Creative Industries Faculty and invests heavily in collaborative learning and interdisciplinary research environments. With its world-class courses and learning facilities, and programs for overseas exchange and engagement, students will be prepared to work in Australia and internationally. QUT Business school is one of the prestigious universities worldwide that hold the Triple Crown of international accreditation of EQUIS, AACSB and AMBA.

In the 2021 QS World University Rankings, QUT is ranked #217, its School of Computer Science and Information System is in top 150, its Business & Management Studies is in top 200 by Subject Rankings. Times Higher Education World University Rankings 2021 ranks QUT in #186.

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

## 6. Saxion University of Applied Sciences

Saxion University of Applied Sciences is one of the largest institutions of higher education in the Netherlands, with close to 27,000 students. 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 IJsseland*, paved the way for Saxion University 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 being accredited by several international bodies, assuring that the programs on offer 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 the professions enable 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)**

The University of New South Wales (UNSW) Sydney 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 59,000 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 and a member of Universitas 21 (U21). The university was awarded the maximum QS 5-star Plus rating in 2019 for teaching, research, employability, facilities, internationalization, inclusiveness, specialist subject and innovation. UNSW ranks 44<sup>th</sup> in the 2021 QS World University Rankings, 67<sup>th</sup> in the 2021 Times Higher Education World University Rankings and 74<sup>th</sup> in the 2020 Academic Ranking of World Universities. Its Business and Management Studies in ranked #40 in the QS by Subject Rankings.

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

#### 8. **Victoria University of Wellington**

Victoria University of Wellington (VUW) is one of New Zealand's oldest and most prestigious tertiary institutions with a proud tradition of academic excellence. Originally known as Victoria College, VUW was founded in 1897, the year of Queen Victoria's Diamond Jubilee celebrations. 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. VUW is one of only 14 universities in the world to hold the maximum 5-star Plus in the QS Stars rating of excellence and 5-star in each of 8 categories—arts and culture, discipline ranking and accreditations, employability, facilities, inclusiveness, internationalisation, research, and teaching. Its School of Business and Government is one of an elite group of commerce faculties worldwide that holds the Triple Crown of international accreditations of EQUIS, AACSB, and AMBA. VUW consistently ranks among the top 225 of the world's 18,000 universities in the QS World University Rankings.

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

#### 9. **SolBridge International School of Business**

SolBridge International School of Business – established by Woosong University, is the youngest institution to receive the AACSB accreditation. Located in Daejeon, South Korea, SolBridge prepares 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) and 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. Focus 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** the College was officially inaugurated as a University, and in **2009** The University was renamed Edinburgh Napier University and now home to nearly 20,000 students from over 150 countries.

In the 2019 QS Stars international university rankings, the quality of its teaching, internationalization and employability were all recognised, with the University scoring 5-star in each category. The University overall scored 4-star. Its strong links with industry mean work-related learning for the majority of our students, from internships and work shadowing to live projects and experiences abroad. Over 95% of its graduates are in work or further study within 15 months of graduating (HESA 2017/18). Its Business School is one of the largest and most modern business school in Scotland. Its Business School is focused on being of real value to practitioners and is home to cutting-edge research that addresses real world challenges. **ENU is in top 250 THE Young University Rankings 2020.**

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 recognised, shaped around global learning, work placements and entrepreneurial approaches to develop the problem-solvers and innovators of the future and its research is world-class and diverse. Its Business School is AACSB Accredited. 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, offer innovative and inspiring approaches to delivering education across all of 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.

In the 2021 QS World University Rankings, UON is ranked #197 and its Business and Management Studies subject is listed in top 250 in the QS. In the 2021 Times Higher Education World University Rankings, UON is ranked in top 300.

BINUS Business School International Undergraduate Program(s): Two 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. However, the outbreak of corona virus pandemic has created immediate and exceptional challenges in the field of education. The new idea of the university requires rethinking in such logical and focused ways to bring prospected students to believe in the importance of university education as a liberating and empowering experience. Therefore, BINUS Business School Master Program redesigns its curriculum with a forward looking knowledge and skills to fit with a new business ecosystem.

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 international highly reputable AACSB (Association to Advance Collegiate Schools of Business) Accreditation and an "Unggul" accreditation from the national accreditation body (BAN-PT).

Moreover, this current condition has created uncertain situations that have changed our way of life including the way the program is conducted. To answer these challenges, BINUS Business School Master Program offers a "Multi Chanel, Multi Program, Multi Campus" approach that benefits our students.

- **Multi-Campus.** We have multiple campuses across Jakarta, South Tangerang, and Bekasi with specific streaming expertise (MM Regular), where students are welcome to choose any streaming based on their interests in any campus wherever their home base is.
- **Multi-Program.** Our programs are tailor-made to meet the business world's needs as our students' passion. MM Regular and MM Blended Learning offer streaming based on deeper knowledge and focused skills that can be acquired in the second semester.
- **Multi-Channel.** Learning experiences should be boundless and liberating, therefore we provide students with the power to choose. Students are not bound to the classroom, they can join the class virtually; at other times, they are able to physically attend classes in the campus of their choosing.

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



The programs offered are as follows:

- **MM International**
  - o MM Executive – Strategic Management
  - o MM Professional – Single/Double Degree
- **MM Regular**
  - o Streaming in Creative Marketing
  - o Streaming in Digital Business
  - o Streaming in People and Leadership
  - o Streaming in Innovation and Entrepreneurship
  - o Streaming in Supply Chain Management
- **MM Blended Learning**
  - o Streaming in Business Management
  - o Streaming in Strategy and Execution

In BBS MP, learning is facilitated through collaborative-experience and problem-based learning approach that combine the traditional interactive lecturing method with case studies, team learning, CEO/CMO/CFO Speaks, guest lectures, role plays, project consulting, and simulations. In order to help students relate their studies to the real industrial context, the program has developed and written case studies using local Indonesian companies as the subjects, and used the case studies as teaching and learning materials. The case studies describe business dilemmas in Indonesian contexts and have been proven to be a useful learning tool in class.

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### **Vision and Mission BINUS Business School Master Program**

**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.

## Competency 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 Skills

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.

### Vision and Mission BINUS Business School Doctorate Program

#### Vision

A world-class business school, fostering and empowering the society in serving and building the nation.

#### Mission

Providing world class business education to build the nation and to contribute to community development by means of:

- **Educating BINUSIANS to develop exemplary characters through holistic approach.**

Educating BINUSIANS to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.

- **Resolving business and entrepreneurship issues with meaningful and relevant research.**

Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

- **Fostering BINUSIANS through self-enrichment.**

Nourishing BINUSIANS SPIRIT for improving personal and professional capabilities.

- **Empowering BINUSIANS to continuously improve business community.**

Invigorating BINUSIANS to solve the business community challenges through academic and community service activities.

## Competency 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.

