

MM Strategy & Execution

Introduction

The MM Strategy & Execution is a Master of Management (MM) program designed for Executives with at least 5 years of experience in the industry. The program is designed preferably for Executives at the level of Managers, Senior Managers or at Director level with daily activities engaging in the design and implementation of corporate strategy. The program is also suitable for Entrepreneurs as drivers for start-up companies who oversees daily operation as well as formulate strategies for their start-up companies.

The MM Strategy Execution is an 42 credits and 18-month program designed to provide students with the opportunity to study specific field of strategy & execution. Several contemporary issues such as how to implement disruptive strategy and how to strategize business in the 'Internet of everything' is also being considered in the curriculum. The other main differentiator of this program is the focus on the development of strategic thinking and how that translates into an excellent execution is embedded in the curriculum. Five leading strategic courses namely, strategic thinking, strategy execution, disruptive strategy, strategy in Financial technology and sustainable business strategy being offered in this program. These courses are similar with the ones being offered in top business school around the world such as Harvard, INSEAD and Stanford. Throughout the program, students are driven to produce growth-oriented, innovative ideas in the majority of courses offered. Student assumptions and beliefs will be challenged. The practices that they currently accept will be challenged. They will also be exposed to a diverse group of experienced, talented fellow participants from a variety of business industries. This diversity of both students and faculty makes the BINUS BUSINESS SCHOOL Master Program Strategy Execution truly realistic and forward-thinking.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience in the area of strategic management, strategy execution and disruptive strategy 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 strategy formulation-execution skills, creative thinking skills, strong oral and written communication skills, effective team management, and leadership-strategic thinking abilities. A faculty advisor will also assist the participants in accomplishing their theses.

Award/Degree

MM degree from BINUS UNIVERSITY

Study Completion Requirements

To complete an MM degree (in Strategy Execution) 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 strategic analysis, strategy formulation and strategy execution process. Students learn theories, concepts, and best practices from faculty staff who have strong academic backgrounds and on average of 15 years of business experience. This learning process provides students with an excellent field of understanding in business strategy. 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 strategy concepts learned in the program.

Employability and Career Support

A wide range of career opportunities at the senior managerial level 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 strategic skills to face the ever-changing industry challenges.

Course Structure

The MM Strategy and Execution program consists of the following courses:

Semester	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	15
	BUSS8025048	Business Ethics	2	
	MGMT8058048	Strategic Management in Business	3	
	MGMT8059048	Leading with Strategic Thinking	3	
	MGMT8081048	Strategy Execution	2	
	MGMT8062048	Disruptive Strategy	3	
3	FINC8019048	Strategic Financial Technology	3	12
	MGMT8060048	Sustainable Business Strategy	3	
	MGMT8088048	Thesis	6	
TOTAL CREDIT 42 SCU				