

## **Business Management and Marketing**

### **Introduction**

The Business Management and Marketing Program from Binus Business School Undergraduate Program (BBSUP) International class is dedicated to providing students with the highest standard of business management and marketing education, focus on developing business, marketing, and entrepreneurial skills, all to prepare them to be ready to work for multinational corporations or to become creative and innovative entrepreneurs. To support this, the program provides the students with various corporate-world related activities, aiming to jump-start the students' corporate and industrial networks. The activities include internship programs in national and multinational corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research theses where students are required to provide professional consulting services for real companies with real business management and marketing-related problems.

At the heart of this program is a dynamic, hands-on learning experience that bridges academic knowledge with real-world application. Students benefit from a wide array of industry-engaged activities that aim to accelerate professional growth. The Business Management and Marketing program maintains continuous cooperation with many first-class companies in Indonesia to build a strongly linked network. The aim is to provide wide opportunities for graduate students from the BBS IUP (International Undergraduate Program) after they graduate to have an opportunity to work in one of the most reputable companies in Indonesia.

The curriculum in the BBS IUP (International Undergraduate Program) has been benchmarked to renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by BINUS. The Business Management and Marketing Program offers a double degree (international program), providing students with the opportunity to earn dual degrees through collaboration between BINUS and foreign universities.

### **Vision**

A world-class management study program, aimed at advancing management knowledge and sustainable business practices while empowering society to serve and build the nation.

### **Mission**

Providing world-class business and management 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.

## Program Objective

The objectives of the program are:

1. Provide students with business and managerial knowledge and skills for exploration and active participation in sustainable and digital business landscape.
2. Equip students with digital technology and analytical skills for entrepreneurial and ethical business and management practices.
3. Nurture students to be professional, creative and forward looking in organization, community and global context.

## Competency Goals

1. Management and Business Concepts  
Each student should be able to comprehend management and business concepts.
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.

## Prospective Career of the Graduates

The four-year Business Management and Marketing Program will provide sufficient skills and confidence for our students to enter the real business world. Equipped with our Marketing and Management degree, students will have a wide range of career opportunities in a variety of industries. Over the past decade, marketing has continued to gain prominence as a dominant orientation in business and as a process deployed by all departments within an organization. Therefore, the role of marketing professionals is vital in any type or size of a company, as they act as connectors between customers and companies, including connecting customers to the product or service and to the financial accountability. Some examples of marketing professions that students can aim for are Brand Manager, Product Manager, Brand Executive, Marketing Executive, Marketing Consultant, Market Research Analyst, Director of Sales, and many more. Along with being a marketing professional, students can also develop their own businesses and become entrepreneurs. BINUS University also provides career support for students by disseminating information on the latest job vacancies and internships. This support service can be accessed at [www.binuscareer.com](http://www.binuscareer.com).

## Award/Degree

Bachelor of Economics (*Sarjana Ekonomi*) from the BINUS University with a:

- Bachelor of Business (B.Bus.) in Marketing or Management from the Queensland University of Technology (QUT) Business School, Australia.
- Bachelor of Commerce in Marketing (B.Com.) from the Macquarie University, Australia.
- Bachelor of Arts (B.A.) in International Business from the CBS International Business School, Germany.
- Bachelor of Business Administration (B.BA.) in International Business from the Saxion University of Applied Science, Netherlands.
- Bachelor of Business Administration (B.BA) from SolBridge International School of Business, South Korea.

- Bachelor of Arts (Hons.) in Business Management or International Hospitality and Tourism Management from Bournemouth University, UK.
- Bachelor of Business (B.Bus.) or any award from the university partner AND a Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.), or Master of Management (M.Mgt.) from Macquarie University, Australia.
- Bachelor of Business (B.Bus) in Marketing from RMIT University, Australia

### Major and Stream of the Double Degree Programs

Major of the 2nd Degree	Specialization	Degree		Partner
		Double	Title	
Marketing		√	S.E. & B. Bus	Royal Melbourne Institute of Technology (RMIT)
Marketing		√	S.E. & B. Bus.	Queensland University of Technology (QUT),
Management		√	S.E. & B.Bus.	
Marketing Management		√	S.E. & B. Com.	Macquarie University, Australia
Marketing & Consumer Insight		√	S.E. & B. Com.	
International Business		√	S.E. & B.B.A	Saxion University of Applied Sciences
	Marketing	√	S.E. & B.A.	CBS International Business School, Germany
	International Trade	√	S.E. & B.A.	
Business Administration		√	S.E. & B.B.A.	SolBridge International School of Business of Woosong University
International Hospitality and Tourism Management		√	S.E. & B.A. (Hons.)	Bournemouth University, UK
Business and Management	Entrepreneurship	√	S.E. & B.A. (Hons.)	
	Global Operations		S.E. & B.A. (Hons.)	
	HRM		S.E. & B.A. (Hons.)	
	Marketing		S.E. & B.A. (Hons.)	
	Project Management		S.E. & B.A. (Hons.)	
	Retail Management		S.E. & B.A. (Hons.)	
	International Business Management		S.E. & B.A. (Hons.)	

Title: S.E. (*Sarjana Ekonomi*)  
B.Bus. (Bachelor of Business)  
B.Com. (Bachelor of Commerce)

B.A. (Bachelor of Arts)  
B.B.A. (Bachelor of Business Administration)

**2<sup>nd</sup> Major in Marketing:*****Queensland University of Technology (QUT) Business School***

In cooperation with the Queensland University of Technology (QUT) Business School, Australia, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (Binus) with a concentration in Business Management and Marketing and a B.Bus. (QUT) with a concentration in Marketing. This program is designed to provide students with skills, knowledge, and experience to thrive in business and marketing in the global context.

The distribution of semesters for this program is as follows:

- For the first five semesters, students will be studying at BINUS University, following a set of courses agreed by both universities.
- In semesters 6 and 7, students will be studying at QUT, Brisbane, Australia, following approximately 48 course units each semester. The courses will be determined by QUT.

In semester 8, students will return to BINUS University to finish the final thesis. Students who complete this program will be awarded a Bachelor of Business from Queensland University of Technology (QUT), in addition to the Sarjana Ekonomi (S.E.).

**2<sup>nd</sup> Major in Marketing:*****Royal Melbourne Institute of Technology (RMIT) Business School***

In cooperation with the Royal Melbourne Institute of Technology (RMIT) Business School, Australia, the BINUS Business School International Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (Binus) with a concentration in Business Management and Marketing and a B.Bus. (RMIT) with a concentration in Marketing. This program is designed to provide students with skills, knowledge, and experience to thrive in business and marketing in the global context.

The distribution of semesters for this program is as follows:

- For the first six semesters, students will be studying at BINUS University, following a set of courses agreed by both universities.
- In semesters 7 and 8, students will be studying at RMIT, Melbourne, Australia, following approximately 48 course units each semester and finalize their thesis. The courses will be determined by RMIT.

Students who complete this program will be awarded a Bachelor of Business from Royal Melbourne Institute of Technology (RMIT), in addition to the Sarjana Ekonomi (S.E.).

**2<sup>nd</sup> Major in Management:*****Queensland University of Technology (QUT) Business School***

In cooperation with the Queensland University of Technology (QUT) Business School, Australia, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain S.E. (Binus) with concentration in **Business Management and Marketing** and B.Bus. (QUT) with concentration in **Management**.

The distribution of semesters for this program is as follows:

- For the first five semesters, students will be studying at BINUS University, following a set of courses agreed by both universities.
- In semesters 6 and 7, students will be studying at QUT, Brisbane, Australia, following approximately 48 course units each semester. The courses will be determined by QUT.

- In semester 8, students will return to BINUS University to finish the final thesis. Students who complete this program will be awarded a Bachelor of Business from Queensland University of Technology (QUT), in addition to the *Sarjana Ekonomi* (S.E.).

## **2<sup>nd</sup> Major in Marketing Management OR Marketing and Consumer Insights:**

### ***Macquarie University***

In cooperation with Macquarie University, Australia, the BINUS Business School Undergraduate Program offers a double degree program with Macquarie University, where students will be able to obtain an S.E. (BINUS) with a concentration in Business Management and Marketing and a B.Com. (Macquarie) with a concentration in Marketing Management or Marketing and Consumer Insights. This program is designed to provide students with skills, knowledge, and experience to thrive in marketing in the global context.

The distribution of semesters for this program is as follows:

- The first five semesters will be conducted at BINUS University, following a set of courses agreed by both universities.
- Semesters 6 and 7 will be conducted at Macquarie University, Sydney, Australia. Courses will be determined by Macquarie University.

The last semester (semester 8) will be done at BINUS University to finish the final thesis. Students who complete this program will be awarded a Bachelor of Commerce with a major in Marketing from Macquarie University in addition to the *Sarjana Ekonomi* (S.E.).

## **2<sup>nd</sup> Major in International Business:**

### ***CBS International Business School***

In cooperation with CBS International Business School, Cologne, Germany, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (BINUS) with a concentration in **Business Management and Marketing** and a B.A. (CBS) with a concentration in **International Business**. Furthermore, students can choose to specialize in any of the following options: *International Trade or Marketing* when they are studying with CBS.

The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at CBS, Germany, following the required courses determined by CBS International Business School, including a thesis.

Students who complete this program will be awarded with a Bachelor of Arts (B.A.) degree from CBS International Business School, in addition to the *Sarjana Ekonomi* (S.E.).

### ***Saxion University***

In cooperation with Saxion University of Applied Science, the Netherlands, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (BINUS) with a concentration in **Business Management and Marketing** and a B.B.A. (Saxion) with a concentration in **International Business**. As Saxion is an applied science university, the practicality of the concepts in marketing is of the highest importance in this program.

The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at Saxion, Deventer – the Netherlands following required courses determined by Saxion, including a thesis.

- Students who complete this program will be awarded a Bachelor of Business Administration (B.B.A.) degree from Saxion University, in addition to the *Sarjana Ekonomi (S.E.)*.

## **2<sup>nd</sup> Major in Business Administration:**

### ***SolBridge International School of Business***

In cooperation with the SolBridge International School of Business, South Korea, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (BINUS) with a concentration in Business Management and Marketing and a B.B.A. (SolBridge) with a concentration in Business Administration.

The distribution of semesters for this program is as follows:

- The first four semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last four semesters will be done at the SolBridge International School of Business, Woosong University. Courses will be determined by the SolBridge International School of Business.
- In the last semester (semester 8), the final thesis will be supervised by Binus Business School's faculty, utilizing an online learning platform. Students who complete this program will be awarded a Bachelor of Business Administration from the SolBridge International School of Business in addition to the *Sarjana Ekonomi (S.E.)*.

## **2<sup>nd</sup> Major in Business and Management:**

### ***Bournemouth University***

In cooperation with Bournemouth University, UK, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (BINUS) with a concentration in Business Management and Marketing and a B.A. (Hons) from Bournemouth University with a concentration in Business & Management. When students are pursuing their 2nd degree in Business & Management at Bournemouth University, they may choose any one of the following specializations: Entrepreneurship, Global Operations, HRM, Marketing, Project Management, Retail Management, and International Business Management. The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at Bournemouth University, following the required courses determined by Bournemouth University, including a thesis.

Students who complete this program will be awarded with a Bachelor of Arts (B.A.) (Hons.) degree from Bournemouth University, in addition to the *Sarjana Ekonomi (S.E.)*.

## **2<sup>nd</sup> Major in International Hospitality and Tourism Management:**

### ***Bournemouth University***

In cooperation with Bournemouth University, UK, the BINUS Business School Undergraduate Program offers a double degree program, where students will be able to obtain an S.E. (BINUS) with a concentration in **Business Management and Marketing** and a B.A. (Hons) from Bournemouth University with a concentration in **International Hospitality and Tourism Management**. Bournemouth University is one of the top universities in the world for the study of tourism and hospitality.

The distribution of semesters for this program is as follows:

- The first six semesters will be done at BINUS University, following a set of courses agreed by both universities.
- The last two semesters will be done at Bournemouth University, following the required courses determined by Bournemouth University, including a thesis.



Students who complete this program will be awarded with a Bachelor of Arts (B.A.) (Hons.) degree from Bournemouth University in addition to the *Sarjana Ekonomi* (S.E.).

### Major and Stream of the Master Track Program

Major/Stream	Degree		Title	Partner
	Double (Bachelor's) Degree	Master's Degree		
Marketing		√	M. Com.	Macquarie University, Australia
Finance		√	M. Com.	Macquarie University, Australia
Accounting		√	M. Com.	Macquarie University, Australia
Business Management and Organizations		√	M. Com.	Macquarie University, Australia
Management		√	M. Mgt.	Macquarie University, Australia

Title: S.E. (Sarjana Ekonomi)  
B.Bus. (Bachelor of Business)

M.Com. (Master of Commerce)

### **Master Track Program in Marketing / Finance / Accounting / Business Management and Organizations / Management**

In addition to the Double Degree programs, we also offer the Master Track program. The Master Track program allows students to earn a Bachelor's Degree and a Master's Degree. Students will receive an **S.E.** (Binus University) and will also receive an **M.Com.** (Macquarie University) with a choice of majors in the followings area:

**Marketing, Finance, Accounting, Business Management and Organizations, or Management (M. Mgt.).**

The distribution of semesters for this program is as follows:

- Students will be studying at BINUS University and any university partner following a set of courses for seven (7) or eight (8) semesters.
- Students will then spend a full one-year program at Macquarie University, Australia, to earn the Master's Degree.

Upon completion of this program, students will be awarded a *Sarjana Ekonomi* (S.E.) from the Binus University, a Bachelor of Business (B.Bus.) or any other partner's degree from one of the partner universities, and a Master of Commerce (M. Com.) or Master of Management (M. Mgt.) from Macquarie University.

### Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, class discussions, as well as individual and group project discussions. Students are strongly required to study independently and read various business management and marketing-related articles in order to increase their understanding during the lectures. Students gain both theoretical and practical knowledge from our qualified lecturers and guest lecturers who have ample experience as marketing and business professionals in the industry. In addition, innovation habits will be developed through course assessments that emphasize content, comprehension, and innovation. Innovation

thinking, commonly referred to as design thinking, on the other hand, will be developed through collaboration with the Center for Innovation, Design, Entrepreneurship, and Research (CIDER). Students are required to translate their 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 processes of several courses throughout the program.

## Course Structure

Sem	Code	Course Name	SCU	Total
1	ISYS6181005	Management Information Systems for Leader	4	20
	MATH6176005	Business Mathematics	2	
	MGMT6011005	Introduction to Management and Business - <b>(AOL)</b>	4	
	STAT6206005	Business Statistics I	2	
	LAWS6159005	Legal Aspects in Business	2	
	COSC6011005	Foundation of Artificial Intelligence	2	
	<b>Pancasila Courses*</b>			
	CHAR6013005	Character Building: Pancasila	2	
	CHAR6039005	Pancasila and Indonesian Culture	2	
	<b>Indonesian Courses*</b>			
	LANG6027005	Indonesian	2	
	LANG6125024	Indonesian as a Foreign Language	2	
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	ENTR6091005	Project Hatchery	2	
	MKTG6318005	Marketing Management - <b>(AOL)</b>	4	
	ACCT6351005	Accounting for Business	4	
	ECON6099005	Business Economics - <b>(AOL &amp; AIE)</b>	4	
	MGMT6358005	Managing Business Information - <b>(AOL &amp; AIE)</b>	4	
3	ENGL6171001	Academic English I	3	22
	ENTR6486005	Entrepreneurship Hatchery - <b>(AOL)</b>	3	
	MGMT6012005	Human Resources Management - <b>(AOL &amp; AIE)</b>	4	
	CHAR6015005	Character Building: Agama	2	
	STAT6207005	Business Statistics II - <b>(AOL)</b>	4	
	BUSS6066005	Business Ethics - <b>(AOL)</b>	2	
	MKTG6335005	Consumer Psychology and Behavior	2	
	COMM8006005	Business Communication - <b>(AIE)</b>	2	
4	ENGL6172001	Academic English II	3	22
	MGMT6297005	Operations Management	4	
	FINC6001005	Financial Management	4	
	BUSS6171005	Business Sustainability - <b>(AOL)</b>	4	
	RSCH6026005	Research Methodology - <b>(AIE)</b>	4	
	MGMT6559005	Multinational Corporation Management	3	
5	<b>Double Degree (3+1): Queensland University of Technology, Macquarie University, CBS International Business School, Saxion University of Applied Finance, Bournemouth University, Royal Melbourne Institute of Technology University</b>			3+1: 14 2+2: 16



Sem	Code	Course Name	SCU	Total	
	MKTG6290005	Applied Marketing Research	2		
	MKTG6281005	Digital and Social Media Marketing	4		
	MKTG6288005	Digital Business and Analytics	2		
	MKTG6289005	Pricing Management and Strategy	2		
	MKTG6189005	Marketing Channels	2		
	MKTG6287005	Products and Brand Management	2		
	Double Degree (2+2): Solbridge International School of Business				
	Global Elective Courses		16		
6	Double Degree (3+1): Queensland University of Technology, Macquarie University, CBS International Business School, Saxion University of Applied Finance, Bournemouth University, Royal Melbourne Institute of Technology University			16	
	Enrichment Program		16		
	Double Degree (2+2): Solbridge International School of Business				
	Global Elective Courses		16		
7	Global Elective Courses		16	16	
8	MKTG6098005	Thesis	6	3+1: 16 2+2: 14	
	Double Degree (3+1): Queensland University of Technology, Macquarie University, CBS International Business School, Saxion University of Applied Finance, Bournemouth University, Royal Melbourne Institute of Technology University				
	Global Elective Courses		10		
	Double Degree (2+2): Solbridge International School of Business				
	Global Elective Courses		8		
Total Credits 146 SCU					

\* The **Character Building: Pancasila** course and the **Indonesian** course are offered to Indonesian citizen students, while the **Pancasila and Indonesian Culture** course and the **Indonesian as a Foreign Language** course are offered to foreign students.

-) AOL - Assurance of Learning Process System

-) AIE - Artificial Intelligence Embedded Course

#### Enrichment Program (6<sup>th</sup> Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

#### Enrichment Track Scheme

Enrichment track scheme for Double Degree (3+1): Queensland University of Technology, Macquarie University, CBS International Business School, Saxion University of Applied Finance, Bournemouth University, Royal Melbourne Institute of Technology University

Track	Semester 6					
	IN	RS	EN	CD	SA	IS
1	v					
2		v				
3			v			
4				v		

**Note:**

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	FS	: Further Study
CD	: Certified Community Development	etc	: Study Program Special Purposes

**Description:**

Student will take one of enrichment program tracks

**Certified Internship Track**

Code	Course Name	SCU	Total
MKTG6256005	Industry Experience	8	16
MKTG6188005	Business Process Improvement	4	
MKTG6187005	Business Communication Skills	4	

**Certified Research Track**

Code	Course Name	SCU	Total
RSCH6063005	Research Exposure	8	16
RSCH6079005	Scientific Writing	4	
RSCH6080005	Interpretational and Analytical Skills	4	

**Certified Entrepreneurship Track**

Code	Course Name	SCU	Total
ENTR6092005	Business Model Innovation	8	16
ENTR6096005	Creative Business Planning	4	
ENTR6097005	Managing Teams and Cultures	4	

**Certified Community Development Track**

Code	Course Name	SCU	Total
CMDV6020005	Community Development	8	16
MKTG6218005	Marketing Plan for Non Profit Organization and Social Movements	4	
MKTG6219005	Campaign Management and Skills	4	

### The Table of Prerequisite for Business Management and Marketing Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
MGMT6012005	Human Resources Management	4	3	MGMT6011005	Introduction to Management and Business	4	1
ENGL6172001	Academic English II	3	4	ENGL6171001	Academic English I	3	3
STAT6207005	Business Statistics II	4	3	STAT6206005	Business Statistics I	2	1
MKTG6286005	Consumer Psychology and Behavior	2	3	MKTG6318005	Marketing Management	4	2
MKTG6287005	Products & Brand Management	2	5	MKTG6318005	Marketing Management	4	2
MKTG6289005	Pricing Management & Strategy	2	5	MKTG6318005	Marketing Management	4	2
MKTG6189005	Marketing Channels	2	5	MKTG6318005	Marketing Management	4	2
MGMT6559005	Multinational Corporation Management	3	4	MGMT6011005	Introduction to Management and Business	4	1
MKTG6288005	Digital Business and Analytics	2	5	MKTG6318005	Marketing Management	4	2
MKTG6290005	Applied Marketing Research	2	5	STAT6206005	Business Statistics I	2	1

**Student should pass all of these quality control courses as listed below:**

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013005	Character Building: Pancasila	B
2.	ENTR6486005	Entrepreneurship Hatchery	C
3.	MGMT6011005	Introduction to Management and Business	C
4.	MKTG6318005	Marketing Management	C
5.	MGMT6012005	Human Resources Management	C
6.	BUSS6171005	Business Sustainability	C
7.	MGMT6358005	Managing Business Information	C
8.	BUSS6066005	Business Ethics	C