

## International Business

### Introduction

The International Business (IB) program focuses on implementing student-centered learning, fostering young minds through theories learned, and providing a supportive environment for practice and discovery. As part of the Binus Business School International Undergraduate Program as the first private university in Indonesia to receive AACSB accreditation, IB aspires to be a purveyor of tomorrow's leaders and entrepreneurs, thus evolving and adapting to the current business environment.

The IB program boasts the largest partner universities across the globe to provide double-degree program opportunities for its students with various streaming options. Supported by international faculty members who are rich in industry experience that fosters a dynamic and stimulating classroom experience, customized through global team projects, case studies, industry visits, and international seminars. The double-degree programs offer students international exposure and global networking by partaking in practical experience both on and off campus, developing critical thinking analysis, innovative mindset, and soft skills competency. A first-year gateway introduces business disciplines and theories, followed by local and overseas business applications to real-world problems in the second year through case studies. As part of the Merdeka Belajar initiatives, students are exposed to practical training outside campus to partake in internships, research, entrepreneurship, or community development programs. They enter the double-degree program by studying at their choice of streaming options in the third or fourth year. These programs will cultivate the knowledge and experience they need to become business leaders and positively impact today's challenging economic and social issues.

### Program Description

There are several options of double-degree offered in the IB program. Though fully studying at the host campus, students will still experience an international setting by partaking in a one-semester study abroad at the partner university. The 3+1 program enables students to undergo a 3-year learning at the host campus and a 1-year international experience at the partner university. In contrast, the 2+2 program facilitates students to take the first two years at the host campus and the last two years at the partner university. The four-year program is intended to equip students with the fundamentals of international business and management competencies while emphasizing the understanding of doing business in an international context, combined with in-depth cultural experience.

Current business case studies, articles, and textbooks are carefully selected to enhance the students' global perspectives. The program also incorporates company visits and guest lectures from prominent industries to assist students in obtaining a practical and dynamic outlook of today's business environment. The first year emphasizes the fundamental management concept with a substantial assessment of terminology definition and explanatory context. In the second year, students are trained to develop their analytical thinking, equipped with case study applications, to gain a wider business perspective and build business acumen. The third and fourth year will concentrate on the final assessment through critical thinking discussion, case study enhancement, and an analytical final project that would accumulate and be completed by thesis writing as a graduation requirement.

Students are exposed to global business applications and practices from around the world through global team projects embedded in the curriculum. The program is taught by well-qualified professors from prestigious business schools, both local and expatriate, complemented by rich industry experience. The program also draws extensively upon the teaching experience of its international collaborative partner universities. Our international learning experience prepares our graduates to engage with prestigious SMEs and multinational organizations

successfully. The IB program prepares its students to become international business professionals who can strategically manage a well-established multinational business and expand local business globally.

### **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

A wide range of career opportunities in different industries is introduced in which students will be prepared throughout their four years of study. The integrated curriculum is designed and developed to support students in building on their knowledge and practical skills as well as engaging with industries. The options of career opportunities upon graduating from International Business are:

- International brand manager
- Assistant export manager or import management
- Management trainee in MNCs
- Assistant international marketing development
- Assistant HR in MNCs
- Assistant financial manager in MNCs
- Trade development officer
- International account executive
- Supply chain management officer
- International purchasing officer
- International business analyst
- Diplomat
- Education abroad counselor
- Foreign sales representative
- International program coordinator
- Entrepreneur

The IB program requires an internship program for each student wherein the student may face real challenges in industrial contexts. The program develops the students' abilities to be involved in professional practices, in addition to ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them how to cope with the work environment.

In addition, a series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

BINUS BUSINESS SCHOOL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from <http://www.binuscareer.com/>

## Award/Degree

Upon the completion of both degrees, students are entitled to receive the following award Sarjana Ekonomi from BINUS UNIVERSITY, with a dual degree of:

- Bachelor of Economic (B.Bus) from Royal Melbourne Institute of Technology\*
- Bachelor of Arts (BA) from CBS International Business School, Germany
- Bachelor of Arts - Honors (B.A.Hons.) from Bournemouth University, United Kingdom
- Bachelor of Arts - Honors (B.A. Hons) from Edinburgh Napier University, United Kingdom
- Bachelor of Business Administration (B.BA) from the SolBridge International School of Business, Woosong University, Korea.
- Bachelor of Commerce (B.Com) from the University of New South Wales, Australia
- Bachelor of Commerce (B.Com) from Victoria University Wellington, New Zealand

Note:

\* Degree awarded starting for BINUS batch 2024.

**Major/Stream**

Stream	Specialization	Degree		Partner
		Double	Title	
Business Administration	Business Administration	√	S.E. & B.B.A.	SolBridge International School of Business, Korea
Global Business	Global Business	√	S.E. & B.Bus.	Royal Melbourne Institute of Technology
Commerce & Management	Accounting, Actuarial Science, Management, Economics, Finance, Human Resource & International Relations, International Business, Commercial Law, Public Policy, Marketing, Taxation, Information Systems	√	S.E. & B.Com.	Victoria University of Wellington, New Zealand
	International Business, Human Resource Management, Management, Marketing	√	S.E. & B.Com.	University of New SouthWales, Australia
	Management	√	S.E. & B.A. (Hons.)	Bournemouth University, UK
Entrepreneurship	Business Managementwith Entrepreneurship	√	S.E. & B.A. (Hons.)	Edinburgh Napier University, UK
International Business	International Trade	√	S.E. & B.A.	CBS International Business School, Germany

 Title: S.E. (*Sarjana Ekonomi*)

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

B.A. (Hons.) (Bachelor of Arts (Honors))

B.A. (Bachelor of Arts)

B.Com. (Bachelor of Commerce)

## **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 International Business 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, while the last four semesters will be at the SolBridge International School of Business, Woosong University.
- In the last semester (semester 8), the final thesis will be supervised by Binus Business School's faculty, through 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.) from BINUS University.

## **Global Business**

### ***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 International Business and a B.Bus. (RMIT) with a concentration in Global Business. 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 55 course units each semester and finishing their thesis. Thesis supervision will be done by BINUS Business School's faculty member through online learning platform.
- Students who complete this program will be awarded a Bachelor of Business from the Royal Melbourne Institute of Technology (RMIT), in addition to the Sarjana Ekonomi (S.E.) from BINUS University.

## **Commerce & Management**

### ***Victoria University of Wellington and University of New South Wales***

In cooperation with Victoria University of Wellington (VUW) and the University of New South Wales (UNSW), 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 International Business and a B.Com. from VUW or UNSW with a concentration in Commerce & Management. 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 VUW or UNSW, following the required courses determined by VUW or UNSW, including a thesis. The final thesis will be supervised by Binus Business School's faculty, using an online learning platform.

Students who complete this program will be awarded a Bachelor of Commerce (B.Com) degree from VUW or UNSW, in addition to the Sarjana Ekonomi (S.E.) from BINUS University.

### ***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 International Business and a B.A. (Hons) from Bournemouth University. 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 7<sup>th</sup> and 8<sup>th</sup> semesters will be done at Bournemouth University, following the required courses determined by Bournemouth University, including a thesis. This thesis will be supervised by Bournemouth University's faculty member.

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

### **Entrepreneurship**

#### ***Edinburgh Napier University***

In cooperation with Edinburgh Napier 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 International Business and a B.A. (Hons) from Edinburgh Napier University. 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 7<sup>th</sup> and 8<sup>th</sup> semesters will be done at Edinburgh Napier University, following the required courses determined by Edinburgh Napier University, including a thesis. This thesis will be supervised by Edinburgh Napier University's faculty member.

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

### **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 obtain an S.E. (BINUS) and a B.A. (CBS) with a concentration in International Business. 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 supervised by CBS faculty members.

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

### **Teaching, Learning and Assessment Strategy**

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations, and activities, completed with students' independent study. It is the responsibility of the lecturer of a particular course to facilitate all students' learning in the course, who can be assisted by a mentor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through an in-depth analysis of case studies, and individual/group work projects. For doing their research activities, students can access magazines, books, and academic journals in a good quality library – including accessing the online library to get updated academic

papers. All course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project reports as well as mid-semester and final semester examinations.

A series of extracurricular activities are also offered within the campus area. These activities will allow students to develop their social awareness, as well as the competitive and soft skills needed to be prepared for the work environment.

In addition, the innovation habits will be developed through course assessments that emphasize innovation and entrepreneurial skills. Project Hatchery and Entrepreneurship Hatchery are courses that reflect such competence designed by the Center of Innovation and Entrepreneurship in the BINUS BUSINESS SCHOOL International Undergraduate Program. 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 process of several courses throughout the program. Students who are interested to continue this pathway can choose Entrepreneurship as their enrichment track in semester six.

## Curriculum

To complete a major in International Business students must complete a minimum of 146 scu's

### Course Structure

Courses to be taken at BINUS UNIVERSITY International

Versi 1

Sem	Code	Course Name	SCU	Total	
1	LAWS6159005	Legal Aspect in Business	2	20	
	STAT6206005	Business Statistics I	2		
	MATH6176005	Business Mathematics	2		
	MGMT6011005	Introduction to Management and Business - <b>(AOL)</b>	4		
	ISYS6181005	Management Information Systems for Leader	4		
	COSC6011005	Foundations 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	ENGL6171001	Academic English I	3	20	
	ECON6099005	Business Economics - <b>(AOL &amp; AIE)</b>	4		
	ENTR6091005	Project Hatchery	2		
	MGMT6558005	Global Business Environment	3		
	MKTG6318005	Marketing Management - <b>(AOL)</b>	4		
	STAT6207005	Business Statistics II - <b>(AOL)</b>	4		
3	CHAR6014005	Character Building: Kewarganegaraan	2	22	
	ENGL6172001	Academic English II	3		
	ENTR6486005	Entrepreneurship Hatchery - <b>(AOL)</b>	3		

Sem	Code	Course Name	SCU	Total
	MGMT6012005	Human Resources Management - <b>(AOL &amp; AIE)</b>	4	
	COMM8006005	Business Communication - <b>(AIE)</b>	2	
	MGMT6358005	Managing Business Information - <b>(AOL &amp; AIE)</b>	4	
	ACCT6351005	Accounting for Business	4	
4	CHAR6015005	Character Building: Agama	2	23
	BUSS6066005	Business Ethics - <b>(AOL)</b>	2	
	BUSS6171005	Business Sustainability - <b>(AOL)</b>	4	
	RSCH6026005	Research Methodology - <b>(AIE)</b>	4	
	FINC6001005	Financial Management	4	
	MGMT6297005	Operations Management	4	
	MGMT6559005	Multinational Corporation Management	3	
5	<b>Double Degree (3+1): Bournemouth University, Edinburgh Napier University, CBS International Business School, Royal Melbourne Institute of Technology University</b>			3+1: 13 2+2: 16
	BUSS6197005	International Trade	3	
	BUSS6198005	Contemporary Issues and Business in ASEAN	3	
	BUSS6029005	Business in Indonesia	2	
	MGMT6063005	Strategic Management	2	
	MGMT6096005	Project Management	3	
	<b>Double Degree (2+2): Solbridge International School of Business, Victoria University of Wellington, University of New South Wales</b>			
Global Elective Courses		16		
6	<b>Double Degree (3+1): Bournemouth University, Edinburgh Napier University, CBS International Business School, Royal Melbourne Institute of Technology University</b>			16
	Enrichment Program		16	
	<b>Double Degree (2+2): Solbridge International School of Business, Victoria University of Wellington, University of New South Wales</b>			
	Global Elective Courses		16	
7	Global Elective Courses		16	16
8	MGMT6117005	Thesis	6	3+1: 16 2+2: 13
	<b>Double Degree (3+1): Bournemouth University, Edinburgh Napier University, CBS International Business School, Royal Melbourne Institute of Technology University</b>			
	Global Elective Courses		10	
	<b>Double Degree (2+2): Solbridge International School of Business, Victoria University of Wellington, University of New South Wales</b>			
	Global Elective Courses		7	
<b>Total Credits 146 SCU</b>				

\* 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): Bournemouth University, Edinburgh Napier University, CBS International Business School, 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	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship		
CD	: Company Impact Internship		

**Description:**

Student will take one of enrichment program tracks

**Company Internship Track**

Code	Course Name	SCU	Total
BUSS6094005	Industry Experience	8	16
BUSS6182005	Technical Competency in Industry	4	
COMM6360005	Advanced Business Communication	4	

**Research Fellowship Track**

Code	Course Name	SCU	Total
RSCH6063005	Research Exposure	8	16
BUSS6183005	Technical Competency in Research	4	
BUSS6108005	Business Intelligence	4	

**Entrepreneurship Track**

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

**Company Impact Internship Track**

Code	Course Name	SCU	Total
CMDV6020005	Community Development	8	16
BUSS6184005	Community Development in Professional Contexts	4	
MGMT6273005	Change Management	4	

**The Table of Prerequisite for International Business**

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	3	ENGL6171001	Academic English I	3	2
STAT6207005	Business Statistics II	4	2	STAT6206005	Business Statistics I	2	1
MGMT6096005	Project Management	3	5	MGMT6011005	Introduction to Management and Business	4	1
MGMT6117005	Thesis	6	8	ENGL6172001	Academic English II	3	3
				RSCH6026005	Research Methodology	4	4
<b>Double Degree (3+1): Bournemouth University, Edinburgh Napier University, CBS International Business School, Royal Melbourne Institute of Technology University</b>							
MGMT6559005	Multinational Corporation Management	3	4	MGMT6011005	Introduction to Management and Business	4	1
BUSS6198005	Contemporary Issues and Business in ASEAN	3	5	MGMT6558005	Global Business Environment	3	2
BUSS6197005	International Trade	3	5	MGMT6558005	Global Business Environment	3	2
<b>Double Degree (2+2): Solbridge International School of Business, Victoria University of Wellington, University of New South Wales</b>							
MGMT6559005	Multinational Corporation Management	3	4	MGMT6011005	Introduction to Management and Business	4	1

**Student should pass all of these quality controlled 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