

Master in Management – Business Management (Blended Learning)

Introduction

A master's degree in Business Management with a focus on business transformation is designed to prepare future leaders, managers, and professionals to navigate the complexity of modern organizations. In today's dynamic business environment, organizations are required to continuously adapt to technological change, market disruption, stakeholder expectations, and global competition. Therefore, this program emphasizes the development of strategic, analytical, and practical capabilities needed to lead transformation effectively and responsibly.

The program focuses on strengthening students' ability to critically identify problems and issues in management, analyze organizational challenges, and create innovative solutions that are relevant to business needs. Students are expected to develop recommendations, and implementation plans that are not only practical but also aligned with long-term organizational goals. Through this focus, graduates will be able to support business transformation processes by applying critical thinking, evidence-based analysis, and creative problem-solving.

In addition, the program aims to develop strong leadership skills by helping students understand and prioritize appropriate leadership concepts in various business contexts. Students will learn how to lead change, manage teams, influence stakeholders, and make decisions under uncertainty. The program also emphasizes the importance of effective communication, including the use of appropriate Information and Communication Technology tools to support collaboration, presentation, negotiation, and decision-making processes.

Another important aspect of this master's degree is the development of social awareness and responsible decision-making. Students are encouraged to consider the impact of management decisions on various stakeholders, including employees, customers, investors, communities, and society. By enhancing sensitivity to stakeholder interests, graduates are expected to propose responsible, ethical, and sustainable business decisions.

Overall, this program develops four key competencies: Critical Thinking, Leadership Skills, Communication, and Social Awareness. These competencies enable graduates to become transformative business leaders who are capable of identifying complex problems, designing innovative solutions, communicating effectively, leading responsibly, and contributing positively to organizational and societal development.

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:

1. 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.

2. 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.

3. Fostering BINUSIANs through self-enrichment.

Nourishing BINUSIANs' SPIRIT for improving personal and professional capabilities.

4. 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. To prepare world-class business professionals and entrepreneurs with ability to implement the integrated management approach for local & global organizations to promote sustainable growth.
2. To enable professionals and entrepreneurs to advance knowledge with relevance to industry by leveraging research and ICT.
3. To prepare professionals and entrepreneurs to drive & manage continuous organizational changes through effective communication strategy & people management.
4. To prepare professionals and entrepreneurs to be able to demonstrate effective personal, social, & ethical professional attributes & develop related system & environment in their respective organizations and community.
5. To prepare professionals and entrepreneurs with discipline, habits, & state of mind of innovation & able to create systems & environment that nurture both breakthrough & incremental innovation.

Student Outcomes

After completing the study, graduates are:

1. Able to critically identify problems/issues in management, create innovative solutions, and develop recommendations and implementation plans
2. Able to develop the required understandings and prioritize suitable leadership concepts;
3. Each student should be able to build effective communication skills using appropriate ICT tools;
4. Able to propose responsible decision with enhanced sensitivity to various stakeholders which are affected by management decision;

Prospective Career of the Graduates

With the above-mentioned skills and knowledge, the graduate is able to follow a career in:

1. Strategic Decision Maker
2. Entrepreneur
3. Researcher
4. Professionals
5. Business Transformation Specialist

Curriculum

The curriculum of the Master's Degree in Business Management with a focus on Business Transformation is designed to prepare students to become adaptive, innovative, and responsible business leaders. It integrates management knowledge, digital transformation, leadership development, research capability, and stakeholder-oriented decision-making. The curriculum supports the development of four key competencies: Critical Thinking, Leadership Skills, Communication, and Social Awareness.

The program begins by strengthening students' foundation in core management areas. Courses such as Financial Management, Human Resources Management, Digital Marketing Management, and Strategic Management for Business Sustainability provide students with essential knowledge to understand business performance, people management, market dynamics, and sustainable strategic direction. These courses help students critically analyze business conditions and identify key management issues that require transformation.

To support innovation and problem-solving, the curriculum includes Design Thinking for Business Transformation and Business Operations Redesign. These courses encourage students to identify organizational problems from a user-centered and process-oriented perspective, develop creative solutions, and design practical implementation plans. Students learn how to improve business processes, create value, and support organizational change through structured and innovative approaches.

As digital transformation becomes increasingly important in modern business, the curriculum also includes AI-Based Marketing and Customer Onboarding and Risk Management for Digital Transformation. These courses help students understand how technology, data, artificial intelligence, and digital platforms can be used to enhance customer experience, improve marketing effectiveness, and manage risks related to digital change. Through these subjects, students are expected to build the ability to make informed and responsible digital business decisions.

Leadership and organizational culture are developed through the course Leadership and Transformation Culture. This course enables students to explore suitable leadership concepts, lead transformation initiatives, manage resistance to change, and build a culture that supports innovation and continuous improvement. It strengthens students' leadership skills and prepares them to guide organizations through complex business challenges.

The curriculum also develops students' research and academic communication skills through Research Methodology and Research Writing and Publication. These courses prepare students to conduct systematic research, analyze management problems scientifically, and communicate findings clearly in academic and professional formats. These skills are further applied in the Thesis, where students are expected to investigate a relevant business transformation issue and propose evidence-based recommendations.

Course Structure

Sem	Course Code	Course	SCU	Total
1	ENTR8026048	Design Thinking for Business Transformation	4	12
	MKTG8029048	Digital Marketing Management	2	
	RSCH8203048	Research Methodology	4	
	ACCT8034048	Financial Management	2	
2	MGMT8103048	Business Operations Redesign	4	18
	MGMT8102048	Strategic Management for Business Sustainability	4	
	MGMT8104048	AI-Based Marketing and Customer Onboarding	4	
	MGMT8105048	Risk Management for Digital Transformation	4	
	RSCH8204048	Research Writing and Publication	2	
3	MGMT8101048	Human Resources Management	2	12
	MGMT8106048	Leadership and Transformation Culture	4	
	RSCH8206048	Thesis	6	
Total SCU			42	