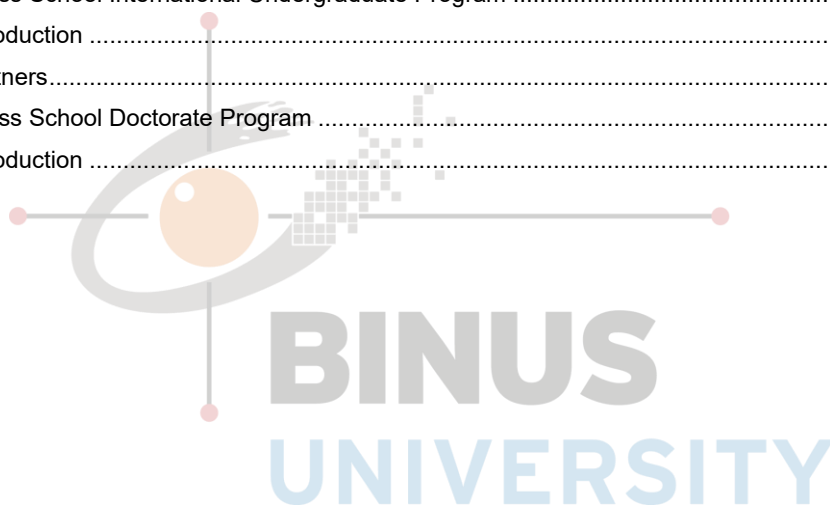


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5. BINUS BUSINESS SCHOOL

5.1 History and Development

BINUS Business School (BBS) offers higher education programs in business, entrepreneurship, and management at the Undergraduate, Master's, and doctoral levels. The undergraduate programs offered by BBS are:

1. The Bachelor of Economics in Management degree program consists of international programs, offered at the Joseph Wibowo Center or (JWC) campus, and regular programs offered at the Kemanggisian, Alam Sutera, and Bekasi campuses).
2. The Bachelor of Business in Entrepreneurship degree program comprises the Creativepreneurship Program at the Bandung campus and the Entrepreneurship & Business Creation program at the Malang campus.
3. The Bachelor of Business in Digital Business degree program is offered at the Semarang and Medan campuses.
4. The Bachelor of Business in International Trade degree program is offered at the Medan campus.

The Master's Program is known as the *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 at Kemanggisian & JWC campuses).

BINUS Business School has been nationally recognized as a study program with sustainability, innovation, and technology- driven, global business and entrepreneurial focus. Each program's curricula are continuously updated and benchmarked to local and international industries, as well as many reputable national and international universities. The Undergraduate, Master, & Doctoral degrees in Management programs at BINUS Business School have been awarded the highest rank 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 also 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 worldwide. AACSB has a mission to improve the quality of education, especially in business and accounting. Established in 1916, AACSB now has more than 1,850 business education institutions from around the world as its members. There are more than 950 business schools in more than 100 countries and territories, including 19 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 (on the Malang and Bandung campuses) was included in the BBS-AACSB accreditation.

BINUS Business School emphasizes its curriculum in business decision-making, professionalism, entrepreneurial skills, and ethics, which are applied within small to large businesses at the local and international levels. The philosophy of education at BINUS Business School is to nurture business management knowledge and impact on society, industry, and the nation. The regular undergraduate program is carried out face-to-face for four semesters, followed by a free choice of minor programs, free choice courses, or attending lectures between study programs or universities in collaboration with BINUS University. 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. In the following 2 semesters, students can choose an off-campus enrichment program comprising of 6 activities: 1. Internship, 2. Study abroad, 3. Community development, 4. Research, 5. Entrepreneurship, and 6. Special Independent Study

BBS Undergraduate Program in Management Study Program offers 6 programs: 1. Management program forms leaders with knowledge in the field of Human Capital, Strategic Planning, Managerial Operation, and Business Development. 2. The Business Management program focuses on Retail Business and Service Management, covering Retail Strategy and Entrepreneurship, Supply Chain Management, and Logistics. 3. International Business Management program offers knowledge in the fields of management in Global and Multinational Companies, including export and import management. 4. Global Business Marketing teaches global business management from the main perspective of marketing. 5. Business Creation program guides students to build their business from the start so they can generate income, and 6. The Digital Business program will guide the student to initiate Creative Digital Business strengthened by Digital Technology & Software Applications. Meanwhile, the BBS Undergraduate Program in Entrepreneurship Study Program offers two programs: Creativepreneurship Program focuses on Creative E-Commerce and Business Creation that is strengthened by Marketing analytics and development. The Entrepreneurship & Business Creation program focuses on developing Business Initiatives and Innovations that explore and exploit resources with the support of technology. BBS Undergraduate Program in Digital Business Study Program offers Creative Digital Business entrepreneurship strengthened by Digital Technology & Information Systems for Business.

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 complete 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 the UK, Germany, China, Korea, or other countries. Furthermore, BBS IUP joins forces with the University of Newcastle in Australia (a top 200 world university ranking) to launch undergraduate double degree programs. This cooperation provides an effective way for students to get a bachelor's degree concentrated in IB or BMM from BINUS University and a bachelor's degree in innovation and entrepreneurship from the University of Newcastle within 4 years in Jakarta.

BINUS Business School Master of Management Program (BBS-MP) provides diverse and relevant programs that cater to specific needs, such as career advancements, changes in career direction, personal development, or research opportunities. BBS-MP currently manages the following programs: MM International with sub-programs on MM Executive – Strategic Management & MM Professional – Single/Double Degree; MM Regular with sub-programs on Creative Marketing, Digital Business, People and Leadership, Innovation and Entrepreneurship, Supply Chain Management; MM Blended Learning with sub-programs on Business Management & Business Strategy and Execution.

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.

Vision and Mission BINUS BUSINESS SCHOOL

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

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
BBS Undergraduate Program @Greater Jakarta:		
• 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.)
BBS Undergraduate Program @Bandung:		
• Creativepreneurship	S1	Sarjana Bisnis (S.Bns.)
BBS Undergraduate Program @Malang:		
• Entrepreneurship Business Creation	S1	Sarjana Bisnis (S.Bns.)
BBS Undergraduate Program @Semarang:		
• Digital Business	S1	Sarjana Bisnis (S.Bns.)
BBS International Undergraduate Program:		
• International Business	S1	Sarjana Ekonomi (S.E.)
• Business Management and Marketing	S1	Sarjana Ekonomi (S.E.)

Programs	Study Level	Academic Title
BBS Master of Management Program:		
• 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.)
BBS Doctorate Program:		
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 three degrees:

1. The Bachelor of Economics in Management degree program consists of international programs (located at Joseph Wibowo Center or JWC campus) and regular programs (located at Kemanggisan, Alam Sutera, and Bekasi campuses).
2. The Bachelor of Business in Entrepreneurship degree program comprises the Creativepreneurship Program on the Bandung campus and the Entrepreneurship & Business Creation program on the Malang campus.
3. The Bachelor of Business in Digital Business degree program is located on the Semarang 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.

Competency Goals

By the completion of our program

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.

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.

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.

Competency Goals

By the completion of our program

1. Business Concept

Each student should be able to apply 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 Undergraduate Program @Semarang

5.5.1 Introduction

The Digital Business Program from Binus Business School Undergraduate Program (BBSUP) is dedicated to providing students with the highest standard of digital business education with a focus on utilization of technology to develop business solutions. The program is designed to prepare the students to be ready to become capable practitioners working for local and multinational corporations or to become creative and innovative entrepreneurs.

Align with International accreditation achievement through AACSB since 2024. The program prioritizes the quality of the teaching and learning process aligned with Student Outcomes needed by Stakeholders. To support this objective, the digital business program provides the students with various corporate-world-related activities, aiming to enhance their abilities and jump-start the students' 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. The program emphasizes the understanding and mastery of a combination of technology, business and finance key concepts, tools, and technology required by future professionals and entrepreneurs. The content of the program is designed to equip students with basic scientific business paradigms, updated theoretical frameworks, applied skills, and familiarity with contemporary technology and finance to support their ventures as future leaders in business. The Digital Business program maintains continuous and fruitful cooperation with many first-class companies in Indonesia to build a strongly linked network. The aim is to provide wide opportunities for graduate students after they graduate to have an opportunity to work in one of the most reputable companies in Indonesia. The curriculum in the BBSUP 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.

Competency Goals

By the completion of our program

1. Digital Business Concept

Each student should be able to apply digital business concepts.

2. Entrepreneurial Acumen and Problem-solving

Each student should be able to demonstrate the use of ICT and data analytics to generate new digital business opportunities and build innovative digital businesses.

3. Sustainability Mindsets in Digital Business

Each student should be able to articulate internal development strategies for business sustainability.

4. Professionalism and Ethical Competence

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

5.6 BINUS Business School International Undergraduate Program

5.6.1 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 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 global nonprofit association, that provides quality assurance and business education intelligence to over 1,900 member organizations and more than 1,000 accredited business schools worldwide.

BBS IUP offers three specializations, International Business, Business Management & Marketing, and Digital Business. In the third or fourth year of the study, students have the opportunity to study abroad to take double-degree programs with partner universities on an array of management subjects.

Competency Goals

By the completion of our programs, the students are expected to master:

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 solve problems and overcome challenges in businesses systematically and innovatively.

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.

5.4.2 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 are listed in the top 200 universities in the world and have excellent international reputations. We are confident that our students will gain the benefit of the exposure to 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 is one of the UK's leading modern universities; that creates forward-thinking graduates with the skills and flexibility to succeed throughout their career. The students experience the benefits of Fusion, learning from those with experience in industry or practice, working on real world problems and applying research skills. The university work closely with employers, practitioners and professional organisations. This supports graduate employability as well as informing its research. Bournemouth University has a long-established reputation for its commitment to work placements and experiences as part of a degree. Every undergraduate student has the opportunity to undertake a work placement or work-based learning experience as part of their course, adding vital experience to their CVs and helping them to gain employment after their course. Many of the university's courses are accredited or validated by professional organisations. Bournemouth Business school is accredited by the AACSB.

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

2. CBS International Business School

CBS International Business School (CBS) is a state-recognized private university of applied sciences for business. Throughout Germany, the university is represented at eight locations in Cologne, Aachen, Berlin/Potsdam, Hamburg, Hannover, Mainz, Düsseldorf/Neuss & Solingen. Since 2016, CBS has been part of the Stuttgart-based Klett Group, one of Germany's leading education companies. With the mission statement *Creating Tomorrow*, CBS brings together players in tomorrow's world of work: CBS offers students an internationally oriented, practical business degree programs with individual support. CBS provides companies with an interactive platform to position themselves as practice partners and future employers. The CBS faculty consists of over 70 professors who are supported by many freelance lecturers from the business world. CBS students thus benefit from the perfect mix of theory and practice. CBS is a member of AACSB International and CBS has Foundation for International Business Administration Accreditation (FIBBA) carry out any new degree program accreditation as well as the re-accreditation of already existing study programs. CBS 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.

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

3. Macquarie University

Ranked in the top 200 universities in the world based on QS WUR 2025, Macquarie University is considered one of Australia's best universities, producing graduates that are among the most sought-after professionals in the world. With world-leading facilities, industry connections, flexible curriculum, and an award-winning internship program, graduates get the real-world experience they need to get ahead. Macquarie was established in 1964 as a bold experiment in higher education. Built to break from traditions and work in tandem with industry, Macquarie strives for the extraordinary by challenging convention and embracing different views. Led by academics and researchers, Macquarie continues its pioneering approach – from inventing Wi-Fi with the CSIRO, to enhancing graduate employability through personalized degrees and degrees co-designed with industry. Uniquely located in the heart of Sydney, Australia's largest high-tech precinct, Macquarie brings together more than 45,000 students including 10,000 international students and 3000 staff in one thriving hub of discovery. Macquarie is accredited by the 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**. Master Track in **Business Management & Marketing**.

4. 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. Located in Brisbane, 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. Industry representatives and professionals contribute to its course development, adding a practical perspective to theoretical education. The QUT faculties consult in industry and work on industry projects which often involve students. Staff and students have access to the latest teaching technology. QUT strives to connect the students with the real world through practical hands-on learning that prepares QUT graduates for the careers of tomorrow and the future. QUT Business School is one of the prestigious universities worldwide that holds the Triple Crown of international accreditation of EQUIS, AACSB, and AMBA. In the 2025 QS World University Ranking, QUT is ranked #213. By Subject ranking, *Computer Science and Information Systems* also *Business & Management Studies* are in the top 200, whereas *Communication & Media Studies* is listed in the top 20.

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

5. Saxion University of Applied Sciences

Saxion University of Applied Sciences (Saxion) is one of the largest institutions of higher education in the Netherlands, with close to 27,000 students. 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 professions enable development of innovative products, processes or knowledge-driven expertise.

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

6. University of New South Wales

The University of New South Wales (UNSW) Sydney is a world-leading teaching and research powerhouse recognised by employers and organisations around the globe. Ranked in the top 20 universities worldwide, UNSW is dedicated to shaping forward-thinking graduates who make a positive impact in the world. UNSW ensures students receive a truly hands-on and career-focused education to uncover their full potential. Through UNSW's strong connections with industry worldwide, students gain key skills and experience and learn from internationally renowned academics and expert practitioners. Its graduates have the third highest rate of graduate full-time employment and the highest salaries among Australia's most research-intensive Group of Eight (Go8) universities. UNSW Business School is AACSB and AMBA accredited, and its subject *Business and Management Studies* is in the top 50 according to the QS WUR Subject Ranking.

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

7. Victoria University of Wellington

Victoria University of Wellington, full name Te Herenga Waka—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. VUW consistently ranks among the world's best universities. VUW offers nearly 200 programs in the areas of Architecture and Design Innovation, Business and Government, Education, Engineering, Health, Humanities and Social Sciences, Law, and Science. Additionally, VUW is home to more than 40 research centres and institutes, including the Antarctic Research Centre and the Centre for Data Science and AI. VUW is one of the top public universities in Kelburn, Wellington, New Zealand. Wellington is a compact city where students can easily explore nature trails, beaches, galleries, museums, and events. It is multicultural, safe, friendly, and has a reputation for great food and coffee—it regularly ranks as one of the world's most liveable cities. VUW is ranked #244 in the QS World University Rankings 2025 and its School of Business is one of an elite group of commerce faculties worldwide that holds the Triple Crown of international accreditations of EQUIS, AACSB, and AMBA.

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

8. SolBridge International School of Business

SolBridge International School of Business (SolBridge) – established by Woosong University, is the youngest institution to receive the AACSB accreditation. SolBridge achieved full membership in the EFMD (European Foundation for Management Development) and has also gained full membership in the BGA (Business Graduates Association), ACCA (Association of Chartered Certified Accountants) and NIBS (Network of International Business Schools). 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. One of its uniqueness is a balance between theory and practice through immersion programs, special lectures, workshops, and internships. SolBridge focuses 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**.

9. 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 is home to nearly 20,000 students from over 145 countries. ENU has strong links with industry mean work-related learning for the majority of the students, from internships and work shadowing to live projects and experiences abroad. ENU Business School is one of the largest and most modern business schools in Scotland and focused on being of real value to practitioners and is home to cutting-edge research that addresses real world challenges. It has earned business accreditation from the AACSB, the accolade which recognizes ENU Business School for excelling in teaching, research, curriculum development, and student learning.

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

10. Boston University Metropolitan College

Metropolitan College (MET) is one of the 17 schools and colleges that comprise Boston University (BU). Since 1965, MET has played a unique role within BU serving as a bridge from BU to the community and the world. MET International oversees innovative study abroad experiences exclusively for the international students from partner institutions of BU. MET International offers industry-leading academic models, as well as access to the Boston University experience—exclusively for students from its partner institutions. Choosing from BU programs that combine rigorous study with practical application, students engage in a vibrant learning community and gain the real world, hands-on knowledge needed to achieve their personal goals and career objectives. Along with accreditation by the New England Commission of Higher Education, several BU MET degree programs have additional accreditation by agencies such as AACSB, the Project Management Institute Global Accreditation Center for Project Management Education Programs (GAC), and the Commission on Accreditation for Health Informatics and Information Management Education (CAHIM). When students enroll at BU MET, students will be getting a top-quality education from a degree-granting college at Boston University.

BINUS Business School International Undergraduate Program(s): Master Track in **International Business**, and **Business Management & Marketing**.

11. RMIT University

RMIT University is a world leader in Art and Design, Architecture, Education, Engineering, Development, Computer Science and Information Systems, Business and Management, and Communication and Media Studies. As one of the largest universities in Australia, RMIT is a QS 5-Star rated institution, ranked as one of the world's leading universities with a strong research record and state-of-the-art facilities and infrastructure. At RMIT, through Work-Integrated Learning opportunities, mentors and collaborative projects, the students make industry connections and gain the skills that make employers sit up and take notice. RMIT internships, placements and work experience opportunities enable the students to put theory into practice, alongside some of the world's leading organizations. RMIT ranks #123 in the 2025 QS World University Ranking. By Subject ranking, its *Computer Science and Information Systems* is in the top 200, its *Business and Management studies* is in the top 150.

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

12. Western Sydney University

Western Sydney University (WSU) is a world-class university with a growing international reach and reputation for academic excellence and impact-driven research. With a focus on equipping the graduates to be workplace ready, its curriculum reflects the needs of the world we live in. In pioneering a model of co-created learning that treats its strategic partners as co-creators in education, WSU works with business and industry leaders to develop course content that meets the needs of employers, the jobs of the future and responds to the challenges of a global workplace. WSU claims as a home to a group of innovators working together to rethink, redesign, and launch products and companies that enrich lives. As a student at WSU, you become part of a dynamic, thriving and culturally rich community. Located in the greater western Sydney, Australia, WSU is ranked #384 in the QS World University Rankings 2025, with its *Communication and Media Studies* subject is ranked #201-250.

BINUS University International Program(s): Double Degree in **Digital Business**.

5.5 BINUS Business School Doctorate Program

5.5.1 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.

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.

