Master of Management – Regular Class

Introduction

The rapid-changing business world requires the business know-how in building business strategy (general management, marketing, supply chain, innovation and entrepreneurship and people management) with an understanding to optimize resource and technology (Digital business and supply chain management) and by exercising the discipline in customer-centric creativity (Innovation and entrepreneurship).

The Master of Management – Regular class is a Master of Management (MM) program designed for recent graduates (strata-1 or the equivalent) and those with little professional working experience. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies. The program also provides knowledge and skills in innovation and entrepreneurship that equip the students to launch their own businesses or become entrepreneurs in established firms.

The Master of Management – Regular class is a 42-credit program consisting of knowledge in functional areas in six streaming which are Creative Marketing, Digital Business, Innovation and Entrepreneurship, People and Leadership, Supply Chain Management, and Transformative Project Management. Every streaming has considered the existing and near-future competencies needed by the business environment. All the streaming will help students to focus on developing their core competencies while at the same time they can get the general overview about the need of near future business environment.

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Besides of reguler program, Master of Management – Regular class also offered Dual Degree Program, 1+1 (first year in BINUS, and the final year in SMU), between MM Binus Business School with Singapore Management University, and this program offered to student joining streaming Innovation and Entrepreneurship. However, in total, the credit for this Dual Degree in total is 50-credit.

Upon the completion of their study, the students are expected to earn knowledge and skills in general management according to the most current conceptual and analytical developments in managerial practices. They will also have insights into developing and implementing sustainable customer value. Moreover, they will have soft skills in aligning and balancing the various and often conflicting needs and demands of the many groups of stakeholders in play: shareholders, workers, the community, the media, the government, and the public at large.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience to the classroom, consistently imparting and sharing the wisdom of their experience to the participants. They integrate a mixture of teaching methodologies including, but not limited to, traditional lectures, guest lectures, case studies, class presentations, summaries, and field projects. The participants will

learn to develop strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist the participants in accomplishing their theses.

This program provides a learning environment that offers the participants opportunities to develop meaningful and beneficial professional relationships between themselves and with the faculty, and also encourages intellectual challenges and exploration.

Award/Degree

- MM degree from BINUS UNIVERSITY
- Master of Science (MS) in Entrepreneurship and Innovation from Singapore Management University

Study Completion Requirements

To complete a Master of Management (MM) degree (in Business Management) from the BINUS BUSINESS SCHOOL Master Program, for reguler students must complete a minimum of 42 SCUs, and for students taking Dual Degree program must complete 50 SCUs, all of which are mandatory courses.

Teaching, Learning, and Assessment Strategies

The teaching, learning, and assessment methods used in the program, such as case studies, in-class exercises, simulations, group projects, assignments, and presentations are designed to enhance the students' capabilities in problem identification and analysis, while understanding strategic alternatives and exchanging ideas. Students learn theories, concepts, and best practices from the faculty staff who have strong academic backgrounds and an average of 15 years of business experience. This learning process will provide students with good grounds for understanding a broad overview of the industry. On occasion, the program also invites visiting professionals as guest lecturers, which aims to give good grounds for having a broad overview of the industry. These experiences support individual career objectives and may provide social and professional networks. Furthermore, the regularly held CEO, CFO, and CMO guest seminar events also enrich students with new perspectives on how to relate the theoretical foundations they study in the program with current practices.

Innovation will be developed through course assessments that put emphasis on content comprehension and innovation. Innovation thinking, commonly referred to as 'design thinking', will be developed through some courses in the program. Students are required to translate selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

At the end of the program, students are required to write a thesis and publish a research paper in a peer-reviewed journal as the assessment of students' comprehensive understanding of business management concepts learned in the program.

Employability and Career Support

A wide range of career opportunities at the managerial level (such as business development manager) in business and management domains covering the services and manufacturing industries, as well as private and public enterprises, offer vast opportunities for students after their successful completion of this eighteen-month program. The integrated curriculum is designed, developed, and prepared to support students in building on their technical and non-technical skills to face industry challenges.

Course Structure

MM regular Class consists of following courses:

a. The Stream of Creative Marketing

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	16
	MKTG8033048	Strategic Consumer Insight and Positioning	4	
	MKTG8034048	Digital Branding	2	
	MKTG8035048	Product and Pricing Development	3	
	MKTG8036048	Omni Channel Management	2	
	MKTG8024048	Digital Integrated Marketing Communication	3	
3	BUSS8023048	Business Ethics	2	11
	MGMT8133048	Strategic Management in Business	3	
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 42 SCU				

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b. The Stream of Digital Business

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	16
	MGMT8107048	Platform Strategy and the Digital Economy	3	
	FINC8023048	Digital Finance and Fintech Ecosystems	3	
	MKTG8025048	Digital Marketing and Analytics	3	
	MGMT8108048	Business Innovation in Digital World	3	
	MGMT8109048	Project Management in Digital Era	2	
3	BUSS8023048	Business Ethics	2	11
	MGMT8133048	Strategic Management in Business	3	
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 42 SCU				

c. The Stream of People and Leadership

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	14
	MGMT8110048	Advance Leadership Agility	3	
	MGMT8111048	Managing Business with People Analytics	3	
	MGMT8112048	Designing Future Organization	2	
	MGMT8113048	Global Talent Management and Strategy	2	
	MGMT8114048	Managing Wellbeing in Business	2	
3	BUSS8023048	Business Ethics	2	13
	MGMT8133048	Strategic Management in Business	3	
	MGMT8075048	Strategic Communication and Leadership	2	
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 42 SCU				

d. The Stream of Supply Chain Management

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	14
	MGMT8076048	Introduction to Innovative and Sustainable Operations Management	2	
	MGMT8115048	Operations Strategy	2	
	MGMT8078048	Strategic Procurement	3	
	MGMT8079048	Logistic Operations	3	
	MGMT8067048	Digital Supply Chain Management	2	
3	BUSS8023048	Business Ethics	2	13
	MGMT8133048	Strategic Management in Business	3	
	MGMT8080048	Quality and Supply Chain Risk Management	2	
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 42 SCU				

e. The Stream of Innovation and Entrepreneurship

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	14
	ENTR8011048	Advanced Design Thinking and Entrepreneurship	3	
	ENTR8027048	Sustainable Entrepreneurship and Strategic Value Creation	2	
	ENTR8013048	Launching and Scaling Technology Ventures	3	
	ENTR8014048	Venture Capital and Private Equity Landscape	2	
	ENTR8023048	Market Validation	2	
3	BUSS8023048	Business Ethics	2	13
	MGMT8133048	Strategic Management in Business	3	
	ENTR8024048	Building an Entrepreneurial Venture	2	
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 42 SCU				

f. The Stream of Innovation and Entrepreneurship - DD SMU

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	14
	ENTR8011048	Advanced Design Thinking and Entrepreneurship	3	
	ENTR8027048	Sustainable Entrepreneurship and Strategic Value Creation	2	
	ENTR8013048	Launching and Scaling Technology Ventures	3	
	ENTR8014048	Venture Capital and Private Equity Landscape	2	
	ENTR8023048	Market Validation	2	
3 (in SMU)	BUSS8023048	Business Ethics	2	9
	BUSS8026048	Business Acceleration and Growth Strategy	3	
		Global Elective Courses	4	
4 (in SMU)		Global Elective Courses	6	12
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 50 SCU				

g. The Stream of Transformative Project Management

Sem	Code	Course Name	SCU	Total
1	ENTR8029048	Design Thinking and Entrepreneurship	3	15
	ACCT8015048	Accounting and Financial Management	3	
	MGMT8132048	Leadership and Human Capital Management	2	
	MKTG8017048	Marketing and Digitalization Strategy	2	
	RSCH8076048	Research Methodology	3	
	BUSS8009048	Business Analytics	2	
2	RSCH8212048	Research Analysis and Publication	2	16
	MGMT8127048	Managing Project Stakeholders	2	
	MGMT8128048	Project Finance and Investment	3	
	MGMT8129048	Project Portfolio Management	3	
	MGMT8130048	Artificial Intelligence in Project Management	3	
	MGMT8131048	Sustainability in Project Management	3	
3	BUSS8023048	Business Ethics	2	11
	MGMT8133048	Strategic Management in Business	3	
	MGMT8095048	Thesis Proposal	2	
	MGMT8096048	Thesis	4	
TOTAL CREDITS 42 SCU				