Business Management

Introduction

The Business Management Study Program provides students with a comprehensive understanding of the principles and practices that drive successful organizations. The Business Management Study Program prepares the next generation of business leaders to excel in a dynamic and globalized market by offering a robust curriculum that combines theoretical knowledge with practical application. Students will be equipped with the skills and insights necessary to navigate and lead in various business environments. Students will be able to effectively analyze a business entity's strategy present in the business environment. The learning process integrates emerging technologies and digital tools as essential foundations to enhance students' analytical capabilities, decision-making skills, and ability to respond to evolving business challenges. The Business Management Study Program is designed to prepare the students to be ready to become proficient leaders who can navigate and leverage the intricacies of global and start-up businesses. The Business Management Study Program offers students a wide variety of academic career and leadership programs including collaborative projects, internships, industry partnerships, study abroad, and research activities, providing them with invaluable experience and a robust professional network, as well as applied research theses with real business management-related problems. Students will engage in guest lectures, international experience, industrial sharing sessions from various industry practitioners and professionals, involvement in student organizations, and community service. Through these experiences, students develop critical thinking, problem-solving, and leadership skills. The Business Management Study Program prepares graduates to pursue diverse professional roles as HRM Leaders, Marketing Leaders, Operational Leaders, Financial Leaders, Researchers, Entrepreneurs, and Business Intelligence professionals who are capable of creating strategic value and driving organizational growth in dynamic business environments

The Business Management Study Program prepares students for a broad range of occupations in every sector of the economy. A bachelor's degree in Business Management Study Program enables students to achieve foundation knowledge and develop their analytical skills in Digital Business Fundamentals, Digital Consumer Behaviour, Design Thinking for Product Innovations With Artificial Intelligence, Digital Business Analytics, Digital Transformation and Business Strategy, Social Media and Mobile Marketing, Digital Human Resources Management, Financial Technology, and Agile Project Management. The curriculum in the Business Management Study Program equipped students to tackle the challenges of today's complex business landscape and drive meaningful change by embedding the application of Artificial Intelligence as well as has been benchmarked to renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and core values developed by BINUS. Students will embark on a transformative educational journey that will shape their future as business leaders.

Vision

To become a world-class Distance Learning Management Study Program in 2035 in international business management, entrepreneurship, and digital business with a continuous commitment to fostering and empowering communities.

Mission

The mission of Business Management Department is to contribute to the global community through the provision of world-class education by:

1. Developing Binusian competence and expertise through Management Science, International Business, Entrepreneurship, and Digital Business with the concept of online learning and awarding excel Binusian
2. Guiding Binusian through research in Business Management Science and enrichment of technology development, which impacts business, society, and the nation
3. Fostering Binusian to continue to develop knowledge through independent and sustainable enrichment
4. Empowering the society and partner community by Binusian through creative economy development
5. Consistently applying novel Management Science aligned with human resources needs in the industry (multidisciplinary perspective)

Program Objective

The objectives of the program:

1. Generating Binusian who have competence and expertise in Management Science, International Business, Entrepreneurship, and Digital Business and rewarding Binusian achievement nationally and internationally
2. Provide excellent research related to Business Management issues through a multidisciplinary approach and impactful to business, communities, and nation
3. Generating Binusian who have managerial skills from independent and continuous learning
4. The society and partner community can develop their skills and business sustainably
5. Binusian becomes a creative entrepreneur and agent of change equipped with knowledge and expertise in global business management

Student Outcomes

After completing the study, graduates are:

1. Able to comprehend management and business concepts
2. Able to systematically and innovatively solve problems and overcome challenges in businesses
3. Able to perform global and sustainability mindsets in applying business concepts
4. Able to apply ethical and professional values
5. Able to design a business investment strategy in the creative industry
6. Able to formulate international business policies
7. Able to solve problems through the multidisciplinary approach

Prospective Career of the Graduates

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

1. Marketing Leader/HRM Leader
2. Operational Leader/Finance Leader
3. Consultant Management
4. Researcher
5. Entrepreneur/Technopreneur
6. Business Intelligent
7. International Business Specialist

Curriculum

The curriculum is based on the National Curriculum and Management study program association that covers management knowledge and skills as well as attitude to support core competence.

Course Structure

Sem	Course Code	Course	SCU	Total
1	MGMT6072038	Introduction to Management and Business	4	20
	MATH6158038	Business Mathematics	2	
	MKTG6113038	Marketing Management	4	
	BUSS6252038	Business Ethics and Sustainability	4/2	
	ISYS6599038	Management Information Systems for Leader	4	
2	CHAR6019038	Character Building: Pancasila	2	20
	MGMT6157038	Human Resources Management	4	
	ECON6095038	Business Economics	4	
	MKTG6125038	Retail and Merchandising	4	
	BUSS6212038	Design Thinking in Business	4	
	COSC6012038	Foundations of Artificial Intelligence	2	
3	CHAR6020038	Character Building: Kewarganegaraan	2	20
	FINC6046038	Financial Management	4	
	MGMT6448038	Operations Management	4	
	MGMT6146038	Strategic Management	4	
	MGMT6561038	Project Management	4/2	
4	CHAR6021038	Character Building: Agama	2	20
	ACCT6363038	Accounting for Business	4	
	STAT6123038	Business Statistics and Research Methodology	4/2	
	LANG6031038	Indonesian	2	
	ENGL6163038	English Professional	4	
	ENPR6253038	Entrepreneurship	2	
5	**Stream: Creativepreneurship***			20
	ENPR6088038	Innovative Product Design & Development	4	
	ENPR6089038	Value Proposition & Business Model Design	4	
	ENPR6090038	Business Risk Analysis	4	
	ENPR6091038	Entrepreneurship in Creative Industry	4	
	MKTG6292038	Market Research and Business Plan	4	
	Stream: International Business*			
	BUSS6216038	International Cultural, Relations and Negotiation	4	
	BUSS6217038	Export-Import Management & Documentation Standardization	4	

Sem	Course Code	Course	SCU	Total
	MGMT6160038	Global Supply Chain Management	4	
	BUSS6048038	International Business	4	
	LAWS6191038	E-Commerce & Data Privacy Law	4	
	Stream: Strategic Leadership*			
	MGMT6618038	Resilient Leadership	4	
	MGMT6619038	Personal Branding	4	
	MGMT6620038	Knowledge and Talent Management	4	
	MGMT6621038	Strategic Negotiation	4	
	MGMT6622038	People Analytics	2/2	
6	**Minor Program/ Free Electives/ Enrichment Program I****		20	20
7	**Free Electives/ Enrichment Program II*****		20	20
8	RSCH6024038	Thesis	6	6
			Total SCU	**146**

**Students are required to select one stream for a semester.*
***Students are required to choose Minor Program or Free Electives or Enrichment Program for a semester. See appendix for the details.*
****Students are required to choose Free Electives or one of enrichment program tracks for a semester. See appendix for the details.*

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Appendix: Minor Program

Minor Scheme

Minor Program	Semester 6
Minor @BINUS Online	
Technopreneurship	v
Artificial Intelligence in Business	v

Minor Program: Technopreneurship

Course Code	Course	SCU
ACCT6384039	Accounting for Small Medium Enterprise	4
MKTG6296038	Digital Marketing for Manager	4
ISYS6619035	UX for Digital Business	4
COMP6725036	Big Data Technologies	4
ISYE6196037	Industrial Feasibility Analysis	4
	Total SCU	**20**

Minor Program: Artificial Intelligence in Business

Course Code	Course	SCU
ISYS6776035	Managerial Support Systems	4
ACCT6473039	Artificial Intelligence for Audit, Forensic Accounting, and Valuation	4
COMP6936036	Machine Learning	4
MGMT6483038	AI Marketing and Predicting Consumer Experiences	4
ISYE6284037	Cognitive Ergonomics	4
	Total SCU	**20**

Appendix: Free Electives

Free Elective I

For students who take free electives track in the 6th semester, the following is a list of courses that students can take for 20 credits.

No	Course Owner Department	Course Code	Course	SCU	Semester	Course Type
1	Management PJJ	MKTG6117038	Entrepreneurial Marketing	4	6	FE
2	Management PJJ	ENTR6053038	Entrepreneurial Finance	4	6	FE
3	Management PJJ	COMM6092038	Business Communication	4	6	FE
4	Management PJJ	MGMT6552038	Digital Logistic	4	6	FE
5	Management PJJ	MGMT6551038	Ethics and Leadership in Digital Business	4	6	FE
6	Computer Science PJJ	COSC6023036	Artificial Intelligence	2/2	6	FE
7	Computer Science PJJ	COMP6621036	Web Programming	4	6	FE
8	Computer Science PJJ	COMP6617036	Cloud Computing	4	6	FE
9	Industrial Engineering PJJ	ISYE6195037	Human Interaction in Service Systems	4	6	FE
10	Industrial Engineering PJJ	ISYE6098037	Supply Chain Risk & Negotiation	4	6	FE
11	Accounting PJJ	ACCT6130039	Cost Accounting	4	6	FE
12	Accounting PJJ	ACCT6482039	Sustainability Reporting and Assurance	4	6	FE
13	Information Systems PJJ	ISYS6701035	User Experience Research and Design	4	6	FE
14	Information Systems PJJ	ISYS6879035	Information Systems Management, Planning and Innovation	4	6	FE
15	Information Systems PJJ	ISYS6878035	Data Modelling and Analytics	4	6	FE
16	Information Systems PJJ	ISYS6877035	IT Governance and Security	4	6	FE
17	Information Systems PJJ	ISYS6321035	Technology & Infrastructure of e-Business	4	6	FE
18	Communication - Digital Business Communication Blended Learning	COMM6796019	Intercultural Communication	4	6	FE
19	Communication - Digital Business Communication Blended Learning	COMM6794019	Public Speaking	4	6	FE
20	Communication - Digital Business Communication Blended Learning	COMM6787019	Human Communication in Digital Society	4	6	FE

No	Course Owner Department	Course Code	Course	SCU	Semester	Course Type
21	Visual Communication Design - Creative Media Blended Learning	DSIN6168007	Typography	4	6	FE
22	Psychology - Business Psychology Blended Learning	PSYC6263027	Applied Psychology in Education and Work	4	6	FE

Free Elective II

For students who take free electives track in the 7th semester, the following is a list of courses that students can take for 20 credits.

No	Course Owner Department	Course Code	Course	SCU	Semester	Course Type
1	Management PJJ	ENPR6300038	Managing Entrepreneurial Organization and Leadership	4/2	7	FE
2	Management PJJ	MGMT6562038	E-Corporate Strategy and Management	4/2	7	FE
3	Management PJJ	MGMT6563038	E-Marketing and E-CRM	4/2	7	FE
4	Management PJJ	MGMT6162038	Change Management	4	7	FE
5	Management PJJ	BUSS6049038	Managing Innovation	4	7	FE
6	Management PJJ	MGMT6553038	Digital Retail and Merchandising	4	7	FE
7	Management PJJ	MGMT6554038	Digital Economy	4	7	FE
8	Computer Science PJJ	COMP6277036	Geographic Information System	2/2	7	FE
9	Computer Science PJJ	COMP6941036	Data Mining for Business Analytics	4/2	7	FE
10	Industrial Engineering PJJ	ISYE6287037	Industry 4.0 and Implementation	4	7	FE
11	Industrial Engineering PJJ	ISYE6288037	Smart Manufacturing	4	7	FE
12	Information Systems PJJ	ISYS6941035	Social Informatics	4/2	7	FE
13	Information Systems PJJ	ISYS6942035	Information System Security	4/2	7	FE
14	Visual Communication Design - Creative Media Blended Learning	DSIN6183007	AI VFX Models	2/2	7	FE
15	Visual Communication Design - Creative Media Blended Learning	DSIN6181007	AI Cinematic Content	4	7	FE

Appendix: Enrichment

Enrichment Track Scheme

Track scheme for semester 6 and 7. Student will take one of the tracks:

Enrichment Program Track									
Track	Semester 6	Semester 7							
	IS	IN	EN	RS	CD	SA	IS	FS	IDP
1	v	v							
2	v		v						
3	v			v					
4	v				v				
5	v					v			
6	v						v		
7	v								v

Students in semester 6 who take minor program or free electives, in semester 7 can take the enrichment track as follows:

Track	Enrichment Program Track							
	Semester 7							
	IN	EN	RS	CD	SA	IS	FS	IDP
1	v							
2		v						
3			v					
4				v				
5					v			
6						v		
7							v*	
8								v

**) Regarding the implementation of the Further Study enrichment track as illustrated on the table above, if students wish to choose the Further Study track in semester 7, then their choice in semester 6 must be the Minor Program or Free Electives.*

Note:

IN : Company Internship
EN : Entrepreneurship
RS : Research Fellowship
CD : Community Impact Internship
SA : Study Abroad
FS : Further Study
IS : Specific Independent Study
IDP : Individual Development Project

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Company Internship Track

Course Code	Course	SCU	Total SCU
MGMT6429038	Working Experience in Management	6	20
MGMT6430038	Management in Practice	4	
MGMT6432038	Industrial Experience in Management	6	
MGMT6431038	Employability and Entrepreneurial Skills in Management Industry	4	

Entrepreneurship Track

Course Code	Course	SCU	Total SCU
ENPR6025038	Business Start Up in Management	6	20
ENPR6026038	Business Model & Validation in Management	4	
ENPR6027038	Launching New Venture in Management	6	
ENPR6028038	Entrepreneurship and Managing New Business in Management	4	

Research Fellowship Track

Course Code	Course	SCU	Total SCU
RSCH6671038	Management Research Experience	6	20
RSCH6672038	Scientific Writing in Management Research	4	
RSCH6673038	Academic Writing for Management Research	6	
RSCH6674038	Global Employability and Entrepreneurial Skills in Management Research	4	

Community Impact Internship Track

Course Code	Course	SCU	Total SCU
CMDV6438038	Community Development Project Implementation in Management	6	20
CMDV6439038	Community Development Project Design in Management	4	
CMDV6440038	Management Program Execution for Community	6	
CMDV6441038	Employability and Entrepreneurial Skills in Management Community	4	

Study Abroad Track

Course Code	Course	SCU	Total SCU
GLOB6415038	Elective Course for Study Abroad 1	4	20
GLOB6416038	Elective Course for Study Abroad 2	4	
GLOB6417038	Elective Course for Study Abroad 3	3	
GLOB6418038	Elective Course for Study Abroad 4	3	
GLOB6419038	Elective Course for Study Abroad 5	3	
GLOB6420038	Elective Course for Study Abroad 6	2	
GLOB6421038	Elective Course for Study Abroad 7	2	

Course Code	Course	SCU	Total SCU
GLOB6422038	Elective Course for Study Abroad 8	2	
GLOB6423038	Elective Course for Study Abroad 9	1	
GLOB6424038	Elective Course for Study Abroad 10	1	
GLOB6425038	Elective Course for Study Abroad 11	4	
GLOB6426038	Elective Course for Study Abroad 12	4	
GLOB6427038	Elective Course for Study Abroad 13	3	
GLOB6428038	Elective Course for Study Abroad 14	3	
GLOB6429038	Elective Course for Study Abroad 15	3	
GLOB6430038	Elective Course for Study Abroad 16	2	
GLOB6431038	Elective Course for Study Abroad 17	2	
GLOB6432038	Elective Course for Study Abroad 18	2	
GLOB6433038	Elective Course for Study Abroad 19	1	
GLOB6434038	Elective Course for Study Abroad 20	1	

**) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits*

Specific Independent Study Track

Enrichment Program I

Course Code	Course	SCU
CSIS6037038	Course Certification	3
CSIS6038038	Technical Skill Enrichment	4
CSIS6039038	Industrial Project	9
CSIS6040038	Soft Skill Enrichment	4
CSIS6041038	Elective Course for Specific Independent Study 1	4
CSIS6042038	Elective Course for Specific Independent Study 2	4
CSIS6043038	Elective Course for Specific Independent Study 3	3
CSIS6044038	Elective Course for Specific Independent Study 4	3
CSIS6045038	Elective Course for Specific Independent Study 5	3
CSIS6046038	Elective Course for Specific Independent Study 6	2
CSIS6047038	Elective Course for Specific Independent Study 7	2
CSIS6048038	Elective Course for Specific Independent Study 8	2
CSIS6049038	Elective Course for Specific Independent Study 9	1
CSIS6050038	Elective Course for Specific Independent Study 10	1
CSIS6051038	Elective Course for Specific Independent Study 11	4
CSIS6052038	Elective Course for Specific Independent Study 12	4
CSIS6053038	Elective Course for Specific Independent Study 13	3
CSIS6054038	Elective Course for Specific Independent Study 14	3
CSIS6055038	Elective Course for Specific Independent Study 15	3
CSIS6056038	Elective Course for Specific Independent Study 16	2
CSIS6057038	Elective Course for Specific Independent Study 17	2
CSIS6058038	Elective Course for Specific Independent Study 18	2

Course Code	Course	SCU
CSIS6059038	Elective Course for Specific Independent Study 19	1
CSIS6060038	Elective Course for Specific Independent Study 20	1
CSIS6097038	Elective Course for Specific Independent Study 21	6
CSIS6098038	Elective Course for Specific Independent Study 22	6
CSIS6099038	Elective Course for Specific Independent Study 23	6
	Total SCU	**20**

**) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 23 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

Enrichment Program II

Course Code	Course	SCU
CSIS6037038	Course Certification	3
CSIS6038038	Technical Skill Enrichment	4
CSIS6039038	Industrial Project	9
CSIS6040038	Soft Skill Enrichment	4
CSIS6100038	Elective Course for Specific Independent Study 24	4
CSIS6101038	Elective Course for Specific Independent Study 25	4
CSIS6102038	Elective Course for Specific Independent Study 26	3
CSIS6103038	Elective Course for Specific Independent Study 27	3
CSIS6104038	Elective Course for Specific Independent Study 28	3
CSIS6105038	Elective Course for Specific Independent Study 29	2
CSIS6106038	Elective Course for Specific Independent Study 30	2
CSIS6107038	Elective Course for Specific Independent Study 31	2
CSIS6108038	Elective Course for Specific Independent Study 32	1
CSIS6109038	Elective Course for Specific Independent Study 33	1
CSIS6110038	Elective Course for Specific Independent Study 34	4
CSIS6111038	Elective Course for Specific Independent Study 35	4
CSIS6112038	Elective Course for Specific Independent Study 36	3
CSIS6113038	Elective Course for Specific Independent Study 37	3
CSIS6114038	Elective Course for Specific Independent Study 38	3
CSIS6115038	Elective Course for Specific Independent Study 39	2
CSIS6116038	Elective Course for Specific Independent Study 40	2
CSIS6117038	Elective Course for Specific Independent Study 41	2
CSIS6118038	Elective Course for Specific Independent Study 42	1
CSIS6119038	Elective Course for Specific Independent Study 43	1
CSIS6120038	Elective Course for Specific Independent Study 44	6
CSIS6121038	Elective Course for Specific Independent Study 45	6
CSIS6122038	Elective Course for Specific Independent Study 46	6
	Total SCU	**20**

**) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 24 to 46 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

Further Study Track
Students will receive information about Further Study Track courses during the registration period.

Certified Individual Development Project Track

Course Code	Course	SCU	Total SCU
MGMT6489038	Industrial Project Planning in Management	6	20
MGMT6490038	Industrial Project Implementation in Management	4	
MGMT6491038	Industrial Project Evaluation and Reporting in Management	6	
MGMT6492038	Business Ethics in Management Industry	4	

Students should pass all of these quality-controlled courses as listed below:

No.	Course Code	Course	SCU	Minimal Grade	Semester
1	CHAR6019038	Character Building: Pancasila	2	B	2
2	ENPR6253038	Entrepreneurship	2	C	4
3	MKTG6113038	Marketing Management	4	C	1
4	MGMT6157038	Human Resources Management	4	C	2
5	MGMT6072038	Introduction to Management and Business	4	C	1
6	BUSS6252038	Business Ethics and Sustainability	4/2	C	1
Stream: Creativepreneurship					
7	ENPR6089038	Value Proposition & Business Model Design	4	C	5
8	ENPR6091038	Entrepreneurship in Creative Industry	4	C	5
Stream: International Business					
7	MGMT6160038	Global Supply Chain Management	4	C	5
8	BUSS6048038	International Business	4	C	5
Stream: Strategic Leadership					
7	MGMT6618038	Resilient Leadership	4	C	5
8	MGMT6621038	Strategic Negotiation	4	C	5