

BINUS
UNIVERSITY
BUSINESS
SCHOOL

People
Innovation
Excellence

**SHAPING
INNOVATIVE
LEADERSHIP**

Magister Manajemen



Certificate No. AU98/00995



Certificate No. ID08/01051

BINUS BUSINESS SCHOOL is an affiliated institution of AACSB International - the Association to Advance Collegiate Schools of Business.



Welcome Note from the Executive Dean

Dear Prospective Students,

It is my great honor to welcome you to BINUS BUSINESS SCHOOL.

At BINUS BUSINESS SCHOOL (BBS), we offer diverse and relevant programs that cater to your specific needs, whether these are career advancements, changes in career direction, personal development, or research opportunities. With more than 500 active students business students and about 4000 alumni, you are joining one of the largest business schools in Indonesia.

INNOVATION

One of our objectives is to produce skilled and innovative students who will be highly-prized in their respective industries and professions. Thus, we carefully design our curricula based on industry requirements and inputs, and apply these to program elements, from term projects to final field-based projects where general assumptions and beliefs are tested. Current practices are challenged and improved. You will learn that it is fun, rewarding and personally satisfying when you innovate something for use by a business community. Yes indeed, innovation starts with 'I'.

INTERNATIONALIZATION

We are offering our double-degree starting this year, we are opening our double-degree program with Macquarie University in Sydney, Australia. In the very

near future, we will have more international faculty members teaching our classes. This is part of our continuous commitment to developing global business professionals such as you.

CORPORATE CONNECTIONS

BBS has long-standing links with local and international organizations, both private and public. These relationships provide the real-world projects and examples used in our programs. These are open opportunities for students to develop their personal connections.

We have developed local case studies in cooperation with companies such as ANTAM, ADIRA Finance, Holcim, Indofood, Indosat, WIKA and many more. These case studies, along with Harvard and other international cases, provide our students with a wide spectrum of materials for class discussions.

BBS routinely invites CEOs to share their wisdom on leadership and growth. Our students are encouraged to attend events where they can interact with industry professionals.

Finally, I must admit that taking on a Magister Management (MM) program requires serious commitment. I urge you to make the right decisions that can benefit your professional and personal life.

Firdaus Alamsjah, Ph.D
Executive Dean

OUR MM PROGRAMS



► MM in Business Management

In Class

- Young Professional Program
(Campus location JWC and *Alam Sutera*)
- Professional Program

Blended Learning

- MM in Creative Marketing
- MM Executive in Strategic Management





Why BINUS BUSINESS SCHOOL ?

SHAPING INNOVATIVE LEADERSHIP

- **OUR FACULTY**

BINUS BUSINESS SCHOOL (BBS) takes pride in having qualified and experienced leading practitioners on board.

- **OUR CURRICULUM**

BBS has an integrated relevant, multidisciplinary curriculum which is benchmarked to related industries and to the best leading international schools.

- **OUR NETWORK**

BBS has worked to build strong relationships with various local and international companies.

- **OUR ACCREDITATION**

A⁺ Accreditation based on the decree from Badan Akreditasi Nasional (The National Accreditation Agency).

- **OUR LEARNING METHOD**

BBS utilizes active engagement, discussion-oriented courses, interactive learning (such as case studies and group presentations), and exposure to real-world situations such as the CEO Speaks, CFO Forum and CMO Chat programs, with guest speakers, book reviews, and seminars.

We use our own Indonesian business cases that were awarded by MURI, in addition to case studies from Harvard, Stanford, INSEAD, and others.

- **OUR MEMBERSHIP OF AACSB INTERNATIONAL**

AACSB International (The Association to Advance Collegiate Schools of Business) is a non-profit organization with a global membership of educational institutions, businesses, and other entities devoted to the advancement of management education. Founded in 1916, AACSB International provides and helps its members with a wide range of products, services and continuous improvement in the department or business school members.

BBS is beyond a member of AACSB-USA. The current status of BBS is eligible to pursue AACSB Accreditation.

BINUS UNIVERSITY INTERNATIONAL Corporate Advisory Board

Considering the rising challenges faced by higher educational institutions, in adapting to and meeting business needs of high expectations for “quality” students, it has become necessary for a Business School to create greater interactions with the world outside campus. By opening a window of exchange with members of the broader society, it will certainly provide external perspectives and reviews on business programs, strategic direction and overall objectives in the support of BINUS mission in becoming a World-Class Knowledge Institution.

BOARD OF ADVISOR



John Shield

Professor of Human Resource Management and Organizational Studies at The University of Sydney Business School



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