



BEGIN YOUR GLOBAL EXPERIENCE HERE



INTERNATIONAL BUSINESS



BUSINESS MANAGEMENT
AND MARKETING



FINANCE

BINUS UNIVERSITY

BINUS International established in 2001 understands the future needs and the pressure of globalization on businesses and the job market.

BINUS University, our sister university, has more than 30 years of experience in providing leading education. BINUS International adds an international flavor to that experience and can serve as an alternative to studying abroad.

It provides high quality education by combining BINUS University's industry-relevant teaching with international education through partnerships with reputable overseas universities. By immersing in our culturally diverse education environment, our students gain memorable and valuable learning experience to carry them forward in their careers for many years to come.

With a dual-degree systems, BINUS International enables students to obtain two undergraduate titles at the end of the program.



The Business Management and Marketing program prepares students to be strategic and tactical business leaders with relevant market knowledge and information. We prepare our students to have entrepreneurial mindset and agility in welcoming the global competition. Our courses enable students to grasp knowledge in managing a business, competing in a market, and thriving in a digital economy.

Dr. Ahmad Syamil, CFPIM, CIRM,
CSCP

Dean of Binus Business School





STUDY IN INDONESIA



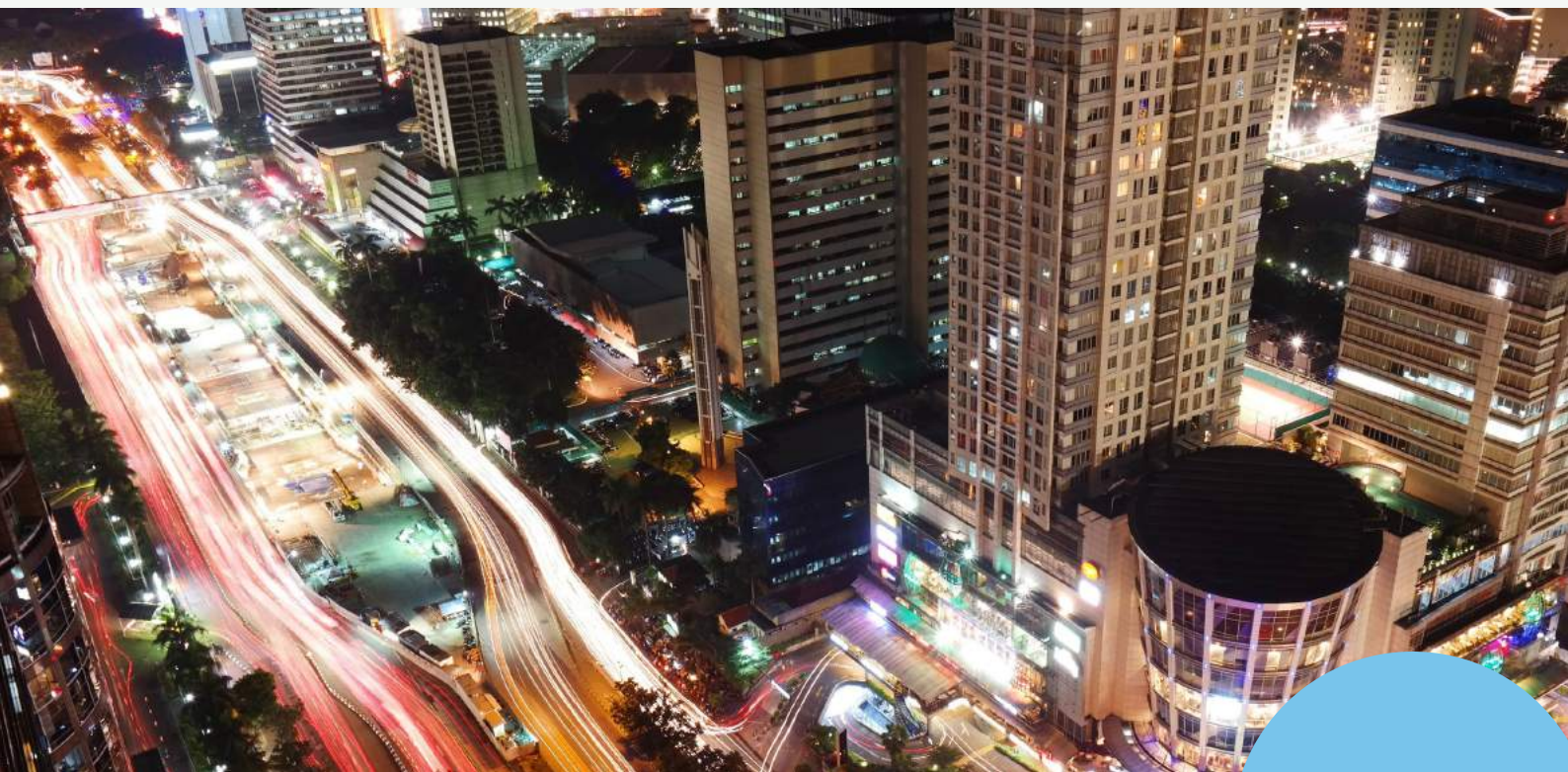
The great thing about adventure in Indonesia is that it happens when you least expect it. A breath taking view of endless ocean from remote island or hanging on to the back of a scooter on Flores Island? It's all yours to explore.



Beneath its urban dynamic, Jakarta is deeply rooted in its traditional markets and street shopping districts teeming with various goods. Its presence depicts high contrast between its megapolitan cadence with traditional lifestyle still embrace by many. The only place where you get to haggle and buy items at a cheaper price.



Across Indonesia's 17,000 plus islands there are over 300 different languages spoken and dialects, encapsulates the richness of Indonesia's diversity. Immersing yourself in the calmness of Jogja's college town to eccentric Bali's richness, one could never get bored in exploring Indonesia.



One of the world's greatest metropolitans, Jakarta is a juxtaposition of dynamic and vibrant city on one hand, and culturally diverse on the other. Its chaotic charm can be found on every corner.

WHY CHOOSE BINUS BUSINESS SCHOOL INTERNATIONAL UNDERGRADUATE?

★ TOP RANKED UNIVERSITY

Consistently in the top 10 of Indonesian rankings and 1st Ranking for Top Private University in Indonesia

🏆 ISO 9001

The first private university in Indonesia achieved ISO 9001 in Quality Management System since 1997

👥 SMALL CLASS

Binus University prides itself in engaging in small class concept for personalized teaching with global mindset

📍 CBD LOCATION

Located in the safe CBD area of Jakarta as the capital city and hub for digital and commercial, Binus University is the right place for global network.

🏆 "A" ACCREDITATION

Accredited A for Management Program from national accreditation agency for higher education of the Republic of Indonesia and 4Star Rating for Excellence

🌐 GLOBAL EMPLOYABILITY

Consecutively recognized for best graduates for global employability ranking

🤝 GLOBAL PARTNER UNIVERSITIES

Binus has a strong and diverse network with many top-ranking universities in the world



WHAT DO THEY SAY ABOUT BINUS?

Jeffrey Suryadi - Indonesia

"It has been an honor for me to be able to study my undergraduate accounting program at this university.

All the lectures are very helpful and open-minded. Additionally, we do not apply those theories, but also apply those theories in the real world. The International accreditation from EPAS-EFMD is also a major big validation of this program."

Aucky Pratama - Indonesia

"BINUS INTERNATIONAL's Finance program prepared me to enter the competitive international workplace as a complete professional workplace with the right exposure to the continuously changing environment of the domestic, regional and global markets. It was one of the most important and challenging learning experiences in my life."



international students and alumni

Margot Cumond - France

"Being in binus is a real privilege. During my many trips in Indonesia, the culture is really wonderful and enriching.

I strongly advise foreign students to come and study in Jakarta. The binus courses are remarkable and very enriching. So I recommend to try the adventure with Binus."

Juliette Mouilleron - France

"The ibuddies make us discover the campus, the student accommodation but also Jakarta itself. Indeed, we can say that Indonesian people are so adorable and attentive. At Binus, at Jakarta but even on trips on the wonderful Indonesian islands, it is always amazing to live in such a culture of sharing and simplicity. It is a real pleasure to be here at Binus and be able to be happy with all the activities around it too."

Valentine Danloy - France

"The Indonesians are the nicest population I have ever met world wide. They are always there to help us and everything comes from a good intention. Moreover, I still can't get over all the amazing landscapes I saw. Probably the richest country I ever visited from its diversity. Thank you to BINUS who gave us everything we needed to settle comfortably and be comfortable in our new home.

The integration was particularly effective. We were many international students from all around the world and stayed all together thanks to this integration."



INTERNATIONAL BUSINESS



Marko S. Hermawan, MIB, Ph.D.

**Head of Program
International Business**

The International Business program offers a Double Degree, Study Abroad, or Master Track program in various international partner universities to encourage students to excel their competencies in business-related content in an International environment. The experience of learning and traveling creates working opportunities through global internships and prepares our students to develop their cross-cultural skills as potential managers and professionals.

The program is taught by well qualified academics from some of the most prestigious business schools and with rich industry experience while extensively draws upon the teaching experience of its international collaborative partner universities. Located in the heart of Jakarta, it's the right place to innovate, inspired, and build networks. Our international learning experiences prepare our graduates to successfully engage with prestigious SMEs and multinational organizations.

"IB offers applicative and updated courses related to the business context in Southeast Asia as well as worldwide. Supported by qualified lecturers with international standard, the International Business Program welcomes prospective students to pursue their goals in developing an international business perspective."

INTERNATIONALIZATION

Enhanced innovative and creative mindset in applying cross cultural business knowledge to nurture graduates competency with international business practice.

PERSONALIZED

Personalized learning experience in a small class setting focusing on student-centered learning and ICT implementation.

ENTREPRENEURIAL MINDSET

Developing an entrepreneurial mindset and skill set in courses offered for constantly changing marketplace.

DOUBLE DEGREE

BINUS prides itself as the first private university offers internationally recognized double degree with global partner universities.

DOUBLE DEGREE PARTNER UNIVERSITY

In this program, student study in Indonesia for three years and a country of partner university for one year. Upon graduation, student will be awarded two degrees. BINUS IB program offers seven different international double degree programs with partner universities around the world that gives students the unique opportunity to study abroad.



STUDY PLAN

YEAR 1

SEMESTER 1

- Academic English I
- Character Building I
- Project Hatchery
- Economics
- Indonesian
- Introduction to Management and Business

SEMESTER 2

- Academic English II
- Character Building II
- Marketing Management
- Legal Aspect in Economics
- Mathematics and Statistics for Business
- Management Information Systems



Social Hours



SAT Points

YEAR 2

SEMESTER 3

- Character Building III
- Entrepreneur Hatchery
- Global Business Environment
- Human Resources Management
- Business Communication
- Accounting for Business

SEMESTER 4

- Introducing to Business Ethics
- Research Methodology I
- Financial Management
- Advanced Business Statistics
- Cross Cultural Management
- Managerial Economics
- Operations Management



Social Hours



SAT Points

YEAR 3

SEMESTER 5

- Exporting - Importing
- Business in ASEAN
- South East Asian Culture
- Business in Indonesia
- Project Management
- Strategic Management

SEMESTER 6

- Enrichment Program I



Double degree



Entrepreneurship



Internship



Research



Community Development

YEAR 4

SEMESTER 7

- Enrichment Program II

SEMESTER 8

- Research Methodology II
- Contemporary Issues in ASEAN
- Thesis



Study Abroad

BUSINESS MANAGEMENT AND MARKETING



Primidya K. Miranda Soesilo,
S.E., M.Sc., Ph.D.

**Head of Program Business
Management and Marketing**

"The Business Management and Marketing program prepares students to be strategic and tactical business leaders with relevant market knowledge and information. We prepare our students to have entrepreneurial mindset and agility in welcoming the global competition as they learn to grasp knowledge in managing a business, competing in a market, and thriving in digital economy."

At the strategic level, marketing is responsible to spot the opportunities by understanding consumers and competition, in order to develop the right offerings for the market. At the tactical level, marketing is responsible in designing the right product, price, distribution, and communication strategy to ensure business success in meeting the market needs. Studying business management and marketing provides a powerful tool for any aspiring business owners, CEOs, and CMOs to be the leader in the industry.

As one of the fastest growing digital economies in the world, Indonesia has been the haven and will continue to be the next hotspot for the digital business start-ups. The Business Management and Marketing program emphasizes the digital aspects of business and marketing to respond to the thriving and dynamic startup scene in Indonesia as we prepare our students to have entrepreneurial mindset and agility in welcoming the global competition.

STRONG FOCUS ON DIGITAL BUSINESS AND MARKETING

Our program focuses on the digital aspects of business and marketing so that the students will be ready to be a part of industry 4.0

INTERNATIONAL FACULTIES QUALIFICATION AND EXTENSIVE WORKING EXPERIENCES

Our faculty members received international qualifications from reputable universities worldwide and their extensive working experiences promises a fun student-centered learning experience.

PERSONALIZED AND DYNAMIC LEARNING

The student-centered learning method is designed to facilitate optimum interaction between students and faculty and allow the dynamic learning process.

UPDATED CURRICULUM

We established connection with industry partners to ensure the compatibility of the curriculum and industry demands.

DIVERSE STUDENT BODY

Provides enriched learning process to broaden students' perspectives and international experience through intensive collaboration.

DOUBLE DEGREE PARTNER UNIVERSITY

The Business Management and Marketing Program offers Double Degree, Study Abroad, and Master Track programs with prominent international partner universities, allowing students to have broader knowledge of and international exposures to the business and marketing practices worldwide.



STUDY PLAN

YEAR 1

SEMESTER 1

- Academic English I
- Character Building I
- Project Hatchery
- Economics
- Indonesian
- Introduction to Management and Business

SEMESTER 2

- Academic English II
- Character Building II
- Marketing Management
- Legal Aspect in Economics
- Mathematics and Statistics for Business
- Management Information Systems



Social Hours



SAT Points

YEAR 2

SEMESTER 3

- Character Building III
- Entrepreneur Hatchery
- Consumer Behavior
- Human Resources Management
- Business Communication
- Accounting for Business

SEMESTER 4

- Advanced Business Statistics
- Pricing Management and Strategy
- Website Usability and Design
- Financial Management
- Cross Cultural Management
- Marketing Channels
- Products and Brand Management



Social Hours



SAT Points

YEAR 3

SEMESTER 5

- Managerial Economics
- Services Marketing
- Operations Management
- Web Analytics and e-CRM
- Digital Campaign and Promotion Management
- Research Methods in Marketing
- Social Media and New Media Marketing Strategies

SEMESTER 6

- Enrichment Program I



Double degree



Entrepreneurship



Internship



Research



Community Development

YEAR 4

SEMESTER 7

- Enrichment Program II

SEMESTER 8

- Contemporary Issues in Marketing
- International Marketing
- Thesis



Study Abroad

FINANCE



Finance Program will provide students an international academic environment with skills and knowledge in innovative finance strategies for business creation and financial solutions with data analytics. Our degree offers international exposure through a double degree program, student exchange and master track program from international partners. Besides degree, we also expose students to the international environment by engaging them with students from around the world as well as to multinational and international firms through simulation class and internship opportunities.

Students will also learn from world-class faculty with rich industry experience and have an easy access to financial industry.

PROSPECTIVE CAREER OF THE GRADUATES

Due to rapid growth of Fin-Tech trend, our degree is focusing on expertise in specific functional areas of finance that align with the digitalization of business. This creates recent and future career opportunities in Business Finance that include:

- Business Consultant
- Financial and Investment Advisor
- Business Development Manager
- Start-Up Founder
- CFO
- Innovative Finance Specialist



Yen Sun, M.Buss

**Head of Program
Finance**

"The Finance program provides a unique study program to equipped students with Finance, Accounting and ICT skills that embrace trend in Fin-tech to become professionals, consultants, and business owner in the accounting and finance areas. Our double degree programs enable students to choose streaming from outstanding business school around the world. With real life-application and project assignment, student will be taught by experienced lecturer and engaged with international environment. "

DOUBLE DEGREE PARTNER UNIVERSITY

These double degree programs are developed based on strong collaboration with our outstanding business school partners which enable students to choose the following streaming:



STUDY PLAN

YEAR 1

SEMESTER 1

- Academic English I
- Character Building I
- Project Hatchery
- Microeconomics
- Principles of Accounting
- Introduction to Management and Business

SEMESTER 2

- Academic English II
- Character Building II
- Macroeconomics
- Finance Ecosystems
- Ethics & Corporate Governance
- Managerial Accounting



Social Hours



SAT Points

YEAR 2

SEMESTER 3

- Intermediate Accounting
- Corporate Financial Management
- Accounting Information Systems & Internal Control
- Entrepreneurship Hatchery
- Character Building III
- Indonesian

SEMESTER 4

- International Business Law and Taxation
- Marketing Management
- Financial Audit
- Business Statistics and Analysis
- Theory and Research Methodology in Accounting & Finance



Social Hours



SAT Points

YEAR 3

SEMESTER 5

- Advanced Accounting
- Data Science for Finance
- Investment Analysis
- Business Model Innovation
- Financial Modelling
- Strategic Management

SEMESTER 6

- Internship



Double degree



Entrepreneurship



Internship



Research



Community Development

YEAR 4

SEMESTER 7

- Thesis

SEMESTER 8

- Thesis



Study Abroad

STUDY LIFE AT BINUS

BINUS SQUARE

Located in the Kemanggisan area of West Jakarta, Binus Square has four halls with 1500 rooms that could cater for 2300 students. Equipped with high-speed internet, swimming pool, shuttle services, gym, minimart, lounge, and high-security, it's a home away from home.

iBUDDY AND STUDENT CLUBS

iBuddy is an international student integration program that is created to support our International students to adapt with BINUS, Jakarta, and Indonesia. With more than 100 student activities in various fields such as sports, language, hobbies, media and spiritual – students will enjoy variety of life off campus.

VIBRANT CITY LIFE

Jakarta is prominent for its vibrancy and sociable lifestyle. With various avant-garde culinary, culture center and activities that could be found nearby, one could never be bored in exploring the city.

FUN FACTS



JWC



Complete online
application

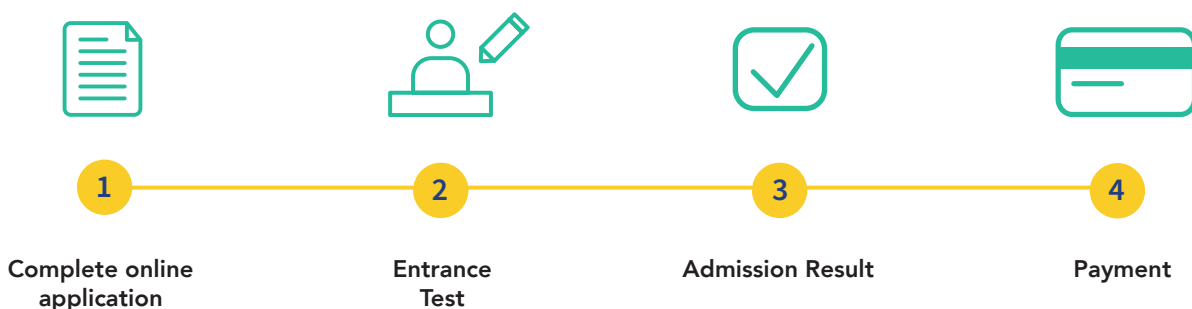


Complete online
application





THE ADMISSION PROCESS



GENERAL REQUIREMENTS

- Pass BINUS International Entrance Test
- TOEFL score of 550 or better
- Test of Written English score of 4.0 or better

OR

- Official IELTS 6.5 overall or better with 5.5 for Writing Module or better
- Official IBT (Internet based TOEFL) of 80 overall or better with 18 for Writing Module or better - English Plus Stage One 30 hrs if TOEFL scores are between 450 - 549 and/or TWE between 2.5-3.9

ENTRANCE TEST

- Aptitude test
- BINUS International English Proficiency Test (BIEPT)
- Test of Written English (TWE)
- Interview

APPLY HERE



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