



Effective Team Development

Organizational success is dependent upon on an organization's team. Team development creates a captivating atmosphere by encouraging cooperation, teamwork, interdependence, and trust among team members. There are four stages of team development, which are forming, storming, norming, and performing. This workshop is exclusively designed for an organization that seeks effective and efficient team development.

Session Topics Include in 2 Days

- Re-understand an organization's goals and human resource needs
- Formulate a team development road map
- Identify the current competences for each team member using competence assessments
- Formulate policy briefs for team development
- Formulate solutions for conflict based problems for team development

Days of Training : (Batch 01) 01 - 02 February 2018 | (Batch 02) 17 - 18 May 2018
(Batch 03) 03 - 04 December 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Creative Thinking for a Self-Development Strategy

A company's innovation capability is becoming increasingly important in sustaining a competitive advantage. A challenge constantly faced by companies is how to innovate. It's vital to innovate to meet a company's particular objectives and help establish sustainable differentiation. Innovation depends on creativity, which can be built based on having a creative thinking skill for a development strategy.

Session Topics Include in 2 Days

- Understanding the importance of innovation
- Innovation and creative thinking skills
- Creative problem solving with brainstorming
- Creative problem solving with SCAMPER

Days of Training : (Batch 01) 05 February 2018 | (Batch 02) 21 May 2018
(Batch 03) 06 December 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Leadership Development Program

Leadership is crucial to any business and organization because it helps the company and organization to develop strategies for a competitive edge, figures out how the company can become more flexible, enables the company and organization to prepare for and quickly adapt to changes in the marketplace, reviews business priorities, pursues new opportunities, as well as attracts, motivates, and retains employees who will be deeply engaged in supporting your goals and vision.

Session Topics Include in 2 Days

- Personal Leadership : Build Trust, Credibility, Respect & Network to Build Business Connection
- Team Leadership : Building Employee Engagement, Communicate to Lead & Delegation
- Personal Leadership : Business Professionalism
- Coaching : Coach for Performance Improvement, Coaching Supportive and Directive Approaches, Mentorship - Creating a Partnership
- Formulate solutions for conflict based problems for team development

Days of Training : (Batch 01) 08 - 09 February 2018 | (Batch 02) 24 - 25 May 2018
(Batch 03) 10 - 11 December 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Mastering Project Management

Why are projects challenging? Projects are unique, sometimes difficult to define, burdensome, and time-strapped. As soon as a project starts, something changes. In this course, participants will learn how to manage projects successfully using the Project Management Body of Knowledge (PMBOK) from the Project Management Institute (PMI).

Session Topics Include in 2 Days

- Project Integration Management
- Project Scope Management
- Project Time Management
- Project Cost Management
- Project Quality Management
- Project Human Resource Management
- Project Communications Management
- Project Risk Management
- Project Procurement Management
- Project Stakeholder Management

Days of Training : (Batch 01) 12 - 13 February 2018 | (Batch 02) 31 May - 01 June 2018
(Batch 03) 13 - 14 December 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Excellence in Operations and Supply Chain Management

Operations and Supply Chain Management is a systematic direction and control of the processes that transform inputs into finished goods or services and how to move materials and services to and from the transformation processes of the firm. This course provides knowledge about designing and manufacturing a product and service and then distributing it to customers in order to provide a high-quality product or service with a reasonable cost. It also facilitates learning about how effective operations management becomes a key ingredient of success and how operations and a supply chain integrate with other functions in the company. This course emphasizes the process of interrelated work activities characterized by specific inputs and value-added tasks that produce specific outputs. This course also explores the key issues associated with the design and management of industrial supply chains.

Session Topics Include in 2 Days

- Introduction to Operations Management
- Competing through Operational Excellence
- Competing in Quality and Six Sigma
- Lean Operations and the Toyota Production System (TPS)
- Process Analysis
- Supply Chain Collaboration
- Operations Improvement

Days of Training : (Batch 01) 15 - 16 February 2018 | (Batch 02) 06 - 07 August 2018
(Batch 03) 17 - 18 December 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Driving Corporate Performance: Aligning Strategies and Scorecards for Strategy Execution

Our research has revealed that strategy execution is more challenging, especially in Indonesian companies. As global competition intensifies, leading companies are reassessing their organizational practices as well as realigning systems and structures with strategic goals to ensure effective strategy execution.

This program explores how to compete more successfully by implementing appropriate balanced scorecards as powerful management control systems. With a deeper understanding of aligning between strategy mapping and strategic objectives, companies are expected to perform successfully in the ever-changing market and drive corporate performance.

Session Topics Include in 2 Days

- **Balanced Scorecard Strategy Maps**
 - Defining and measuring your differentiated value proposition for targeted customer segments
 - Understanding the principles behind a strategy-focused organization
 - Designing a measurable cause-and-effect framework for articulating value-creating strategies
 - Creating a blueprint to align people, processes, and information technology for superior performance
- **Alignment of Intangible Assets with Strategies**
 - Linking the organization's intangible assets to sustain a competitive advantage
 - Applying BSC tools to measure these assets and their contributions for a successful strategy execution
 - Aligning internal capabilities, processes, and actions with strategies to maximize customer satisfaction
- **Harvard Strategy Simulation: The Balanced Scorecard**

Days of Training : (Batch 01) 19 - 20 February 2018 | (Batch 02) 13 - 14 August 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Restructuring Strategies for Distressed Companies

This program will help managers and business people prepare themselves and their businesses to adapt to such changes and react accordingly. Participants will be trained to have an acute business sense and reevaluate the important competencies that one's company needs to survive.

Also, the most important aspect is to improve one's skills in developing a competitive advantage and ride the waves of a challenging economy.

Session Topics Include in 2 Days

- To Learn About Evaluating the Internal Conditions of a Firm
- To Become Skilled in Evaluating the External Conditions of a Firm
- To Discover the Causes of Financial Decline
- To Fathom the Strategies in Dealing with a Recessive Economy
- To Analyze Cases in a Financially Distressed Company
- To be Practically Engaged in a Generic Formulation-Implementation Strategy for a Company in Crisis

Days of Training : (Batch 01) 22 - 23 February 2018 | (Batch 02) 16 - 17 August 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia

t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu

Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Building Organization Creative Confidence through Design Thinking

This course will discuss how a leader is able to develop organizational creative confidence which has become the engine of sustainable competitive advantage. Organizational creative confidence will be developed through a creative problem solving tool called 'design thinking' adopted from Stanford University and implemented in Binus Business School since 2010. We will also use Business Model Canvas tools to justify the innovative ideas generated by design thinking. During the course, we will not only learn but also apply the concept and tools to solve problems innovatively or generate new business ideas.

Session Topics Include in 2 Days

- Organizational Creative Confidence
- Design Thinking & Business Model Canvas
- Create Your Own Startup Business
- Justify Innovative Ideas From a Business Perspective

Days of Training : (Batch 01) 26 - 27 February 2018 | (Batch 02) 20 - 21 August 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Customer Relationship Management and Intelligent Data Mining

This short course program is designed to give participants the CRM skills to build and manage relationships with customers effectively, so that it can optimize customer satisfaction and improve the organization's values. This course is also enhanced with a lab exercise on how to handle and optimize customers' data.

Session Topics Include in 2 Days

- Understanding CRM And It's Failures In Implementation
- Understanding Tools for Capturing Customer Information
- Handling Customer Data
 - Data gathering and storage
 - Data selection and preparation
 - Model building and testing
 - Interpreting and validating results
 - Model application
- Developing Effective CRM Strategies

Days of Training : (Batch 01) 01 - 02 March 2018 | (Batch 02) 23 - 24 August 2018

BINUS Business School | Executive Education
Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3129 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :
Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Towards Digital Era of Marketing

This course provides knowledge and skills on how Internet channels can be turned into marketing activities such as how to do basic Internet collaborations for marketing research, data mining profiling, targeting, etc. By covering best practice and use case studies throughout, this course is designed to give participants the relevant skills, knowledge, and expertise they need to design and implement an effective integrated digital marketing strategy.

Session Topics Include in 2 Days

- Introduction to Digital Marketing and the Rise of Digital Marketing in Indonesia
- Strategic Digital Marketing and Performance Metrics
- Digital Marketing Plan
- Digital Marketing Research
- Digital Marketing Communication: Owned, Paid, and Earned Media
- Customer Relationship Management

Days of Training : (Batch 01) 05 - 06 March 2018 | (Batch 02) 06 - 07 September 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Green Marketing Strategy

This course will integrate the issue of sustainability in a marketing strategy. Well-known as a green marketing strategy, the inclusion of sustainability issues, which might consist of the environment, the society, and the economy in devising a strategy, it has been identified as a source of competitive advantage. If your organization has not included "green marketing" in your marketing strategy, this course will help you identify and prioritize the key sustainability issues as well as build a green marketing strategy that may help you build a unique value proposition in the market. A green marketing strategy will be delivered as a case study based course. The participants will learn the key success factors in establishing green marketing.

Session Topics Include in 2 Days

This two-day course will be divided into a theoretical discussion on the first day and a case study discussion on the second day. By doing this, the participants can quickly comprehend the concept and its implementation in practice.

Days of Training : (Batch 01) 15 - 16 March 2018 | (Batch 02) 17 - 18 September 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Financial Management for Non Finance Manager

Financial Management has significant role in the business activities. This significant role will only be realized when all managers involved (finance and non finance executive) have a well understanding and have the same perspective on how to view the role of financial management. With the same understanding of all managers especially in financial management, company's objectives will be easier to be executed.

Session Topics Include in 2 Days

- Introduction and Role of Financial Management in the Business
- Understanding Financial Report
- Analyzing and Evaluating Company's Performance
- Managing Working Capital
- Project/Business Feasibility
- Cost behavior Analysis

Days of Training : (Batch 01) 19 - 20 March 2018 | (Batch 02) 20 - 21 September 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Financial Public Relations

A company listed on the stock exchange requires the ability to be able to deliver financial performance to stakeholders. One of the very important stakeholders is investors. The rules of submission of the financial performance should be able to enhance the company's overall image. The company can exploit all available financial potential in the exchange if the company performs well.

Session Topics Include in 2 Days

- Financial Statements (1)
- Financial Statements (2)
- Public Relations
- Corporate Secretary
- Annual Reports
- Investor Relations

Days of Training : (Batch 01) 22 - 23 March 2018 | (Batch 02) 24 - 25 September 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Financial Engineering

A company's financial planning is becoming increasingly important in developing competitiveness. Competitiveness is needed so the company can grow and develop sustainably. The challenge constantly faced by companies is how to increase corporate value steadily so that shareholders and stakeholders gain the maximum benefit from their investment.

Session Topics Include in 2 Days

- Financial Planning
- Financial Engineering
- Derivatives & Hedging
- Valuation
- Project Management & Financing
- Value Chain Enhancement
- Integration
- Strategic Review: Competitiveness & Cost of Capital

Days of Training : (Batch 01) 26 - 27 March 2018 | (Batch 02) 27 - 28 September 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Taking Action to Maximize Performance: Implementing 3P's (People, Planet, Profit)

Business activities will not always be separate from decisions in the field of financial management. All the business activities that require funding, decisions must be taken by the management. Whenever management make the right decision (The Bright Side) With increasing competition, corporate leaders and managers need to find appropriate and dynamic solutions better than their competitors. Uncertainty must be addressed so that business planning can generate maximum profit.

Session Topics Include in 2 Days

- The Principles of Competition
- Leverage and Capital Structure
- The Cost of Capital
- Risks and Refinements in Capital Budgeting
- Corporate Governance and Profits
- CSR and Profits
- Capital Raising and Its Bright Side
- Summary

Days of Training : (Batch 01) 28 - 29 March 2018 | (Batch 02) 01 - 02 October 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Restructuring Corporate Risk Management

Corporate risks vary in type. Operational risk, strategic, financial and overall corporate risks are the risks often faced by corporations at the time of restructuring. A leader and manager of the company will be dealing simultaneously with corporate performance and risk simultaneously. Strategies and tips need to be ruled upon by a leader and a manager in managing a sustainable multidimensional process.

Session Topics Include in 2 Days

- Corporate Performance
- Risk & Corporate Restructuring
- Performance & Risk
- CEOs, CFOs & CROs
- Performance Acceleration & Corporate Restructuring
- Asset Based Financial Engineering
- Minimal Risk Exposure & Corporate Restructuring

Days of Training : (Batch 01) 02 - 03 April 2018 | (Batch 02) 11 - 12 October 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



I.P.O. (Initial Public Offering) and Fund Raising

Companies are faced with many choices to grow and have high competitiveness. Challenges to obtain sustainable financing to support the company's growth increase. An Initial Public Offering (I.P.O.) is the first step that should be considered in getting funding. Funding will be needed on an ongoing basis by the company to increase the speed of growth. Rapid growth of the company and quality will provide benefits for all stakeholders.

Session Topics Include in 2 Days

- Competitiveness of Company Improvement
- Acceleration of Company Growth
- Fund Raising
- Technical I.P.O (1)
- Technical I.P.O (2)
- Capital Markets
- Technical I.P.O (3)
- Applied Financial Engineering

Days of Training : (Batch 01) 26 - 27 April 2018 | (Batch 02) 12 - 13 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia

t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Corporate Finance for Product & Market Development

Product and market development activities are essential if the company wants to grow rapidly. Product and market development require big funds, when often available funds are limited. The company is expected to be able to provide sufficiencies funds from various sources.

Likewise with development, products and markets can be pursued through organic growth or inorganic growth. Everything will bring different consequences for the funding pattern of the company.

Session Topics Include in 2 Days

- Corporate Finance
- Product & Market
- Business Expansion
- M & A
- Funding Patterns
- Value Chain
- Bottom Line Profit
- Product-Market-Profit

Days of Training : (Batch 01) 09 - 10 April 2018 | (Batch 02) 18 - 19 October 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Leveraging Capital of the Firm

Companies are generally very concerned about conducting any necessary changes to the overall value-added business activities to reach the optimal point. The company needs to utilize strategies to strengthen 'Leveraging Capital of the Firm' while at the same time strengthening the assets of the company and cash flow in a sustainable manner, and to strengthen the management of non-financial companies. Strategy and implementation of practical tips to combine all aspects of the company's activities is the basis of success of all company activities.

Session Topics Include in 2 Days

- Vision and Mission
- Value Enhancement
- Organizational Behavior
- KSFs/SOPs/KPIs/BPR
- Capital of the Firm (1)
- Capital of the Firm (2)
- Change Management
- Synergies

Days of Training : (Batch 01) 12 - 13 April 2018 | (Batch 02) 22 - 23 October 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Financial Management in the New Era

As financial management of the company advances rapidly, progress is the key to competitiveness in the business world. The company needs high competitiveness in improving profitability. The modernization of the financial management of the company is expected to be carried out carefully in order to improve their competitiveness.

Session Topics Include in 2 Days

- Strategy & Tactics Advancing Modern Company
- Improving the Competitiveness of Company Sustainability
- Strategic Company Financial Performance Analysis
- Contemporary Corporate Financial Management
- Global Financial Management of a Modern Company
- Sustainable Corporate Value Improvement
- I.P.O. & Company Capital Improvement
- Dynamic Improvement & Stabilization Profitability of the Company

Days of Training : (Batch 01) 16 - 17 April 2018 | (Batch 02) 25 - 26 October 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia

t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Efficiency Analysis for Productivity Improvement

The training is aimed at developing an analytical capability for productivity improvement through an efficiency analysis. The methods used will be a Stochastic Frontier Analysis (SFA) and Data Envelopment Analysis (DEA). SFA is based on the production function, and DEA is based on optimization through a Linear Programming Model.

Session Topics Include in 2 Days

- The SFA Concept and Application
- The DFA Approach and Application
- Analytical Efficiency Using SFA Software and Quantitative/DEA Software

Days of Training : (Batch 01) 19 - 20 April 2018 | (Batch 02) 01 - 02 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia

t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu

Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



NVivo Software for a Qualitative Data Analysis

One of the driving influences behind improving the quality of education across Indonesia's schools and higher education institutions is Dr. Agustinus Bandur. A senior lecturer and strategic research & partnership leader at BINUS University in Jakarta, Dr. Bandur has spent more than 15 years researching how to improve leadership and management in education across Indonesia.

In 2002, Dr. Bandur began using NVivo, which is software designed to support a qualitative data analysis. Since then, Dr. Bandur has relied on it almost every day for his research needs, from conducting literature reviews to a content analysis of various sources, thematic and cross-case analyses, as well as mixed-methods research. He also uses NVivo to ensure his articles and books are based on authentic, evidence-based data.

Session Topics Include in 2 Days

- Tutorial Details about NVivo Application
- How to fixed Corporate Qualitative Analysis

Days of Training : (Batch 01) 23 - 24 April 2018 | (Batch 02) 05 - 06 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia

t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu

Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Business Process Analytics and Simulations

Process simulation is a powerful method that allows organizations to evaluate different process alternatives and process scenarios. Process simulation is a valuable approach to be used in process analysis, process performance measurement, and process improvement.

Session Topics Include in 2 Days

- Simulation Theory
- Process Simulation Introduction
- Business Process Mapping & Modelling
- Modeling Business Processes for Simulation Analysis
- Decision-making on Basis of Process Simulation

Days of Training : (Batch 01) 26 - 27 April 2018 | (Batch 02) 12 - 13 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Using Audit Software in Financial Audit

The use of generalized audit software (GAS) is increasing following the increasing application of information systems in companies. This condition has resulted in an audit trail that is no longer in a paper form. The paperless audit trail requires auditors to use appropriate audit techniques to conduct the audit process.

To accommodate this challenge, auditors need to equip themselves with relevant skills, such as the use of GAS to analyze financial data.

Session Topics Include in 2 Days

- Overview of Generalized Audit Software (GAS)
- Planning the Project and Acquiring the Data
- Understanding and Access the Data
- Analyzing the Data
- Auditing the Revenue Cycle
- Auditing the Expenditure Cycle

Days of Training : (Batch 01) 03 - 04 May 2018 | (Batch 02) 15 - 16 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Effective Communication

Explain in detail the effective communication that must be done by the communication participants in the organization or corporate institution, either vertically or horizontally.

Effective communication within the organization can increase employee work motivation and simultaneously improve employee performance.

Session Topics Include in 2 Days

- Why Learn about Communication
- Elements of Communication
- Effective Communication
- Key Factors of Effective Communication
- Communication Barriers
- Communication Environment

Days of Training : (Batch 01) 07 - 08 May 2018 | (Batch 02) 19 - 20 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia
t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu
Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu



Digital Marketing Communication Strategy

Digital marketing strategy: Definition of the approach by which applying digital Technology platforms will support marketing and business objectives.

The importance of the Internet to modern business strategy was underlined by Michael Porter (2001), who famously said :

“ The key question is not whether to deploy Internet technology companies have no choice if they want to stay competitive but how to deploy it.”

Session Topics Include in 2 Days

- An Integrated Digital Marketing Strategy
- Ageneric Strategic Approach
- Situation Analysis
- Strategic Goal Setting
- Strategy Formulation
- Strategy Implementation

Days of Training : (Batch 01) 14 - 15 May 2018 | (Batch 02) 22 - 23 November 2018

BINUS Business School | Executive Education

Jl. Hang Lekir I, no.06, Senayan
Jakarta 10270 - Indonesia

t. +6221 720 2222 ext. 3128 | f. +6221 720 5555
+6221 720 2222 ext. 3123

Contact for Registration :

Rachel (Open Enrollment Coordinator)
t. +62 812 833 0161 | e. rachel@binus.edu

Emarita (Admission Officer)
t. +62 812 1340 9796 | e. eagustina@binus.edu