

► Delivery Methods

The course will be delivered through:

- Interactive Online Learning
- Access course material in student portal - LMS Extra 24 hours non stop
- Participant-centered Learning with Interactive Lecturing
- Sharing and Group Discussions
- Group and Individual Tasks
- Case Studies
- Group and Individual Presentations

► Program Duration

- BINUS BUSINESS SCHOOL Executive Education – The Mini MBA course will be delivered in almost 2 months (6 Topics).
- Classes are conducted from Tuesday, Wednesday and Thursday, (18.30 – 21.30) & Saturday *Every two weeks exam on Saturday (09.00-14.00)
- Courses (classes & assignments) are delivered in Bahasa Indonesia but teaching materials are in English.

► Price

	OFFLINE	ONLINE
Normal Price	Rp. 15.000.000,-	Rp. 13.000.000,-
After Discount 15%	Rp. 12.750.000,-	Rp. 11.050.000,-

Available Discount 15% *T&C

Note: Currently we are only available for Online Class during pandemic.

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People
Innovation
Excellence



EXECUTIVE
EDUCATION



Mini MBA



Do you ever feel exhausted in keeping up with today's competitive environment, while still needing to juggle your daily routines?

Our Mini MBA Program prepares you to become a better executive who is ready to bring current strategies to a higher level and transforms you to become an effective and stress free professional – but in less time than a regular Masters program.

► Find Your Solution

Building Your Fundamental Competencies

You will be exposed to competencies essential for business success:

- Comprehending business acumen
- Ensuring business sustainability
- Formulating winning strategies in digital era
- Leading the execution of strategy

These essential competencies have been translated into relevant courses.

Opening New Horizons

Theories and models that guided decision making in the past no longer seem to provide leaders with all the answers.

The Mini MBA Program encourages you to think systematically, calling into traditional thought processes and exploring business challenges from a new point of horizon.

People, Innovation, Excellence

The Mini MBA Program is committed to delivering excellence in learning by creating impactful classrooms which seek to deliver applied knowledge, create outstanding leaders and instill a drive for competitive advantage through innovation.

Make an Impact

Once you return to work and begin applying what you have learned in the classroom, your impact on your business will be revealed.

► Benefits

- Compact class size with intensive learning methodologies
- Facilitators with global and executive experience
- Reputable executive education provider
- Hands-on case studies, workshops & final projects
- Strong networking opportunities

► Course Description

No.	TOPIC	SUB TOPIC
1	Finance Management	Introduction to Financial Management
		Understanding Financial Statements
		Cost Structures
		Financial Ratio Analysis
		Capital Budgeting (Investments Decision Analysis)
2	Marketing Management	Core Marketing Concepts
		Segmentation and Targeting
		Pricing Strategy
		Integrated Marketing Communication
		Digital Marketing
3	Operation and Project Execution	Contemporary Issue in Marketing
		Introduction: Operations Management
		Lean Vs Agile Methodology
		Global Supply Chain
		Project Management Principles
4	Entrepreneurship and Innovation	Project Execution, Control and Closing
		Fostering Entrepreneurship
		Be a Design Thinker
		Business Model Innovation
		Doblin's Ten Types of Innovation
5	Leadership and Change Management	Design Project
		Prototyping & Presentation
		Visionary Leadership
		Agility and Resilience
		Change Process in Organization
6	Strategic Management and Competitive Advantage	Creating Change Culture
		Leaders at all Level :Inspiring and Motivating
		Fostering High Performing Team
		Business Strategy
		Situation Analysis
6	Strategic Management and Competitive Advantage	Winning Strategy
		Translating Winning Strategy into Winning Execution
		Strategy Execution and Balance Scorecard
		Presentation