



**Business  
Institute  
Indonesia**

**PACE**  
UNIVERSITY

**2+2 Undergraduate  
Business Degree**

**The Pathway  
to Success**

**an enriching and  
valuable education**

[www.bii-pace.com](http://www.bii-pace.com)

# Welcome From The Dean

Life-education makes us who we are and what we will be. Manifested in three forms – formal, informal and nonformal – it instructs us by way of our daily experiences and learning throughout our lives.

Tertiary education can surely contribute to this process as a meaningful component of life-education. But its role must first be clarified, then be defined and finally be fulfilled.

For this reason, I am of the opinion that tertiary education should be designed to provide students with, at least, knowledge and problem-solving skills, insights and critical thinking skills, ingenuity and creativity skills, as well as character and communication skills.

It is also worth noting that, to fulfill such a role, a solid tertiary education demands the active cooperation of students, in terms of level and intensity. Sadly, though, experience and observation tell us that not everyone is able to cooperate or even knows how to cooperate.

Therefore, it is needful to remind prospective students interested in pursuing a tertiary education of the words of Barack Obama spoken to high school students:

“ At the end of the day, we can have the most dedicated teachers, the most supportive parents, the best schools in the world, and none of it will make a difference – none of it will matter – unless all of you fulfill your responsibilities: unless you show up to those schools, unless you pay attention to those teachers, unless you listen to your parents and grandparents and other adults and put in the hard work it takes to succeed.

I am confident that if students are responsible and committed, they will not only be able to “cooperate” with their tertiary education but also become fruitful members of society.

**Godman H. Gn**

# We Speak Opportunities



 **#1**

Private, four-year college in the nation for upward economic mobility

Harvard University's Opportunity Insights

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 **Ranked #2**

New York as the best student city in the USA

QS Best Student Cities 2019

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 **TOP 10%**

Of US colleges that provide the best return of tuition investment

Payscale.com 2019

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 **1000+**

Employers hire Pace students as intern

01.

Pace  
University



# PACE

UNIVERSITY

A private university, Pace has campuses in Lower Manhattan and Westchester County, New York, enrolling nearly 13,000 students in bachelor's, master's, and doctoral programs in its Lubin School of Business, Dyson College of Arts and Sciences, College of Health Professions, School of Education, Elisabeth Haub School of Law, and Seidenberg School of Computer Science and Information Systems.

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## Lubin

School of Business

Among fewer than **three percent** of global business schools with dual accreditation from **AACSB International**.

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**First Business School** in the United States to earn exemptions for **ACCA certifications** in accounting.

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Lubin's undergraduate business program is ranked among **the top third of business program in the nation** by *U.S. News & World Report* in its Best Colleges Survey.

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*U.S. News & World Report* ranks Lubin's MBA Program among **the best nationwide** in its Best Graduate School Survey.

# Facts and Figures

## Pace's Rankings Reflects the Students' Success



**25,606**

Average amount of Pace aid offered to all new undergraduate students each year



**8,000+**

Internships, co-ops, field experiences and clinicals completed by Pace students last year



**TOP 20%**

Best Colleges for accounting and finance

Niche.com



**87%**

Of international bachelor's graduates were employed within one year of graduation.

## Pace in the World



Pace is Home to

**2,500**

International Students from 120+ Countries



There are

**150,000+**

Pace Alumni Worldwide

## Who Attended Pace?

**8,690**

Undergraduate Student



**13%**

International Student

**4,649**

Graduate Student



**20%**

International Student

# Experience New York Through Pace



1. From the iconic skyline right outside your window and the hustle and bustle on the street below, to Tribeca, the Village, and Brooklyn, there's no campus quite like New York City.
2. At Pace, learning extends beyond the classroom walls; explore finance at the stock exchange, engage in diplomacy at the UN, participate in hackathons at Google.
3. The opportunities are endless. New York City is home to some of the world's largest companies and a network of successful faculty, alumni, and peers.





# Global Careers at Pace

Pace is home to one of the largest internship programs of any college in the New York metropolitan area. Pace dedicated International Student Professional Readiness Education (Inspire) Program is designed specifically to prepare International Students for Internship and Job Opportunities

**25,000+**

Jobs and Internships posted from all 50 States and Nearly 100 Countries

**10+ Career Fairs**

Every year, including one exclusively for International Students

**600+**

Employers hired Pace International Students in 2018-2019, including:

- Apple
- Detsche Bank
- Goldman Sachs
- Hitachi
- Hyatt Hotels
- IBM
- Societé Généralé
- Sony Music Entertainment
- The Walt Disney Company



## Why Lubin?

At the **Lubin School of Business**, you will discover and build on your strengths by choosing from majors in the disciplines of accounting, analytics, finance, information systems, marketing, and management, with many specialized concentrations available. The Lubin School is nationally and internationally ranked by reputable organizations and publications such as *U.S. News & World Report*.

Lubin is dually accredited in both business and accounting by the Association to Advance Collegiate Schools of Business (AACSB International), an elite distinction shared by fewer than 3% of business schools in the world. You will be among a diverse multicultural student body, which is ideal preparation for conducting business in an increasingly complex global environment. From the professional background of our faculty to class projects, theory and practice are inextricably linked at the Lubin School of Business. Across majors, the BBA program provides students with:

1. **One or more internships**
2. **Majors that match careers**
3. **A professional network built from the center of global business**
4. **Critical business skills to support success**
5. **A foundation in quantitative skills**



**91% of Lubin's bachelor graduates from the class of 2018 are employed, continuing their education, or are doing volunteer or military service.**

## Who Employs Lubin Student?

Employer Highlights - Class of 2018

- AIG
- American Express
- Bloomberg
- Deloitte
- EY
- Four Seasons Hotels & Resorts
- Goldman Sachs
- Hugo Boss
- JPMorgan Chase and Co.
- KPMG
- L'Oreal
- Moodys
- NBC Sports
- Nickelodeon
- PwC
- Societe Generale
- Tesla
- UBS
- Vanguard
- Warner Music Group

## Facts and Figures

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### Why Choose Lubin?



#### Uniquely Credited

One of fewer than 3% of business schools worldwide accredited for business and accounting by AACSB



#### Location

We connect you to top media and financial companies and all New York has to offer



#### Internship

One of the largest internship programs in the New York metropolitan area

#### First Business School

In the United States to earn exemptions for ACCA certifications in accounting



#### Worldwide

Opportunities to study in Europe, Asia, South America, and Africa

#### TOP 11%

PayScale.com: Top 11% best schools for business majors

# 03.

# Business Institute Indonesia



## Business Institute Indonesia

### Background

- In order for Indonesia to continue its progress to become a more developed and competitive country, improving its education level is one of the most basic and important factors.

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- **Business Institute Indonesia (BII)** was established in 2019 to provide an enriching and valuable education for the capable and motivated youths to advance their tertiary learning and keep up with the highest international standards.

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- BII works closely together with **PACE UNIVERSITY**, New York, USA to offer business undergraduate degree program.

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- BII is supported by Tahir Foundation, Bank Mayapada and Pohon Dana to offer financial aid, scholarship and student loan.

# Our Vision, Mission, and Values

## Vision

- To provide an enriching and valuable education for all potential youths in Indonesia

## Mission

- To provide top academic excellence by working together with highly-qualified professors, with a well-trained and responsible team, and also in a modern and comprehensive learning facility

## Values

1. Management is an important skill to learn in life, whether you are managing a country, a multinational company, a small mom-and-pop store, a new start-up, a social organization, or even your family. In BII, you will learn all aspects how to manage your business.
2. Work is an important part in our life, whether you are the breadwinner to support your family, a contributing member to the community, or a channel of blessing to the society. In BII, you will learn all aspects how to further upgrade your capabilities to work well in a dynamic and challenging world.

# Leadership and Management



**Dr. Godman Gn**

PhD in Finance  
University of Pennsylvania, USA  
BBA (Hons), National University of Singapore, Singapore



**John Freeman**

MA in English Studies  
National University of Singapore, Singapore  
BA, College of the Holy Cross, USA



**William Tandiono**

MS in Management Science and Engineering  
Stanford University, USA  
BS, University of California Berkeley, USA



**Dr. Soebowo Musa**

PhD in Strategic Management  
University of Indonesia, Indonesia  
BS & MBA, New York University, USA

04.



# BI-Pace Business Degree

We are offering a 2 + 2 undergraduate business degree from Pace University. Students accepted into this program will study for the first two years in Indonesia and the final 2 years in New York (USA). Students who graduate from the program will earn a Bachelor's Degree from Pace University.

## Key Highlights:

- Earn a prestigious USA university degree and learn from world-class professors and curriculum
- Study in the global financial hub of the world
- Take advantage of internship opportunities in top finance and banking companies and more opportunities in the international job market
- Earn a potentially higher salary upon graduation
- Highly qualified lecturers, tutors, and experienced staff help with with your transition to New York
- Cost savings in the first two years, less time away from family and home

# Campus Facilities

1. BII Jakarta Senayan Campus
2. Lubin School of Business
3. Pace New York City Map



- 4. Senayan Campus Lounge
- 5. Senayan Campus Lobby Area
- 6. Senayan Campus Classroom



# BI-FACE Course Structure



## First Year

### First Semester

Course:

- Microeconomics
- Financial Accounting
- Managerial & Organizational Concepts
- Introduction to Computing
- Composition

### Second Semester

Course:

- Macroeconomics
- Managerial Accounting
- Organizational Behavior
- Elementary Calculus I
- Critical Writing

## Second Year

### Third Semester

Course:

- Contemporary Business Practice
- Principles of Marketing
- Finite Mathematics
- Elementary Chinese I
- Writing in the Disciplines

### Fourth Semester

Course:

- International Business
- Financial Management
- Elementary Statistics
- Elementary Chinese II
- Public Speaking

# 05.

**You Have the  
Drive, We Have  
the Path.**

## List of Academic Program

01. Advertising and Integrated Marketing Communications

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02. Arts and Entertainment Management

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03. Business Management

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04. Entrepreneurship

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05. Finance

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06. Global Marketing

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07. Hospitality and Tourism Management

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08. Sports Marketing

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09. International Management

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10. Human Resources Management

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11. Accounting

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12. Business Analytics



# 01.

## Advertising and Integrated Marketing Communications

With a Lubin BBA in Advertising and Integrated Marketing Communications, you can rise above the competition at the largest and most visionary agencies, firms, and publishing houses in the world, with many having headquarters right here in New City: Ogilvy & Mather, BBDO, Omnicom, and Interpublic.

New York City is home to a virtually endless range of multichannel media groups, smaller creative houses, and boutique agencies. You can intern at firms like these, so when you graduate you are equipped to prosper in this fast-paced industry.

As an advertising and integrated marketing communications professional, you'll have both the conceptual background and the tools to plan marketing campaigns that will lead to the success of your organization and your own career. Whether your career takes off at a corporation, financial institution, or at one of the vibrant and exciting advertising or marketing agencies in New York City, you'll be prepared for a lifetime of success in a wide variety of settings.

### Career Paths

Account executive, Brand manager, Retail store buyer, Event planner, Event promoter, Group sales manager, Market research analyst, Media analyst, Media planner

# 02.

## Arts and Entertainment Management

There's no business like show business, and with a Lubin BBA in Arts and Entertainment Management, you will gain the skills you need to succeed in the business of arts and entertainment. You can:

- Launch an exciting and fulfilling career with opportunities in performing arts and entertainment companies
- Manage in theatre companies, museums, dance companies, contemporary and classical music organizations, art galleries, talent representation and management companies, and television production firms
- See Broadway shows, visit the headquarters of entertainment companies, and meet leaders in arts organizations

Pace is home to Bravo TV's long-running Inside the Actors Studio 15-time Emmy-nominated series that is broadcast in 125 countries around the world reaching 89 million homes. Recent guests interviewed include Jennifer Aniston, Jim Carrey, George Clooney, Bradley Cooper, Colin Firth, Al Pacino, James Franco, Brad Pitt, and members of the casts of Glee, Mad Men, and Modern Family.

### Career Paths

- Four major broadcast networks including ABC, CBS, Fox and NBC,
- Four major film studios, and several independent studios, makes NY the second busiest film center next to Hollywood
- Nearly 1,400 not-for-profit arts and cultural organizations
- 17,000 media companies employ more than 300,000 people

## 03.

### Business Management

A Lubin BBA in Business Management will jump-start your career, giving you critical executive skills for any industry:

- Plan projects
- Manage enterprises
- Maximize opportunity

And where better to learn business than in metropolitan New York, home to more Fortune 500 headquarters than any other city in the world?

When you start with a Lubin BBA in Business Management, your career can take you anywhere. You have the versatility to begin in one career path and move laterally and vertically throughout your career.

#### Career Paths

Managing director, Vice president, Technology director, Administrative services manager, Sales manager

## 04.

### Entrepreneurship

With a Lubin BBA in Entrepreneurship, you can create a future of your own choosing. Future entrepreneurs, innovators, and small business owners gain what they need for a successful launch:

- Business fundamentals
- Practice pitching a business idea
- Analyzing new product potential
- Powerful connections to other successful entrepreneurs

Your successful venture will reap outstanding rewards in satisfaction, wealth, and independence. Versatility and independence are the hallmarks of an entrepreneurial career, whether you start your own business or provide an innovative spark in an established organization.

#### Career Paths

Entrepreneur, Small business owner, Market research analyst, Not-for-profit fundraiser, Management consultant, Marketing manager, Sales manager

## 05.

### Finance

Lubin is part of the CFA® Institute University Affiliation Program. CFA Institute recognizes that several of Lubin's finance programs significantly integrate the CFA Program Candidate Body of Knowledge and emphasize the Code of Ethics and Standards of Practice. Your Lubin BBA in Finance is the perfect way to launch your career in one of the most profitable sectors of the economy.

- Shape the financial futures of individuals and organizations
- Explore finance on a global scale
- Connect with executives at major financial institutions
- Apply theory to practice in real business settings

You'll earn a respected BBA and be prepared to succeed across the broad spectrum of business and industry - and you'll do it in the heart of New York City's financial district. Whether you want to join a corporation, government agency, financial institution, insurance company, or nonprofit organization, you'll have both the conceptual background and the tools that will lead to the success of your organization and your own career.

#### Career Paths

Bond broker, Corporate finance, Financial analyst, Investment banker/broker, Long-range planner, Portfolio manager, Retail financial services, Venture capitalist

## 06.

### Global Marketing

With a Lubin BBA in Global Marketing Management, you can succeed anywhere, bringing your skills, connections, and savvy to bear on exciting and dynamic challenges in:

- Brand management
- Customer analysis
- Market analysis and research
- Product planning

Through Lubin, you can take your studies abroad to see marketing in action around the world. Yet, there's no better place in the world to study marketing than in the heart of metropolitan New York City, the headquarters of Fortune 500 companies, including global heavyweights spanning the financial, marketing, advertising, and entertainment sectors: Interpublic, Omnicom, Viacom, Virgin Media, McGraw-Hill, and WarnerMedia.

#### Career Paths

Account executive, Brand manager, Retail store buyer, Event planner, Event promoter, Group sales manager, Market research analyst, Media analyst, Media planner

# 07.

## Hospitality and Tourism Management

With a Lubin BBA in Hospitality and Tourism Management, you really can go anywhere—a five-star Manhattan restaurant, an elite hotel in Hong Kong, or a sustainable tourism site in Brazil. You can:

- Launch an exciting and fulfilling career with opportunities to work in destinations around the world
- Manage prestigious venues in New York
- Even start your own business

Lubin's Hospitality and Tourism Management concentration:

- Is the only AACSB-accredited program in the New York City area
- Focuses on management unlike other programs that emphasize technical skills
- Prepares you to rise to leadership positions in tourism, hotel and restaurant management, and event planning and management

And studying in a city with so many five-star establishments advances you faster!

### Career Paths

Event planner, Hotel manager, Restaurant manager,  
Director of operations, Tourism entrepreneur

# 08.

## Sports Marketing

With a Lubin BBA in Sports Marketing, you can find yourself at the center of a high-profile industry:

- Interning or working at the top sports companies
- Negotiating sponsorship deals for Fortune 500 companies
- Working on new product ventures for professional teams like the NY Knicks, NY Mets and Brooklyn Nets

On the Pleasantville Campus, Pace competes with many NCAA Division II teams in football, basketball, baseball, softball, swimming and soccer. Combine your passion for sports with professional training unmatched by any other area sports marketing program in the immediate New York Metropolitan area. Out-of-classroom experiential learning opportunities provided by Pace Athletics and external venues, coupled with faculty specialists in their field teaching courses, are a winning combination in this program.

### Career Paths

Sport agent/talent manager, Account coordinator,  
Brand manager, Event coordinator, Corporate sales director,  
Public relations manager

## 09.

### International Management

Your Lubin BBA in International Management can lead to intriguing work and excellent rewards anywhere in the world. Through Lubin coursework, internships, field studies, and study abroad, you learn:

- To work with people from other cultures
- How markets interact across continents
- Business and culture of your chosen global region

And where better to start your career than in New York City, home to more Fortune 500 corporations than any other city in the world?

As a graduate with a degree in International Management from Lubin, you'll have the business, language, and cross-cultural communication skills to succeed in the global economy, including multinational corporations, government agencies, international nonprofits, and more.

#### Career Paths

International marketing manager, International brand manager, Economist, Import/export agent, Management analyst, International management consultant, International media planner, International account executive, Supply chain manager, Trade development officer, Translator

## 10.

### Human Resources Management

Your Lubin BBA in Human Resources Management prepares you for a rewarding career in a critical role drawing value out of an organization's workforce capital, its human resources:

- People
- Knowledge base
- Innovative capacity

We draw on the vast resources of the New York business world to help you, bringing top human resources professionals to campus to lecture and participate in panels. You'll gain expertise in compensation, benefits, talent development, and recruitment, so that you can enjoy upward professional and financial mobility.

#### Career Paths

Compensation, benefits, and job analysis specialist, Director of human resources, Director of industrial relations, Diversity coordinator, Employment, recruitment, and placement specialist, Human resources generalist, Human resources information system specialist, International human resources manager, Labor relations manager, Compensation specialist, Training and development manager, Work-life manager

# 11.

## Accounting

With your Lubin BBA, you can rise quickly in a highly profitable career. You will:

- Enter the fastest growing business discipline
- Prepare thoroughly for specialized credentials in certified management accounting and certified internal auditing
- Enjoy an uncommon dual AACSB accreditation, in both business and accounting
- Be well positioned to rise to the C-Suite

And where better to gain a foothold in the business world than here in metropolitan New York City, the worldwide financial center?

As an accountant, you may have your own business or work for an accounting firm. However, accountants also work within corporations and often rise to leadership positions.

### Career Paths

Public accountant, Internal auditor, Management consultant, Management accounting, Financial analyst, Forensic accountant

# 12.

## Business Analytics

Your Lubin BBA in Business Analytics gives you the technical edge for a satisfying analytical career in: Data analytics, Financial engineering, Risk management, Market research, and Management consulting

Leverage your logical approach to solve the most difficult business problems. The BBA in Business Analytics offers:

- Training in the cutting-edge tools and analytical techniques that are in demand
- Connections with successful people in every industry
- Internships and other career opportunities

As of August 2018, LinkedIn data showed a dramatic shortage of people with data science skills. With technical skills that are in demand in every industry, Business Analytics graduates can look forward to job growth, mobility, and ongoing paths for advancing their knowledge and careers.

### Career Paths

Business analyst, Operations research analyst, Management consultant, Market research analyst, Financial analyst, Data analyst, Operations analyst

# Accreditation



Lubin is proud to be one of 785 AACSB-accredited business schools worldwide. Further, Lubin has the even greater distinction of having dual AACSB accreditation for both business and accounting, of which fewer than 3% of business schools worldwide can boast.

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## AACSB International



As the world's largest business education alliance, AACSB International—The Association to Advance Collegiate Schools of Business (AACSB) connects educators, students, and business to achieve a common goal: to create the next generation of great leaders.

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## Other Accreditation and Affiliations



The Lubin School is also an active member in the European Foundation for Management Development (EFMD) and the Latin American Council of Schools of Business Administration (CLADEA).

an enriching and  
valuable education



### **Jakarta Senayan Campus**

Komplek Rukan Permata Senayan Blok D 22-26  
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T (021) 252-8041

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### **Contact Us**

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 [bii.pace.id](https://www.instagram.com/bii.pace.id)

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### **Jakarta Main Campus**

Opening Soon

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### **Surabaya Campus**

Opening Soon

**[www.bii.or.id](http://www.bii.or.id)**