

TERMS OF REFERENCE

7th International Lecture Week

20 - 24 October 2025

Background

BINUS BUSINESS SCHOOL (BBS) is part of Bina Nusantara University, a prominent private university in Indonesia, which just celebrated its 44th anniversary in July 2025. BBS comprises more than 15,000 students enrolled in our Undergraduate Programs, Master's programs, and Doctoral programs across multiple campuses in Jakarta, Bandung, Malang, Semarang, and the newly opened campus in Medan. With the vision of *becoming a world-class business school*, BBS prides itself on being the first private business school in Indonesia to achieve AACSB accreditation since 2019. Currently ranked 301–350 in the QS subject rankings, it has consistently improved in both national and international rankings.

BBS is renowned for its focus on innovation and digital transformation, global mindset, and its commitment to continuous improvement in learning and community engagement. Additionally, BBS continues to strengthen its relationship with the business sectors, both locally and internationally, to provide our students with real-world experience that ultimately leads to work placements for our graduates.

The International Lecture Week (ILW), now in its seventh year, is BBS's annual event. It is a week-long event where scholars and researchers share their knowledge in a supportive environment with students, fellow academics, and industry partners. It serves as a time to network and renew partnerships, both old and new. Since the COVID-19 pandemic, hybrid engagement has become standard, aligning with our commitment to digital transformation and lifelong learning. We believe that a shared commitment to globally engaged, industry-connected, and socially impactful business education will benefit all stakeholders.



Aims and Objectives

The 7th International Lecture Week will take place from October 20 to 24, 2025, at BBS campuses across Jakarta (JWC Campus, Alam Sutra, Bekasi, Kemanggisan), Bandung, Semarang, Malang, and Medan, in a hybrid format. Thus, we invite distinguished professors and scholars from around the world to participate in knowledge sharing, *either* in person at one of our campuses or online. To encourage holistic knowledge, we also invite industry partners to join and share best practices in the workplace, helping prepare our students for their entry into the workforce after graduation.

This year's theme is:

“Future-Ready Business: Reimagining Work, Wisdom, and the Wired World.”

People
Innovation
Excellence

Generative Artificial Intelligence (AI) is significantly impacting various sectors, including education, where it has been disrupting traditional pedagogical methods since the early 21st century, particularly in higher education institutions. However, GenAI is here to stay. As GenAI becomes integral to business and education, business schools must equip future leaders with both technical and soft skills. These skills enable students to apply academic insights to sustainable industry practices and thrive in the digital economy. Business schools and their stakeholders have a duty to bridge academic insights and sustainable industry practices to prepare students for the rapidly evolving digital economy. Integrating AI into university courses with real-world business applications is no longer optional but essential to remain competitive and relevant. The widespread use of AI in education and industry should be ethically embraced as a tool to enhance decision-making, enable personalized learning, improve customer experiences, and streamline operations. A deeper understanding and effective implementation of this shared commitment will enhance students' knowledge and skills, enabling them to reimagine work with wisdom in a highly connected world.



Topics and Subjects

Based on the theme above, speakers are expected to share their knowledge, research, or real-life experiences related to AI integration, workforce, meta-skills readiness, and leadership. The audience for each session will include students, academics, and industry practitioners. Sessions are 100 minutes long: 60 minutes for presentations followed by 40 minutes of guided discussion.

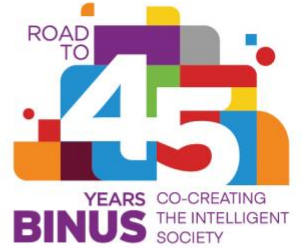
Knowledge areas include:

- Strategy & Competitiveness
- Marketing & Analytics
- People Management
- Operation Management & Decision Science
- Digital Business
- Entrepreneurship
- Ethics and Governance
- Finance
- Cross-Cultural Management

Subjects offered (not limited to):

- Introduction to Management (undergraduate)
- Introduction to Digital Business (undergraduate)
- Marketing Management (undergraduate)
- Global Business Environment, Exporting-Importing (undergraduate)
- Cross-Cultural Management (undergraduate)
- Business Communication (undergraduate)
- Project Management (undergraduate)
- Operations Management (undergraduate/postgraduate)
- Business Ethics / Business Law (undergraduate/postgraduate)
- Human Resource Management and Leadership (undergraduate/postgraduate)
- Corporate Finance / Accounting for Managers (undergraduate/postgraduate)





- Entrepreneurship (undergraduate/postgraduate)
- Research Methods / Business Statistics (undergraduate/postgraduate)
- Strategic Management (undergraduate/postgraduate)
- Financial Management (undergraduate/postgraduate)

Transportation and Accommodations

While we would be delighted to welcome you as our guest speaker, kindly be informed that transportation and accommodation expenses will need to be covered independently..

Contact

Ayupitha Tiara-Silalahi – ayupitha.tiara@binus.edu

Dr. Ami Fitri Utami – autami@binus.edu

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