



The information in this catalog is provided for Binusian 2018 (Academic Year 2014/2015).  
BINUS University has the right to revise the content of this catalog such as regulation  
and curriculum according to the latest policy of BINUS University

# Preface

Thanks to God Almighty, the BINA NUSANTARA Foundation has succeeded in developing BINUS UNIVERSITY to be a recognized and highly valued educational institution, not only for all the Indonesian people from all paths of life in general but also for the educational world in particular. BINUS as an educational institution has shown its continuous commitment to be the best in delivering quality education that is relevant to what industries need. In order to achieve the international quality standard, we continuously make our best effort to provide students with an excellent learning process, up-to-date course materials, and professional human resources to deliver knowledge and skills. Additionally, we apply the student-centered learning method, develop internationally recognized curricula with our industrial and international partners. Also, we measure and improve our quality as required by ISO 9001:2008 (since 1997), IWA 2: 2007, education criteria for performance excellence based on MBNQA (Malcolm Baldrige National Quality Award) criteria.

In order to increase the students readiness in facing global competition, we prepare one year enrichment program start from Binusian 2018. The objectives of this enrichment program is to facilitate student in apply their knowledge and skills as they got in their learning process. In the end of their study, students will involve in various enrichment programs like industrial experience, twinning program, research, business start up, and community development.

With more than 30 years of exceptional experience in education, 81,616 alumni, and 29,471 enrolled students, BINUS UNIVERSITY is ready to become an international education institution. BINUS UNIVERSITY is designed to support graduates to gain excellent global career opportunities. We offer Single and Double Major Programs in cooperation with prominent overseas universities to improve the qualifications of graduates. In the double major program, graduates will be awarded with two Bachelor degrees.

This catalog was compiled to give comprehensive information concerning the BINUS UNIVERSITY, its history, aims, vision and mission, organizational structure and quality management system. It also describes the educational systems applied at the Diploma program, Undergraduate programs and Postgraduate programs. The competence and curricula of each study program that consists of the distribution of subjects and prerequisites, the syllabi of each subject, are described in this catalog. There is brief information at the end of this catalog concerning the development of the BINUS UNIVERSITY students.

We do hope that this catalog can be of great insight for all the “stakeholders” of the BINUS UNIVERSITY in general and its civitas academia in particular, so that it can be used as a principle in guiding and giving service to both students and candidates as well as a communication media to Indonesian people as a whole.

BINUSIANS aim to be a part of visionary communities, which is recognized as a leader in Information Technology (IT). BINUS UNIVERSITY is preparing each BINUSIAN to be successful professionals or entrepreneurs through global learning system approach, IT-based independent learning global learning system approach, core competence and clear pathways in various study programs, and last but not least, through character building subjects. To achieve this aim, BINUS UNIVERSITY will always increase its quality as education provider. To implement such standard, BINUS UNIVERSITY is supported by innovative, flexible yet on-time lecturing program and high qualified lecturers.

In my final words of closing, I would like to express my greatest gratitude to all parties involved in preparing and finalizing the catalog.

Jakarta, September 2014



**Prof. Dr. Ir. Harjanto Prabowo, MM**  
Rector of BINUS UNIVERSITY

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# 1. General Information

## 1.1 History and Development of BINUS UNIVERSITY

BINUS UNIVERSITY was established on 21<sup>st</sup> October 1974 as a short-term Computer Education Institution called *Modern Computer Course (MCC)*. Due to its strong foundations, vision, and continual dedication, the institution continues to develop and grow.

On the 1<sup>st</sup> of July 1981, the educational institution developed into *Computer Systems Academy (ATK)* with an Informatics Management Department due to the high demand from the industry. Three years later, on 13<sup>th</sup> of July 1984, *ATK* obtained Registered Status and changed into *AMIK Jakarta*. Then on 1<sup>st</sup> of July 1985, the Department of Computerized Accounting was opened and *AMIK Jakarta* changed into *AMIK BINA NUSANTARA* on 21<sup>st</sup> of September 1985. In its earlier stage, *AMIK BINA NUSANTARA* was selected as The Best Computer Academy by the Department of Culture and Education through Kopertis on 17<sup>th</sup> March 1986. Due to increased market requirements and the demand of experts in Information technology, on the 1<sup>st</sup> of July 1986, *STMIK BINA NUSANTARA* established the Undergraduate Program (S1) of Informatics Management and Computer Science and Computer Engineering (S1) department.

On November 9<sup>th</sup> 1987, *AMIK BINA NUSANTARA* became *STMIK BINA NUSANTARA*, and started to develop Diploma Programs (D3) and other Undergraduate Programs (S1). *STMIK BINA NUSANTARA* succeeded in obtaining the accredited status for all departments and programs on March 18<sup>th</sup> 1992 and opened the Postgraduate Magister Management Information Systems on 10<sup>th</sup> of May 1993, as one of the first postgraduate programs for Information Systems in Indonesia.

On 8<sup>th</sup> August 1996, BINUS UNIVERSITY was accredited and acknowledged by the government. *STMIK BINA NUSANTARA* merged into BINUS UNIVERSITY later on 20<sup>th</sup> December 1998, and at present consists of the following Schools and Faculties: School of Computer Science, School of Information System, School of Business Management, School of Design, Faculty of Engineering, Faculty of Humanities, Faculty of Economic and Communication, also BINUS INTERNATIONAL and Graduate Programs.

BINUS UNIVERSITY as an education institution has shown its continuous commitment to be the best in delivering quality education that is relevant to industry needs. In order to achieve international quality standard, we continuously make our best effort to provide students with an excellent learning process, up to date course materials, and professional human resources to deliver knowledge and skill. We also put our endeavor on building strength in high impact research and leveraging international programs. Additionally, we apply the students-centered learning method, develop internationally recognized curricula with our industrial and international partners, and always measure and improve our quality as required by ISO 9001:2008 (since 1997).

With more than 30 years of exceptional experience in education, 81,616 alumni, and currently enrolled 29,471 students, BINUS UNIVERSITY is ready to enter international education. BINUS INTERNATIONAL runs innovative and flexible programs conducted in a state-of-the-art facility, taught by internationally qualified lecturers.

BINUS INTERNATIONAL, established in 2001, was designed to help graduates in establishing an optimal global career. This program is a single and double degree international undergraduate program through strategic partnership with Top universities in Asia, Australia and Europe. In the double degree program, graduates will be awarded both a Bachelor degree from our overseas university partners and a BINUS 'Sarjana degree'. Today, BINUS INTERNATIONAL has strategic partnership with Curtin University of Technology, Australia; Murdoch University, Australia; Macquarie University, Australia; The Royal Melbourne of Technology (RMIT), Australia; Limkokwing University of Creative Technology, Malaysia; Cologne Business School, Germany; University of Wollongong, Australia; Northumbria University, UK and La Trobe University, Australia, offering programs in Accounting & Finance, Art & Design, Computer Science, Information Systems, Marketing, Hospitality & Tourism Management, International Business. The excellence relationship between BINUS UNIVERSITY and top overseas universities opens a wide opportunity to introduce our students to a wide range of global experience and opportunities.

The rapid growth of BINA NUSANTARA has led to the establishment of a training center of continued education, named BINUS CENTER, in 2002. BINUS CENTER offers various training topics in ICT, Design & Animation, and Language. Up to this point, It has more than 15 branches all over Indonesia and its growing rapidly.

BINUS GRADUATE PROGRAM (BGP) was introduced in 2007. BGP is also a development from Postgraduate Program at BINUS UNIVERSITY. The BGP focuses on Master of Information Technology and Master of System Management and Doctor of Research in Management.

In 2008, BINUS opened BINUS ON-LINE LEARNING. This is one of the learning breakthroughs that apply the combination between face-to-face meeting and website as on-line learning medium.

BINUS ON-LINE learning prepares those who want to have S-1 academic level and develop themselves without schedule and area limitation.

In 2010, BINUS SQUARE-Hall of Residence is a response to the need of BINUS student accommodation to support the learning and teaching experience at international level. The building with four halls and 17 floors and 1.500 rooms is a modern boarding complex, a home away from home that provides safety and comfort as well as academic values through integrated programs with BINUS UNIVERSITY for all its residents.

In fulfilling its vision to be a world class education institution, BINUS University is strongly committed to improve its academic as well as infrastructure quality. This is shown in the establishment of the BINUS University @ Alam Sutera; the latest project of Bina Nusantara.

The BINUS University @Alam Sutera campus was established to answer the needs of parents and students who lived in Tangerang and its surroundings areas of a high quality education quality and facility. Therefore, since September 2011, BINUS University began to operate as a bridging campus located in Jl. Alam Sutera Boulevard no.1. Alam Sutera. It is a 7.000 m2 building complex that can accommodate no less than 3.500 students. This building will keep operating until the new building is finally constructed and ready to function in around 2013. This new campus offers various study programs such as: Computer Science, Information System, Management, Accounting, Animation and Marketing Communication. In addition, for the year 2012/2013, new students can have three new programs: International Business and Management, Game Application Technology, and Finance. On 12<sup>nd</sup>, December 2012



BINUS University did a groundbreaking ceremony for the main campus, in which it is projected to operate in September 2014. And for 2014, new students can have three new programs: Business Creation, Mass Communications, and Food Technology.

BINUS University is committed to providing a comfortable place for students to learn. All facilities such as classrooms are equipped with sophisticated technology to ensure students to have an exciting learning experience. Besides facilities, students can enjoy all other facilities in many of our locations such as in Syahdan, Anggrek, Kijang, and the JWC.

Faculty, School, and Department / Program in BINUS UNIVERSITY

No	Faculty, School, and Department / Program	Program
1.	School of Computer Science <ul style="list-style-type: none"> <li>• Computer Science*</li> <li>• Mobile Application &amp; Technology</li> <li>• Mathematics &amp; Computer Science</li> <li>• Statistics &amp; Computer Science</li> <li>• Mathematics*</li> <li>• Statistics*</li> <li>• Game Application Technology</li> </ul>	S1 S1 S1 S1 S1 S1 S1
2.	School of Information Systems <ul style="list-style-type: none"> <li>• Information Systems*</li> <li>• Accounting Information Systems</li> <li>• Computerized Accounting</li> <li>• Information Systems Audit</li> <li>• Information Systems &amp; Accounting</li> </ul>	S1 S1 D III S1 S1
3.	School of Business Management <ul style="list-style-type: none"> <li>• Management*</li> <li>• International Marketing</li> <li>• International Business Management</li> <li>• Business Creation</li> <li>• Management &amp; Information Systems</li> <li>• Management &amp; Industrial Engineering</li> </ul>	S1 S1 S1 S1 S1 S1
4.	School of Design <ul style="list-style-type: none"> <li>• Visual Communication               <ul style="list-style-type: none"> <li>○ New Media</li> <li>○ Animation</li> <li>○ Creative Advertising</li> </ul> </li> <li>• Interior Design</li> </ul>	S1 S1 S1 S1
5.	Faculty of Engineering <ul style="list-style-type: none"> <li>• Architecture</li> <li>• Civil Engineering</li> <li>• Industrial Engineering*</li> <li>• Computer Engineering</li> <li>• Food Technology</li> <li>• Industrial Engineering &amp; Information Systems</li> </ul>	S1 S1 S1 S1 S1 S1

## General Information

No	Faculty, School, and Department / Program	Program
6.	Faculty of Humanities <ul style="list-style-type: none"> <li>• Chinese</li> <li>• English</li> <li>• Japanese</li> <li>• Psychology</li> <li>• Business Law</li> <li>• International Relations</li> </ul>	S1 S1 S1 S1 S1 S1
7.	Faculty of Economics and Communication <ul style="list-style-type: none"> <li>• Accounting &amp; Finance*               <ul style="list-style-type: none"> <li>○ Finance</li> </ul> </li> <li>• Hotel Management</li> <li>• Marketing Communications</li> <li>• Mass Communications</li> </ul>	S1 S1 D IV S1 S1
8.	Graduate Program <ul style="list-style-type: none"> <li>• Information Technology</li> <li>• Information Systems Management</li> <li>• Management               <ul style="list-style-type: none"> <li>○ MM Professional Applied Finance</li> <li>○ MM Professional Business Management</li> <li>○ MM Young Professional Business Management</li> <li>○ MM Young Professional Creative Marketing</li> <li>○ MM Executive</li> </ul> </li> <li>• Doctor of Research in Management</li> </ul>	S2 S2 S2 S2 S2 S2 S2 S3
9.	International Programs <ul style="list-style-type: none"> <li>• Accounting &amp; Finance</li> <li>• Hospitality &amp; Tourism Management</li> <li>• International Business</li> <li>• Marketing</li> <li>• Computer Science</li> <li>• Information Systems</li> <li>• Fashion Design</li> <li>• Graphic Design &amp; New Media</li> <li>• Communication</li> <li>• Film</li> </ul>	S1 S1 S1 S1 S1 S1 S1 S1 S1

\*) S1 program also available for Double Degree program

## 1.2 Meaning of BINA NUSANTARA

The name BINA NUSANTARA originated when...

*The founders desired to help the government increase the potential of human resources across the whole archipelago.*

Mr. Vice Admiral R. Rudy Poerwana (posthumous) proposed the name as one of the founders of BINA NUSANTARA Institute.

In accordance with the name, the student body of BINA NUSANTARA UNIVERSITY is made up of high school graduates who come from the whole region of Indonesia, from Sabang to Merauke. This is reflected in hundreds of scholarships which are offered to high school graduates from the whole of Indonesia.

BINA NUSANTARA will always generate efforts and resources to develop the nation and the country.

## 1.3 Tagline of BINUS UNIVERSITY

Tagline of BINUS UNIVERSITY is:

***“ People. Innovation. Excellence. ”***

## 1.4 Vision & Mission of BINUS UNIVERSITY

**Vision :** *“A world-class university...  
in continuous pursuit of innovation and enterprise”*

**World Class University** : Graduates of UBINUS will be ready to participate ***in the global market and environment*** through the highest level of education excellence encompassing teaching, learning and applied research

**Innovation** : The economically successful introduction and application of new and existing scientific knowledge and teaching-learning process for practical purposes in order ***to create superior stakeholder value***

**Enterprise** : Innovative business practices relating to an individual or organization’s capability ***to drive positive changes*** in the global market and environment

**Mission :**

The mission of BINUS University is to contribute to the global community through the provision of world-class education by :

- Recognizing and rewarding the most creative and value-adding talents
- Providing a world-class teaching, learning and research experience that foster excellence in scholarship, innovation and entrepreneurship.
- Creating outstanding leaders for global community
- Conducting professional services with an emphasis on application of knowledge to the society
- Improving the quality of life of Indonesians and the international community

## 1.5 The Symbol of BINUS UNIVERSITY



The philosophy of the symbol corresponds to the Vision of achieving expertise in the field of computer technology and its applications.

**Philosophical background of the symbol**

The symbol consists of three parts with the following meanings:

- The center circle implies advanced vision and thought with a clear objective that is to create professionals who will be able to produce systems and model planning
- The crossed four lines reflect the thought with a clear direction (focus) and efficient and effective application
- The sweeping brush with its dynamic shape reflects the curriculum of BINA NUSANTARA UNIVERSITY in that it is always up-to-date and relevant to the development of technology. The squares and pixels describe the education program and correspond to the university's commitment to Information Technology.

**Philosophical background of the colours**

The colours used are yellow, gray and red with the following meanings:

- Yellow represents the sharpness and brightness of thought
- Gray reflects advanced thought, modernity, and intelligence
- Red symbolizes the dynamism and courage to produce new inventions



## 1.6 March of BINUS UNIVERSITY

Dengarkanlah negara panggilan dikau  
 Gegap gempita bunyi genderang  
 Pahlawan ilmu tingkatkanlah semangatmu  
 Untuk nusa dan bangsa

Univ. BINA NUSANTARA, derapkanlah maju terus  
 Sebagai wadah nusa dan bangsa, Negara Indonesia  
 Memberantas keterb'lakangan, yang menghambat pembangunan  
 T'rus berbaktilah dan pantang mundur  
 Dengan gigih t'rus majulah  
 Univ. BINA NUSANTARA, bangkitkanlah putra-putrimu  
 Dengan semangat dan cita-cita, Indonesia adil makmur  
 Univ. BINA NUSANTARA

## 1.7 BINUSIAN

BINUSIAN refers to BINA NUSANTARA community which consist of the whole academic community (*civitas academica*) at BINA NUSANTARA, including all those who contribute in some way, through managing or attending parts of the education and training process. They have a solid vision, become innovative in their fields, and keep one step ahead in Science and Technology, particularly when based in Information Technology.

BINUSIAN aims to be a part of visionary community, as well as to be accepted as a leader in Information Technology (IT). BINUS UNIVERSITY prepares each BINUSIAN to be successful professional or entrepreneur through Multi Channel Learning (MCL) Method, independent learning and some IT media, core competence and clear pathway in various study programs, and through character building program. To achieve the BINUSIAN's aim, BINUS UNIVERSITY will always increase its quality as education provider. To implement such standard, UBINUS is supported by innovative, flexible and on-time lecturing program and high qualified lecturers.

### **BINUSIAN Mascot:**



### **Meaning of BINUSIAN Mascot:**

#### **Why Bee?**

- A bee is a hard working insect, also known for its diligence, and loyalty to its community
- A bee works effectively in team work
- A bee is highly creative and clever, as this is clearly seen from its amazing geometric beehive
- A bee produces something that is useful for itself and others (honey), by getting the flower's pollen without destroying it, also helping its pollination
- A bee's ability to fly proves that a bee is highly flexible and mobile.

**Human Features**

- By having the shape and movement of a human, the mascot represents the character of a BINUSIAN with the qualities of a bee
- The simplification of a bee's shape has been made to make it more friendly and clever.

**Luminescent Antenna**

The function of the antenna is to improve the bee's awareness of its surroundings and to improve its navigation system to guide its high mobility. In this mascot, the luminescent effect of the antenna is to illustrate the ability to absorb information and knowledge (and to distinguish this mascot from an ordinary bee).

**Mascot colour is similar to BINUS colour**

Yellow and Black are the characteristic colours of a bee which are also the colours of BINUS.

## 1.8 March of BINUSIAN

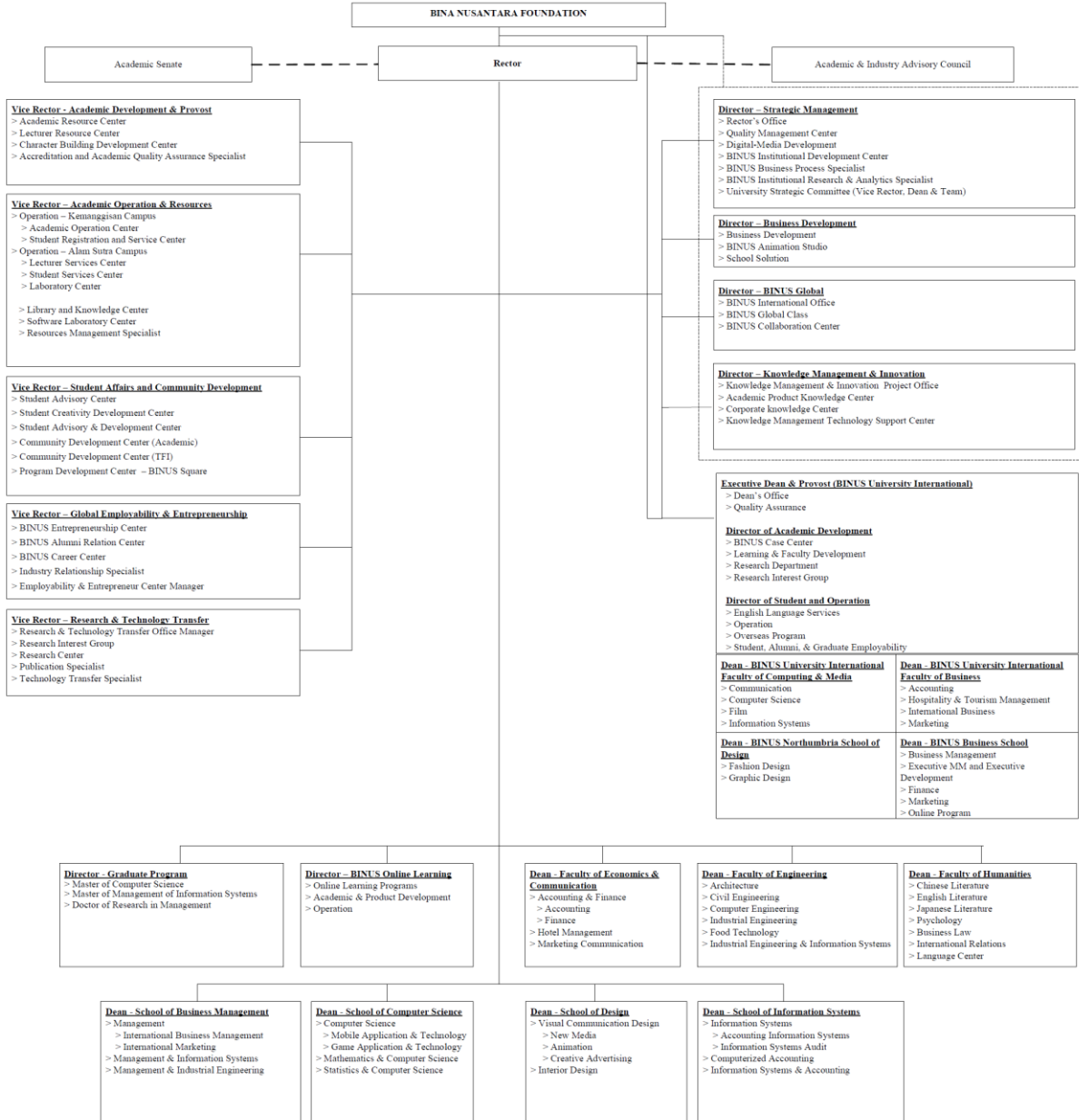
Dengar semua para BINUSIAN  
Panggilan nusa dan bangsa telah menanti  
Sambutlah dengan visi inovatif  
Songsonglah dengan sikap positif  
Dan selalu menjadi yang terdepan.  
Ayo kita berjuang demi ibu pertiwi  
Dengan karya bermanfaat  
Ayo kita berbakti untuk sesama  
Dengan karya nyata  
Semuanya demi pembangunan bangsa.

## 1.9 BINUS VALUE

BINUS VALUE consists of :

- **Tenacious Focus**  
Acting with a passionate, committed, and determined focus towards shared purposes.
- **Freedom to Innovate**  
Combining integrity with a creative and result-oriented spirit
- **Farsighted**  
Sharing the foresight to recognize and take action on future opportunities
- **Embrace Diversity**  
Celebrating diversity in the pursuit of excellence

# 1.10 Organizational Chart of BINUS UNIVERSITY



## 1.11 Campus Location

### Syahdan Campus

Jl. K.H. Syahdan No. 9, Palmerah, Jakarta Barat 11480  
Tel : (+62-21) 534-5830, (+62-21) 535-0660  
Fax : (+62-21) 530-0244

### Anggrek Campus

Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530  
Tel : (+62-21) 534-5830, (+62-21) 535-0660  
Fax : (+62-21) 530-0244

### Kijang Campus

Jl. Kemanggisan Ilir III No. 45, Kemanggisan/Palmerah, Jakarta Barat 11480  
Tel : (+62-21) 532-7630  
Fax : (+62-21) 533-2985

### The Joseph Wibowo Center for Advanced Learning (JWC) Campus

Jl. Hang Lekir I No. 6, Kebayoran Baru, Jakarta Selatan 12120  
Tel : (+62-21) 720-2222  
Fax : (+62-21) 720-5555

### Alam Sutera Bridging Campus

Jl. Alam Sutera Boulevard no.1.  
Alam Sutera – Serpong  
Tangerang 15325  
Tel : (+62-21) 53 69 69 19  
Fax : (+62-21) 53 67 40 42

Homepage : [www.binus.ac.id](http://www.binus.ac.id)  
E-mail : [informasi@binus.edu](mailto:informasi@binus.edu)

## 1.12 Quality Management System at BINUS UNIVERSITY

BINUS UNIVERSITY believes that the implementation of internationally recognized standard in quality management system for education institution is paramount. In this sense, ISO 9001 certificate plays a role as one of the ultimate international recognition of global quality.

BINUS UNIVERSITY is the first higher education institution in Indonesia that achieved ISO 9001 certification in November 1997 due to its application and implementation of quality management system in the scope of design of curriculum and lecture materials, education, teaching, research, and community development.

BINUS UNIVERSITY has successfully upgraded its Quality Management System into ISO 9001:2000 standard in November 2001. This certification has also been renewed in November 2010, which proves BINUS UNIVERSITY's ability to consistently provide high quality education services that meets customer's demand and applicable regulatory requirements. It also aims to enhance customer's satisfaction through the effective application of the system, which includes processes for continuous improvement of the BINUS UNIVERSITY's system. With the vision of becoming a world class university, since February 2008, BINUS UNIVERSITY has once again become the first higher education institution in Indonesia that achieved the International Certification for Service Excellence and the Performance Excellence for Education based on Malcolm Baldrige Education Criteria for Performance Excellence.

In January 2009, BINUS UNIVERSITY has been audited by SGS external auditor and certification body using newest version of ISO 9001 which is ISO 9001:2008.



SGS recommended that BINUS UNIVERSITY is to be certified ISO 9001:2008 so that it will be the first educational institution in Indonesia who holds new version of ISO 9001.

Active student centered learning paradigm and outstanding achievement of institutional goals using Balance Scorecard approach have been designed in harmony with the development of knowledge and the ability supported by quality management system, which has forced continuous improvements to quality, services, and performances of the University since 1997.

Binus University implemented Performance Excellence based on Malcolm Baldrige Criteria since 2008. In 2011, BINUS University applied for the Indonesian Quality Award that is managed by Indonesian Quality Award Foundation (IQAF). The assessment of this award will be based on Malcolm Baldrige Criteria, and was held on 31 October 2011 – 4 November 2011. The award was then given to BINUS UNIVERSITY on 23 November 2011 by the IQAF.

### **1.13 Quality Policy of BINUS UNIVERSITY**

BINUS University is committed to providing a world class education with international learning experience that makes positive contributions to the global community

### **1.14 Quality Objectives of BINUS UNIVERSITY**

In order to achieve quality, highly qualified and well-prepared graduates, BINUS UNIVERSITY is committed to applying the following quality policy and targets in 2014:

- One out of every three graduates becomes an entrepreneur or is working at a global organization within six months upon graduation.
- 25 innovative legally registered intellectual property per year
- An average of one International paper per Faculty Member per year
- 20% of active students gain international experience during their period of study
- Academic Satisfaction index of 75%
- Excellent stakeholder satisfaction

## 2. Education Program

### 2.1 Education System

#### 2.1.1 Method of Education Delivery

The delivery of education services is carried out by using credits (SKS) as a measurement of evaluating students' learning outcomes.

The Credit is a way of organizing higher education programs in order to explain its academic weight.

**Semester** is a minimum period that describes the duration of the education program.

**The General Objective** of the credits (SKS) method is to enhance the extent to which higher education can be developed. It involves the presentation of education programs that are flexible and more varied, gives greater opportunity to students when choosing programs, and focuses on planning a definite professional path.

**The specific objectives are:**

1. Allow the students who are clever and diligent to finish their study in a minimum duration.
2. Allow the students to choose the subject according to their interest, talent, and capacity.
3. Give possibility to the execution of education system with plural input and output.
4. Facilitate the adaptation of curriculum to rapid development of knowledge and technology.
5. Enables the evaluation system of advance learning of the students could be conducted optimally.

**Basic Characteristic of Credit is:**

In credit system, each subject has a weight namely credit value. The number of credit value of subjects is various. It is determined by the effort to finish the tasks presented in lecture program, job training, practical work, and other task.

In credit system, each subject is finished in one semester that lasts for 13 weeks. In addition to quantitative valuation, credit system acknowledges that the finishing of study unit could be valued in quantitative manner by giving a weight to relevant unit. The weight of each subject namely credits.

To attain good result, a student is expected to provide 50 minutes face to face for each credit per week, and at least one or two hours of self learning. The recently mentioned time is provided to recite and explore the material that has been accepted in course, for example: reading the textbook suggested, doing the task, etc.

One credit is made up of:

1. An academic hour of scheduled face to face learning in the classroom with education staff.
2. An academic hour of structured academic activity which is not scheduled but has been planned by education staff (lecturers) e.g.: review session or seminar.
3. An academic hour of independent academic activity like reading, summarizing, working on papers etc.

The delivery of education at BINUS UNIVERSITY is achieved through teaching materials, discussion, speeches, case studies, job training, and practical work.

## 2.1.2 Examinations

The examinations which are conducted by BINUS UNIVERSITY consist of subject examination, final project/thesis examination, and quality control examination.

### Subject Examination

The examination for each subject consists of two forms: Mid-term test (UTS) and Final test (UAS) that are conducted once in each semester.

The form of the examination is standard for all parallel classes with the evaluation system as mentioned in 2.1.3. For the practical examination in the laboratory, the student must take both theory and practical tests.

### Final Project/Thesis Examination

Students who finish the report for the final project or thesis take a final project and thesis examination. The mechanism for the final project and thesis examination follows the guidelines for the final project and thesis of each department.

### Right to Take the Examination

The right to take the examination is given to students under the following conditions:

- Students are registered during the prevailing semester or academic year and are registered with the subject for that particular examination.
- Students are not on suspension or are taking academic leave.
- Students fulfill other academic requisites, e.g : frequency of attendance.
- Students fulfill all the administrative and financial obligations.

## 2.1.3 Evaluation system

### Calculation of Final Point of Theory (NAT)

Table 1 Calculation of Final Point of Theory (NAT)

Element				
NKK (Attendance)	TMK (Assignment)	NMS (Point of Mid-term Test)	NUS (Point of Final Test)	NAT (Final Point of Theory)
0 %	20 %	30 %	50 %	100 %

Calculation of Semester Final Point (NAS)

There are two kinds of Calculation:

Subjects that have a practical work:

$$\text{Final Point of Semester (NAS)} = (\text{NAT} \times \% \text{ Weight of Theory}) + (\text{NAP} \times \% \text{ Weight of Practical Work})$$

Subjects that have no practical work:

$$\text{Final Point of Semester (NAS)} = \text{Final Point of Theory (NAT)}$$

*Note:* Semester Final Point (NAS) determines the grade for the subject.

The evaluation system that meets the objectives of the education program at BINUS UNIVERSITY is an Absolute Evaluation System.

The Final Point for the semester is presented with the following Alphabetical Values:

Table 2 Group of Alphabetical Value

Alphabetical Value	WEIGHT	FINAL POINT OF SEMESTER
A	4	90 – 100
A-	3.67	85 – 89
B+	3.33	80 – 84
B	3	75 – 79
B-	2.5	70 – 74
C	2	65 – 69
D	1	50 – 64
E	0	0 – 49
F: Incomplete*	0	0 – 49
G: Failed**	-	-
L: Pass**	-	-

*Notes:*

\* Absence in Final test or inadequate frequency of class attendance

\*\* For certain subjects

## 2.1.4 Credits Load in One Semester

At Binus University, 1 credit equals to 36-48 hours/semester with 1 student workload consists of 50 minutes/week.

Study load in one semester can be determined by individual ability and by looking at the students results from the last semester, which are measured by Semester Grade Point Average (IPS), or all of the semesters by Cumulative Grade Point Average (IPK/GPA).

Semester Grade Point Average (IPS) is counted as follow:

$$\text{GPS} = \frac{\sum (\text{KN})}{\sum \text{K}} = \frac{\sum \text{M}}{\sum \text{K}}$$



**Education Program**

K = Number of credits taken in related semester

N = Weight of each subject taken

M = Conversion Value (K x N)

L = Number of pass credits

The following table explains the number of maximum credits that can be taken by students according to Grade Point Semester.

Table 3 Maximum Study Weight of student for regular program

Semester	Maximum credit that could be taken (Regular Class)
1	20 Credits
2	
3	The Credit taken is determined by distribution of subjects
4	
5	
6	
7	10/19/23 Credits
8 and onwards	10/19/23 Credits

Example of Calculation methods of Grade Point Semester and Grade Point Average:

Table 4 Calculation methods of Grade Point Semester and Grade point average

SUBJECT	FINAL POINT	WEIGHT	Credit	Conversion
English	A	4	2	8
Character Building	A-	3.67	2	7.34
Linear Algebra	B+	3.33	2	6.66
Discrete Mathematics	B	3	2	6
Entrepreneurship	B-	2.5	2	5
Algorithm and Programming	C	2	4	8
General Management	D	1	2	2
Introduction to Financial Accounting	E	0	4	0
T O T A L			20	43
Number of passing credits : 18 credits				
GPS attained : $43 / 20 = 2.15$				
GPA attained : $43 / 18 = 2.39$				

## 2.1.5 English MKU Scheme at Binus University

English MKU scheme at Binus University is based on Business English (Speaking), Academic English (Writing) and TOEFL-based preparation (Internet-based TOEFL/iBT for Reading and Listening),

The entry test is based on Paper-based TOEFL (PBT).

The program consists of three courses:

- English In Focus (2 SKS), specifically aimed for **beginner students** (397-463 PBT/30-49 iBT) to allow them achieve the **minimum lower-intermediate** level (480 PBT/55 iBT). It is the pre-requisite course for English Savvy.
- English Savvy (2 SKS), specifically aimed for **lower-intermediate students** (467-497 PBT/51-60 iBT) to allow them achieve the **minimum intermediate** level (497 PBT/60 iBT).

All details of the score calculation and rubrics are included in the English MKU handbook.

COURSE	GRADE	iBT Score (PBT Score)	Binus Score
ENGLISH IN FOCUS	A	65 (513) – 120 (677)	85 – 100
	B	60 (497) – 64 (510)	75 – 84
	C	55 (480) – 59 (497)	65 – 74
	D	47 (457) – 54 (480)	50 – 64
	E	0 (310) – 46 (453)	0 – 49
ENGLISH SAVVY	A	70 (523) – 120 (677)	85 – 100
	B	65 (513) – 69 (523)	75 – 84
	C	60 (497) – 64 (510)	65 – 74
	D	47 (457) – 59 (497)	50 – 64
	E	0 (310) – 46 (453)	0 – 49

## 2.1.6 Global Class Program

BINUS Global Class is a program offered to select students of BINUS University. For Binusians 2017, Global Class is open for students majoring in:

### Kemanggisian Campus:

- Accounting
- Computer Science
- Information Systems
- Management

### Alam Sutera Campus:

- Computer Science
- International Business & Management

Students studying in Global Class will study their core courses in English while the rest of the courses may be delivered either in Indonesian or English, depending on the faculty's decision. For one semester during their study, Global Class students will have an integrated study abroad with BINUS' partner universities. The credits gained from these partners will be automatically transferred back to BINUS for the benefit of the students.

In line with BINUS vision, Global Class is designed to produce globally-minded graduates with skill-sets and experience to succeed through innovation and enterprise in globalized environment. This is done by immersing students in international learning environments and cultivating their skills to successfully navigate globalized world.

**The Requirement and Regulation of the Valuation on the Students' Progress in Studying**

The following regulations should be applied for BINUSIAN in evaluating their progress in studying:

Year	End of Term	Minimum requirements for GPA and the number of credits earned		Students who cannot fulfill the minimum requirements will be given:
		GPA	Credits gained with grade A/B/C/D/L	
			Regular Class	
1	1	≤2.00	≤15	A reminder letter which require students to consult with Counselor at Student Advisory Center or Head of Department/Program
	2	≤2.00	≤30	A reminder letter which require students to consult with Counselor at Student Advisory Center or Head of Department/Program
2	3	≤2.00	≤45	A reminder letter which require students to consult with Counselor at Student Advisory Center or Head of Department/Program
	4	≤2.00	≤60	A reminder letter which require students to consult with Counselor at Student Advisory Center or Head of Department/Program
3	5	≤2.00	≤75	A reminder letter which require students to consult with Counselor at Student Advisory Center or Head of Department/Program
	6	≤2.00	≤90	A reminder letter which require students to consult with Counselor at Student Advisory Center or Head of Department/Program

**Studying Success Evaluation of Three Successive Semesters**

A student that is non-active in three successive semesters (ie. without submitting any formal leave application) is not allowed to continue his/her studies at BINUS UNIVERSITY.

**Table of Prerequisites**

The students must pass all courses which are stated in the table of prerequisites with minimum score required is D (for certain department, the minimum score required is C).

**Tutorial and Multipaper Examination**

- Students must attend tutorial courses and multipaper exams which are stated in list of UPM
- For leave or remedial students, they do not required to follow tutorial, but they still required to follow multipaper exams.

**Studying Success Evaluation of Diploma Program (DIII), (DIV) and Undergraduate Program (S1)**

The students must fulfil the following requirements:

- Passing the final examination of final project/thesis and collect its hard covers.
- Obtaining a minimum cumulative credits of 146 (including the thesis) for Undergraduate programs, or a minimum of 110 credits (including the final project) for the Diploma program. The double majors has its own rules. Otherwise stated as elective courses, all courses (Mata Kuliah) are compulsory
- Achieving GPA at a minimum of 2,00 and finishing all obligatory subjects.
- Passing all of subjects of Quality Control Examination (UPM).
- Not having an outstanding loan (finance, library, and administration).

**Studying Success Evaluation of Graduate Program (S2)**

The students must fulfil the following requirements:

- Passing the final examination of thesis and collect its soft covers.
- Obtaining a minimum cumulative credits of 42 (including the thesis)
- Achieving GPA at a minimum of 3,00
- Achieving TOEFL score at a minimum of 475
- Not having an outstanding loan (finance, library, and administration).

**Studying Success Evaluation of Graduate Program (S3)**

For Doctoral Program the students must fulfil the following requirements:

- Passing the final examination of Dissertation and collect its Hard Covers.
- Obtaining a minimum cumulative credits of 46 (including the Dissertation).
- Achieving GPA at a minimum of 3,00
- Achieving TOEFL score at a minimum of 550
- Achieving TPA score at a minimum of 500
- International Journals indexed by Scopus (accepted)
- Not having an outstanding loan (finance, library, and administration)

### 2.1.7 Final Project

To finish the Diploma program at BINUS UNIVERSITY, the student must be capable of compiling and presenting the final project to the examiner.

The compilation of the final project must be relevant to the rules of the department. It should be conducted by the individual, guided by a final project supervisor that is appointed by the head of the department or study program, where the compiling of the final project is conducted by a team in the class).

### 2.1.8 Thesis

To finish the Undergraduate program (S1) at BINUS UNIVERSITY, the student must be capable of compiling and presenting the thesis to the examiner.

The thesis compilation must be relevant to the rules of the department. It must be conducted by the individual, guided by a supervisor that is appointed by the head of the department or study program.

To finish the graduate program in BINUS, student is required to prepare, present and defend his/her thesis in front of the board of examiners, and then publish it in journals at the national and international levels. In accordance with his/her interests, student can choose one of the three patterns thesis offered: (i) Research, (ii) Internship Project, and (iii) Case Study. Thesis research pattern is the result of analysis got from field data obtained through a survey or an experiment, based on the applied scientific principles. While Thesis Internship Project pattern is a designed solution to the strategic problem faced by a company or organization. Thesis Case Study pattern presents a case study with an issue, data, and information related to the activities of a company or organization, as well as deeply review / discuss the case. Thesis is prepared individually with the guidance of a supervisor appointed by the head of department. Each thesis pattern is described in detail in the Guidance of Thesis Writing.

To fulfill the requirements in obtaining a doctoral degree (Dr), Students should finish and submit the dissertation in 4 stages: (i) Dissertation proposal (research proposal) and dissertation proposal exam, (ii) Research Findings and Research Findings Exam, (iii) Dissertation Defense 1, and (iv) Dissertation Defense 2 (Open Dissertation Exam). In order to fulfill the mission of Doctor of Research in Management Program which is to advance business management knowledge as well as to produce high quality research by integrating science, using the best practices, and leveraging ICT, then the dissertation must consist of either ICT as a research tool, research area, research context, or the combination of all those three.

## 2.1.9 Academic Title

Students have the right to carry the academic title from BINUS UNIVERSITY if he/she has fulfilled the requirements to attend graduation. The title given is adapted to the rule of the government.

Table 9 Table of Academic Title

Departement	Study Level	Academic Title
Computer Science	S1	Sarjana Komputer (S. Kom)
Mobile Application & Technology	S1	Sarjana Komputer (S. Kom)
Computer Science & Mathematics	S1	Sarjana Komputer (S. Kom) and Sarjana Sains (S.Si)
Computer Science & Statistics	S1	Sarjana Komputer (S. Kom) and Sarjana Sains (S.Si)
Game Application Technology	S1	Sarjana Komputer (S. Kom)
Information Systems	S1	Sarjana Komputer ( S.Kom)
Accounting Information Systems	S1	Sarjana Komputer ( S.Kom)
Computerized Accounting	DIII	Ahli Madya (A.Md)
Information Systems Audit	S1	Sarjana Komputer (S.Kom)
Information Systems & Accounting	S1	Sarjana Komputer (S.Kom) and Sarjana Ekonomi (S.E.)
Management	S1	Sarjana Ekonomi (S.E.)
International Marketing	S1	Sarjana Ekonomi (S.E.)
International Business Management	S1	Sarjana Ekonomi (S.E.)
Business Creation	S1	Sarjana Ekonomi (S.E.)
Management & Information Systems	S1	Sarjana Ekonomi (S.E.) and Sarjana Komputer (S.Kom)
Management & Industrial Engineering	S1	Sarjana Ekonomi (S.E.) and Sarjana Teknik (S.T.)
Visual Communication Design		
- New Media	S1	Sarjana Seni (S. Sn)
- Animation	S1	Sarjana Seni (S. Sn)
- Creative Advertising	S1	Sarjana Seni (S. Sn)
Interior Design	S1	Sarjana Seni (S. Sn)
Architecture	S1	Sarjana Teknik (S.T.)
Civil Engineering	S1	Sarjana Teknik (S.T.)
Industrial Engineering	S1	Sarjana Teknik (S.T.)
Computer Engineering	S1	Sarjana Komputer (S. Kom.)
Industrial Engineering & Information Systems	S1	Sarjana Teknik (S.T.) and Sarjana Komputer (S.Kom)
Food Technology	S1	Sarjana Teknologi Pangan (S. TP)

Departement	Study Level	Academic Title
Chinese	S1	Sarjana Sastra (S.S.)
English	S1	Sarjana Sastra (S.S.)
Japanese	S1	Sarjana Sastra (S.S.)
Psychology	S1	Sarjana Psikologi (S.Psi.)
Business Law	S1	Sarjana Hukum (S.H.)
International Relations	S1	Sarjana Hubungan International (S. Hub. Int)
Accounting	S1	Sarjana Ekonomi (S.E.)
Finance	S1	Sarjana Ekonomi (S. E.)
Marketing Communication	S1	Sarjana Ilmu Komunikasi (S. IKom.)
Mass Communication	S1	Sarjana Ilmu Komunikasi (S. IKom.)
Hotel Management	DIV	Sarjana Sains Terapan (SST.)
Management	S2	Magister Manajemen (MM)
Information Technology	S2	Magister Teknik Informatika (MTI)
Information Systems Management	S2	Magister Manajemen Sistem Informasi (MMSI)
Industrial Engineering	S2	Magister Teknik (M.T.)
Doctor Program in Management	S3	Doktor Manajemen (Dr.)



### 2.1.10 Student Advisory Center (SAC)

For most high-school graduates, studying in university is a brand new experience. Students need to be independent and self-motivated. To overcome these differences, BINUS University established the SAC to provide support for students in their new academic journey. In relation to SAC motto: “Partnering your personal growth, enhancing your well-being,” SAC will do their best to work with students to keep them on the right track.

As a center, the SAC consists of three departments: the Personal Development, Mentoring, and Counselling Department. The Personal Development Department is established to assist students improve their soft skills through training and seminars, such as: communication skills, time management, exam preparation, etc. Whereas the Mentoring Department is specifically designed to help students cope with their subjects. Here, students are encouraged to work with mentors. SAC also provide them with adequate resources such as books, computers, and internet connection to support their learning. The Counselling Department is designed to guide students dealing with their daily challenges, especially in matters of students academic achievement.

All of SACs’ departments are dedicated to ensure all BINUS University students to be successful in their academic pursuit through advisory activities.

## 2.2 Department Competences

### 2.2.1 School of Computer Science

To answer the challenges of ICT industries in Indonesia and global arena this will require many talents who are creative and have interest in developing creative solutions. BINUS University is committed to take part in the field of Computer Science and be able to take Indonesia to the next level through ICT.

Research at School of Computer Science consists of Software Engineering, Database Technology, Intelligent System, Networking, Interactive Multimedia, Mobile Application, Game Application, Biometrics, Cryptography, Industrial Optimization, Education Technology and Forecasting.

Towards the World Class University, School of Computer Science offers two undergraduate study programs (S1) for single and two double degree programs which are managed by three departments and two programs. These departments and program are Computer Science, Computer Science - Mathematics, Computer Science - Statistics, Mobile Application and Technology and Game Application and Technology.

### Computer Science

#### Introduction

In the new millennium and the global era, the role of information and automation in the various domains and activities of the business industry are becoming more important. The successes of the activities are determined by its information system. Information must be up-to-date, accurate and comprehensive to allow decision makers to determine the enterprise's strategy. Furthermore, automation can facilitate human activity, accelerate the pace of work and make it more effective and efficient, while also increasing productivity in various activities. The development of communication and computer technology has made it possible to get information that is rapid, exact, and accurate, while increasing the application of automation in various fields such as Industry, business, office affairs and in the development of science and technology.

The Computer Science study program was founded in September 1987, under STMIK BINA NUSANTARA; it became one of the programs under the coordination of the Faculty of Computer Science, BINA NUSANTARA UNIVERSITY in December 1998.

The study of computer science at BINA NUSANTARA UNIVERSITY puts emphasis on the process, techniques, and tools that go into developing computer based systems, with specialities in object oriented software engineering, multimedia, web, database and computer network orientation.

#### Vision

A study program of choice in Computer Science which focuses in developing creative software solutions for industry, is recognized internationally, champions innovation and delivers graduates with international qualification.

**Mission**

The mission of Computer Science Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with fundamental and advance knowledge, skill and practice in software development specialized in database technology, intelligence system, networking or multimedia and game development by providing an excellent learning environment and promoting research and collaboration with global industry.
2. Providing IT professional services with emphasis in application of knowledge in terms of society development.
3. Sharing application of knowledge related to computer science for Indonesian and international community quality of life improvement.
4. Promoting students & lecturers to be creative and value-addings talents in computer science by creating suitable environment in order to be able to compete in international level.
5. Preparing students for becoming smart and good ICT professionals, leaders and entrepreneurs in global market or for continuing in advanced studies.

**Program Objective**

The objectives of the program are :

1. To provide students with a solid foundation of mathematical, algorithm principles, computer science knowledge and ethical that will be needed in IT practice.
2. To provide students with skills to apply design and development principles in the construction of software system applied in database technology, intelligence system, networking and multimedia development.
3. To prepare students with abilities to keep up-to-date with the latest Information Technology trends, developments and industries.
4. To prepare students with abilities in problem solving and good communication skills to be able to work as an individual or in a team in an IT environment.

**Graduate Competency**

At the end of the program, graduates will be able to :

1. Able to apply knowledge and understanding of mathematical concepts, principles and theories relating to computer science knowledge.
2. Able to demonstrate knowledge and understanding of algorithm concepts, principles and theories relating to computer science knowledge.
3. Able to classify problems and to apply design and development principles for specific problems.
4. Able to classify criteria and specifications appropriate to specific problems, plan strategies for their solution and construct software system development.
5. Able to construct a solution by applying current technologies.
6. Able to depict trend technologies in the future.

## Prospective Career of the Graduates

After finishing the program, the graduate of Computer Science Study Program could follow a career as:

1. Software Engineer/Developer
2. System Analyst/Developer
3. Web Engineer/Developer
4. Computer Network Specialist
5. Database Specialist
6. IT Support/Consultant
7. Multimedia Programmer
8. Lecturer/Trainer

## Curriculum

The present curriculum used in the Computer Science study program has been developed in line with the National Curriculum. Also, the local content has been developed in line with the Computer Science Curriculum standard of ACM (Association for Computing Machinerics), several local and foreign universities, and market trends, so that the graduates of the Computer Science study program are expected to be able to face competition at both a national and international level.

Generally, the subjects of the curriculum 2014 are divided into these following groups of subjects:

### Mathematics Group (Science)

The objective of this group is to provide an understanding of mathematics as one of the principal foundations in computer science. Another objective is to give an understanding of scientific methodology (data collection, hypothesis, research, analysis) in problem solving.

### Character Building Group (Professional Practices)

The objective of this group is to develop the personal strengths of the student and to provide him or her with a professional character, professionalism in their field, management skills, oral and written communication skills, understanding of business ethic, ability to work as a team, and to develop a “Binusian” Character.

### Core Group

The objective of this group is to provide a grounding in Computer Science through practice as well as applied theory which are required by business both now and in the future. The subjects that are included in this group are programming, algorithm design and analysis, software engineering, databases, computer graphs, multimedia, computer and human interaction, operation system, computer architecture, and computer network.

### Concentration Subject (Stream)

The objective of this group is to give students the opportunity to obtain a deep understanding of a range of disciplines in computer science. The students are expected to develop their skills and master the techniques which will allow them to conduct research for both their thesis and/or to continue their studies.

The Concentration subjects (Stream) provide:

1. Software Engineering: to explore the various methodologies and software engineering equipment.
2. Intelligence Systems: to explore the various techniques of computer intelligence that can be applied for problem solving.
3. Database Technology: to explore the various technologies and Database Application.
4. Networking: to explore computer networking which consists of installation, administration, and computer networking management.
5. Applied Networking (CISCO): to explore computer networking technology based on computer network equipment (CISCO equipment).
6. Interactive Multimedia : to explore computer interactive multimedia applications, based on computer programming, design tools, and software engine.
7. Applied Database : to explore computer specialized technology for database application development based on Oracle product.

### Entrepreneur and Employability Skill (Internship)

The objective of this group of subject is to prepare students with professional experience, work ethics and to experience working environment. The students are expected to apply and to practice their knowledge in the real working area such as industry, research lab, and also as entrepreneur start up. And give reports as the result of the subjects.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	MATH6025	Discrete Mathematics	4		
	COMP6060	Programming Language Concepts	2		
	COMP6047	Algorithm and Programming	4/2		
	MATH6031	Calculus	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	COMP6048	Data Structures	4/2		
	MATH6030	Linear Algebra	2		
	COMP6056	Program Design Methods	4		
	COMP6175	Object Oriented Programming	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

- ) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.
- ) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Computer Science Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013	Character Building: Pancasila	2	20
	MATH6025	Discrete Mathematics	4	
	COMP6060	Programming Language Concepts	2	
	COMP6047	Algorithm and Programming	4/2	
	MATH6031	Calculus	4	
	ENGL6132	English Access	2	
2	CHAR6014	Character Building: Kewarganegaraan	2	20
	COMP6048	Data Structures	4/2	
	MATH6030	Linear Algebra	2	
	COMP6056	Program Design Methods	4	
	COMP6175	Object Oriented Programming	2/2	
	ENGL6133	English Global	2	

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Mobile Application & Technology

### Introduction

Mobile technology is a growing trend technology that provide the infrastructure and technology for all businesses to ride on. With mobile technology, the future is borderless. Mobile Application & Technology (MAT) program is designed to provide students with the knowledge and skills in mobile computing, communications and entrepreneurs. The aims of Mobile Application & Technology program to provide students with an understanding of mobile/wireless technologies, how these technologies are utilized and integrated to meet specific business needs. The course builds a solid foundation of software development skills and introduces the specific skills needed for developing mobile/wireless applications. Students will also gain the necessary understanding of current technologies and architectures that provide the network and communications infrastructure for mobile enabled enterprise computer systems, planning, management and how to build a mobile enterprise. Students will also develop skills in the design of modern distributed software systems, using appropriate technologies, architectures and techniques, and in the advanced network technologies supporting the upper layers, together with their planning, management and security. The structure of the course allows students to gain valuable practical experience in building software systems, and also apply knowledge in mobile game creative design.

The MAT program was found in September 2011, under BINUS UNIVERSITY, it became one of the programs under the coordination of School of Computer Science.

### **Vision**

A program of choice in Mobile Application and Technology, which specializes in developing creative mobile software solutions for businesses, is recognized internationally, champions innovation and delivers graduates with international qualifications.

### **Mission**

The mission of Mobile Application & Technology Program is to contribute to the global community through the provision of world-class education by:

1. Educating student in the fundamental skills, knowledge, and practice of recent mobile technologies and architectures, wireless technologies, mobile software development, and game design.
2. Conducting research and providing mobile application and technology professional services with an emphasis on the application of knowledge for society's development.
3. Sharing the application of knowledge related to mobile application & technology with a view to Indonesians' and the international community quality of life.
4. Influencing students & lecturers to be creative, value-adding and competitive at an international level in mobile application & technology, by creating a suitable environment.
5. Preparing students as smart and skilled mobile application & technology professionals, leaders, and entrepreneurs in the global market and/ or to continue in related disciplines.

### **Program objective**

The objectives of the program are:

1. To provide students with a solid foundation in computer science knowledge, and especially mathematical, algorithm principles, that are needed for mobile software solutions.
2. To provide students with skills to apply design and development principles in the construction of recent mobile technologies, such as architectures, wireless technologies, mobile software development, and game design.
3. To prepare students with abilities to keep up-to-date with the latest Mobile Application and Technology trends.
4. To prepare students with abilities in problem solving, good communication skills and ethics to be able to work as an individual or in a team in an IT environment.

### **Graduate Competency**

At the end of the program, graduates will be able to:

1. Apply knowledge and understanding of mathematical concepts, principles and theories relating to computer science knowledge.
2. Demonstrate knowledge and understanding of algorithm concepts, principles and theories relating to mobile solution knowledge.
3. Classify problems and to apply design and development principles for specific problems.
4. Plan strategies and design mobile solution development.
5. Depict trend mobile technologies in the future.

6. Construct a solution by applying latest mobile application and technologies.

### **Prospective Career of the Graduates**

After finishing the program, the graduate of Mobile Application & Technology Program could follow a career as:

1. Mobile Software Engineer/Developer
2. Mobile Games Designer & Mobile Games Developer
3. Mobile Business Application Developer
4. Mobile User Experience Designers
5. Mobile User Interface Architect
6. Information Analyst in Decentralized Businesses
7. IT Support/Consultant
8. Lecturer/Trainer

### **Curriculum**

The present curriculum used in the Mobile Application & Technology program has been developed in line with the National Curriculum. Also, the local content has been developed in line with the Computer Science Curriculum standard of ACM (Association for Computing Machinery), several local and foreign universities, mobile technologies and market trends, so that the graduates of the Mobile Application & Technology program are expected to be able to face competition at both a national and international level.

Generally, the subjects of the curriculum 2014 are divided into these following groups of subjects:

#### **Mathematics Group (Science)**

The objective of this group is to provide an understanding of mathematics as one of the principal foundations in computer science. Another objective is to give an understanding of scientific methodology (data collection, hypothesis, research, analysis) in problem solving.

#### **Character Building Group (Professional Practices)**

The objective of this group is to develop the personal strengths of the student and to provide him or her with a professional character, professionalism in their field, management skills, oral and written communication skills, understanding of business ethic, ability to work as a team, and to develop a “Binusian” Character.

#### **Core Group**

The objective of this group is to provide grounding in Mobile Application Technology program through practice as well as applied theory which are required by business both now and in the future. The subjects that are included in this group are programming, algorithm design and analysis, software engineering, databases, computer graphs, multimedia, computer and human interaction, operation system, mobile device architecture, and mobile network.

#### **The Field of MAT Subject**

The objective of builds the field of subject in Mobile Application Technology is to give the students a solid foundation of software development skills and to introduce the specific skills needed for developing mobile/wireless applications. Students will also gain the necessary understanding of current technologies and architectures that provide the network



and communications infrastructure for mobile enabled enterprise computer systems, also to give students the opportunity to obtain a deep understanding of a range of disciplines in Mobile Application Technology.

The students are expected to develop their skills and master the techniques which will allow them to conduct research for both their thesis and/or to continue their studies.

The field of MAT subjects :

1. Mobile Programming: to explore the various methodologies and mobile software engineering equipment.
2. Mobile Entrepreneurships: to explore the various techniques of planning, management skills and how to build a mobile application & technology company.
3. Current Mobile Technology: to explore the various of the trend technology in mobile application & device.

All students of MAT program must follow these three fields to become Mobile Application Technology graduates.

The objective of these three fields is to provide the students with the knowledge and skills required by business & industry and who wants to develop the own mobile application company.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	MATH6025	Discrete Mathematics	4		
	MATH6030	Linear Algebra	2		
	COMP6047	Algorithm and Programming	4/2		
	MOBI6003	Introduction to Mobile Application and Technology	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	MATH6031	Calculus	4		
	COMP6048	Data Structures	4/2		
	MOBI6002	Mobile Object Oriented Programming	2/2		
	MOBI6008	Mobile Game Creative Design	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Game Application & Technology

### Introduction

Computer, mobile, and console games represent a multi-billion dollar global industry and Game Application and Technology program offers dedicated degrees in game development, giving students the technical expertise they need to confidently enter the industry. Game Application and Technology program is designed specifically by Computer Science, BINUS University to provide students with knowledge and expertise to develop and create a variety of applied technology in the field of game technology. The Game Application and Technology program was found in September 2012, under BINUS UNIVERSITY, it became one of the best programs under the coordination of School of Computer Science and supported by Ministry of Tourism and Creative Economy of the Republic of Indonesia.

Game Application and Technology program designed to reflect the changing creative industries landscape while ensuring a solid academic foundation and aligned to industry expectations. Game Application and Technology focuses in game art, game design, and game programming. The structure of the course allows students to gain valuable practical experience in building software systems, and also apply knowledge in game creative design. Game Application and Technology program have a strong base in computer science foundation subjects as well as offering the theoretical and critical thinking behind current digital technologies. Students learn in a project orientated environment that encourages collaboration with industries and helps them discover creative solutions to contemporary design challenges. Students are encouraged to collaborate, work to deadlines, maintain attendance levels and develop strong communication skills. As a result, the graduates are internationally renowned for their expertise and confident to enter the workplace as entry-level skilled professionals rather than technicians.

### Vision

Become a study program of choice in Computer Science, focus in creative software solutions for business and industry, recognized internationally, championing innovation and produce graduates with international qualification.

### Mission

The mission of Game Application and Technology Program is to contribute to the global community through the provision of world-class education by :

1. Educating student in the fundamental skills, knowledge, and practice of recent mobile technologies and architectures, wireless technologies, mobile software development, and game design.
2. Conducting research and providing game application and technology professional services with an emphasis on the application of knowledge for society's development.
3. Sharing the application of knowledge related to game application & technology with a view to Indonesians' and the international community quality of life.
4. Influencing students & lecturers to be creative, value-adding and competitive at an international level in game application & technology, by creating a suitable environment.
5. Preparing students as smart and skilled game application & technology professionals, leaders, and entrepreneurs in the global market and/ or to continue in related disciplines.

### Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of mathematical, algorithm principles, computer science knowledge and ethical that will be needed in IT practice.
2. To provide students with skills to apply design and development principles in the construction of software system applied in database technology, intelligence system, networking, multimedia development, game design and game technology.
3. To prepare students with abilities to keep up-to-date with the latest Information Technology specially in computer game technology trends, developments and industries.
4. To prepare students with abilities in problem solving and good communication skills to be able to work as an individual or in a team in an IT environment.

### Graduate Competency

At the end of the program, graduates will be able to:

1. Apply knowledge and understanding of mathematical concepts, principles and theories relating to computer science knowledge.
2. Demonstrate knowledge and understanding of algorithm concepts, principles and theories relating to computer science knowledge especially in Game Application and Technology.
3. Classify problems and to apply design and development principles for specific problems.
4. Classify criteria and specifications appropriate to specific problems, plan strategies for their solution and construct appropriate software systems especially in Game Application and Technology.
5. Construct a solution by applying current technologies especially in Game Application and Technology.
6. Identify trend technologies in the future especially in Game Application and Technology.

### Prospective Career of the Graduates

After finishing the program, the graduate of Game Application and Technology Program could follow a career as:

1. Game Engineer
2. Game Developer
3. Game Artist / Technical Artist
4. Game Designer
5. Game Director / Chief Technology Officer
6. Game Content Provider
7. Game Consultant
8. Game Publisher
9. Entrepreneur
10. Academician in multimedia and games (Lecturer, Trainer, Researcher)

### Curriculum

The present curriculum used in the Game Application & Technology program has been developed in line with the National Curriculum. Also, the local content has been developed in line with the Computer Science Curriculum standard of ACM (Association for Computing Machinery), several local and foreign universities, national and

international game industry (developer, publisher), up-to-date game technologies and market trends, so that the graduates of the Game Application & Technology program are expected to be able to face competition at both a national and international level. Generally, the subjects of the curriculum are divided into these following groups of subjects:

### **Core Computer Science Group**

The objective of this group is to provide grounding in Game Application Technology program through practice as well as applied theory which are required by business both now and in the future. The subjects that are included in this group are programming, algorithm design and analysis, software engineering, databases, computer graphs, interactive multimedia, computer and human interaction, operation system, Game Art, Game Programming, and Game Design.

### **Science**

The objective of this group is to provide an understanding of mathematics as one of the principal foundations in computer science. Another objective is to give an understanding of scientific methodology (data collection, hypothesis, market research, analysis) in problem solving.

### **Character Building Group (Professional Practices)**

The objective of this group is to develop the personal strengths of the student and to provide him or her with a professional character, professionalism in their field, management skills, oral and written communication skills, understanding of business ethic, ability to work as a team, and to develop a “Binusian” Character.

### **The Field of GAT Subject**

The objective of builds the field of subject in Game Application Technology is to give the students a solid foundation of software development skills and to introduce the specific skills needed for developing game applications. The students are expected to develop their skills and master the techniques which will allow them to conduct research for both their thesis and/or to continue their studies.

The field of GAT subjects:

1. Game Art: to explore the various methodologies and techniques of game art and learn how to transform your art into assets for computer games and related industries using the latest technology and industry-standard software (2D and 3D, animation, modeling, character design).
2. Game Design: to explore the various methodologies and techniques of game story design, level design, game play design, human and computer interaction design.
3. Game Programming: to explore the various techniques of game programming.

All students of GAT program must follow these three fields to become Game Application Technology graduates. The objective of these three fields is to provide the students with the knowledge and skills required by business & industry and who wants to develop the own game company.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	MATH6025	Discrete Mathematics	4		
	MATH6030	Linear Algebra	2		
	COMP6047	Algorithm and Programming	4/2		
	STAT6026	Probability and Statistics	2		
	GAME6001	Introduction to Game Technology	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	MATH6031	Calculus	4		
	COMP6048	Data Structures	4/2		
	GAME6002	Game Design	2		
	GAME6004	Object Oriented Game Programming	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

**Computer Science & Mathematics****Introduction**

The contribution of Computer Science and Applied Mathematics to modern business practice is becoming more important as there are so many related fields such as process and system engineering, quality control, actuaries, product design/model planning, prediction, management and living environment, all of which use the most sophisticated electronics technology, mathematics and computer software. The combination of two study programs into one study program is intended to maximize the capabilities of the students to solve problems in these many related fields. To give working experience for student, we provide the facilities to practice in industry for 1 year in national and international companies besides 4 years they study in campus. We facilitate student to job training at industry, research with industry and entrepreneurship program.

**Vision**

A world class department in Computational Mathematics based on ICT.

**Mission**

The mission of Computer Science-Mathematics Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with fundamental knowledge & skills of to apply Computational Mathematics using ICT in developing innovative algorithm and software for a career as an applied mathematician or system analyst.
2. Providing a solid learning experience through creating the most creative and value-added talents of leaders for the global community as well as conducting professional services to improve the quality of life.
3. Providing high impact research that positively contributing to the quality of life of Indonesians and the international community.

**Program Objective**

The objectives of the program are :

1. To provide students with a solid knowledge ranging from Fundamental Mathematics and Computer Science to Computational Mathematics and Computing Technology.
2. To provide students with knowledge and abilities in conducting mathematical analysis and modelling to solve problem in related fields and to be successful applied mathematics career.
3. To prepare students with the necessary techniques & skills in developing innovative algorithm and software to be excellence system analyst.

**Graduate Competency**

At the end of the program, graduates will be able to :

1. Apply knowledge and understanding of mathematical concepts, principles and theories relating to computer science knowledge.
2. Demonstrate knowledge and understanding of algorithm concepts, principles and theories relating to computer science knowledge.
3. Classify problems and to apply design and development principles for specific problems.
4. Classify criteria and specifications appropriate to specific problems, plan strategies for their solution and construct software system development.
5. Apply, analyze and solve problems using Fundamental Mathematics.
6. Interpret, analyze and create mathematical solution in form of algorithm.
7. Recognize, apply, appraise various Mathematics.
8. Analyze, compose, and assess innovative algorithm in order to solve real problems in many related fields.
9. Apply, analyze, formulate and evaluate using advanced Computational Mathematics.
10. Use and analyze current techniques and skills in order to design and evaluate recent software.

### Prospective Career of the Graduates

The graduates of the double study program Computer Science and Applied Mathematics could follow careers in :

1. Information Technology area (software and game developer, IT consultant)
2. Computer (network specialist, computer simulation specialist)
3. Industry (educator, quantitative product planner, optimization analyst)
4. Business (quantitative credit analyst, business analyst)
5. Management (DSS manager, actuary)

### Curriculum

With reference to the Vision and Mission of UBINUS, the role of Computer Science and Applied Mathematics in the future and its current standing in Indonesia, the study program will contain the following elements:

1. Solid education to increase mathematical reasoning capability and ability to solve problems in other fields.
2. The academic atmosphere that will facilitate students' learning in order that students will develop skills in communicating their mathematical reasoning and skill in software engineering.
3. An environment that fosters active learner independence and encourages students to be able to succeed in their professional career and in fields related to Computer Science and Applied Mathematics.

Furthermore, besides this department provides the means and expertise in Computer Science and Applied Mathematics to prepare students for a career as a Applied Mathematician or Software Engineer who be able to create mathematical models to solve problems in many related fields, it also provides capability in developing Computer Science or Applied Mathematics both in Indonesia and among the nations of the world in order to pursue higher degree of education.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	COMP6060	Programming Language Concepts	2		
	COMP6047	Algorithm and Programming	4/2		
	MATH6038	Calculus I	4		
	MATH6025	Discrete Mathematics	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	MATH6015	Applied Linear Algebra	4		
	MATH6016	Calculus II	4		
	COMP6048	Data Structures	4/2		
	STAT6026	Probability and Statistics	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

- ) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.
- ) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## **Computer Science & Statistics**

### **Introduction**

Along with technological growth of computer at present, statistical technique becomes a tool which is widely used by many people to finish the problems better, such as problems in management area, research, business, marketing, quality operation, best quality, forecast, risk analysis of consumer satisfaction, environment and others make the contribution of computer science and statistics is progressively growing important. The combination of two study majors into one program is designed to maximize the learning opportunities for the student who chooses the double majors. To give working experience for student, we provide the facilities to practice in industry for 1 year in national and international companies besides 4 years they study in campus. We facilitate student to job training at industry, research with industry and entrepreneurship program.

### **Vision**

A world class department in Computational Statistics based on ICT.

### **Mission**

The mission of Computer Science - Statistics Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with fundamental knowledge & skills to apply Computational Statistics using ICT in acquiring business information for a career as a market researcher or business analyst.
2. Providing solid learning experience through creating the most creative and value-added talents of leaders for global community as well as conducting professional services to improve the quality of life.
3. Providing high impact research that positively contributing to the quality of life in Indonesia and the international community.

### **Program Objective**

The objectives of the program are :

1. To provide students with a solid knowledge ranging from Fundamental Statistics and Computer Science to Computational Statistics and Database Technology.
2. To provide students with abilities conduct statistical analysis and marketing research to solve problem in related fields to be successful market researcher.
3. To prepare students with necessary skills in developing database and be expert in data mining to be excellence business analyst.



### Graduate Competency

At the end of the program, graduates will be able to :

1. Apply knowledge and understanding of mathematical concepts, principles and theories relating to computer science knowledge.
2. Demonstrate knowledge and understanding of algorithm concepts, principles and theories relating to computer science knowledge.
3. Classify problems and to apply design and development principles for specific problems.
4. Classify criteria and specifications appropriate to specific problems, plan strategies for their solution and construct software system development.
5. Apply, analyze and solve problems using Fundamental Statistics.
6. Interpret, analyze, and create statistical solution in form of algorithm, using appropriate Database Technology.
7. Recognize, apply, and appraise statistical process.
8. Apply, analyze, formulate and evaluate problem in marketing research using advanced Computational Statistics.
9. Create and assess innovative database solution in order to solve real problems in economics, business and industry.
10. Design and evaluate data finance and data mining.

### Prospective Career of the Graduates

The graduates of the double study program Computer Science and Applied Statistics are able to follow careers in:

1. Business (market researcher, forecasting analyst).
2. Management (business analyst, evaluator of company performance).
3. Information Technology area (database designer, system analyst).
4. Industry (decision making analyst, quality control analyst).
5. Finance and Accounting (risk analyst, profit growth analyst).

### Curriculum

With reference to the Vision and Mission UBINUS, the role of Computer Science and Applied Statistics in the future, and its current standing in Indonesia, the study program will contain the following elements:

1. Solid education to increase statistical analysis capability and ability to extract information from any kind of data that emerge in databases.
2. The academic atmosphere that will facilitate students' learning in order that the students will develop skills in communicating their statistical analysis and skills in developing database.
3. An environment that fosters active learner independence and encourages students to be able to succeed in their professional career and in the fields related to Computer Science and Applied Statistics.

Furthermore, besides this department provides the means and expertise in Computer Science and Applied Statistics to prepare students for a career as a Market Researcher or Database Designer who be able to analyze any kind of data that emerge in databases to extract information, it also provides capability in developing Computer Science or Applied Statistics both in Indonesia and among the nations of the world in order to pursue higher degree of education.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	COMP6060	Programming Language Concepts	2		
	COMP6047	Algorithm and Programming	4/2		
	MATH6038	Calculus I	4		
	MATH6025	Discrete Mathematics	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	MATH6015	Applied Linear Algebra	4		
	MATH6039	Calculus II	4		
	COMP6048	Data Structures	4/2		
	STAT6026	Probability and Statistics	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

- ) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.
- ) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Mathematics

### Introduction

In general, progress of sciences including mathematics has become a basis on industrial and technological revolution. Growth in mathematics has in fact brought various new areas of technological and interdisciplinary sciences. By the presence of medium computers, simulation and mathematical modeling, it brought also new study areas like intelligent system, fuzzy logic, data security, and others. Contribution of mathematics in the growth of modern technology has been known and confessed as “basis science”. The role of technology in global information era which is of vital importance can give an answer to super highway information”, so that we are able to reduce our left behind achievements in sciences and technology and then face global competition. In dealing with new technology, mathematics students will be able to yield a new breakthrough in facing global competition challenge.

### General and Specific Objective

The global progress of sciences and mathematics has made a breakthrough in the technological and industrial revolution. The development of mathematics especially gives many new branches in sciences and technology, like intelligence system, process and system engineering, optimization models, soft computing, computational geometry,

pattern recognition etc. By computer technology, simulation and mathematical modeling, mathematics can help to solve various problems in many fields e.g. engineering, economics, transportation, ecology and medicine.

The specific objective is to provide the knowledge, discipline insight and expertise in Applied Mathematics, mainly in Computational Mathematics in order that the students can increase their ability to:

1. Ability to apply, analyze using Computational Mathematics and to solve, calculate the related problems.
2. Ability to interpret, analyze computation problems, and create mathematical solution in the form algorithm, and identify, define the Computing Technology appropriate to its solution.
3. Ability to recognize, use, and appraise various mathematics knowledge.
4. Ability to apply, analyze, formulate and evaluate using advanced Computational Mathematics.

### Prospective Career of the Graduates

The graduates of the study program Applied Mathematics are able to follow careers in :

1. General (Lecturer, Management trainee).
2. Business (Quantitative credit analyst, Index forecasting analyst, Actuary analyst).
3. Management (Project planning analyst, Decision support system, EDP system).
4. Industry (Inventory control analyst, Queuing analyst, Assignment analyst).
5. Computer System analyst (Remote sensing applications, Image processing, Analyst algorithm, and Simulation programming).
6. Researcher (LIPI, BPPT, Department R&D, BEI).

### Curriculum

Applied Mathematics study program curriculum is developed according to the national curriculum of Mathematics Studies, while the local substances are developed according to the ACM (American Computing Machineries), standard curriculum and market demand. As a result, mathematics graduates are expected to be able to complete nationally and internationally.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	MATH6014	Calculus I	4		
	MATH6025	Discrete Mathematics	4		
	COMP6047	Algorithm and Programming	4/2		
	SCIE6006	Industrial Physics	4		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	STAT6015	Statistical Methods	4		
	MATH6039	Calculus II	4		
	MATH6015	Applied Linear Algebra	4		
	COMP6086	Introduction to Information Technology	4		
	<b>English University Courses I</b>				
	ENGL6127	English Entrant	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
3	MATH6022	Engineering Mathematics I	4	24	
	MATH6034	Numerical Methods I	2		
	MATH6008	Mathematical Statistics I	4		
	MATH6018	Modern Algebra	4		
	COMP6050	Object Oriented Programming	2/2		
	MATH6026	Mathematics Programming	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
4	CHAR6015	Character Building: Agama	2	24	
	MATH6047	Numerical Methods II	4		
	MATH6024	Engineering Mathematics II	4		
	MATH6009	Mathematical Statistics II	4		
	COMP6048	Data Structures	4/2		
	MATH6017	Applied Geometry I	4		
5	CHAR6010	CB: Professional Development	2	20	
	MATH6021	Real Analysis	4		
	STAT6014	Statistical Quality Control	2		
	MATH6020	Applied Geometry II	4		
	MATH6027	Applied Mathematics Modelling	4		
	MATH6049	Mathematics of Finance	4		
6	MATH6023	Complex Variable Function	4	20	
	COMP6053	Computer Graph	4		
	MATH6050	Actuary Mathematics	4		
	<b>Elective Courses I</b>				
	MATH6051	Computational Group Theory	4		
	MATH6052	Computational Geometry	4		
	MATH6053	Computational Number Theory	4		
	CPEN6089	Embedded System	4		
	COMP6065	Artificial Intelligence	4		
	STAT6039	Econometrics	4		
	COMP6051	Web Programming	2/1		
	CPEN6046	Computer Networks	4/1		
	COMP7068	Neuro Computing	2/1		
COMP6061	Automata and Language Theory	2			

Sem	Code	Course Name	SCU	Total	
7	STAT6021	Research Methodology	2	12	
	STAT6029	Practical work	2		
	MATH6054	Data Security	4		
	MATH6043	Seminar	2		
	ENTR6006	Entrepreneurship	2		
	<b>Elective Courses II</b>				
	MATH6051	Computational Group Theory	4		
	MATH6052	Computational Geometry	4		
	MATH6053	Computational Number Theory	4		
	CPEN6089	Embedded System	4		
	COMP6065	Artificial Intelligence	4		
	STAT6039	Econometrics	4		
	CPEN6046	Computer Networks	4/1		
	COMP6051	Web Programming	2/1		
	COMP7068	Neuro Computing	2/1		
8	MATH6041	Thesis/Final Project	6	6	
<b>TOTAL CREDIT 146</b>					

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English Entrant, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6006	Entrepreneurship	C
3	MATH6039	Calculus II	C
4	MATH6024	Engineering Mathematics II	C
5	MATH6027	Applied Mathematics Modeling	C
6	MATH6047	Numerical Methods II	C
7	MATH6050	Actuary Mathematics	C
8	MATH6054	Data Security	C

## Statistics

### Introduction

In general, progress of sciences including statistics has become a basis on industrial and technological revolution. Growth in statistics has in fact brought various new areas of technological and interdisciplinary sciences. By the presence of medium computers, simulation and statistical modeling, it brought also new study areas like quality operation, best quality, forecasting, biostatistics, risk analysis of consumer satisfaction and others.

Contribution of statistics in the growth of modern technology has been known and confessed as "basis science". The role of technology in global information era which is of vital importance can give an answer to super highway information", so that we are able to reduce our left behind achievements in sciences and technology and then face global competition. In dealing with new technology, statistics students will be able to yield a new breakthrough in facing global competition challenge.

### General and Specific Objectives

The global progress of sciences and statistics has made a breakthrough in the technological and industrial revolution. The development of statistics especially gives many new branches in sciences and technology, like quality operation, best quality, forecasting, risk analysis of consumer satisfaction and others. By computer technology, simulation and statistical modeling, statistics can help to solve various problems in many fields e.g. engineering, economics, transportation, ecology, and medicine.

The specific objective is to provide the knowledge, discipline, insight and expertise in Applied Statistics, mainly in Computational Statistics in order that the students can increase their ability to:

1. Ability to apply, analyze using Computational Statistics and to solve, calculate the related problems.
2. Ability to interpret, analyze the statistical solution, and create statistical solution in the form algorithm, and integrate using Database Technology.
3. Ability to recognize, use, and appraise various statistics knowledge.
4. Ability to apply, analyze, formulate and evaluate using advanced applied statistics.

### Prospective Career of the Graduates

The graduates of the study program Applied Statistics are able to follow careers in :

1. General (Lecturer, Business consultant, Surveyor and Pollster)
2. Business (Quantitative credit analyst, forecasting analyst)
3. Management (Quality operation procedure analyst, Sale forecast analyst, Profit growth analyst, Export-Import analyst, Business index analyst)
4. Computer (System simulation, Pattern recognition, Image processing)
5. Research (LIPI, BPPT, BPS, R&D Department, BEI)

### Curriculum

Applied Statistics study program curriculum is developed according to the national curriculum of Statistics Studies, while the local substances are developed according to the ACM (American Computing Machineries), standard curriculum, and market demand. As a result, statistics graduates are expected to be able to compete nationally and internationally.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	STAT6015	Statistical Methods	4		
	MATH6014	Calculus I	4		
	MATH6015	Applied Linear Algebra	4		
	COMP6047	Algorithm & Programming	4/2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	STAT6038	Advanced Statistical Methods	4		
	MATH6025	Discrete Mathematics	4		
	MATH6039	Calculus II	4		
	STAT6010	Data Exploratory Analysis	4		
	<b>English University Courses I</b>				
	ENGL6127	English Entrant	2		
ENGL6130	English for Business Presentation	2			
3	STAT6044	Categorical data Analysis	2	20	
	STAT6037	Non Parametric Statistics	2		
	STAT6018	Statistical Theory I	4		
	MATH6044	Numerical Methods	2		
	STAT6045	Statistical Quality Control	4		
	COMP6086	Introduction to Inf. Technology	4		
	<b>English University Courses II</b>				
	ENGL6128	English in Focus	2		
	ENGL6131	English for Written Business Communication	2		
4	CHAR6015	Character Building: Agama	2	24	
	STAT6020	Statistical Theory II	4		
	STAT6017	Sampling Techniques	4		
	STAT6040	Scientific Computation	4		
	COMP6060	Programming Language Concept	2		
	STAT6019	Regression Analysis	4		
	MATH6037	Operation Research in Business & Industry	4		
5	CHAR6010	CB: Professional Development	2	22	
	STAT6036	Stochastic Process	4		
	STAT6024	Time Series Analysis	4		
	STAT6011	Design and Analysis of Experiments	4		
	STAT6023	Multivariate Statistical	4		
	COMP6057	Software Engineering	4		

Sem	Code	Course Name	SCU	Total	
6	MATH6050	Actuary Mathematics	4	24	
	STAT6041	Sequential Methods	2		
	STAT6022	Linear Model	4		
	STAT6021	Research Methods	2		
	STAT6013	Survey Analysis and Design	2		
	<b>Elective Courses</b>				
	STAT6032	Matrix Algebra for Statistics	2		
	STAT6033	Risk Theory	4		
	STAT6037	Non Parametric Statistics	2		
	ISYS6113	Data warehouse & Data Mining	4		
	STAT6034	Statistics Laboratory I	2/1		
	STAT6035	Statistics Laboratory II	2/1		
	STAT6039	Econometrics	4		
	MATH6049	Mathematics Finance	4		
	COMP6048	Data Structures	4/2		
ISYS6169	Database Systems	4/2			
7	STAT6042	Survival Analysis	4	10	
	STAT6029	Practical work	2		
	STAT6031	Seminar	2		
	ENTR6006	Entrepreneurship	2		
8	STAT6030	Thesis/Final Project	6	6	
<b>TOTAL CREDIT 146</b>					

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English Entrant, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	MATH6050	Entrepreneurship	C
3	ENTR6006	Calculus II	C
4	STAT6032	Matrix Algebra for Statistics	C
5	MATH6024	Statistical Theory II	C
6	MATH6047	Advanced Statistical Methods	C
7	STAT6040	Scientific Computation	C
8	MATH6039	Survival Analysis	C



## 2.2.2 School of Information Systems

In line with the development of STMIK BINA NUSANTARA becoming BINA NUSANTARA UNIVERSITY in 1996, School of Information Systems now manages the study programs under STMIK BINA NUSANTARA.

School of Information systems offers 4 undergraduate study programs (S1) and one diploma program (D3). The programs are Information Systems, Accounting Information Systems, Information Systems Audit, double major programs between Accounting and Information Systems and also Computerized Accounting for Diploma program.

Domain of Studies at School of Information systems are IT and Business. All programs under School of Information Systems focus on these two domain of studies, the basic competency of graduate from School of Information Systems is the ability to deploy and manage IT in Business.

### Information Systems

#### Introduction

The need for Information technology in the business industry has shifted into an environment that is more outward looking in order to compete in the free market. Information Technology is closely related to Information Systems in their joint support of the organization. They facilitate the smooth running of the whole organization and strengthen its competitiveness.

Information systems as a discipline make positive contribution to organizations, especially in information era, where the information accessed and distributed easily. Information systems helps organization in managing data as an asset, that data collected and presented by information systems could be use for problem solving and management decisions making.

The Information Systems Study Program was founded to meet the demand for skilled human resources in the field of information systems. The scope of study in the Program includes Information Systems: information systems development including information systems analysis, design and implementation (programming), management information systems, enterprise systems, database, and IS project management.

#### Vision

A study program of choice that excels in providing high-level Information systems education, is specialized in business-IT, recognized internationally, and champions innovation. We produce graduates with international qualifications.

#### Mission

The mission of Information Systems Department is to contribute to the global community through the provision of world-class education by :

1. Nurturing students and lecturers with creative and value-adding talents in Information Systems by creating a suitable environment.
2. Educating students in information systems, covering knowledge and skills in analyzing, designing and implementing information systems for improving business processes and to be able to create an innovative and

valuable information systems solution, through intensive learning process, research activities and collaboration with global industries.

3. Providing integrated knowledge to pursue further studies and create outstanding professionals, entrepreneurs, and leaders for a global community.
4. Providing professional services in Information Systems with an emphasis on the application of knowledge to society.
5. Improving the quality of life of Indonesians and the international community through leveraging Information system solutions.

### **Program Objective**

The objectives of the program are :

1. To provide students with a solid foundation of system development skills and knowledge that they will need as a system analyst.
2. To prepare students with skills and in depth knowledge of information systems related to business intelligence, e-business and strategic information systems.
3. To provide students with the ability to use applied business knowledge for specific industry purposes.

### **Graduate Competency**

At the end of the program, graduates will be able to :

1. Illustrate an understanding of Information Systems Framework.
2. Analyze information requirements and business processes.
3. Design systems that are aligned with organizational goals.
4. Manage and integrate data to produce good quality information.
5. Analyze, design, implement and evaluate strategic corporate information systems.
6. Analyze, design and implement E-business technology and applications.
7. Deploy business application effectively.

### **Prospective Career of the Graduates**

Graduates will have the necessary skills to work as:

1. Application Developer
2. System Analyst
3. Business Analyst
4. Business Process Analyst
5. Database Administrator
6. Database Analyst
7. E-Business Specialist
8. ERP Specialist
9. IT Architect
10. IT Consultant
11. System Designer
12. Database Administrator

13. IT/IS Consultant
14. Web-Developer/Web-Designer

### Curriculum

The Information Systems Study Program curriculum is designed in such a way as to refer to the curriculum recommended by ACM and AIS, IS 2002 (Model curriculum and guidelines for undergraduate degree program in Information systems), IS 2010 (Curriculum guidelines for undergraduate program in information systems), Computing Curricula 2005 and A Cooperative Project of ACM, AIS, IEEE-CS. In addition the curriculum has been influenced by foreign universities with a reputation for quality Information Systems Study Programs.

The curriculum for the next four years therefore consists of:

1. Information Systems, Business Process and Enterprise Systems.
2. Database, Information and Knowledge Management.
3. Information Systems Analysis and Design.
4. Programming, Testing and Implementation.
5. Financial Accounting, Statistics, Research Methodology.
6. Concentration Subject of Strategic Information System, Business Intelligence, E-Business, Applied Database and Applied ERP.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ACCT6133	Introduction to Financial Accounting	4	20	
	ISYS6186	Business Process Fundamental	4		
	ISYS6093	Information System Concept	4		
	STAT6081	Statistics	2		
	COMP6178	Introduction to Programming	2/2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ISYS6123	Introduction to Database	2/2		
	ISYS6188	Information Systems Analysis and Design	2/2		
	ISYS6189	Management Information System	4		
	ISYS6197	Business Development Application	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

**Information Systems Global Class**

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	ENGL6132	English Access	2	20
	ACCT6133	Introduction to Financial Accounting	4	
	ISYS6186	Business Process Fundamental	4	
	ISYS6093	Information System Concept	4	
	STAT6081	Statistics	2	
	COMP6178	Introduction to Programming	2/2	
2	CHAR6013	Character Building: Pancasila	2	20
	ENGL6133	English Global	2	
	ISYS6123	Introduction to Database	2/2	
	ISYS6188	Information Systems Analysis and Design	2/2	
	ISYS6189	Management Information System	4	
	ISYS6197	Business Application Development	2/2	

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Computerized Accounting

### Introduction

The improvement of Information technology has encouraged national and international industries to implement the company's computerized information systems in all fields. One area which is an important function in a company, the accounting and finance field that be in every company both manufacturing and non-manufacturing, most have implemented a computerized information systems widely in processing financial transactions from the beginning of the business process to the company's financial reporting.

Since most of the areas of accounting and finance is based on information technology, the need for workers with accounting and financial capability is a must, and also master the latest information technology. The ability to use business applications and accounting applications with scientific understanding and good communication is a basic requirement in the industry.

Computerized Accounting is an excellent option for those who want to turn their Accounting and computer skills into viable careers, why ?

Computerized Accounting skills are essential to any business practice

The manual accounting system is being replaced by computerized systems.

Today, employment is required capability that is ready to work

Once you complete a Computerized Accounting, you could work for almost any business in any industry.

The Computerized Accounting Study Program Bina Nusantara University prepares graduates to become a professional in the field of ICT-based Accounting and Finance. Provide a learning experience while working in industry. Graduates will have the ability to master the accounting and information technology in the form of business and accounting applications.

### Vision

Becoming a study program of choice in Computerized Accounting Diploma Program which specializes in Accounting Information Technology Application, is recognized nationally and delivers qualified graduates.

### Mission

The mission of Computerized Accounting Department is to contribute to the global community through the provision of world-class education by :

1. Recognizing and rewarding the most creative and value adding talents.
2. Educating students with knowledge, practices and good character in accounting information technology through hands-on experience in the use of accounting software.
3. Preparing graduates in global industry/entrepreneurship by providing conducive learning process, practical instruction in business applications, intensive research activities and collaboration with global industries.
4. Conducting professional services focuses on Business applications with an emphasis on application of knowledge to the society.
5. Improving the quality of life on Indonesians and the international community through Business Applications sharing knowledge to society.

### **Program Objective**

The objectives of the program are :

1. To provide students with a solid foundation of accounting and business process knowledge as professional computerized accountant.
2. To provide students with applied business application knowledge for specific industry purposes.
3. To provide students with hands-on skills and knowledge to enter accounting field in any type of general office environment.

### **Graduate Competency**

At the end of the program, graduates will be able to :

1. Utilize accounting information and business processes requirements to produce an accounting information system.
2. Produce financial reports (by managing business and accounting application).
3. Organize theirself to prepare into industries.

### **Prospective Career of the Graduates**

Working in the field of computerized Accounting and Finance for national and international companies or develop business in ICT-based accounting and finance.

### **Curriculum**

Generally, the subjects of the curriculum are divided into these following groups of subjects:

#### **IT Business Application**

The objective of this group is to provide the skill to use IT Business Application as one of the competency in Computerized Accounting. And also to give the knowledge about the latest IT Business application trends.

#### **Specific Business Process**

The objective of this group is to provide an understanding of business process for specific industries to help students understand the needs of the industry.

#### **Accounting Application**

The objective of this group is to provide the skill to use accounting application that is commonly used in the industry and to applied the accounting concept to applications.

## Course Structure

Sem	Code	Course Name	SCU	Total
1	ACCT5106	Accounting Principles I	2/2	20
	CHAR6013	Character Building: Pancasila	2	
	COMP6088	Introduction to Information Technology	2	
	ACCT5107	Accounting Principles II	2/2	
	CHAR6014	Character Building: Kewarganegaraan	2	
	COMP6102	Algorithm and Programming	2/4	
2	COMP6103	Object Oriented Programming	2/4	20
	ACCT5108	Intermediate Accounting I	2/2	
	CHAR6015	Character Building: Agama	2	
	ISYS5185	Information System Concept	2	
	ENTR6003	Entrepreneurship I	2	
	ACCT5109	Intermediate Accounting II	2/2	
3	ISYS6095	Information System Development	2/2	24
	ISYS6123	Introduction to Database System	2/2	
	ACCT5110	Cost Accounting I	2/2	
	ISYS5183	Information and Business Process	2	
	ACCT5111	Cost Accounting II	2/2	
	LANG6032	English Professional	4	
	ENTR6004	Entrepreneurship II	2	
4	ISYS6005	Accounting Information Systems	4/2	24
	ACCT5112	Advanced Accounting I	2/2	
	ISYS5184	Project Management	2/2	
	COMP5150	Web Programming	2	
	ISYS5044	Professional Ethics	2	
	STAT6021	Research Methodology	2	
	ACCT5113	Advanced Accounting II	2/2	
5	TAXN5018	Taxation Accounting	2/2	16
	ISYS5180	Internship	4	
	FINC5044	Financial Management	2/2	
	FINC5045	Corporate Budgeting	2/2	
6	ISYS5181	Final Project I	3	6
	ISYS5182	Final Project II	3	
<b>TOTAL CREDIT 110</b>				

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	ACCT5106	Accounting Principles I	C
4	COMP6102	Algorithm and Programming	C
5	ISYS5185	Information System Concept	C
6	ISYS5183	Information and Business Process	C
7	ISYS6005	Accounting Information Systems	C
8	ISYS5044	Professional Ethics	C

## **Accounting Information Systems**

### **Introduction**

The development of information technology impacts significantly on various fields and activities. The biggest impact can be seen in accounting practice. The changes are becoming more and more complex as there are shifts in business activities, such as in organization management, the concept of change management, and integration activities making closer ties among suppliers, customers and even competitors (Computing Curricula 2005, Information System).

As a result, the skills needed in today's IT organization are as varied as those needed in any business unit in the company. All types of skills are necessary, not just technical skills. For IT people to advance, they need to develop capabilities related to project management, financial management, performance measurement, one-on-one and group communications as well as written communications, organizational and people development, and relationship management. (Lutchen, Mark D, 2004, *Managing IT as A Bussiness : A Survival Guide for CEOs*, John Wiley and Sons, Inc.).

The Accounting Information Systems program which is offered by the School of Information Systems will enable students to gain a solid business background, as well as mastering the accounting practice and management of information system, hence will develop a unique competency which will be a competitive advantage for them to succeed in today's global competition.

### **Vision**

To be the chosen program by providing a high quality accounting information systems education to deliver graduates with international qualifications.



**Mission**

The mission of Accounting Information Systems Program is to contribute to the global community through the provision of world-class education by :

1. Recognizing and rewarding the most creative and value adding talents.
2. Educating students about analytical and problem solving skills, and good character in business information systems and information technology valuation.
3. Preparing graduates for global industry/entrepreneurship and continue for advanced degrees, by providing a conducive learning process, intensive applied research activities and collaboration with global industries.
4. Conducting professional services focusing on Accounting Information Systems with an emphasis on the application of knowledge to society.
5. Improving the quality of life for Indonesians and the international community through knowledge sharing of Business Applications.

**Program Objective**

The objectives of the program are :

1. To provide students with a solid foundation of accounting, business process knowledge and applied skills and abilities that they will need as a system analyst.
2. To provide students with the techniques and knowledge to evaluate the performance of information technology investment in an enterprise as an information technology investment analyst or consultant.
3. To provide students with techniques and knowledge to evaluate the success of information technology valuation and strategic as Information Technology auditor.
4. To provide students with applied business application knowledge for specific industry purposes.

**Graduate Competency**

At the end of the program, graduates will be able to :

1. Illustrate an understanding of Information Systems Framework.
2. Analyze information requirements and business processes.
3. Design systems that are aligned with organizational goals.
4. Analyze accounting information and business processes requirements.
5. Construct an information technology budget and portfolio for an enterprise and assess information technology investment performance.
6. Recommend integrated business systems.

**Prospective Career of the Graduates**

Work domains for the graduates of Accounting Information program are:

1. System analyst, System designer, or System development project team leader
2. Business analyst or business consultant
3. Accounting Information Systems Specialist or Information specialist
4. Information Systems Consultant
5. Management development program in a service, commerce, or industry
6. Financial evaluator or controller in a public company
7. Working in government institution or non-profit organization

8. Instructor or lecturer in the education institution
9. Working in research area
10. Develop entrepreneurship

### Curriculum

The Accounting information Systems curriculum is in alignment with ACM-Information Systems Curriculum and National Standard Curriculum. The curriculum requires 146 credits and consist of information systems courses and specific courses in Accounting Information systems. The curriculum is designed to combine both IT planning and system design, as a result Graduates would be able to construct an information technology budget and portfolio for an enterprise, assess information technology investment performance, as well as analyzing business process and recommend the right integrated business system solution. The successful candidate will get an S.Kom degree. Courses are as below :

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ACCT6133	Introduction to Financial Accounting	4	20	
	ISYS6186	Business Process Fundamental	4		
	ISYS6093	Information System Concept	4		
	STAT6081	Statistics	2		
	COMP6178	Introduction to Programming	2/2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ISYS6212	Accounting Information System Development	2/2		
	ACCT6134	Intermediate Accounting	4		
	ISYS6123	Introduction to Database	2/2		
	ISYS6197	Business Application Development	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Information Systems Audit

### Introduction

IS/IT is essential to manage transactions, information and knowledge necessary to initiate and sustain economic and social activities. These activities increasingly rely on globally cooperating entities to be successful. In many organizations, IS/IT is fundamental to support, sustain and grow the business. While many organizations recognize the potential benefits that technology can yield, the successful ones also understand and manage the risks associated with implementing new technologies.

Therefore, in many organizations especially in accounting firm as external auditor and IT-dependent company such as banking, telecommunication and oil and gas- as internal IS Auditor, the demand of Information System (IS) Auditor are growing every year. So that, BINUS University offer ISA Program to fulfil the demand of IS Auditor and preparing knowledgeable fresh graduate.

### Vision

World class program in Information Systems Audit to pursuit the innovation and enterprise in IT auditing and Assurance.

### Mission

The mission of Information Systems Audit Program is to contribute to the global community through the provision of world-class education by :

1. Educating students with the fundamental knowledge and skills in Information Systems Audit, IT management, information systems development to become a professional IT auditor or practices consultant and prepare them for continuing for advanced degrees.
2. Conducting professional services which focus on information systems audit based on national or international standards, with an emphasis on application of knowledge to the society.
3. Recognizing and rewarding the most talented graduated by promoting them in global industry.
4. Improving the quality of life in Indonesia and international community through information systems audit sharing knowledge to society.
5. Conducting intensive applied research activities in information systems audit and collaboration with global industries.

### Program Objective

The objectives of the program are :

1. To provide student with a solid foundation of IT management and IS development ranging from fundamental principles to applied skills and ability in IT Governance, IT Service delivery and Support, System and infrastructure life cycle management they will need in professional career.
2. To provide student with a solid foundation of information systems audit ranging from fundamental principles to applied skills and ability in IT audit process and security they will need in IS audit profession.

### **Graduate Competency**

At the end of the program, graduates will be able to :

1. Illustrate an understanding of Information Systems Framework.
2. Analyze information requirements and business processes.
3. Design systems that are aligned with organizational goals.
4. Demonstrate knowledge necessary to provide information systems (IS) audit services in accordance with IS audit standards, guidelines and best practices to assist the organization in ensuring that its information technology and business resources are protected and controlled.
5. Graduate will be able to demonstrate knowledge of protection information assets, business continuity and disaster recovery, in ensuring confidentiality, integrity, availability of information assets and timely resumption of IT services while minimizing the business impact.
6. Analyze financial and valuation of IS/IT.

### **Prospective Career of the Graduates**

After graduate from Information Systems Audit Program, students can have career as:

- Internal IS/IT Auditor
- IS Risk Management and Assurance Advisor
- External IS/IT Auditor
- IS Security Consultant

### **Curriculum**

Information Systems Audit curriculum has developed according to ACM – Information Systems Curriculum combined with ISACA Model Curriculum for IS Audit and Control. According to ISACA Model Curriculum for IS audit and control, the topics covered by model area consist of six content domains which are the IS audit process domain, IT Governance domain, system and infrastructure lifecycle management domain, IT service delivery and support domain, protection of information asset domain, and business continuity and disaster recovery domain. The following is the overview framework of ISACA Curriculum.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	ACCT6133	Introduction to Financial Accounting	4	20	
	ISYS6186	Business Process Fundamental	4		
	ISYS6093	Information System Concept	4		
	STAT6081	Statistics	2		
	COMP6178	Introduction to Programming	2/2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ISYS6123	Introduction to Database	2/2		
	ISYS6188	Information Systems Analysis and Design	2/2		
	ISYS6189	Management Information System	4		
	ISYS6197	Business Application Development	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

**Information Systems & Accounting****Introduction**

With increased levels of globalization, business is becoming more competitive. Consequently, the business professional should be able to access reliable and accurate information particularly in the financial market in order to remain competitive. Thus, an understanding of Accounting and Information Systems becomes one of the significant requirements in the global era. Therefore, it also drives accountants to master Information Technology. In this respect, BINA NUSANTARA UNIVERSITY offers a double degree program, Accounting and Information Systems which is a combination of the Accounting program and Information Systems program. This combined program of study has achieved accreditation from the National Accreditation Board for Highly Educational Institutions of DEPDIKNAS RI.

**Vision**

A program of choice in Accounting and Information Systems which excels in developing Corporate Finance Information Systems for Industry, is recognized internationally, champions innovation and delivers graduates with international qualifications.

## Mission

The mission of Accounting and Information Systems Program is to contribute to the global community through the provision of world-class education by :

1. Educating the students about analytical and problem solving skills, knowledge and good character in Accounting and Information Systems, and to manage business solutions from a Financial perspective.
2. Preparing graduates for the global industry and/ or entrepreneurship, and continue for advanced degrees, by providing a conducive learning process, intensive research activities and collaboration with global industries.
3. Conducting professional services focused on Accounting and Information systems with an emphasis on application of knowledge to society.
4. Improve the quality of life of Indonesians and the international community through the sharing of knowledge in accounting and information system to society.
5. Recognizing and rewarding the most creative and value adding talents.

## Program Objective

The Objective of the Program are :

1. To provide students with a solid foundation in accounting knowledge, from fundamental principles to applied skills and abilities so that they will be able to work with responsibility in line with financial principles, audit standards, and approved managerial finance and accounting expectations.
2. To provide students with a solid foundation of accounting knowledge, from fundamental principles to applied skills and abilities that they will be able to use in the field of information systems.
3. To provide students with a solid foundation of Accounting and Information Systems knowledge that enables them to develop a corporate information systems in specific industries.

## Graduate Competency

At the end of the program, graduates will be able to :

1. Prepare financial reports for business entities based on Global Generally Accepted Accounting Principles (GGAAP).
2. Organize audit and other assurance services in accordance to Global Generally Accepted Auditing Standard (GGAAS).
3. Generate performance operation reports based on managerial accounting knowledge to support planning, controlling, and decision-making.
4. Apply taxation knowledge, including taxation planning, compliance, and reporting in different tax problems and scenarios.
5. Illustrate an understanding of Information Systems Framework.
6. Analyze information requirements and business processes.
7. Design systems that are aligned with organizational goals.
8. Analyze the Business Process Requirements of Corporate Financial Information Systems (CFIS).
9. Propose a Financial Business Process.
10. Construct an information technology budget and portfolio for an enterprise and assess information technology investment performance.

### Prospective career of the Graduates

Graduates of this double study program will master both Accounting and Information Systems. Therefore, graduates will be able to develop their career in any company including services, commerce, and manufacturing companies as well as financial institutions. The professions that graduates can get in are management accountants, auditors, finance and management consultants, and information systems specialists in the field of corporate information systems, database and e-business, programmer analysts, systems support consultants, systems designer, database administrators, IT/IS consultants.

### Curriculum

The Accounting and IS double degree is a unique program, where students will learn two different majors in a short period of time. It requires 198 credits consist of information systems courses and Accounting Courses. The curriculum is designed to learn an advance IT finance and system analysis, as a result Graduates would be able to construct an information technology budget and portfolio for an enterprise, assess information technology investment performance, as well as able to analyze the Business Process Requirements of Corporate Financial Information Systems and propose an effective financial business process. The successful candidate will get double degree, which are S.KOM and S.E.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ACCT6030	Introduction to Accounting I	4	20	
	ECON6017	Economic Theory	2		
	COMP6178	Introduction to Programming	2/2		
	ISYS6186	Business Process Fundamental	4		
	ISYS6093	Information Systems Concept	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ACCT6031	Introduction to Accounting II	4		
	ISYS6209	User Experience	2/2		
	TAXN6019	Taxation	4		
	ENGL6129	English Savvy	2		
	ISYS6212	Accounting Information System Development	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

### 2.2.3 School of Business Management

School of Business Management is founded in 2011 after separating itself from Faculty of Business and Economics. The separation is meant to make the school more focus on developing students in knowledge, art and skills in business management studies. The focus may help students to cope with the ever changing business needs now and in the future.

School of Business Management at Binus University currently manages some first degree programs, they are: Management (S1 - SE), International Marketing (S1 - SE), International Business Management (S1 - SE), Business Creation (S1 - SE). All the programs are launched to offer high quality programs to students. The curriculum of each program are continuously updated and benchmarked to local and international industry and many reputable international universities. School of Business and Management's Single Degree has been awarded grade A from National Accreditation Agency for Higher Education (BAN-PT), and in the year of 2010, 2011, 2012, and 2013 has been recognized as one of Best School of Management in Indonesia by Mix Magazine. In 2012 School of Business Management is awarded the 1<sup>st</sup> rank in Best private School of Management in Indonesia by Mix Magazine.

Management program emphasize in business decision-making applied within small to large businesses. The content of the curriculum mirrors the background for students who plan either to develop their entrepreneurial skills or to enter into professional fields in business and organizations, international marketing or e-business.

The International Marketing program was established in 2011. The program itself is designed for students seeking innovative ways in looking at various business problems. The principles, approaches, and conclusions derived from the study of marketing from the basic ground for developing sound policies in business and marketplace needs. The study of international marketing is an interesting way to equip students for several types of careers, including international marketing management training programs in corporations all sectors.

The International Business is prepared to run in 2012. The program is designed to enable students to cope with ever changing international business environment. The students will be equipped with knowledge and skills of business in international atmosphere, its process and cases that may be faced. The knowledge and skills that gained by students will equip them to enter and develop careers in international business including but not restricted to trade, export and import.

Business Creation Program is the development of the entrepreneurship stream in management program. This program is designed specifically to produce graduates who are able to establish and run a new business (business start-up). Students will be equipped with the knowledge and skills about how to find business opportunities and generating innovative business ideas; how to design a business model and write a business plan that generates strong revenue streams; how to grow and develop the business. In addition students will also get access to meet with investors and potential entrepreneurs for mentoring, sharing ideas and raising funds.



## Management

### Introduction

The design of Management study program curriculum reflects the aim of the study program to adapt and anticipate the environment changes at present and in the future. This objective is achieved by improving the students' knowledge on core subjects. In this case, Management curriculum gives priority on the materials which emphasize the science and art of business concepts and methods. Students are guided and encouraged to think either as manager or business leader. With this view, graduates are expected to have potential to be manager in the future because they can demonstrate the following competencies:

1. Ability to design and manage a business.
2. Knowledge and ability to apply information technology applications in business.
3. Knowledge of organizational perspectives in marketing, finance, human resources, operations and information systems management.
4. Readiness to work in various fields both nationally and internationally.

Method of learning used, known as multi-channel learning model, is expected to motivate students to be long-life learners as well as getting involved in social community. In this model, the students will have face-to-face sessions in class, then self-study by using textbooks and CD-ROM, and finally collaborative online learning. The method is intended to encourage the students' to learn independently by using the technology available. Furthermore the method opens the access for students exploring a variety of learning sources from overseas.

### Vision

To be an internationally recognized business management study program with ICT driven and entrepreneurial ability.

### Mission

The mission of Management Department is to contribute to the global community through the provision of world-class education by :

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with a knowledge, skills and practice in International Marketing, Entrepreneurship, E-business, and business organization and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial managers to lead and work in a wide variety of business contexts and industries.
4. Conducting research and professional services for international marketing, entrepreneurship, e-business and business organizations.
5. Improving competitive managerial skills through impression management, strategic and collaborative influence.

## Program Objective

The objectives of the program are :

1. To provide students with fundamental knowledge in Management Science & Business that they will need in management practices.
2. To provide students with Management and Business Skills integrated with IT & high Impact Research related to business, management, marketing, finance and business organization, providing adequate tools for business analysis in these areas.
3. To prepare each student to be an entrepreneur and agent of change by utilizing knowledge & skills in international marketing and business.

## Graduate Competency

At the end of the program, graduates will be able to :

1. Demonstrate and apply their knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking on current business cases, and develop research programs for problem solving in business.
4. Apply information systems in business strategy.
5. Analyze Ebusiness strategy.
6. Deploy management knowledge and skills to cope with an unpredictable environment.
7. Create an innovative business.

## Prospective Career of the Graduates

The graduate of the Management study program will have the skills in a wide range of professions such as in management and business consultants, as a middle manager in enterprises (including manufacturing, services, hospitals, hotels, banks, education, agri-business) as well as being an entrepreneur, all of which require the need for a thorough knowledge of information technology. By demonstrating the competencies listed above, BINUS UNIVERSITY Management graduate will be ready to face dynamic challenges of business.

## Curriculum

The curriculum is based on both the National Curriculum and Management study program association that covers Management knowledge and skills as well as attitude to support core competence in the following optional subjects:

1. **E-Business:** Graduates will be expected to comprehend the design and management of new methods in business in the digital era.
2. **Entrepreneurship:** Graduates will demonstrate the knowledge and skill to build as well as manage a new venture.
3. **Business and Organization:** Graduates will be able to implement capability of taking on challenges and compete of global organization and business.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6011	Introduction to Management and Business	4	20	
	ACCT6087	Introduction to Accounting	4		
	MATH6048	Business Mathematics	4		
	LAWS6075	Legal Aspect in Economics	2		
	COMP6015	Introduction to Information Technology	2		
	COMP6151	Computer Laboratory I	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ECON6005	Microeconomics	4		
	ISYS6118	Management Information Systems	4		
	STAT8067	Business Statistics I	2		
	MKTG8005	Marketing Management	4		
	COMP6152	Computer Laboratory II	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	ECON6006	Macroeconomics	4		
	FINC6001	Financial Management	4		
	MGMT6012	Human Resources Management	4		
	ECON8009	Managerial Economics	4		
	<b>Stream : Business and Organization</b>				
	PSYC6004	Introduction to Psychology	2		
	MGMT6045	Organization Behaviour	2		
	<b>Stream : Entrepreneurship</b>				
	MGMT6023	Managing Entrepreneurial Organization	4		
	<b>Stream : E-Business</b>				
	ISYS6079	eBusiness System	4		

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	22	
	COMM8006	Business Communication	2		
	ACCT6049	Managerial Accounting	4		
	BUSS7001	International Business	4		
	ENTR6003	Entrepreneurship I	2		
	<b>Stream : Business and Organization</b>				
	MGMT6022	Management and Organization	4		
	MGMT6046	Management Science	4		
	<b>Stream : Entrepreneurship</b>				
	MGMT6025	Global Entrepreneurial Leadership	2		
	MGMT6036	Quantitative Business Analysis	4/2		
	<b>Stream : E-Business</b>				
	COMP6016	Website Design	2/2		
	ISYS6083	e-Corporation Management	4		
5	STAT8068	Business Statistics II	2/2	23	
	MGMT6018	Operational Management	4		
	MGMT6038	Cross Cultural Management	2		
	<b>Stream : Business and Organization</b>				
	MGMT6049	Organization Culture and Power*	3		
	PSYC6100	Industrial and Organization Psychology	2		
	MGMT7013	Strategic Management	4		
	MGMT6024	Leadership & Managing Human Capital in Organization	4		
	<b>Stream : Entrepreneurship</b>				
	FINC6033	Entrepreneurial Finance	2		
	MGMT7013	Strategic Management	4		
	MKTG6036	Entrepreneurial Marketing*	5		
	FINC7035	Financing and Credit Institution	2		
	<b>Stream : E-Business</b>				
	FINC6036	Analysis on eBusiness Investment*	3		
	ISYS6084	Database	2/2		
	ISYS8175	eBusiness Strategy and Implementation	4		
	MGMT6029	Knowledge Management	2		

Sem	Code	Course Name	SCU	Total	
6	RSCH8003	Research Methodology	4	20	
	ENTR6004	Entrepreneurship II	2		
	<b>Stream : Business and Organization</b>				
	MGMT6019	Change Management	4		
	MGMT6053	Compensation and Performance Management	4		
	MGMT6047	International Human Resource Management	2		
	MGMT7048	Strategic Human Resource Management	4		
	<b>Stream : Entrepreneurship</b>				
	ENTR6008	Advanced Topics in Entrepreneurship	2		
	MGMT6030	Sustainability Management	4		
	ENTR6007	Business Plan	4		
	ENTR6009	Entrepreneurship Seminar	4		
	<b>Stream : E-Business</b>				
	ISYS6085	Advanced Topics in eBusiness	2		
	MGMT6019	Change Management	4		
	ISYS8086	Strategic Information System	4		
ISYS6087	eBusiness Seminar	4			
7	MGMT6071	Internship	4	13	
	<b>Stream : Business and Organization</b>				
	MGMT7032	Corporate Governance	2		
	MGMT6033	Advanced Topics in Business and Organization	2		
	MGMT6050	Business and Organization Seminar*	5		
	<b>Stream : Entrepreneurship</b>				
	BUSS6014	Managing Innovation	4		
	MKTG6037	Salesmanship and Merchandising*	3		
	ENTR6010	Lab. Business Plan	2		
	<b>Stream : E-Business</b>				
BUSS6014	Managing Innovation	4			
MKTG6038	e-Marketing and e-CRM*	5			
8	MGMT6017	Thesis	6	6	
<b>TOTAL CREDIT 146</b>					

\*) *Entrepreneurship embedded.*

- ) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation.*
- ) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication.*

**The Table of Prerequisite for Management (S1)**

Subject		Credits	Subject		Credits
ACCT6049	Managerial Accounting	4	ACCT6087	Introduction to Accounting	4
MGMT6017	Thesis	6	RSCH8003	Research Methodology	4
<b>Stream : Business &amp; Organization</b>					
MGMT7013	Strategic Management	4	MGMT6012	Human Resources Management	4
MGMT6053	Compensation and Performance Management	4	MGMT6022	Management and Organization	4
<b>Stream : Entrepreneurship</b>					
MGMT6023	Managing Entrepreneurial Organization	4	MGMT6011	Introduction to Management and Business	4
FINC7035	Financing and Credit Institution	2	FINC6001	Financial Management	4
<b>Stream : E-Business</b>					
ISYS8086	Strategic Information System	4	ISYS6118	Management Information Systems	4
ISYS8175	eBusiness Strategy and Implementation	4	ISYS6079	eBusiness System	4

**Student should pass all of these quality controlled examination as listed below :**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
<b>Stream</b>			
<b>Business and Organization</b>			
7	MGMT6022	Management and Organization*	C
8	MGMT6049	Organization Culture and Power*	C
<b>Entrepreneurship</b>			
7	ENTR6007	Business Plan*	C
8	MKTG6036	Entrepreneurial Marketing*	C
<b>E-Business</b>			
7	ISYS6079	eBusiness System*	C
8	ISYS8175	eBusiness Strategy and Implementation*	C

\*)Tutorial & Multipaper

**Management Global Class****Course Structure**

Sem	Code	Course Name	SCU	Total
1	MGMT6011	Introduction to Management and Business	4	20
	ACCT6087	Introduction to Accounting	4	
	LAWS6075	Legal Aspect in Economics	2	
	MATH6048	Business Mathematics	4	
	ENGL6132	English Access	2	
	COMP6015	Introduction to Information Technology	2	
	COMP6151	Computer Laboratory I	2	
2	CHAR6013	Character Building: Pancasila	2	20
	ECON6005	Microeconomics	4	
	ISYS6118	Management Information Systems	4	
	STAT8067	Business Statistics I	2	
	ENGL6133	English Global	2	
	MKTG8005	Marketing Management	4	
	COMP6152	Computer Laboratory II	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	ECON6006	Macroeconomics	4	
	FINC6001	Financial Management	4	
	MGMT6012	Human Resources Management	4	
	ECON8009	Managerial Economics	4	
	ENGL6134	English for Academic Writing	2	
	PSYC6004	Introduction to Psychology	2	
4	MGMT6045	Organization Behaviour	2	22
	CHAR6015	Character Building: Agama	2	
	ACCT6049	Managerial Accounting	4	
	COMM8006	Business Communication	2	
	BUSS7001	International Business	4	
	ENTR6003	Entrepreneurship I	2	
	MGMT6022	Management and Organization	4	
MGMT6046	Management Science	4		
5	STAT8068	Business Statistics II	2/2	19
	MGMT6018	Operational Management	4	
	RSCH8003	Research Methodology	4	
	MGMT6049	Organization Culture and Power*	3	
	PSYC6100	Industrial and Organization Psychology	2	
	MGMT6085	Internship	2	

Sem	Code	Course Name	SCU	Total
6 Study Abroad	MGMT6024	Leadership & Managing Human Capital in Organization/Elective Course	4	18
	MGMT6019	Change Management/Elective Course	4	
	MGMT6053	Compensation and Performance Management/Elective Course	4	
	MGMT6047	International Human Resource Management/Elective Course	2	
	MGMT7013	Strategic Management/Elective Course	4	
7	MGMT7048	Strategic Human Resource Management	4	17
	ENTR6004	Entrepreneurship II	2	
	MGMT6038	Cross Cultural Management	2	
	MGMT7032	Corporate Governance	2	
	MGMT6033	Advanced Topics in Business and Organization	2	
	MGMT6050	Business and Organization Seminar*	5	
8	MGMT6017	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) Entrepreneurship Embedded

### The Table of Prerequisite for Management Global Class (S1)

Subject		Credits	Prerequisites		Credits
ACCT6049	Managerial Accounting	4	ACCT6087	Introduction to Accounting	4
MGMT6017	Thesis	6	RSCH8003	Research Methodology	4

Student should pass all of these quality controlled examination as listed below :

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
7	MGMT6022	Management and Organization*	C
8	MGMT6049	Organization Culture and Power*	C

\*) Tutorial & Multipaper



## International Marketing

### Introduction

In global escalation of future market competition, it is a compulsory to prepare and provide graduates to fill in the growing demands of professionals in international marketing fields. In emerging market like Indonesia many businesses expand abroad that requires skilled professionals to market products and services in international market and respectively happened for overseas products and services.

International marketing program is carefully catered for the challenges mention above. This program equips students with up to date knowledge and skills which enable them to survive and expand their capacities.

### Vision

To be globally recognized International Marketing program with entrepreneurial and ICT abilities.

### Mission

The mission of International Marketing program is to contribute to the global community through the provision of world-class education by :

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with a knowledge, skills and practice in International Marketing and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial and ICT ability managers to lead and work in a wide variety of business contexts and industries especially in International Marketing fields.
4. Conducting research and professional services for entrepreneurial international marketing.
5. Improving competitive managerial skills through impression international marketing management, strategic and collaborative influence.

### Program Objective

The objectives of the program are :

1. To provide students with knowledge and skills in the International Marketing art and Science foundation combined with a Business management platform to prepare them in and growing them through delivering a global superior customer value that they need in managing the global business marketing competition and application of strategic thinking in the pursuit of global marketing specialist.
2. To equip students with sufficient ICT integration, strategic International Marketing capabilities and competencies and application of strategic thinking in the pursuit of global marketing specialist.
3. To provide students with an in-depth advance understanding of the issues regarding implementation and control of the international marketing programs in an across global business sectors that they need to be a future global marketing agent of change.

### Graduate Competency

At the end of the program, graduates will be able to :

1. Demonstrate and apply knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking in current business cases, planning research program prior to problem solving in international marketing practices.
4. Apply critical thinking in current business cases and plan research programs in order to solve marketing problems with the ability of ICT utilization.
5. Design and apply global integrated strategic marketing implementation and control in global business environment specific challenges to enhance and satisfy the stakeholders.
6. Create and manage marketing competitive excellence across global business sectors and laid up them for continuing for advanced degrees in marketing management.

### Prospective Career of the Graduates

1. International Marketing Specialists
2. Market Analysts
3. Exporter / Trader
4. Marketing Consultant
5. International Marketing Researcher
6. Globalpreneur

### Curriculum

This curriculum is designed to meet knowledge of management practices in current global business conditions, the future art and science of international marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of curriculum is adjusted to the strategic and advance ICT based utilization of marketing in global market competition, global integrated strategic marketing implementation and control. Therefore, the teaching materials are enhanced to satisfy the stakeholders and to create and manage marketing competitive excellence in across global market sectors.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6011	Introduction to Management and Business	4	20	
	ACCT6087	Introduction to Accounting	4		
	MATH6048	Business Mathematics	4		
	COMM8006	Business Communication	2		
	STAT8067	Business Statistics I	2		
	COMP6151	Computer Laboratory I	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	20	
	ECON6005	Microeconomics	4		
	ISYS6118	Management Information Systems	4		
	MKTG8005	Marketing Management	4		
	COMP6152	Computer Laboratory II	2		
	MKTG6067	Product Strategy and Project	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	ECON6006	Macroeconomics	4		
	MGMT6012	Human Resources Management	4		
	STAT8068	Business Statistics II	2/2		
	ECON8009	Managerial Economics	4		
	MKTG8006	Consumer Behaviour	4		
	ENTR6003	Entrepreneurship I	2		
4	CHAR6015	Character Building: Agama	2	20	
	MGMT6046	Management Science	4		
	MKTG6065	International Marketing*	2		
	MGMT6038	Cross Cultural Management	2		
	FINC6001	Financial Management	4		
	MGMT6018	Operational Management	4		
	LAWS6075	Legal Aspect in Economic	2		
5	ACCT6049	Managerial Accounting	4	24	
	MGMT7054	Service Management	4		
	MKTG6034	International Marketing Seminar	2		
	MKTG6021	Customer Relationship Management	2		
	MKTG6071	Selling Management	4		
	MKTG6066	Marketing Research*	4/2		
	ENTR6004	Entrepreneurship II	2		
6	MKTG6032	Global Brand Management	4	16	
	MKTG6030	eMarketing Management	4		
	MKTG6068	Integrated Marketing Communication & Project	4		
	MKTG6069	Pricing and Project	4		
7	MGMT7043	Strategic Alliance Management	4	16	
	MGMT6073	CSR and Social Marketing	4		
	MKTG6009	Marketing Strategy	4		
	MKTG6070	Retail and Merchandising	4		
8	MGMT6040	Thesis	6	6	
<b>TOTAL CREDIT 146</b>					

\*) *Entrepreneurship Embedded*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

**The Table of Prerequisite for International Marketing (S1)**

Subject		Credits	Subject		Credits
FINC6001	Financial Management	4	MGMT6011	Introduction to Management and Business	4
MGMT6040	Thesis	6	MKTG6066	Marketing Research	4/2
MKTG6009	Marketing Strategy	4	MKTG8005	Marketing Management	4
			MKTG8006	Consumer Behaviour	4
MKTG6066	Marketing Research	4/2	STAT8067	Business Statistics I	2

**Student should pass all of these quality controlled examination as listed below :**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
7	MKTG6067	Product Strategy and Project*	C
8	MKTG8006	Consumer Behaviour*	C

\*) Tutorial & Multipaper

**International Business Management**

**Introduction**

International Business Management Program is designed to face the changing and dynamic era in global business world. Curriculum is designed with combination of the mastery in conceptualize theory and application in business world, so the graduates will be ready to compete either in the real business world, to become entrepreneur and/or to continue for the higher study.

**Vision**

To be globally recognized International Business Management program with high quality of professional and entrepreneurial skills supported by ICT.

**Mission**

The mission of International Business Management program is to contribute to the global community through the provision of world-class education by :

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with a knowledge, skills and practice in International Business and prepare them for pursuing advanced degrees in management or related disciplines.
3. Creating entrepreneurial and ICT ability managers to lead and work in a wide variety of business contexts and industries especially in International Business fields.
4. Conducting research and professional services for International Business with an emphasis on application of International Business knowledge to the society.
5. Improving competitive managerial and entrepreneurial skills through impression international business management, strategic and collaborative influence.

**Program Objective**

The objectives of the program are :

1. To provide students with knowledge and skills in the International Business art and Science foundation combined with a Business management platform to prepare them in and growing them through delivering a global superior customer value that they need in managing the global business competition.
2. To equip students with sufficient ICT integration, strategic International business capabilities and competencies and application of strategic thinking in the pursuit of global business areas.
3. To provide students with an in-depth advance understanding of the issues regarding implementation and control of the international business programs in an across global business sectors that they need to be a future global marketing agent of change.

**Graduate Competency**

At the end of the program, graduates will be able to :

1. Demonstrate and apply knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking in current business cases, planning research program prior to problem solving in international business practices.
4. Apply critical thinking in current business cases and plan research programs in order to solve business problems with the ability of ICT utilization.
5. Design and apply global integrated strategic business implementation and control in global business environment specific challenges to enhance and satisfy the stakeholders.
6. Create and manage business competitive excellence across global business sectors and laid up them for continuing for advanced degrees in business management.

### Prospective Career of the Graduates

There are many fields of career for graduates, including but not limited to:

1. International Business Analyst
2. International Business Development
3. International Business Relations
4. International Business Credit Analyst
5. Derivatives Trader
6. Export Officer
7. Foreign Exchange Trader
8. Foreign Exchange Officer
9. Global Risk Management Solutions Analyst
10. Import Export Coordinator
11. Market Research
12. International Business Planning
13. International Business Services

### Curriculum

The Curriculum of International Business & Management department has a unique point and was designed to prepare graduate students' readiness to apply their knowledge and to work in appropriate industry, to become an entrepreneur in global world. Using an 'International' title absolutely should be performed with international languages skill. Besides Bahasa, students also armed with English as core language, and Mandarin and Korean as elective languages.

In the curriculum of International Business & Management, students prepared to have international experiences, with required terms and conditions, as this follow:

- Student Exchange
- Study Abroad
- Internship
- Live video lecturing
- Guest Lecturer
- Global Learning System
- Collaboration Learning

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	BUSS7017	International Trade	2	20	
	COMP6015	Introduction to Information Technology	2		
	COMP6151	Computer Laboratory I	2		
	BUSS7001	International Business	4		
	MGMT6011	Introduction to Management and Business	4		
	MATH6048	Business Mathematics	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	20	
	STAT8067	Business Statistics I	2		
	LAWS6074	Law in International Business	2		
	MKTG8005	Marketing Management	4		
	COMP6152	Computer Laboratory II	2		
	SOCS6001	Political Economy	4		
	<b>Elective Courses: Foreign Languages I**</b>				
	CHIN6056	Chinese Language I	2		
	LANG7001	Korean Language I	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	ISYS6118	Management Information Systems	4		
	LAWS6075	Legal Aspect in Economic	2		
	ECON6005	Microeconomics	4		
	COMM8006	Business Communication	2		
	ACCT6089	Introduction to Accounting I	2		
	BUSS7006	Export-Import Management***	4		
	BUSS6007	Export-Import Policy***	2		
	<b>Elective Courses: Foreign Languages II**</b>				
	CHIN6057	Chinese Language II	2		
LANG7002	Korean Language II	2			
4	CHAR6015	Character Building: Agama	2	24	
	MGMT6012	Human Resources Management	4		
	ECON6006	Macroeconomics	4		
	ACCT6090	Introduction to Accounting II	2		
	ENTR6003	Entrepreneurship I	2		
	MKTG6033	International Marketing	4		
	MGMT6015	Business Quantitative Methods	4		
	<b>Elective Courses: Foreign Languages III**</b>				
	CHIN6058	Chinese Language III	2		
LANG7003	Korean Language III	2			
5	FINC6001	Financial Management	4	24	
	ACCT6049	Managerial Accounting	4		
	BUSS7008	Export-Import Documentation & Standardization***	2		
	BUSS6012	International Business Project I*	2		
	STAT8068	Business Statistics II	2/2		
	MGMT6018	Operational Management	4		
	ECON8009	Managerial Economics	4		

Sem	Code	Course Name	SCU	Total
6	RSCH8006	Research Methods for International Business	4	18
	ENTR6004	Entrepreneurship II	2	
	MGMT7041	Global Supply Chain Management	4	
	BUSS7009	Export-Import Cost Management***	2	
	BUSS6010	International Business Seminar	2	
	MGMT6042	Cross-Cultural Management***	4	
7	MGMT7043	Strategic Alliance Management	4	10
	BUSS6013	International Business Project II***/*	2	
	BUSS6011	Market Entry Strategy***	4	
8	MGMT6044	Thesis	6	6
<b>TOTAL CREDIT 146</b>				

\*) *Entrepreneurship Embedded*

\*\*) *Elective language courses*

- *Student required to choose 2 foreign language courses from semester 2*
- *Chosen foreign language courses in semester 3 and 4 should be in line with chosen foreign language courses in semester 2*

\*\*\*) *Course held at the EITC/PPEI (Export Import Training Centre/ Pendidikan dan Pelatihan Ekspor Indonesia)*

Notes:

- ) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*
- ) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

### The Table of Prerequisite for International Business Management (S1)

Subject		Credits	Subject		Credits
BUSS7006	Export-Import Management	4	BUSS7001	International Business	4
MKTG6033	International Marketing	4	MKTG8005	Marketing Management	4

Student should pass all of these quality controlled examination as listed below :

No.	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
7	BUSS7017	International Trade*	C
8	BUSS7006	Export-Import Management*	C

\*) Tutorial & Multipaper



**International Business Management Global Class****Course Structure**

Sem	Code	Course Name	SCU	Total	
1	ENGL6132	English Access	2	20	
	BUSS7017	International Trade	2		
	COMP6015	Introduction to Information Technology	2		
	COMP6151	Computer Laboratory I	2		
	BUSS7001	International Business	4		
	MGMT6011	Introduction to Management and Business	4		
	MATH6048	Business Mathematics	4		
2	CHAR6013	Character Building: Pancasila	2	20	
	ENGL6133	English Global	2		
	LAWS6074	Law in International Business	2		
	MKTG8005	Marketing Management	4		
	COMP6152	Computer Laboratory II	2		
	STAT8067	Business Statistics I	2		
	SOCS6001	Political Economy	4		
	<b>Elective Foreign Language**</b>				
	CHIN6056	Chinese Language I	2		
	LANG7001	Korean Language I	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	22	
	ISYS6118	Management Information Systems	4		
	LAWS6075	Legal Aspect in Economic	2		
	BUSS7006	Export-Import Management***	4		
	ECON6005	Microeconomics	4		
	BUSS6007	Export-Import Policy***	2		
	ACCT6089	Introduction to Accounting I	2		
	<b>Elective Foreign Language**</b>				
	CHIN6057	Chinese Language II	2		
	LANG7002	Korean Language II	2		

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	22	
	ENTR6003	Entrepreneurship I	2		
	COMM8006	Business Communication	2		
	MGMT6015	Business Quantitative Methods	4		
	MGMT6012	Human Resources Management	4		
	ECON6006	Macroeconomics	4		
	ACCT6090	Introduction to Accounting II	2		
	<b>Elective Foreign Language**</b>				
	CHIN6058	Chinese Language III	2		
LANG7003	Korean Language III	2			
5	FINC6001	Financial Management	4	24	
	ECON8009	Managerial Economics	4		
	BUSS7008	Export-Import Documentation & Standardization***	2		
	BUSS6012	International Business Project I*	2		
	ACCT6049	Managerial Accounting	4		
	STAT8068	Business Statistics II	2/2		
	MGMT6018	Operational Management	4		
6 Study Abroad	RSCH8006	Research Methods for International Business/Elective Course	4	18	
	MGMT7041	Global Supply Chain Management/Elective Course	4		
	MGMT7043	Strategic Alliance Management/Elective Course	4		
	BUSS6010	International Business Seminar/Elective Course	2		
	MKTG6033	International Marketing/Elective Course	4		
7	BUSS7009	Export-Import Cost Management***	2	14	
	MGMT6042	Cross-Cultural Management***	4		
	BUSS6013	International Business Project II* / ***	2		
	BUSS6011	Market Entry Strategy***	4		
	ENTR6004	Entrepreneurship II	2		
8	MGMT6044	Thesis	6	6	
<b>TOTAL CREDIT 146</b>					

\*) *Entrepreneurship Embedded*

\*\*\*) *Elective language courses*

- *Student required to choose 2 foreign language courses from semester 2*
- *Chosen foreign language courses in semester 3 and 4, same with chosen foreign language courses in semester 2*

\*\*\*\*) *Course held at the EITC/PPEI (Export Import Training Center/ Pendidikan dan Pelatihan Ekspor Indonesia)*

**The Table of Prerequisite for International Business Management Global Class (S1)**

Subject		Credits	Prerequisites		Credits
BUSS7006	Export-Import Management	4	BUSS7001	International Business	4

**Student should pass all of these quality controlled examination as listed below :**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MKTG8005	Marketing Management	C
4	FINC6001	Financial Management	C
5	MGMT6012	Human Resources Management*	C
6	ECON6005	Microeconomics	C
7	BUSS7017	International Trade*	C
8	BUSS7006	Export-Import Management*	C

\*) Tutorial & Multipaper

**Business Creation****Introduction**

Business Creation Program is designed specifically to shape future creative and innovative entrepreneurs. Curriculum is designed with a balance of theory and practice, so the graduates will be able to start a new business at third year/fifth semester. Most of the courses are taught by successful entrepreneurs and experienced venture capital expert. Students will meet and hear from entrepreneurs who have created successful ventures. Some of these entrepreneurs will be willing to offer ongoing support and advice. Student will also meet other potential entrepreneurs like their selves with whom they can share ideas.

**Vision**

To be globally recognized Business Creation Program with high quality of entrepreneurial skills and ICT abilities.

**Mission**

The mission of Business Creation program is to contribute to the global community through the provision of world-class education by:

1. Leveraging people's potential for success through altruistic academic relations and to provide challenging rewards for innovative talents.
2. Educating students with entrepreneurial knowledge and skills to prepare them for creating new business.
3. Creating creative and innovative entrepreneurs who are able to capture business opportunities in a wide variety of markets and industries.
4. Conducting entrepreneurial research, professional services and community development to the society.
5. Contributing to the improvement in entrepreneurial knowledge and practice in global communities.

## Program Objective

The objectives of the program are :

1. To provide students with fundamental knowledge in Management Science and Business that they will need in management practices.
2. To equip students with entrepreneurial skills integrated with ICT and high impact research providing adequate tools for business creation.
3. To provide students with an advanced knowledge and practical of business creation in an across global business sectors that they need to be a future global entrepreneurs.

## Graduate Competency

At the end of the program, graduates will be able to:

1. Demonstrate and apply knowledge of management practices.
2. Interpret & analyze current global business conditions.
3. Demonstrate and apply critical thinking in current business cases, develop research program for problem solving in business.
4. Apply critical thinking in current entrepreneurial cases in order to solve the business problems with the ability of ICT utilization.
5. Identify and analyze business opportunities.
6. Create innovative new business.

## Prospective Career of the Graduates

There are many fields of career for graduates, including but not limited to:

1. Business Developer/Planner
2. Small Business Consultant
3. Family Business Consultant
4. Business System/Model Consultant
5. Corporate Entrepreneur
6. Venture Capitalist

## Curriculum

The Curriculum of Business Creation Program has a unique point and was designed to prepare graduate students' readiness to apply their entrepreneurial knowledge and to start a new business. The curriculum is designed based on the Entrepreneurial Process consist of Business Idea & Opportunity (Year 1); Business Model & Business Plan (Year 2); Business Creation/Start-Up (Year 3) and Business Development (Year 4). Using experiential, action based and project based learning method, students will learn about identifying opportunities that offer the potential to grow a business; evaluating opportunities, analyzing the competition and minimizing risk; and starting a new business. Students will understand how to design a business model & write business plan that generates strong revenue streams; how to protect intellectual property; how to make the best potential investment deals including how investment deals work and how to think and act in an entrepreneurial manner. Student will gain access to mentoring expertise from both investors and entrepreneurs; networks and people who can help students make the dream to a reality; the opportunity to pitch to the investment community and gain feedback and the chance to submit your

business plan to be considered for initial investment. To support the entrepreneurial learning, students are provided with a wide range of the entrepreneurial competition, which consists of Business Idea Competition, Creative Selling Competition, Business Model Competition, Business Plan Competition and Business Pitch Competition. In addition to the competition and mentoring, the students also facilitated by entrepreneurial activities such as Speaking Opportunities; Sharing session; Workshop & Seminar; Entrepreneur Club; Industrial Visit; Y-Camp/Boot Camp and Exhibition.

### Course Structure

Sem	Code	Course Name	SCU	Total
1	ACCT6087	Introduction to Accounting	4	20
	MATH6048	Business Mathematics	4	
	MGMT6011	Introduction to Management and Business	4	
	ENTR6016	Introduction to Entrepreneurship	4	
	ENTR6017	Idea Generation and Opportunity Discovery	4	
2	CHAR6013	Character Building: Pancasila	2	20
	ECON6014	Microeconomics	4	
	MKTG6061	Marketing Management	4	
	ISYS6178	Management Information System	4	
	ENTR6018	Creative & Innovative Thinking	2	
	BUSS6051	Design Thinking in Business	4	

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Management – Information Systems

### Introduction

The dual study program in Management and Information Systems which combine Management and Information System subjects, aims to anticipate the knowledge based economy in the future characterized by the use of IT application.

Information Technology in the business world has shifted towards a more outward looking character and focused on the increased competition in free market. Information technology and the business world are closely related considering that Information technology and Information Systems share the role of supporting the organizational activities. They do this by increasing the efficiency of the internal processes in a company and by strengthening the competitiveness of the company, as well as by contributing to the problem solving and decision-making by management.

### Vision

Enhancing the sustainability of local and global community through research and innovation in e-business.

**Mission**

The mission of Management - Information System program is to contribute to the global community through the provision of world-class education by :

1. Educating student in the development of ability to analyze, design, implement and manage a business innovatively through information technology especially in Asia business management and create readiness to lead the work in various fields both nationally and internationally with good quality of leadership.
2. Providing solid learning experience by collaborating with prestigious industry through creating the most creative and value added talents of leaders for global community as well as conducting professional services to improve the quality of life.
3. Providing high impact research to enhance the sustainability growth of local and international community.

**Program Objective**

The objectives of the program are :

1. To provide student with solid foundation of system development skill and knowledge to apply skills and ability they will need as system analyst.
2. To provide students with fundamental knowledge in Management Science & Business they will need in management practices.
3. To provide students with Management and Business Skills integrated with IT & high Impact Research (information system, business, management, marketing, finance and business organization) providing adequate tools for business analysis in these areas.
4. To prepare students with skills and knowledge in depth information system related with e business.

**Graduate Competency**

At the end of the program, graduates will be able to :

1. Illustrate an understanding of information of information system framework.
2. Analyze information requirements and business process.
3. Design system that are aligned with organizational goals.
4. Demonstrate and apply knowledge of management practices.
5. Interpret and analyze current global business condition.
6. Demonstrate and apply critical thinking in current business cases, plan research programs for problem solving in business.
7. Analyze and apply information system in business strategy.
8. Analyze, design and implement e-business technology and application.

**Prospective Career of the Graduate**

Possible professions for graduates include Financial Corporate Planner in the field of Financial Management, Business/Entrepreneur design, Managerial, Corporate Information Systems and e-Business. Additional professions include: Entrepreneurship, Finance director, Information Systems department manager, Manager of Information Systems development project, Systems design, and IT/IS consultant.

## Curriculum

The dual study program for Management and Information Systems developed its curriculum based on the Vision and Mission of UBINUS. The curriculum has been influenced by the ACM, namely ISSC'99 (Information System-Centric Curriculum'99 for educating the Next generation of Information Systems Specialists, in collaboration with industry) and the curriculum of foreign universities that have international reputation in Management study programs and business.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYS6093	Information System Concept	4	20	
	ACCT6087	Introduction to Accounting	4		
	ECON6005	Microeconomics	4		
	MGMT6011	Introduction to Management and Business	4		
	COMP6088	Introduction to Information Technology	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
ENGL6130	English for Business Presentation	2			
2	CHAR6013	Character Building: Pancasila	2	20	
	ECON6006	Macroeconomics	4		
	ISYS6094	Information and Business Process	4		
	ISYS6153	Management Information System	2		
	COMP6102	Algorithm and Programming	2/4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	MKTG8005	Marketing Management	4	24	
	ISYS6126	Enterprise System	4		
	ISYS6197	Business Application Development	2/2		
	COMM8006	Business Communication	2		
	ISYS6123	Introduction to Database Systems	2/2		
	LAWS6075	Legal Aspect in Economic	2		
	CPEN6048	Computer Network	2		
	CHAR6014	Character Building: Kewarganegaraan	2		
4	CHAR6015	Character Building: Agama	2	24	
	MGMT6018	Operational Management	4		
	MATH6048	Business Mathematics	4		
	STAT6081	Statistics	2		
	ISYS6188	Information System Analysis and Design	2/2		
	ISYS6198	Data and Information Management	4		
	ISYS6209	User Experience	2/2		

Sem	Code	Course Name	SCU	Total
5	STAT8066	Economics Statistics	4/2	24
	ENTR6003	Entrepreneurship I	2	
	ISYS6204	e-Business Design	4	
	ENTR6013	Developing New Business Model & Business Plan	4/2	
	ISYS6211	Web Based Application Development	2/2	
	STAT6021	Research Methodology	2	
6	ECON8009	Managerial Economics	4	24
	ACCT6049	Managerial Accounting	4	
	FINC6001	Financial Management	4	
	ISYS6163	Advanced Information System analysis and Design*	4/2	
	MGMT6038	Cross Culturaln Management	2	
	ISYS6203	Mobile Applications Dvelopment	2/2	
7	ISYS6191	Advanced in Business Application Development*	2/4	24
	ISYS6256	Information Systems Project Management	4	
	ENTR6004	Entrepreneurship II	2	
	BUSS6047	E-Business Strategy	4/2	
	MKTG6044	Channel Marketing Management	4/2	
8	MGMT6012	Human Resources Management	4	22
	ISYS8108	Knowledge Management	4	
	ISYS6264	Testing and System Implementation	4	
	MOBI6021	Mobile Programming	2/2	
	LAWS6076	E-Business Law	4	
	ENTR6012	Innovation & Entrepreneurship	2	
9	BUSS6014	Managing Innovation	4	12
	MGMT7013	Strategic Management	4	
	ISYS6289	Collaborative Computing	4	
10	MGMT6021	Thesis	6	6
<b>TOTAL CREDIT 200</b>				

\*) *Entrepreneurship embedded*

- ) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*
- ) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*



**The Table of Prerequisite for Management – Information Systems (S1)**

Subject		Credits	Subject		Credits
ACCT6049	Managerial Accounting	4	ACCT6087	Introduction to Accounting	4
MKTG8005	Marketing Management	4	MGMT6011	Introduction to Management and Business	4
FINC6001	Financial Management	4			

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Code	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	FINC6001	Financial Management	C
4	ECON6005	Microeconomics	C
5	MKTG8005	Marketing Management	C
6	MGMT6012	Human Resources Management*	C
7	BUSS6047	E-Business Strategy	C
8	ISYS6126	Enterprise System	C
9	ISYS6188	Information System Analysis and Design*	C
10	ISYS6198	Data and Information Management*	C
11	ISYS6256	Information Systems Project Management	C
12	ISYS6204	E-Business Design*	C
13	ENTR6013	Developing New Business Model & Business Plan	C
14	ENTR6012	Innovation & Entrepreneurship*	C

\*) Tutorial & Multipaper

**Management – Industrial Engineering****Introduction**

The Industrial Planning Concentration was introduced under the scope of the double program Industrial Engineering and Management in order to meet the demand from high school graduates wishing to follow a career in production/operation, marketing, finance and human resources, with the aim of achieving a position as General Manager.

The combination of two disciplines - Management and Industrial Engineering provides students with a thorough grounding in business models and management systems which enables graduates to meet the demands of the market.

**Vision**

Enhancing the sustainability of local and global community through research and innovation in industrial management.

**Mission**

The mission of Management – Industrial Engineering program is to contribute to the global community through the provision of world-class education by :

1. Preparing student with solid educational experience of design, analysis, management and improvement of industrial integrated system, and ability to conduct and implement high impact research which enhance quality of life.
2. Providing solid learning experience by collaborating with prestigious industry through creating the most creative and value added talents of leaders for global community as well as conducting professional services to improve the quality of life.
3. Providing high-impact research to enhance the sustainability growth of local and international community.

### **Program Objective**

The objectives of the program are :

1. To prepare students for the contemporary practice of general engineering with a broad knowledge of principles of mathematics, science, engineering, and the use of computers.
2. To provide students with the methodological and computational skills to operate effectively through direct involvement in problem solving required in Industrial Engineering practice.
3. To provide students with fundamental knowledge in Management Science & Business that they will need in management practices.
4. To provide students with Management and Business Skills integrated with IT and high Impact Research (business, management, marketing, finance and business organization), providing adequate tools for business analysis in this areas.
5. To integrate students to a need for and to provide an ability to appreciate the global scope and contemporary issues within Industrial Engineering discipline.

### **Graduate Competency**

At the end of the program, graduates will be able to :

1. Apply mathematics, science and engineering to the Industrial Engineering domain.
2. Collect, analyze and interpret the data used in designing and conducting experiments.
3. Design a system, component, or process to meet desired needs within realistic constraints.
4. Identify, formulate, and solve problems through Industrial Engineering approaches.
5. Demonstrate and apply knowledge of management practices.
6. Interpret and analyze current global business conditions.
7. Demonstrate and apply critical thinking in current business cases, plan research programs prior to problem solving in business practices.
8. Model, map, analyze and design organization business process and to implement business process management.
9. Develop, implement, and analyze organizational performance management system and to develop dashboard management.

### Prospective Career of the Graduate

Industrial Engineering and Management graduates will be able to use their acquired skills in a wide range of professions, as entrepreneurs, and working as management and business consultants, middle managers in a range of industries . By demonstrating the competencies listed above, graduates will be ready to face dynamic challenges of business.

The type of works are doing are but not limited to:

1. Service Industry: Client Management, Commercial Banking and Real Estate, Financial Consulting, Health Systems, and Human Resource Consulting.
2. Manufacturing Industry: Inventory Management, Logistics, Operation Management, Production Management, and Warehousing.
3. Research and Development: Data Analysis, Environmental Protection and Preservation, and Human Factors Engineering.
4. Business and Management: Business Strategy, Investment Banking, Management Analysis, Project Management, and Business Development.
5. Information Technology: Computer Integration, Database Design, Telecommunication, and Web Development.
6. Education: Teaching and Research.

### Curriculum

The curriculum for the double program Industrial Engineering and Management at BINUS UNIVERSITY includes elements from the National Curriculum of Tertiary Educational Institutions and local material for the Industrial Planning component. Therefore the dual program of Industrial Engineering and Management is not only the combination of two study programs but it also has special elements not available on individual programs.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ISYE6001	Introduction to Industrial System	2	20	
	MGMT6011	Introduction to Management and Business	4		
	ACCT6087	Introduction to Accounting	4		
	COMP6047	Algorithm and Programming	4/2		
	SCIE6017	Biology	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	20	
	SCIE6004	Physics I	4		
	ECON6005	Microeconomics	4		
	MGMT6012	Human Resources Management	4		
	MATH6045	Calculus I	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	SCIE6005	Physics II	4/2		
	STAT6003	Probability Theory	2		
	ENGR6004	Technical Drawing	2/2		
	LAWS6075	Legal Aspect in Economic	2		
	MATH6039	Calculus II	4		
	ISYS6123	Introduction to Database Systems	2/2		
4	CHAR6015	Character Building: Agama	2	24	
	MATH6004	Linear and Discrete Mathematics	4		
	STAT8069	Statistic for Business Excellence	4		
	ENTR6003	Entrepreneurship I	2		
	MATH6019	Calculus III	4		
	ECON6006	Macroeconomics	4		
	ECON8009	Managerial Economics	4		
5	MGMT7013	Strategic Management	4	24	
	MGMT6051	Introduction to Business Process Modeling*	4		
	ISYE6039	Deterministic Optimization	4		
	ACCT6049	Managerial Accounting	4		
	MATH6048	Business Mathematics	4		
	ISYS6118	Management Information Systems	4		
6	ENTR6004	Entrepreneurship II	2	24	
	STAT6096	Stochastic Processes	4		
	MKTG8005	Marketing Management	4		
	ISYS8088	Business Intelligence	4		
	MGMT6018	Operational Management	4		
	SCIE6007	Industrial Chemistry	4		
	COMM8006	Business Communication	2		
7	MGMT7052	Performance Management & Measurement System*	4	24	
	ISYE6041	Engineering Economy	2		
	MGMT6055	Business Process Modeling, Analysis and Design	4		
	ISYE6069	Production Planning and Inventory Control	4/2		
	ISYS6125	Data warehouse	2/2		
	ISYE6006	System Modeling and Simulation	4		

Sem	Code	Course Name	SCU	Total
8	FINC6001	Financial Management	4	24
	MGMT6056	Advanced Topics in Performance Excellence	2	
	MGMT7057	Business Process Measurement and Metrics	4/2	
	RSCH6005	Business Research Method	2	
	ISYS8089	Knowledge Management	4	
	ISYS6177	Digital Dashboard and Performance Management & Measurement	2/2	
	ISYE6043	Quality Control	2	
9	ISYE6060	Leadership and Organization Behavior	4	10
	MGMT6038	Cross Cultural Management	2	
	ISYE6059	Human-Integrated Systems	4	
10	ISYE6030	Final Project	6	6
<b>TOTAL CREDIT 200</b>				

\*) *Entrepreneurship embedded*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

### The Table of Prerequisite for Management – Industrial Engineering (S1)

Subject		Credits	Subject		Credits
MATH6019	Calculus III	4	MATH6045	Calculus I	4
STAT6096	Stochastic Processes	4	STAT6003	Probability Theory	2
MKTG8005	Marketing Management	4	MGMT6011	Introduction to Management and Business	4
FINC6001	Financial Management	4			

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Code	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	STAT6096	Stochastic Processes*	C
4	ISYE6039	Deterministic Optimization*	C
5	STAT8069	Statistic for Business Excellence	C
6	ISYE6059	Human-Integrated Systems	C
7	ISYS6177	Digital Dashboard and Performance Management & Measurement	C
8	MGMT6051	Introduction to Business Process Modeling	C
9	FINC6001	Financial Management	C

No	Code	Course Code	Minimum Grade
10	ECON6005	Microeconomics	C
11	MKTG8005	Marketing Management	C
12	MGMT6012	Human Resources Management*	C
13	MGMT7052	Performance Management & Measurement System	C
14	MGMT6055	Business Process Modeling, Analysis and Design	C

\*)Tutorial & Multipaper

## 2.2.4 School of Design

People believe that whoever conquers complete information will also conquer the world. In today global era, conquering the information means being able to effectively communicate in harmony.

Today's trend is going toward economically creative that increase creative industry and the needs of creative people. The creative people that not only accustom to local culture but also keep up with the current information and technology.

To fulfill the global industry's needs, School of Design of Binus University offers four undergraduate study programs (S1) for whoever interested in design knowledge. These study programs are Visual Communication Design (with concentration field; New Media), Animation, Creative Advertising, and, Interior Design).

Graduates are expected not only be able to understand the theory of visual communication design, computer animation design and interior design but also be able to work professionally and be entrepreneurs that create creative communication based jobs.

## Visual Communication Design

### Introduction

Under the scope of the Faculty of Communication and Multimedia, Visual Communication Design at BINUS UNIVERSITY was founded on December 5<sup>th</sup>, 1999. The Visual Communication Design study program is run by Head of Department, deputy head of department, and seven lecturers who coordinate the subjects. Since the beginning, the students have shown a great deal of interest in graphic design and animation, as they have come from various regions in Indonesia to study the program.

The Visual Communication Design study program is supported by professional lecturers who give proper education to the students; therefore they should be able to focus in everything, especially in design field. The lecturers give the real implementation in design field during the teaching process. The lecturers also guide the students to have professional manner, in term of doing presentation, planning, marketing and designing process. The education backgrounds of the lecturers vary from different institutions throughout Indonesia and they work together to achieve the objectives of the Visual Communication Design study program.

The content of curriculum has been given free access under new regulation to allow the course coordinators to determine its “character” which is influenced by various overseas universities and international benchmarks. Graphic Design study program’s duration should be achieved in four to seven years. After completing the program, the students are expected to be able to work in the various fields of graphic design.

### **Vision**

A world-class Visual Communication Design Department, delivering world class designers with distinctive local values and information technology capabilities.

### **Mission**

The mission of Visual Communication Design Department is to contribute to the global community through the provision of world-class education by :

1. Educating visual communicators who highly exemplify the creative spirit and a commitment to professional attitudes in the fields of new media, animation and creative advertising.
2. Preparing students for strategic positions in service industries with a strong sense of ethics and entrepreneurship and who can make a contribution to society.
3. Improving the quality of life of Indonesians and the international community through good design.
4. Recognizing and rewarding the most creative and value-adding talents.
5. Designing creative products and conducting professional services in visual communication design with an emphasis on application of knowledge to the society.

### **Program Objective**

The objective of the program is :

To provide students with the principal know-how of creative visual communication, it's historical and cultural significance, and it's core technology. Together these areas of study will establish in each student a solid ground for well-informed practice or further study.

### **Graduates Competency**

At the end of the program, graduates will be able to :

1. Explain the basic principles, know-how, technology and history of visual art / design.
2. Apply a basic and fundamental knowledge of art / design in practice.
3. Analyze aesthetic, technical, historical and cultural aspects of visual art / design.

## **New Media Program**

### **Introduction**

Students are provided with unique capabilities of information technology that can support the scientific development of Visual Communication Design into Print Media, Web Design and Interactive Media.

Students can apply their knowledge on many case studies such as branding, information design, design for public, photography, illustration, typography and web design into print and dynamic interactive media.

### **Program Objective**

The objective of the program is :

- To educate graduates who are capable of producing new media portfolios that vividly demonstrates workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

### **Graduates Competency**

At the end of the program, graduates will be able to :

1. Graduates will be able to explain user-contexts & trends, visual communication approaches & technology of new media design.
2. Graduates will be able to apply knowledge of user-contexts, communication approaches and visual technology to develop new media design solutions.
3. Graduates will be able to analyze visual communication problems & generate new media design solutions.

### **Prospective Career of the Graduate**

1. Graphic Design Studio
2. Publication Design
3. Branding Consultant
4. Illustrator
5. Photographer
6. Web Design and Development
7. Television and Broadcast Studio
8. Corporate & Retail Industry
9. Government Institutions
10. Inhouse Designer



## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6165	Western Art Review	2		
	DSGN6098	Color Theory	4		
	DSGN6101	Design and Materials	4		
	DSGN6166	Eastern Art Review	3		
	DSGN6099	Drawing I	3		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	DSGN6104	Typography I	3		
	DSGN6100	Drawing II	3		
	DSGN7324	Computer Graphic I	3		
	DSGN7107	Visual Communication Design I	4		
	DSGN7132	Photography I	3		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Animation Program

### Introduction

In this specialization, students are equipped with the knowledge and skills to solve the problem relating to creativity, aesthetics visual arts, technology and business model to support the 3D computer graph. Students are equipped with the knowledge and skills of up to date development of 3D animation computer graph technology to answer the requirement of creative industry both national and international.

### Program Objective

The objective of the program is to produce graduates who are capable of producing animation portfolios that vividly demonstrate workmanship, creativity, conceptual insights, and attitudes of a professional design standard.

### Graduates Competency

At the end of the program, graduates will be able to :

1. Explain current inter-disciplinary design principles and technology available to animation design and animation production.
2. Apply current design and technological knowledge to solve animation design problems in industry area.
3. Analyze and show the functionality of animation design in business model area.

### Prospective Career of the Graduate

- |                        |                               |
|------------------------|-------------------------------|
| 1. Television          | 6. Visual FX (effects) Artist |
| 2. Film                | 7. Motion Grraphic            |
| 3. Games               | 8. Visualizer                 |
| 4. Animator Freelancer | 9. Production House           |
| 5. 3D Artist           |                               |

### Course Structure

Sem	Code	Course Name	SKS	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6165	Western Art Review	2		
	DSGN6098	Color Theory	4		
	DSGN6101	Design and Materials	4		
	DSGN6166	Eastern Art Review	3		
	DSGN7138	Drawing I	3		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	DSGN6331	Typography	3		
	DSGN7139	Drawing II	3		
	DSGN6328	Computer Graphic I	3		
	DSGN6140	Visual Communication Design I	4		
	DSGN6136	Photography I	3		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## **Creative Advertising Program**

### **Introduction**

Creative Advertising S1 program is unique in providing creative education for future creative advertising people (art director/ creative) allowing them to work together in creative teams to produce the best of contemporary advertising - as well, students design real-world solutions for clients.

Students learn the creative aspects of advertising through hands-on studio work combined with a theoretical, strategic, and historical perspective. Courses draw on the constructs and paradigms of fields such as marketing, research, sociology, psychology, ethics and literature to enrich and extend the understanding of advertising concepts and applications.

### **Program Objectives**

The objective of the program is :

To educate graduates who are capable of producing Creative Advertising portfolios that vividly demonstrate workmanships, creativity, conceptual insights, and attitudes of a professional design standard.

### **Graduates Competency**

At the end of the program, graduates will be able to :

1. Explain current communication approaches, market trends or behavior, and media of creative advertising designs.
2. Apply knowledge of market, media and communication approaches to creative advertising design solutions.
3. Analyze marketing communication problems based on an appropriate approach and generate design solutions.

### **Prospective Career of the Graduate**

After graduate from this program, so many promising career in creative industry ready to be occupied, like:

1. Creative Consultant
2. Art Director in Advertising Agency
3. Creative & Design in Digital Agency
4. Creative & Design in Event Organizer
5. Creative & Design in Media Company
6. Creative & Design in Communication Consultant
7. Creative in production house
8. Creative & Design Concept for in-house design in company

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	DSGN6101	Design and Materials	4		
	DSGN6098	Color Theory	4		
	DSGN6165	Western Art Review	2		
	DSGN6166	Eastern Art Review	3		
	DSGN6099	Drawing I	3		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	DSGN6104	Typography I	3		
	DSGN6100	Drawing II	3		
	COMP6238	Computer Graphic I	3		
	DSGN6191	Photography I	3		
	DSGN7107	Visual Communication Design I	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Interior Design

### Introduction

Coming to the year 2000, it was a time when the world; especially Indonesia had been free from crisis of economy. The construction center; especially property, was rapidly growing. Property constructions are cover; housing, apartment, shopping center, office and hotel. Investment got a big influence from the sector of property.

Social lifestyle has also influenced property sector as well. Furthermore, it is followed by developer's need to always update and bring up new things. The enlargement of television programs, books and magazines has also given impact to the Interior Design sectors. Lately, people have started to realize the sensitivity of design business and tendency of the current "trend" of property. Therefore, the opportunity of business in the Interior Design sector has become widely open. This opportunity has increased the needs of professional human resource.

Even though the opportunity has widely opened, there are still many problems in that sector. The main problem in this business is the internal sector competition; both national and international. Therefore, good programs are still needed

to create competency and professionalism of interior designer. Based on this condition, BINUS UNIVERSITY has opened Interior Design program-Bachelor degree (S1). The vision of Interior Design program is to become the leader; both national and international. It is also supported by IT and had strong local culture as fundamental. BINUS UNIVERSITY has been ready to stand before the global competition. It also has positive value, such as the ability to succeed its interior designer in professional environment and global competition.

Interior Design's graduates of BINUS UNIVERSITY will become professional in global environment. They will be prepared professionally and scientifically. Therefore, by finishing their Bachelor program, they can step into practical works directly. Graduates will have the ability to designing hospitality and commercial design or furniture and interior design accessories. These graduates will not only have scientific and practical abilities in Interior Design sector, however they will also have spirit and entrepreneurship skill in the future.

### **Vision**

A world class Interior Design Department, delivering international standard designers with strengths in local values, IT and green design.

### **Mission**

The mission of Interior Design Department is to contribute to the global community through the provision of world-class education by :

1. Educating students in the fundamental skills of designing, with a focus on the latest technology, eco design and local content by providing excellent study facilities and internships that prepare students for global service industries or for continuing to an advance degree in interior design or related disciplines.
2. Preparing students who have a strong sense of ethics and local values, an entrepreneurial spirit, and are ready to take on strategic positions in service industries and make a contribution to society.
3. Recognizing and rewarding the most creative and value-adding talents.
4. Improving the quality of life of Indonesians and the International community.
5. Designing creative products and conducting professional services in interior design fields with an emphasis on the application of knowledge to society.

### **Program Objective**

The objectives of the program are :

1. To provide students with innovative and creative design abilities, especially in eco design and local content, by using the latest technology and approaches.
2. To provide students with design abilities and knowledge, ranging from fundamental principles to applied skills and abilities.
3. To prepare students with necessary skills and knowledge of interior design that enables them to become an entrepreneur or a professional in a global environment.

### Graduate Competency

At the end of the program, graduates will be able to :

1. Apply thorough design knowledge, from design concept to design planning.
2. Solve problems related to the practice of interior design from residential to public space occupancy.
3. Create and manage small interior design projects.
4. Prepare a professional interior design portfolio using the latest technology.
5. Develop interior design project based on local indigenous.
6. Analyze human needs to develop interior eco design project.

### Prospective Career of the Graduates

Graduate will be prepared not only as professional interior designer, however they will also be able to create and open new work opportunity for other profession which are related; because of their ability to be an entrepreneur. This availability of work opportunity such as:

- Interior design consultant
- Interior design contractor
- Real estate/property contractor
- Project Management for Commercial & Hospitality facility
- Project Marketing for Commercial & Hospitality facility
- Procurement
- Merchandising
- Visual merchandise/window display designer
- Setting designer
- Commercial retailer
- Exhibition organizer
- Stylist for interior magazine
- Book writer
- Lighting designer
- Purchasing

### Curriculum

Curriculum which is applied in Interior Design program, School of design, BINUS UNIVERSITY has been adjusted to the policy of curriculum in Indonesia higher education. The curriculum also accommodates the main objective of program opening i.e. going to create a qualified interior designer. Graduates will have entrepreneur spirit, ready to work, have a good character and have competency in IT skills as well.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	ARTS6004	History of Western Art	2	20	
	DSGN6192	Color Theory for Nirmana 2D-3D	4		
	DSGN6193	Interior Drawing	4		
	ARTS6001	Art Principles	2		
	ARCH6083	Interior Technical Drawing	4		
	CHAR6013	Character Building: Pancasila	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	ARTS6005	History of Eastern Art	2	20	
	CIVL6067	Material Knowledge I	2		
	DSGN6194	Interior Design I: Residential	4		
	DSGN6195	Furniture Design I: Residential	4		
	CIVL6068	Drafting and Detail Construction	4		
	CHAR6014	Character Building: Kewarganegaraan	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## 2.2.5 Faculty of Economic & Communication

The Faculty of Economic and Communication at Binus University currently manages four programs, they are: Accounting & Finance (S1), Marketing Communication (S1), Mass Communication (S1) and Hotel Management (Diploma IV-equal to S1). The curriculum of each program are continuously updated and benchmarked to local and international industry and any reputable international universities.

Accounting & Finance study program offers Accounting and Finance program. Accounting program provides broad variety of courses in accounting, which has minor concentration as follows: Auditing, Taxation and Managerial Accounting. Those concentrations are linked with national and international certification such as Tax Consultant Certification (BKP), CIMA, CPA Australia and ACCA. Finance program provides students with knowledge and skills in how to use financial information to make operating, financing and investment decisions. Finance program are strongly linked with professional certification such as Certified Financial Analyst (CFA) and WPPE (stock broker certification).

Marketing Communication is an interdisciplinary major that combines the concepts and theories of Marketing and Communication Science, integrates the activities of advertising, public relations, broadcasting, media communication, writing skills, interpersonal communication and digital communication into a single professional field of expertise. The Marketing Communication Program has already restructured its academic plan to enable the department to obtain accreditation the standard of its curriculum to the level of leading journalism and communication schools, thus putting itself on equal grounds with famous international centers of communication education for its joint degree at collaborations with various European Universities.

Mass Communication provides students with the tools they need to navigate the communication challenges of the 21st century. The Department of Mass Communication is poised to become a vibrant center for mass communication where Media Communication and Broadcasting are the streaming offer by the Department. Mass Communication offers internship activities and help students build a broad understanding the field of Mass Communication while allowing for an in-depth understanding of areas such as Radio and television Script Writing, Camera technique and Lighting, Broadcasting Programming in Industry, Digital Journalism in Practice and many more to offer.

The Hotel Management program was established in early January 2008 as a response to the increasing demand for highly skilled hospitality specialist in industry. As the largest provider of job vacancies in the century, tourism and hospitality industries offer substantial employment and business opportunities. However, the industry is growing much faster than the supply side of people. Therefore, Binus University aims to bridge the lack of skilled workers at all level by offering programs with high quality education training and qualification. In doing so, students are well prepared to compete as global players in this industry around the globe.

## **Accounting & Finance**

### **Introduction**

The Accounting Study Program has been designed with future in mind, and it has won the support of the profession and potential employers. The Accounting Study Program has strong collaboration with Association of Chartered Certified Accountants (ACCA), Indonesian Tax Office (Ditjen Pajak) and also enjoys widespread support from major employers of accountants, such as the Big 4 accounting firms. Our state-of-the-art curriculum provides you with technical expertise in the field and develops your critical thinking, team-building, communication and information technology skills. BINUS UNIVERSITY - Accounting Study Program is accredited with grade A by the National Accreditation Board.

### **Vision**

A leading and innovative Accounting & Finance department in the world that cooperates closely with accounting & finance industry and related institutions to produce professional accountants with extensive business, and information technology (IT) expertise.

### **Mission**

The mission of Accounting & Finance Department is to contribute to the global community through the provision of world-class education by :

1. Recognizing, nurturing and rewarding the most creative and value- adding accounting educators and students.
2. Educating students with the fundamental skills, knowledge and practice of accounting and finance in order to prepare graduates to be professional accountants in various industries and prepare them for pursuing advanced degrees in accounting and finance or related disciplines.
3. Creating global leaders who distinguish themselves as professional accountants and finance with extensive business and IT knowledge in their work organization and communities.
4. Contributing to the improvement of the body of knowledge in accounting and finance practice in Indonesia and global communities.



5. Conducting research, professional service and career development in accounting and finance with an emphasis on the application of knowledge and quality of life.

### Program Objective

The objectives of the program are :

1. To prepare students with solid technical skills and conceptual knowledge of accounting and finance.
2. To prepare students with organizational and business knowledge to succeed in a career in accounting & finance.
3. To equip students with information technology knowledge that is in demand by the accounting and finance industries.

### Graduate Competency

At the end of the program, graduates will be able to:

1. Prepare financial reports for business entities based on Global Generally Accepted Accounting Principles (GGAAP).
2. Organize audit and other assurance services in accordance to Global Generally Accepted Auditing Standard (GGAAS).
3. Generate performance operation reports based on managerial accounting knowledge to support planning, controlling, and decision-making.
4. Apply taxation knowledge, including taxation planning, compliance, and reporting in different tax problems and scenarios.
5. Apply knowledge of managerial finance for corporate planning and decision making.
6. Apply and analyze the organizational and business environment in which employers and clients operate.
7. Apply and analyze the effectiveness of information technology related to the implementation of appropriate systems, processes, controls and solutions in a business environment.

### Prospective Career of the Graduates

Demand for accounting graduates is strong, and the Accounting Study Program close ties to local, national and international firms give students a competitive edge in the job market. The program prepares students for professional careers in public, corporate and governmental accounting; personal financial planning and portfolio analysis; and consulting. The graduates can also continue their studies to a Masters Program (S2) in Indonesia or abroad. Furthermore they can also take Accountants Profession Study Program (Program Pendidikan Profesi Akuntan) to become a Chartered Accountant, and then take a professional certificate such as Certified Public Accountant/CPA (Akuntan Publik Bersertifikat) and open their own CPA office. In addition, the graduates are able to work for variety of local and international companies operating in the industries of manufacturing, trading, banking, insurance, public and government office, hospitality and service industry and many more.

## **Curriculum**

The Accounting Study Program has been developed to provide an education with high quality standards. The curriculum is based on the development of the sciences and practices related to government regulation and National and International Accounting Association, economics and information technology. This is to assist students to become highly competence professional accountants.

In order to provide students with deeper understanding in the accounting specialization, the Accounting Study Program offers three program concentrations that can be taken by students.

### **Program concentration in: Taxation**

This program concentration is provided for students who want to deepen not only their knowledge of concepts and techniques of accounting as their core competence but also all aspects of taxation as their specialized competence. The students will learn about the concepts of taxation, basic tax law, procedures of income tax calculation, value added tax, tax for luxurious goods, tax accounting, and tax management. Moreover, to complete their understanding, they are also encouraged to take tax licenses/certificates of Tax Brevet A, B, and C (or BKP/Bersertifikat Konsultan Pajak).

### **Program concentration in: Auditing**

This program concentration is provided for students who want to expand their understanding of concepts, principles, techniques, and methods of auditing. For this, they will learn about all aspects of auditing including types and techniques of auditing, computer-assisted audit technique and fraud auditing. Therefore, after graduating, they will have a broad sense of auditing and be able to work as an auditor – either as an internal auditor working for a company, or as an external auditor working for a public accountant firm. In the future the students can have professional certification in auditing such as Indonesia CPA (Certified Public Accountant) for external auditor and CIA (Certified Internal Auditor) for international internal auditor certification or QIA (Qualified Internal Auditor) – for local internal auditor certification.

### **Program concentration in: Managerial Accounting**

This program concentration is designed for students who want to learn more about how to provide managers with the basis to make informed business decisions that will allow them to be better equipped in their management and control functions. Therefore, the students will learn about information on the costs of an organization's products and services, budgets, performance reports and other information which assist managers in their planning and control activities. In the future, the students can take professional certification such as CIMA (Chartered Institute of Management Accountant) for international managerial accounting certification and CPMA (Certified Practicing Management Accountant) for local managerial accounting certification.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6074	Introduction to Management and Business	2	20	
	LAWS6071	Introduction to Commercial & Private Law	2		
	ACCT6030	Introduction to Accounting I	4		
	STAT6065	Economic Statistics	2		
	ACCT6065	Cost Accounting	4		
	FINC6019	Introduction to Money & Capital Market	2		
	ECON6017	Economic Theory	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	ACCT6031	Introduction to Accounting II	4	20	
	ACCT7066	Managerial Accounting	4		
	TAXN6019	Taxation	4		
	ACCT6114	Research Methodology in Accounting and Finance	2		
	CHAR6013	Character Building: Pancasila	2		
	ACCT6115	Accounting Application Laboratory	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Accounting Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total
1	ENGL6132	English Access	2	20
	MGMT6074	Introduction to Management and Business	2	
	LAWS6071	Introduction to Commercial & Private Law	2	
	ACCT6030	Introduction to Accounting I	4	
	STAT6065	Economic Statistics	2	
	ACCT6065	Cost Accounting	4	
	FINC6019	Introduction to Money & Capital Market	2	
	ECON6017	Economic Theory	2	
2	ACCT6031	Introduction to Accounting II	4	20
	ACCT7066	Managerial Accounting	4	
	TAXN6019	Taxation	4	
	ACCT6114	Research Methodology in Accounting and Finance	2	
	CHAR6013	Character Building: Pancasila	2	
	ACCT6115	Accounting Application Laboratory	2	
	ENGL6133	English Global	2	

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Finance

### Introduction

The Finance Program has been designed in accordance with accounting and finance industry practices. This program provides student with accounting knowledge that equipped with Finance skills. Students will explore core elements of accounting in detail through financial and managerial accounting, auditing, taxation, as well as focus in finance skills in financial services, corporate finance and investment management. The program responds to the expectation of the modern accountancy and finance profession by offering internship placement in related fields. The program also accredited and recognized by professional accountancy and finance bodies. The curriculum provides students with technical expertise in the field and develops critical thinking, team-building, problem solving, communication, business process and organization and also information technology skills.

### Vision

A leading and innovative Finance Program in the world that cooperates closely with accounting & finance industry and related institutions to produce professional accountants with extensive business, investment and information technology (IT) expertise.

**Mission**

The mission of Finance program is to contribute to the global community through the provision of world-class education by :

1. Recognizing, nurturing and rewarding the most creative and value-adding finance educators and students.
2. Educating students with the fundamental skills, knowledge and practice of finance and accounting in order to prepare graduates to be professional in finance industries and prepare them for pursuing advanced degrees in finance or related disciplines.
3. Creating global leaders who distinguish themselves as professional with extensive business finance, investment and IT knowledge in their work organization and communities.
4. Contributing to the improvement of the body of knowledge in finance practice in Indonesia and international communities.
5. Conducting research, professional service and career development in finance and accounting with an emphasis on the application of knowledge and quality of life.

**Program Objective**

The objectives of the program are :

1. To prepare students with solid technical skills and conceptual knowledge of accounting and finance.
2. To prepare students with organizational and business knowledge to succeed in a career in accounting and finance.
3. To equip students with information technology knowledge that is in demand by accounting and finance industries.

**Graduate Competency**

At the end of the program, graduates will be able to :

1. Prepare financial reports for business entities based on Global Generally Accepted Accounting Principles (GGAAP).
2. Organize audit and other assurance services in accordance to Global Generally Accepted Auditing Standard (GGAAS).
3. Generate performance operation reports based on managerial accounting knowledge to support planning, controlling, and decision-making.
4. Apply taxation knowledge, including taxation planning, compliance, and reporting in different tax problems and scenarios.
5. Apply knowledge of managerial finance, Financial markets, and investment analysis for corporate planning and decision making, business and investment purposes.
6. Apply and analyze the organizational and business environment in which employers and clients operate.
7. Apply and analyze the effectiveness of information technology related to the implementation of appropriate systems, process, controls and solutions in a business environment.

### Prospective Career of the Graduates

As rapid grow in finance industry, demand for finance graduates is enormous and varies. Graduates from finance program have opportunities to work in various industries, including accounting and finance industry such as professional accountant, financial services, and corporate finance.

### Curriculum

The Finance Program has been developed to provide an education with high quality standards. Students will learn about accounting, financial services, corporate finance and investment management in domestic and international perspectives. The curriculum offers internship placement for one year, also accredited and recognized by professional accountancy and finance bodies to prepare students to access job markets across the nation.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6074	Introduction to Management and Business	2	20	
	LAWS6071	Introduction to Commercial & Private Law	2		
	ACCT6030	Introduction to Accounting I	4		
	STAT6065	Economic Statistics	2		
	ACCT6065	Cost Accounting	4		
	FINC6019	Introduction to Money & Capital Market	2		
	ECON6017	Economic Theory	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	ACCT6031	Introduction to Accounting II	4		
	ACCT7066	Managerial Accounting	4		
	TAXN6019	Taxation	4		
	FINC6023	Bank and Other Financial Institutions	2		
	ACCT6115	Accounting Application Laboratory	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Hotel Management

### Introduction

The Diploma IV in Hotel Management aims to offer an academic and vocational education for a successful career in hotel management. The program provides expertise in food and beverage service, room division, food product, and event. This program also provide the comprehensive skills in management know-how as well as valuable knowledge (human resources, finance, marketing) and hotel which are essential for future industry leaders. Students will also gain an insight of hospitality/tourism industry through one (1) year of industry work experience in 4- or 5- star hotels, event industry domestic and overseas. To create an international flavor, this exclusive and progressive program is conducted both in English and Indonesian for teaching and learning activities. The curriculum has been reinforced with international and local contents to fully equip graduates for managing hotel operations (hotels and its sub sectors: restaurants, bars, cafes, and MICE businesses (Meeting, Incentive, Conference and Exhibition) in different parts of the world.

### Vision

A leading and best recognized hospitality department in South East Asia by 2020.

### Mission

The mission of Hotel Management Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with a thorough competency in hospitality, functional and managerial skills, as well as to encourage potential students to become entrepreneurs, by providing an innovative and creative education, supported with hospitality related work experience.
2. Educating students to become hospitality leaders in a diverse work environment and to prepare them for further advanced studies.
3. Providing professional training and consulting services in technical and managerial skills for all levels of hospitality organizations, both locally and internationally.
4. Improving the standards of living for Indonesians by providing community development programs and services in the hospitality sector.
5. Retaining and acknowledging hospitality talents through research and benchmarking which in turn will enhance the competitive advantage of the Indonesian tourism industry in South East Asia.

### Program Objective

The objectives of the program are :

1. To provide students with a solid foundation of knowledge and understanding about the hospitality industry.
2. To provide students with technical skills and professional expertise in the hospitality field that can be applied to community development programs and training services in a hospitality organization.
3. To provide students with management skills through research and work experience, thereby empowering them to become leaders in a diverse range of hospitality businesses in South East Asia.

## **Graduate Competency**

At the end of the program, graduates will be able to :

1. Apply fundamental principles of effective verbal and written communication skills in a culturally-diverse environment.
2. Demonstrate an understanding of fundamental issues, technology based and critical aspects in the operation of hospitality industry.
3. Apply current management theories and concept principles of leadership and management skills in the work environment within the hospitality industry.
4. Implement entrepreneurial skills in hospitality industry.
5. Design and implement facilities planning and future trends in hospitality industry.
6. Demonstrate the technical skills and knowledge in operating and managing Rooms Division and Food and Beverage Department.
7. Demonstrate the technical skills and knowledge in Food Management and Culinary Art.
8. Demonstrate the technical skills and knowledge in Event and Showbiz Management.

## **Prospective Career of the Graduates**

Graduates will be able to pursue international career paths on every segment of the hospitality industry at managerial levels worldwide. The managerial positions open for the Hotel Management graduates are varied and limitless. With a hospitality qualification, a graduate can choose from a wide range of careers. The career options include:

1. Sales & Marketing : Reservations Manager, Public Relations & Sales Manager, Sales Director, Director of Marketing.
2. Finance : Cost Controller, Night Auditor, Accounts Payable/ Receivable, Hotel Accountant, Director of Finance.
3. Human Resources Management : Recruitment Manager, Training and Development Manager, Human Resources Manager, Director of Human Resources.
4. Rooms Division : Housekeeping Supervisor, Floor Supervisor, Senior Receptionist, Front Office Supervisor, Assistant Front Office Manager, Front Office Manager, Executive Housekeeper, Rooms Division Manager.
5. Food & Beverage : Restaurant Supervisor, Restaurant Manager, Assistant Food & Beverage Manager, Food and Beverage Manager, Catering Manager, Executive Chef.
6. Events Management : Corporate Hospitality Supervisor, Functions Manager, Events Coordinator/Organizer, Banquet Manager, Venue Manager.
7. Top Management : Resident Manager, Executive Assistant Manager, General Manager, Director, Owner.

## **Curriculum**

The Hotel Management curriculum is designed to meet the industry needs that cover skills, knowledge and attitude required for pursuing a management career in the hospitality/hotel industry.

- Common & Hospitality Core : Hospitality Knowledge; Intercultural Communication; Foreign Languages; Hygiene, Safety and Security, Law and Ethic.
- Hospitality Functional Areas: Food Production & Pastry; Food & Beverage Service; Rooms Division (front office & housekeeping); Event/MICE.
- General and Managerial Units : Sales & Marketing; General Administration and Management; Financial Administration and Management; Computer Technology; Human Resources Management; Entrepreneurship.
- Culinary Art : Food product & Pastry.



**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	MGMT6068	Human Resources Management	2	20	
	COMM6076	Intercultural Communication and Service Excellence	4		
	ISYS6173	Hotel Management Information System	2		
	TRSM6051	Workplace Hygiene, Safety and Security	4		
	TRSM6075	Personal Grooming	4		
	<b>Elective Course</b>				
	LANG6016	French Language I	2		
	CHIN6061	Chinese Language I	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	LANG6027	Bahasa Indonesia	2		
	FINC6042	Principle of Finance and Accounting in Tourism Hospitality	4		
	TRSM6077	Philosophy of Tourism, Law and Ethics	4		
	TRSM6076	Introduction to Tourism and Hospitality Industry	4		
	<b>Elective Course</b>				
	LANG6017	French Language II	2		
	CHIN6062	Chinese Language II	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

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-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

**Marketing Communication and Mass Communication****Introduction**

Marketing communication is an interdisciplinary major that combines the concepts and theories of Marketing and Communication Science that have two choices, there are Marketing communication program and Mass communication program. Marketing communication program has two concentrations; Marketing Public Relations (MPR) and Corporate Public Relations (CPR). However in Mass communication program we offer for two concentrations are Broadcasting and Digital Journalism (Media Communication).

In MPR, students will learn about how to branding the product, IMC (Integrated Marketing Communication), negotiation technique and lobbying, advertising, writing skills in marketing in communication context. Whereas in CPR, students will learn about how to manage the corporate reputation, develop the corporate social responsibility programs, writing skills in corporate communication context.

Mass communication program offering Broadcasting concentration, where the students will learn how to develop the radio and television programs, Producer, Program and Management of Broadcasting, Interview & Reportage Technique, Creativity for Broadcasting. In Digital Journalism (Media Communication) concentration, the students will learn about the Photography for Journalistic and Digital Journalism, Media Interview Technique, Creativity for Media Communication, Web Production and Web Management, Desktop Publishing for Digital Journalism, Journalism in a Globalizing World and Writing for Cultural Issue.

All concentrations offer advanced ICT and globally minded approach as characteristic of Binus University. As enrichment of learning program, students will be facilitated for 1 year national and international industrial experience, besides 3 years study in campus. We facilitate student to communicate with the global community through student exchanges local and international such as Padjajaran University (local), Hanyang University(Korea), Han University (Holland), University of Southern Indiana (USA).

## **Vision**

### **Marketing Communication**

A leading Marketing Communication program of this digital era, delivering world class professionals with an open minded and marketable strengths, local values and Information technology.

### **Mass Communication**

A leading Mass Communication of this digital era, delivering world class professionals with an open minded and marketable strengths, local values and Information technology.

## **Mission**

### **Marketing Communication**

The mission of Marketing Communication Program is to contribute to the global community through the provision of world-class education by:

1. Recognizing and rewarding the most creative and value adding talents as a professional Marketing Communication.
2. Educating students in the fundamental skills, knowledge, research and practice of Marketing Communication by providing high quality of teaching and learning experiences in real world applications and prepare them to continue their advance studies.
3. Conducting research and providing professional services of Marketing Communication particularly in public speaking for society development.
4. Preparing students for strategic positions in service industries and/ or for advanced degrees in Marketing Communication in a challenging multicultural world.
5. Improving the quality of life of the global Community through researches and overseas internships.

**Mass Communication**

The mission of Mass Communication Program is to contribute to the global community through the provision of world-class education by:

1. Recognizing and rewarding the most creative and value adding talents as a professional media communicator.
2. Educating students in the fundamental skills, knowledge, research and practice of Mass Communication by providing high quality of teaching and learning experiences in real world applications and prepare them to continue their advance studies.
3. Conducting research and providing professional services of Mass Communication particularly in public speaking for society development.
4. Preparing students for strategic positions in service industries and/ or for advanced degrees in Mass Communication in a challenging multicultural world.
5. Improving the quality of life of the global Community through researches and overseas internships.

**Program Objective**

The objectives of the program:

1. To provide students with a solid foundation of theoretical and practical knowledge in Marketing Communication to be a professional public relations officer.
2. To prepare students with a solid foundation in research skills and analytical thinking to conduct research in the field of Communication especially in Marketing Communication.
3. To equip students with applied communication and entrepreneurial skills through internship to be succeed in the global industry.

**Graduate Competency**

At the end of the program graduates will be able to:

1. Graduates will be able to apply the principle theory and practice of communication field.
2. Graduate will be able to apply analytical skills in solving communication problems and research.
3. Graduates will be able to create opportunities in communication industry.

**Marketing Communication:**

4. Graduates will be able to apply fundamental knowledge of Marketing Communication.
5. Graduates will be able to implement foreign language and global issues in Marketing Communication.
6. Graduates will be able to implement the newest information communication technology in Marketing Communication.

**Mass Communication:**

4. Graduates will be able to apply fundamental knowledge of Mass Communication.
5. Graduates will able to implement foreign language and global issues in Mass Communication context.
6. Graduates will be able to implement the newest information communication technology in Mass Communication field.

## Prospective Career of the Graduates

**Marketing Communication** prepare students have careers such as :

- MPR: Marketing Communication Manager, PR Hotel/Café, Presenter (off & on air), Guest Relations Manager, Event Organizer, Artist Management, Personal Branding Advisor, Promotion Manager, PR Consultant, Trainer of communication service.
- CPR: Corporate Communication, Corporate Affair, Motivator, HR Counselor, Investor Relations, Corporate Secretary (Public Company), CSR Manager, Trainer of communication in organization.

**Mass Communication**, provide students have careers such as :

- Broadcasting: Radio or television Station Manager, Radio or television Program Manager, Motivator, Consultant of Media Campaign, Radio Station Owner, Agency of Radio/TV Ad, Trainer of Announcer, Producer of TV Program, Consultant of Media Campaign, Production House Owner, Consultant for TV Communities, TV Presenter, TV Reporter, News Anchor.
- Digital Journalism (Media Communication) : News Editor, News Writer, Consultant of Website Content, Owner of commercial web, Journalist, advisor for international trade, producer of cultural digital , Embassy Journalist, Consultant of World Campaign, Consultant of International Issue, Organizer for International Event.

## Curriculum

The Marketing Communication program consists of 146 credits which is divided into 8 semesters. To ensure qualified graduates, the curriculum is supported by a modern public relations laboratory, television and radio broadcasting laboratory located at the Syahdan and Alam Sutra campus. Practical experience with current technology tools and 1 year internship programs ensure that students have not only strong academic preparation, but also practical experience in industries activity. To support the quality of learning process the program has collaboration with industries such as El Shinta TV, The Valley Resort, Binus TV, Lampung Post, Interview First, John Robert Powers, Jasa Marga. For academic collaborations we engaged with Petra University, Hasanuddin University, Padjajaran University, etc. All curriculum always reviewed by the partners to keep the global quality.

## Course Structure of Marketing Communication

Sem	Code	Course Name	SCU	Total	
1	COMM6106	Sociology and Anthropology in Communication Context	2	20	
	COMM6100	Introduction to Communication Science	4		
	LANG6030	Indonesian	4		
	COMM8101	Philosophy of Communication	2		
	COMM6009	Introduction to Political Science	2		
	COMM6097	Speaking in Public	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
ENGL6130	English for Business Presentation	2			

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: Pancasila	2	20	
	COMM6012	Theory of Communication	4		
	COMM6098	Human Relations in Communication Context	4		
	COMM6129	Organizational Communication	4		
	COMM8107	Sociology of Communication	2		
	COMP6177	Computer laboratory in Communication Context	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

### Course Structure of Mass Communication

Sem	Code	Course Name	SCU	Total	
1	COMM6106	Sociology and Anthropology in Communication Context	2	20	
	COMM6100	Introduction to Communication Science	4		
	LANG6030	Indonesian	4		
	COMM6009	Introduction to Political Science	2		
	COMM8101	Philosophy of Communication	2		
	COMM6097	Speaking in Public	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	20	
	COMM6012	Theory of Communication	4		
	COMM6098	Human Relations in Communication Context	4		
	COMM8107	Sociology of Communication	2		
	COMM6129	Organizational Communication	4		
	COMP6177	Computer Laboratory in Communication Context	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

- ) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation
- ) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## 2.2.6 Faculty of Engineering

Globalization and competitiveness have created a rapidly growing field in Engineering. The prevailing creative application of scientific principles is to design or develop systems, structures, or machines utilizing them singly or in combination of diverse engineering disciplines. Globalization has shifted the era into high concentration on optimized innovative solutions viewable from many angles, such as design, quality, and cost. Therefore, the contemporary Engineering embraces a range of scientific discipline that facilitates engineers to create and innovate at the same pace with the world's need.

BINUS University has well prepared its engineers to answer the critical needs from world-class organizations. Under the Faculty of Engineering, a wide range of engineering disciplines is offered, namely Architecture, Civil Engineering, Computer Engineering, Industrial Engineering, and Food Technology. In addition to its single degree, Industrial Engineering department offers double degree program, IE-IS (Industrial Engineering and Information Systems). By taking into account the needs of the world-class organizations as priority, the curricula are designed in such a way to not only meet the needs for global competitiveness but also to allow students to accomplish their ultimate goal of on-time graduation (4 years for the single degree, 5 years for the double degree). Academic advising and mentoring programs are few to mention facilities available for students in enriching and improving their academic performance.

Maintaining positive communication with instructors and the respective Head of Department intensify students' motivation the best. Any conducive feedback to the related department is greatly welcomed as a form of support towards sustainability of the constituents, as well as the local and global communities. Welcome to the Faculty of Engineering, and "Never Give Up!"

### Architecture

#### Introduction

The Architecture study program at BINUS UNIVERSITY has taken the steps to design the curriculum in order to anticipate the developments in information technology in the global era and market demand.

The subjects of the core curriculum are based on competences which have to be attained, these are: Personal Development, Science and Skills, Work Expertise, Work Behavior, and Involvement in Society. The minimum credits that have to be taken are 146 credits. This curriculum will allow the opportunity to increase the knowledge and

technology of architecture and provide knowledge for those who want to pursue professional education or further studies in master program (S2) and doctorate program (S3).

The Architecture study program focus on producing graduates of architecture who are ready to work, innovative, completed with a concept of environmental care and strong cultural values. Mastery of information technology become a value-added as a graduate of Architecture of BINUS UNIVERSITY.

### **Vision**

To become a world class architecture department in continuous pursuit of innovation and enterprise base on IT.

### **Mission**

The mission of Architecture Department is to contribute to the global community through the provision of world-class education by :

1. Educating students in ICT based creative and innovative design skills that help to improve the quality of life.
2. Educating students through cases on building environment, highlighting professional services and entrepreneurial skills.
3. Conducting research and improving student's research experience in sustainable building environment and local values.

### **Program Objective**

The objectives of the program are :

1. To provide students with the ability to produce an integrated building environment design using creative, innovative, and ICT based solutions that help to improve the quality of life.
2. To provide research that focuses on sustainable building environment and local values.
3. To prepare students with a knowledge of the professional ethics of an Architectural Entrepreneur.

### **Graduate Competency**

At the end of the program, the graduate will be able to :

1. Analyze the Human Aspects.
2. Adopt Professional Ethics.
3. Arrange Building Systems.
4. Integrate Environmental Systems and Local Values with Architectural Design.
5. Produce an Architectural Design project.
6. Provide integrated support needed for an Architectural Design project.

### **Prospective Career of the Graduates**

The graduate of the architecture program will have covered subjects such as Planning and Design, Construction Structure, Project Management, Property Management, Interior and mastery of Information Technology.

The graduate of Architecture has the choice of a range of professions including:

1. Consultant : Architect
2. Builder : Engineer
3. Construction Management : Construction Management

- |   |   |
|---|---|
| 4. Banking                              | : Credit Analyst (Appraisal)                        |
| 5. Property                             | : Building Manager, Marketing, Real Estate Manager. |
| 6. Information Technology               | : 3D Animator                                       |
| 7. Interior                             | : Interior Designer                                 |
| 8. Developer                            | : Planner   |
| 9. Research                             | : Researcher  |
| 10. Media (Printed or Electronic media) | : Architecture Journalist, Writer, Editor.          |
| 11. Independent Business                | : Freelance Architect                               |
| 12. Education                           | : Lecturer and Instructor                           |

### **Curriculum**

Famous for its reputation for Information Technology, BINUS UNIVERSITY has developed its expertise in the field of architecture which should not be separated from computing either in design processing or in building operations. In line with the development of information technology in architecture, some companies require employees to have mastered information technology. An architect has to master either architecture design or information technology. Based on these qualifications, the architecture study program has a slightly different approach to the curriculum where information technology is treated as a core subject and therefore has to be mastered by each graduate. The curriculum is based on both the National Curriculum and Architecture Study Program Association. Then to absorb the requirement of housing facility, the Architecture Study Program at BINUS UNIVERSITY also adds "housing development" as a part of it's curriculum. All of the curriculum are supported by MCL (Multi Channel Learning) system, so student can easily learn, systematically, variant, and integrated with BINUS Maya.

### **Elective Group**

The objective of this group is to provide the students with the knowledge and skills required by business and industry. The materials for this group will always be adjusted in accordance with the latest market demands, so that graduates are prepared to participate in and face the competition of the job market.

### **Concentration Subject (Stream)**

The Concentration subjects (Stream) provide:

1. Digital Architecture

The integration between architecture and information technology enables students to produce creative and innovative design as well as design which has realistic visualization.

2. Interior Architecture

The integration between architecture and interior enables students to produce design based on behavior and character of user, completed with information technology, the visualization of the design will appear more creative and realistic.

3. Real Estate

The integration between architecture and touch of the conomic value enables students to produce creative and innovative design. The comprehensive teaching learning process enables students to understand various market demand.

All subjects of Architecture are distributed in 8 semesters. The concentration subjects (stream) are opened in the 4th Semester to 8th Semester.



## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	ARCH6001	Introduction to Architecture	2		
	ARCH6014	Aesthetics	4		
	ARCH6015	Architectural Communication Technique	4		
	ARCH6041	Design Methods	2		
	ARCH6042	Architectural Design I	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	ARCH6002	Material Technology	2		
	ARCH6018	Building Technology I	4		
	ARCH6043	Architectural Design II	4		
	ARCH6048	Traditional Architecture	2		
	ARCH6086	Architectural Design Computing I	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6015	Character Building: Agama	2	22	
	ARCH6019	Building Technology II	4		
	ARCH6044	Architectural Design III	4		
	ARCH6049	Modern Architecture	2		
	ARCH6017	Site Planning	4		
	ARCH6087	Architectural Design Computing II	4		
	ARCH6047	Behavior in Architecture	2		
4	ARCH6050	Tropical Architecture	2	20	
	ENTR6003	Entrepreneurship I	2		
	ARCH6020	Building Technology III	4		
	ARCH6045	Architectural Design IV	6		
	<b>Stream : Real Estate</b>				
	ARCH6009	Introduction to Real Estate	2		
	STAT8076	Quantitative Business Analysis	2		
	ECON8013	Managerial Economic	2		
	<b>Stream : Digital Architecture</b>				
	ARCH6090	Architectural Geometry Design	2		
	ARCH6088	Architectural Design Computing III	4		
	<b>Stream : Interior Architecture</b>				
	ARCH6053	Interior Presentation	4		
	ARCH6054	Interior Design Principles	2		

Sem	Code	Course Name	SCU	Total	
5	ARCH6003	Building Physics	2	20	
	ARCH6021	Building Technology IV	4		
	ARCH6046	Architectural Design V	6		
	ARCH6052	Utility	2		
	<b>Stream : Real Estate</b>				
	ARCH6071	Property Assessment I*	2		
	MGMT8061	Leadership Organization Behavior	2		
	COMP6037	Information Technology for Management	2		
	<b>Stream : Digital Architecture</b>				
	ARCH6097	Architectural Design Computing IV	4		
	DSGN6010	Architectural Photography*	2		
	<b>Stream : Interior Architecture</b>				
	ARCH6058	Interior Design	4		
	ARCH6072	Building Material Knowledge*	2		
6	ARCH6051	Urban Architecture	2	24	
	ARCH6076	Project Management	2		
	ARCH6061	Sustainable Architecture	2		
	ARCH6084	Architectural Research Methods	4		
	ENTR6004	Entrepreneurship II	2		
	<b>Stream : Real Estate</b>				
	ARCH6056	Property Assessment II	4		
	ARCH6063	Real Estate Design	6		
	ACCT8091	Financial Accounting	2		
	<b>Stream : Digital Architecture</b>				
	MDIA6003	Multi Media	4		
	ARCH6064	Advanced Architectural Design	6		
	DSGN6009	Architectural Animation Design	2		
	<b>Stream : Interior Architecture</b>				
	ARCH6065	Advanced Interior Design	6		
	ARCH6066	Acoustics and Lighting Design	4		
	ARCH6067	Interior Installation	2		
7	ARCH6040	Seminar	4	12	
	ARCH6004	City and Settlement	2		
	<b>Stream : Real Estate</b>				
	ARCH6073	Internship*	6		
	<b>Stream : Digital Architecture</b>				
	ARCH6074	Internship*	6		
	<b>Stream : Interior Architecture</b>				
ARCH6075	Internship*	6			
8	ARCH6039	Final Project	8	8	
<b>TOTAL CREDIT 146</b>					

*\*) Entrepreneurship embedded*

*-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

*-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	ARCH6042	Architectural Design I*	C
4	ARCH6043	Architectural Design II*	C
5	ARCH6044	Architectural Design III*	C
6	ARCH6017	Site Planning	C
<b>Stream: Real Estate</b>			
7	ARCH6009	Introduction to Real Estate	C
8	ARCH6063	Real Estate Design	C
<b>Stream: Interior Architecture</b>			
7	ARCH6054	Interior Design Principles	C
8	ARCH6065	Advanced Interior Design	C
<b>Stream: Digital Architecture</b>			
7	ARCH6090	Architectural Geometry Design	C
8	ARCH6064	Advanced Architectural Design	C

*\*) Tutorial & Multipaper*

## Civil Engineering

### Introduction

Civil Engineering is a profession in which knowledge of mathematics and physical sciences are applied ranging from providing structures for the use of civilization to creating, improving, and protecting the environment, as well as providing facilities for transportation and industries. Civil engineers are involved with the planning, design, construction and operation of complex systems such as buildings and bridges, water purification and distribution systems, flood protection, highways, rapid transit and rail systems, harbors, airports, tunnels and underground construction, dams, and power generators. Civil engineers are also involved in city planning, water, air, and land remediation, as well as hazardous wastes and chemicals disposal.

Civil Engineering Program at BINA NUSANTARA UNIVERSITY offers comprehensive programs leading to a bachelor degree in Civil Engineering.

### Vision

The foremost Civil Engineering Department that is in continuous pursuit of innovation and enterprise is adaptable to global changes.

### Mission

The mission of Civil Engineering Department is to contribute to the global community through the provision of world-class education by :

1. Educating students on sustainable infrastructure by providing knowledge in Civil Engineering and related disciplines, and to prepare them for their career advanced degrees.
2. Providing a solid learning and research experience that nurtures leaders with creative and value-adding talents for the global community.
3. Conducting professional services and improve the quality of life of Indonesians and the international community.

### Program Objective

The objectives of the program are :

1. To provide students with Civil Engineering knowledge in Structural, Geotechnical, Highway and Transportation, Water Resources, and Construction Management for their Civil Engineering careers, combined with environmental friendly knowledge for a sustainable future.
2. To prepare graduates with necessary knowledge and skills in teamwork, problem solving, professional & ethical responsibility, and communication for successful careers.
3. To provide graduates with a broad education of contemporary issues and skills in civil engineering as a foundation for their professional careers and commitment to life-long learning.

### Graduate Competency

At the end of the program, graduates will have these following competencies :

1. An ability to apply a knowledge of mathematics, science, and engineering.
2. An ability to design and conduct experiments, as well as to analyze and interpret data.
3. An ability to design a system, components, or process to meet desired needs.
4. An ability to function on multidisciplinary teams.
5. An ability to identify, formulate, and solve engineering problems.
6. An understanding of professional and ethical responsibility.
7. An ability to communicate effectively.
8. To understand the impact of engineering solutions in a global, economic, environmental, and societal context.
9. A recognition of the need for, and an ability to engage in life-long learning.
10. A knowledge of contemporary issues.
11. An ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.

### Prospective Career of the Graduates

Graduates of the Civil Engineering Program at BINA NUSANTARA UNIVERSITY would be able to apply their knowledge and interpersonal skills in careers, both in private and public sectors, to conceive, plan, design, implement, operate and maintain the systems needed to support the physical infrastructure. BINA NUSANTARA UNIVERSITY is committed to provide its undergraduate program with excellent academic preparation and interpersonal skills for direct entry in the profession, or post graduate education.

Graduates will be able to pursue a variety of career options in worldwide locations due to demands for improvements to civil infrastructure that are ever-present, because of population growth and deterioration of existing systems over time. Several career options include, but not limited to, the following:

1. Structural Engineering: Project Civil Engineer, Precast Project Engineer, Civil Designer, Offshore Structure Engineer, Airfield Civil Engineer.
2. Hydrological and Environmental Engineering: Flood Mapping Services Manager, Water Resources Project Manager, Storm Water Management Engineer, Senior Municipal Engineer, Drainage Engineer.
3. Transportation and Traffic Engineering: Transportation Project Manager, Transportation Design Manager, Traffic Engineer.
4. Geotechnical Engineering: Geotechnical Engineering Manager, Reclamation Engineer, Soil Improvement Engineer.
5. Highway Engineering: Bridge Engineer, Highway Design Project Manager, Highway Project Engineer, Highway Construction Inspector.
6. Construction Management: Senior Project Manager, Lean/Process Engineer, Construction QC Manager.
7. Information System in Civil Engineering: GIS Analyst Technician, Modeling Engineer.

## Curriculum

Civil Engineering Program at BINA NUSANTARA UNIVERSITY utilizes information technology as an integral part of the teaching and learning processes, particularly through MCL (Multi Channel Learning) using two delivery methods: Face to Face (F2F) in classrooms and Guided Self Learning Class (GSLC), which allow students to further their studies independently through all sources, whether from online reading or textbook. The Civil Engineering Program provides an integrated educational experience that combines theories with practical experience in laboratory experimentations, problems solving and engineering designs, as well as site visits.

The curriculum in the Civil Engineering Program provides students with a solid foundation in science, with introductory courses in all of the Civil Engineering technical areas. During their final year, students choose one of the following Civil Engineering emphasis areas:

1. Structural Engineering
2. Hydrological and Environmental Engineering
3. Transportation and Traffic Engineering
4. Geotechnical Engineering
5. Highway Engineering
6. Construction Management
7. Information System in Civil Engineering

As seniors, students receive an even more intense design experience, learning about alternative solution, feasibility, economics, and detailed design descriptions. The students also received additional knowledge from our Guest Lecturer in one subject (Case Study in Civil Engineering), which make use of English media (Lecturer Presentation, handbook, homework, and exams). They also receive General Lecture from national and international professionals (members of Associations, Industries, or Constructions). Students are also required to take courses in professionalism and engineering ethics. These courses will culminate in major engineering design experiences to bridge the gap between educational and professional practice.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	MATH6014	Calculus I	4		
	SCIE6004	Physics I	4		
	CIVL6051	Building Construction	4/2		
	CIVL6001	Introduction to Civil Engineering	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	MATH6046	Calculus II	4		
	SCIE6013	Physics II	2/1		
	SCIE6014	Chemistry for Civil Engineering	2		
	CIVL6021	Statics	4/1		
	COMP6045	Algorithm & Programming	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	STAT6062	Statistical Method	4/1	20	
	MATH6022	Engineering Mathematics I	4		
	CIVL6019	Surveying	2/1		
	MATH6072	Numerical Analysis	2		
	CIVL6047	Mechanics of Materials	4		
	CHAR6015	Character Building: Agama	2		
4	MATH6024	Engineering Mathematics II	4	22	
	CIVL6053	Structural Analysis	4		
	CIVL6022	Soil Mechanics	4/1		
	CIVL6023	Fluid Mechanics & Hydraulics	4/1		
	ENTR6003	Entrepreneurship I	2		
	CIVL6010	Construction Methods	2		
5	CIVL6030	Environmental Engineering	2	19	
	CIVL6066	Construction Material Technology*	2/1		
	CIVL6003	Research Methodology and Technical Writing	2		
	CIVL6054	Traffic Engineering	2		
	CIVL6012	Foundation Engineering	4		
	CIVL6034	Theory and Design of Steel Structures	4		
	CIVL6017	Construction Management	2		

Sem	Code	Course Name	SCU	Total	
6	CIVL6025	Hydrology	2	21	
	CIVL6027	Highway Engineering	2/1		
	FINC6037	Estimating Cost	2		
	CIVL6033	Theory and Design of Concrete Structures	4		
	COMP6043	Computer Applications in Structural Engineering	2		
	ENTR6004	Entrepreneurship II	2		
	<b>Elective Courses I**</b>				
	CIVL6015	Geosyntetics Application in Civil Engineering	2		
	CIVL8038	Soil Improvement Method	2		
	CIVL6035	Airport Engineering	2		
	CIVL6043	Evaluation of Project Management & Project Feasibility	2		
	CIVL6014	Steel Structures Design for Advanced	2		
7	COMP6044	Computer Applications in Geotechnical Engineering	2	18	
	CIVL6002	Case Study in Civil Engineering	2		
	CIVL6004	Internship	2		
	CIVL6006	Seminar	2		
	CIVL6057	Project*	2		
	<b>Elective Courses II**</b>				
	CIVL8052	Advanced Soil Mechanics	2		
	CIVL6009	Urban Drainage	2		
	CIVL6039	Infrastructure Management	2		
	COMP6046	Computer Applications in Construction Management	2		
	CIVL6013	Concrete Structures Design for Advanced	2		
	CIVL6058	Earthquake Engineering	2		
CIVL6037	Railway Engineering	2			
CIVL6008	Earthwork / Heavy Equipment	2			
8	CIVL6005	Thesis	6	6	
<b>TOTAL CREDIT 146</b>					

\*) *Entrepreneurship Embedded*

\*\*\*) *Student has to choose Elective Courses I (on 6<sup>th</sup> semester) minimum 6 credits and Elective Courses II (on 7<sup>th</sup> semester) minimum 8 credits.*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*



-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

### The Table of Prerequisite for Civil Engineering (S1)

Subject		Credits	Prerequisites		Credits
MATH6022	Engineering Mathematics I	4	MATH6014	Calculus I	4
CIVL6053	Structural Analysis	4	CIVL6021	Statics	4/1

Student should pass all of these quality controlled examinations as listed below:

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	CIVL6021	Statics*	C
4	CIVL6022	Soil Mechanics*	C
5	CIVL6023	Fluid Mechanics & Hydraulics	C
6	CIVL6012	Foundation Engineering	C
7	CIVL6017	Construction Management	C
8	CIVL6027	Highway Engineering*	C

\*) Tutorial & Multipaper

## Industrial Engineering

### Introduction

Industrial Engineering is a branch of engineering that engages in the study of how to describe, evaluate, design, modify, control, and improve the performance of integrated systems of people, materials, and technology, viewed over time and within their relevant context. Industrial engineering is unique in its blend of fundamental topics in mathematics, physical and engineering sciences knowledge with the principles and methods of engineering analysis and design. This field identifies human being as central contributors to the inherent complexity of such systems. Globalization has opened up more doors for service industries worldwide, which leads to an increase demand for industrial engineers. The Industrial Engineering curriculum at BINUS UNIVERSITY is structured to adapt the movement of globalization and tailored to the needs of the globalized world.

The study program emphasizes on the application of engineering fundamentals with a balanced treatment of theory, design, and experience. Computer applications are integrated throughout the curriculum. Industrial Engineering department allows flexibility to its students to study certain topics in breadth and depth by offering three areas of concentration. The three tracks are: Supply Chain Management, Logistics, Service Systems Engineering, and Manufacturing Systems.

Some of the core courses require the students to not only having a full grasp of the theoretical aspects, but also on how to implement them in a time study analysis. The Industrial Engineering facilities are well-equipped in the areas of engineering graphics, industrial engineering systems design, and human performance. The laboratories are available for students to use during their study are but not limited to: Physics Lab, Manufacturing Process Laboratory, Technical Drawing Lab, Simulation Lab, Work Design and Ergonomics Lab.

### **Vision**

The most prestigious and dynamic Industrial Engineering school in Indonesia by producing globally accepted graduates.

### **Mission**

The mission of Industrial Engineering Department is to contribute to the global community through the provision of world-class education by :

1. Providing a solid educational experience through the diffusion and integration of knowledge of Industrial Engineering, and services to industries.
2. Educating students from a diverse background in the fundamental skills, knowledge and practice of Industrial Engineering in order to prepare them for a position in global industries and continue for advanced degrees in Industrial Engineering or related disciplines.
3. Providing research and professional services to streamline and optimize operations which contribute to the enhancement of the quality of life.
4. Acknowledging all talents that positively contribute to the quality of life of Indonesians and the international community.

### **Program Objective**

The objectives of the program are :

1. Utilize appropriate engineering design methods and tools that are principal to work beneficially within their professions & communities.
2. Possess effective teamwork and leadership skills and commit to the standard of profession and ethical practice.
3. Continuously develop oneself to meet the evolving demands and increasing responsibilities of a successful career, to benefit the organization and society.

### Graduate Competency

At the end of the program, graduates will have these following competencies :

1. An ability to apply mathematics, science, and engineering.
2. An ability to design and conduct experiments, as well as to analyze and interpret data.
3. An ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
4. An ability to identify, formulate, and solve industrial engineering problems.
5. An ability to function on multidisciplinary teams.
6. An understanding of professional and ethical responsibility.
7. An ability to communicate effectively.
8. The broad education necessary to understand impact of industrial engineering solutions in a global, economic, environmental, and societal context.
9. A recognition of the need for, and an ability to engage in life-long learning.
10. A knowledge of contemporary issues.
11. An ability to use the techniques, skills, and modern engineering tools necessary for industrial engineering practice.

### Prospective Career of the Graduates

Industrial engineers are employed in manufacturing and service industries. The type of works industrial engineers are doing are but not limited to:

1. Manufacturing Industry: Inventory Management, Logistics, Operation Management, Production Management, and Warehousing.
2. Research and Development: Data Analysis, Environmental Protection and Preservation, and Human Factors Engineering.
3. Service Industry: Client Management, Commercial Banking and Real Estate, Financial Consulting, Health Systems, and Human Resource Consulting.
4. Business and Management: Business Strategy, Investment Banking, Management Analysis, Project Management, and Business Development.
5. Education: Teaching and Research, consulting.
6. Information Technology: Computer Integration, Database Design, Telecommunication, and Web Development.

### Curriculum

Industrial Engineering Program is about designing, modifying, controlling, and improving complex *systems*. Therefore, a strong basis in the “queen of the sciences”, better known as mathematics, and computer science is a must in modeling and solving such complex systems. The Industrial Engineering curriculum is structured in such a way that the students should master the following scientific fields: mathematics, physics, humanities/social sciences, computer science and management, general engineering sciences, industrial engineering core, lab sciences, professional engineering practice, and industrial engineering specialization.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	ISYE6001	Introduction to Industrial System	2		
	SCIE6004	Physics I	4		
	ECON6018	Managerial Economics	2		
	MATH6014	Calculus I	4		
	SCIE6007	Industrial Chemistry	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	SCIE6005	Physics II	4/2		
	ENGR6004	Technical Drawing	2/2		
	MATH6016	Calculus II	4		
	CIVL6030	Environmental Engineering	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	STAT6003	Probability Theory	2	22	
	MATH6004	Linear and Discrete Mathematics	4		
	SCIE6017	Biology	2		
	MATH6019	Calculus III	4		
	COMP6047	Algorithm and Programming	4/2		
	CHAR6015	Character Building: Agama	2		
	STAT6002	Research Methodology	2		
	4	STAT6006	Applied Statistics		4
ISYE6059		Human-Integrated Systems	2/2		
ISYE6039		Deterministic Optimization	4		
ENTR6003		Entrepreneurship I	2		
ISYS6123		Introduction to Database Systems	2/2		
<b>Elective Courses**</b>					
CPEN6080		Electronic Devices	4/1		
CPEN6079		Electric Circuit Theory	2/1		
CPEN6028		Actuators and Sensors	2		
CIVL6021		Statics	4/1		
CPEN6099		Signal and System	4		
COMP6014		Introduction to Data Structure	2		
CIVL6023		Fluid Mechanics and Hydraulics	4/1		
CIVL6022		Soil Mechanics	4/1		
CIVL6025	Hydrology	2			

Sem	Code	Course Name	SCU	Total	
5	STAT6096	Stochastic Processes	4	22	
	LANG6034	Business Ethics and Communication*	2		
	ISYE6060	Leadership and Organization Behavior	4		
	ISYE6101	Production & Operation Analysis	4/2		
	ISYE6102	Quality Engineering	4		
	<b>Stream : Manufacturing System</b>				
	ENGR6005	Mechanics of Materials	2		
	<b>Stream : Service System Engineering</b>				
	ISYE6066	Human Interaction in Service Systems	2		
	<b>Stream : Supply Chain Management</b>				
ISYE6067	Global Supply Chain	2			
6	ISYE6006	System Modeling and Simulation	4	20	
	ISYE6041	Engineering Economy	2		
	ENTR6004	Entrepreneurship II	2		
	ACCT6140	Financial Accounting	4		
	<b>Stream : Manufacturing System</b>				
	ISYE6070	Facility Planning	2		
	ISYE6061	Manufacturing Process	4/2		
	<b>Stream : Service System Engineering</b>				
	ISYE6062	Financial Engineering	4		
	ISYE6047	Decision Support System	4		
	<b>Stream: Supply Chain Management</b>				
	ISYE6048	Supply Chain : Logistics	4		
	ISYE6055	E-Supply Chain Management	2/2		
7	ISYE6063	Industrial Practice	4	12	
	<b>Stream : Manufacturing System</b>				
	ISYE6072	Project Management*	4		
	ISYE6064	Sustainable Engineering Systems	4		
	<b>Stream : Service System Engineering</b>				
	ISYE6072	Project Management*	4		
	ISYE6065	Dynamic Service Facility Design	2/2		
	<b>Stream : Supply Chain Management</b>				
	CIVL6071	Transportation System Modeling	4		
ISYE6073	Supply Chain Risk and Negotiation*	4			
8	ISYE6024	Final Project	6	8	
	ISYE6103	Special Topics	2		
			<b>TOTAL CREDIT 146</b>		

\*) *Entrepreneurship Embedded*

\*\*) *Student choose 4 credit from elective courses*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

### The Table of Prerequisite for Industrial Engineering (S1)

Subject		Credits	Prerequisites		Credits
MATH6019	Calculus III	4	MATH6014	Calculus I	4
STAT6096	Stochastic Processes	4	STAT6003	Probability Theory	2
ISYE6101	Production & Operation Analysis	4/2	ISYE6039	Deterministic Optimization	4
ISYE6102	Quality Engineering	4	STAT6006	Applied Statistics	4
<b>Stream : Supply Chain Management</b>					
ISYE6048	Supply Chain : Logistics	4	ISYE6039	Deterministic Optimization	4
<b>Stream : Service System Engineering</b>					
ISYE6062	Financial Engineering	4	ISYE6039	Deterministic Optimization	4
ISYE6065	Dynamic Service Facility Design	2/2	STAT6096	Stochastic Processes	4

**Student should pass all of these quality controlled examination as listed below:**

No.	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	ISYE6039	Deterministic Optimization*	C
4	ISYE6059	Human-Integrated Systems	C
5	ISYE6102	Quality Engineering*	C
6	ISYE6101	Production & Operation Analysis	C
<b>Stream: Manufacturing System</b>			
7	ISYE6061	Manufacturing Process	C
8	ISYE6070	Facility Planning*	C
<b>Stream: Service System Engineering</b>			
7	ISYE6066	Human Interaction in Service Systems*	C
8	ISYE6065	Dynamic Service Facility Design	C
<b>Stream: Supply Chain Management</b>			
7	ISYE6048	Supply Chain : Logistics*	C
8	CIVL6071	Transportation System Modeling	C

\*) Tutorial & Multipaper

## Computer Engineering

### Introduction

The Computer Engineering Department was established in September 1987 under the Faculty of Computer Studies, BINUS UNIVERSITY and has an accreditation of Grade “B”. It has various alumni who have gone on to take part in various domains of the business industry. The Computer Engineering Study Program was founded to meet the demand of knowledge about computer systems encompassing computer hardware, software and computer networks.

Well established and world famous organizations, i.e. the Institute of Electrical & Electronic Engineers (IEEE) and the Association for Computing Machinery (ACM), use the following definition:

“Computer engineering embodies the science and the technology of design, construction, implementation and maintenance of the hardware and the software components of modern computing systems and computer-controlled equipment,” and its graduates said: “Computer engineers are solidly grounded in the theories and principles of computing, mathematics and engineering, and apply these theoretical principles to design hardware, software, networks, and computerized equipment and instruments to solve problems in diverse application domains.”

Hence, graduates of the Computer Engineering Study Program will enjoy knowledge of computer software as well as computer hardware. This will allow graduates to contribute to any kind of application wherever computers are used.

The development of Information Technology and the need for experienced computer systems professionals is behind the innovative Computer Engineering Study Program. Currently the Program covers expertise in understanding to build completed computer system solution that consist of hardware and software, ranging from communication system, embedded systems, robotics and industrial automation in business enterprises. Beside the technical expertise, our student will learn how to become the entrepreneur in the information technology, that we call Technopreneur. All these aspects of study are included in the curriculum which is divided into three concentration fields starting in the fifth semester. To give working experiences for student, we offer internship program for student in 6<sup>th</sup> or 7<sup>th</sup> semester, also offering industrial applied research activities with their lecturer. In principle, the curriculum is derived from the curriculum developed by IEEE/ACM and by conducting benchmarking activities with other prestigious domestic and foreign universities. Additionally, the research activities which are conducted by students and lecturers continue to expand due to various sources of funding (industries, government, etc).

The Computer Engineering Study Program supported by 90% S2/S3 lecturers. The laboratories that support the Computer Engineering Study Program include Algorithm & Programming Laboratory, Computer Network Laboratory, Electronic & Digital System Laboratory, Control System Laboratory, Embedded System Laboratory, Digital Signal Processing Laboratory, Mechatronic Laboratory, and Robotic Laboratory.

### Vision

A study program of choice in Computer Engineering, which focuses on Intelligence, Mobility, and Secure Communication technologies, is recognized internationally, champions innovation and produces graduates with international qualification.

## **Mission**

The mission of Computer Engineering Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with the knowledge and skills in science and technology in the design, analysis and application of intelligent, mobile, and secure connectivity technologies. We prepare graduates to be ethical professionals and technopreneurs, as well as to continue for advanced degrees in computer engineering or related disciplines in global community.
2. Providing a vibrant learning and research environment that nurtures the most creative, value-added and leadership talents of our graduates for the global community.
3. Improving quality of life by conducting professional services and high impact applied research in Computer Engineering related disciplines.

## **Program Objectives**

The objectives of the program are:

1. Excel in methodological and computational skills within their professional and communities.
2. Employ effective team player and professional responsibilities to benefit the organizations and society.
3. Sustainably updating their knowledge to meet evolving global requirements.

## **Graduate Competencies**

At the end of the program, graduates will have these following outcomes :

1. An ability to apply knowledge of math, science, and engineering.
2. An ability to design and conduct experiments, as well as to analyze and interpret data.
3. An ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
4. An ability to identify, formulate, and solve computer engineering problems.
5. An ability to use the techniques, skills, and modern computer engineering tools necessary for engineering practice.
6. An ability to function on multidisciplinary teams.
7. An understanding of professional and ethical responsibility.
8. An ability to communicate effectively.
9. The broad education necessary to understand the impact of computer engineering solutions in a global, economic, environmental, and societal context.
10. A recognition of the need for, and an ability to engage in life-long learning.
11. A knowledge of contemporary issues.

## **Prospective Career of the Graduates**

- Technopreneur
- Industrial Control System Developer and Engineer
- Network Designer and Engineer
- Computer Network Security Professional
- Embedded System Developer
- Research and Development in Robotics
- IT Consultant



### Curriculum

Information Technology is developing rapidly, particularly in the fields of data communication, computer networks, robotics, manufacturing and process industries, household appliances, as well as in the support of management activities. Therefore, the curriculum of the Computer Engineering Study Program is divided into three core subjects:

1. **Communication System:** study in the design and management of data communications, computer network (LAN, WAN, Wireless Network) using industry standard curriculum and equipment from CISCO System, and Computer Network Security that we believe will play important role in the future.
2. **Embedded System:** study in the design and development of ubiquitous computer and electronic system that can run independently without or less human intervention. The embedded system covers from simple 8-bit microcontroller up to high performance Embedded ARM Linux and FPGA-based system design.
3. **Robotics and Automation (control, vision & intelligence):** analysis of dynamic systems, control, computer vision, and artificial intelligence system and applications related to how computers can interact with human being via robots in an autonomous fashion.

The student normally finish their study in eight semesters. In special circumstances some students are able to complete the Program in seven semesters.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	SCIE6004	Physics I	4		
	MATH6006	Chemistry	4		
	MATH6093	Calculus	4		
	CPEN6078	Introduction to Computer Engineering	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	SCIE6005	Physics II	4/2		
	COMP6047	Algorithm and Programming	4/2		
	MATH6005	Engineering Mathematics I	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	MATH6007	Engineering Mathematics II	4	22	
	MATH6036	Discrete Mathematics	2		
	COMP6014	Introduction to Data Structure	2		
	STAT6026	Probability and Statistics	2		
	CPEN6079	Electric Circuit Theory	2/1		
	CPEN6080	Electronic Devices	4/1		
	ENTR6003	Entrepreneurship I	2		
	CHAR6015	Character Building: Agama	2		

Sem	Code	Course Name	SCU	Total	
4	CPEN6081	Digital System*	5/1	21	
	CPEN6099	Signal and System	4		
	MATH6044	Numerical Methods	2		
	CPEN6046	Computer Networks	4/1		
	CPEN6082	High Level Programming Language	2		
	COMP6083	Operating Systems	2		
5	CPEN6100	Control System	2/2	21/23/22	
	CPEN6073	Assembly Language	2/1		
	CPEN6075	Computer System Development and Methodology	2		
	ENTR6004	Entrepreneurship II	2		
	CPEN6083	Digital Signal Processing	2/1		
	<b>Stream : Robotics and Automation</b>				
	CPEN6028	Actuators and Sensors	2		
	CPEN6033	Simulation and Modeling	2		
	CPEN6067	Artificial Neural Network	2/1		
	<b>Stream : Embedded System</b>				
	CPEN6062	Cross Platform Application Development	4/1		
	CPEN6063	Advanced Logic Design	4		
	<b>Stream : Communication System</b>				
	CPEN8092	Applied Networking I	0/4		
	CPEN6064	Communication Transmission System	2/2		
6	CPEN6034	Computer Organization and Architecture	4	23/19/23	
	CPEN6084	Microcontroller Design and Application*	5/1		
	CPEN6074	Research Methodology	2		
	<b>Stream : Robotics and Automation</b>				
	CPEN6061	Advanced Digital Signal Processing	4		
	CPEN6085	Advanced Control System	2/1		
	CPEN6066	Robotics Fundamental	2/2		
	<b>Stream : Embedded System</b>				
	CPEN6028	Actuators and Sensors	2		
	CPEN6086	Advanced Large Scale Integration System Design	4/1		
	<b>Stream : Communication System</b>				
	CPEN8093	Applied Networking II	0/4		
	CPEN6087	Wireless and Mobile Technology	4		
	CPEN8076	Network Security Fundamental	2/1		

Sem	Code	Course Name	SCU	Total
7	ISYS6078	Database Design and Application	2/1	13/15/12
	CPEN6035	Parallel Processing	2	
	<b>Stream : Robotics and Automation</b>			
	CPEN6070	Robotics and Industrial Automation	4/1	
	COMP7067	Computer Vision	2/1	
	<b>Stream : Embedded System</b>			
	CPEN6071	Embedded Linux System Development	4/2	
	CPEN6072	Mobile Application Development	2/2	
	<b>Stream : Communication System</b>			
	CPEN6043	Network Management	2/1	
8	CPEN6110	Final Project	6	6
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship Embedded

\*\*\*) Student choose 4 credit from elective courses

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

### The Table of Prerequisite for Computer Engineering (S1)

Subject	Credits	Prerequisites	Credits		
MATH6007	Engineering Mathematics II	4	MATH6093	Calculus	4
CPEN6082	High Level Programming Language	2	COMP6047	Algorithm and Programming	4/2
CPEN6084	Microcontroller Design and Application	5/1	CPEN6081	Digital System	5/1

Student should pass all of these quality controlled examination as listed below:

No.	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	MATH6093	Calculus*	C
4	COMP6047	Algorithm and Programming*	C
5	CPEN6081	Digital System*	C
6	CPEN6084	Microcontroller Design and Application	C

No.	Code	Course Name	Minimum Grade
<b>Stream: Robotics and Automation</b>			
7	CPEN6066	Robotics Fundamental	C
8	CPEN6085	Advanced Control System	C
<b>Embedded System</b>			
7	CPEN6086	Advanced Large Scale Integration System Design	C
8	CPEN6071	Embedded Linux System Development	C
<b>Communication System</b>			
7	CPEN8093	Applied Networking II	C
8	CPEN8077	Applied Network Security	C

\*) Tutorial & Multipaper

## Food Technology

### Introduction

Food Technology Program BINUS University is designed not only to meet the market needs, but also to produce creative, innovative and productive graduates mastering in food product innovation as well as food system and management with IT support, providing graduates with *entrepreneurship* in food technology.

Food Technology Program concerns the application of chemical, biological, biochemical and engineering sciences to further understanding and to improve the quality, safety, nutritional, and economic value of food and beverages. .

Departmental facilities include well-equipped laboratories, namely Food Chemistry, Biochemistry, Microbiology, Food Processing, Physics, Computer, Sensory and Packaging Laboratories with IT support.

### Vision

A world-class Food Technology Program with IT-support for advanced food enterprise development.

### Mission

1. Providing a solid educational experience through the diffusion and integration of knowledge of Food Technology, and services to food industries.
2. Educating students from a diverse background in the fundamental skills, knowledge and practice of Food Technology in order to prepare them for a position in global industries and continue for advanced degrees in Food Technology or related disciplines.
3. Providing research and professional services to streamline and optimize operations which contribute to the enhancement of the quality of life.
4. Acknowledging all talents that positively contribute to the quality of life of Indonesians and the international community.

### Program Objectives

The objectives of the program are :

1. To prepare students with a solid foundation of knowledge and understanding of Food Technology theory that will be beneficial to contribute in International Food Industry.
2. To provide students with the methodological, and computational skills to operate effectively and efficiency through direct involvement in problem solving required in research at Food Technology.
3. To provide students with information, communication and negotiation skills, and understanding of contemporary issues into practice in marketing of Food product.

### Graduate Competencies

At the end of the program, graduates will have these following competencies:

1. Graduates will be able to analyze the chemical and biochemical reactions problems that occur in the food from farm to consumption.
2. Graduates will be able to analyze the microbiology concepts in identification the cause damage of food and a disease-causing bacterium.
3. Graduates will be able to propose minimum risks solution by applying fundamental principle of Engineering Process in food production.
4. Graduates will be able to apply the principle of sensory testing with a good manually and computerize process in controlling and designing the food packaging to keep the safety, healthy and balance nutritional of food.
5. Graduates will be able to apply Informatics technology in food processing starting from raw material to the end product with a good, safe, and health quality.
6. Graduates will be able to employ the acquired knowledge and understanding of Food Technology through internship, research, and exchange program.

### Prospective Career of The Graduates

1. Food Technology Industry: production, quality control, R&D in various national and international Food Processing industries
2. Food processing system designer
3. Food safety system designer
4. Food product innovation designer (formulation and product design)
5. IT system/Software designer in supporting food processing
6. Researcher and analyst in food processing or food technology to support the Government or industry.
7. Analyst in food policy, research and implementation to develop food industry, food safety, nutrition, food quality standards, the needs of food and counseling
8. Consultant in food processing, product formulation, food safety, sanitation
9. Food Entrepreneur

## Curriculum

Food Technology Program is a solid foundation of knowledge and understanding of Food Technology that will be beneficial to contribute in multinational Food Industry, with the methodological and computational skills to operate effectively and efficiency through direct involvement in problem solving required both in research and implementation of Food Technology. The Food Technology curriculum is structured to provide knowledge and understanding of contemporary issues to produce the innovation in Food Technology with IT support, as well as food system and management.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	LANG6027	Indonesian	2		
	FOOD6015	Introduction to Food Technology	2		
	SCIE6027	Physic	2/1		
	SCIE6024	Biology	2/1		
	MATH6081	Mathematics	2		
	SCIE6020	Chemistry	2/2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	SCIE6023	Physical Chemistry	2/1		
	SCIE6021	Organic Chemistry	2/1		
	MATH6031	Calculus	4		
	FOOD6016	Operation Unit in Food Industry	2		
	FOOD6012	Basic Food Biochemistry	2/2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Information Systems – Industrial Engineering

### Introduction

Graduates of Information Systems wanting to focus on information technology must also have an understanding of the business processes of enterprise. Similarly, an Industrial Engineer who wants to be involved in a career in Industrial technology, must also focus on this subject. With these careers in mind, UBINUS provides a double study program: Industrial Engineering and Information Systems, in order to prepare students for the dual roles of the industry.

### Vision

Enhancing the sustainability of local and global community through research and innovation in applied Industrial information technology.

### Mission

The mission of Industrial Engineering – Information Systems program is to contribute to the global community through the provision of world-class education by :

1. Preparing student with solid educational experience of design, analysis, management system, and ability to conduct and implement of industrial integrated system, and ability to conduct and implement high impact research which enhance quality of life.
2. Educating student in the development of ability to analyze, design, implement, and manage a business innovatively through information technology especially in Asia business management and create readiness nationally and internationally with quality leadership.
3. Providing high-impact research to enhance the sustainability growth of local and international community.

### Program Objectives

The objectives of the program are:

1. To prepare student for the contemporary practice of general engineering with a broad knowledge of principles of mathematics, science, engineering, and use of computers.
2. To provide student with the methodological and computational skills to operate effectively through direct solving required in Industrial Engineering practice.
3. To provide student with solid foundation of system development skill and knowledge to applied skills and ability they need as system analyst.
4. To integrate students to a need for and to provide an ability to appreciate the global scope and contemporary issues within Industrial Engineering discipline especially in Information Technology.
5. To prepare students with skills and knowledge in depth information system related with industrial Information System.

### **Graduate Competencies**

1. Apply mathematics, science, and engineering.
2. Analyze, and interpret the data used in designing and conducting experiments.
3. Design a system, component, or process to meet desired needs within realistic constraints.
4. Identify, formulate, and solve problems through Industrial Engineering approaches.
5. Illustrate a good knowledge about the framework information system.
6. Analyze information requirements and business process.
7. Design systems that are aligned with organizational goals.
8. Propose implementation Technology as an enabler.
9. Propose applied industrial information systems solutions based on organization Strategy.

### **Prospective Career of The Graduates**

Professions will include all those related to Industrial Engineering and Computer (Information Systems) with the advantage for graduates of the double program being that they will have the increased benefit of combining their skills in two fields.

Graduates are employed in manufacturing and service industries. The type of works are doing are but not limited to:

1. Service Industry: Client Management, Commercial Banking and Real Estate, Financial Consulting, Health Systems, and Human Resource Consulting.
2. Manufacturing Industry: Inventory Management, Logistics, Operation Management, Production Management, and Warehousing.
3. Research and Development: Data Analysis, Environmental Protection and Preservation, and Human Factors Engineering.
4. Business and Management: Business Strategy, Investment Banking, Management Analysis, Project Management, and Business Development.
5. Information Technology: Corporate Information System, Database Design/Administration, E-Business, System Analyst & Design, Web development/Design, IT / IS consultant.
6. Education: Teaching and Research.

### **Curriculum**

The curriculum for the double study program Information Systems and Industrial Engineering is arranged in such a way that graduates have competences from each discipline as well as specific emphasis given to scientific skills in the field of corporate planning. The student is expected to finish this combination of two scientific fields in five years.



## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	ISYE6001	Introduction to Industrial System	2		
	SCIE6004	Physics I	4		
	MATH6045	Calculus I	4		
	ISYS6093	Information System Concept	4		
	COMP6088	Introduction to Information Technology	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	SCIE6005	Physics II	4/2		
	MATH6039	Calculus II	4		
	COMP6102	Algorithm and Programming	2/4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	MATH6019	Calculus III	4	24	
	SCIE6007	Industrial Chemistry	4		
	ISYS6123	Introduction to Database Systems	2/2		
	ISYS6197	Business Application Development	2/2		
	CHAR6015	Character Building: Agama	2		
	CIVL6030	Environmental Engineering	2		
	ACCT6133	Introduction to financial Accounting	4		
4	ACCT6140	Financial Accounting	4	24	
	ENTR6003	Entrepreneurship I	2		
	ISYS6188	Information System Analysis and Design	2/2		
	ISYS6209	User Experience	2/2		
	MATH6004	Linear and Discrete Mathematics	4		
	ISYS6186	Business Process Fundamental	4		
	STAT6003	Probability Theory	2		

Sem	Code	Course Name	SCU	Total	
5	ISYE6039	Deterministic Optimization	4	24	
	ISYS6163	Advanced Information System Analysis and Design*	4/2		
	ISYS6126	Enterprise System	4		
	SCIE6017	Biology	2		
	STAT6006	Applied Statistics	4		
	<b>Elective Courses**</b>				
	CPEN6080	Electronic Devices	4/1		
	CPEN6079	Electric Circuit Theory	2/1		
	CPEN6099	Signal and System	4		
	CPEN6028	Actuators and Sensors	2		
	COMP6014	Introduction to Data Structure	2		
	CIVL6023	Fluid Mechanics and Hydraulics	4/1		
	CIVL6021	Statics	4/1		
	CIVL6022	Soil Mechanics	4/1		
CIVL6025	Hydrology	2			
6	ISYS6153	Management Information System	2	24	
	ENTR6004	Entrepreneurship II	2		
	ISYS6198	Data and Information Management	4		
	ISYE6068	Engineering Risk and Benefit Analysis	2		
	ISYS6191	Advanced in Business Application Development*	2/4		
	ENGR6004	Technical Drawing	2/2		
	ISYE6059	Human-Integrated Systems	2/2		
7	ISYS6206	IS Strategy, Management and Acquisition	4	24	
	STAT6096	Stochastic Processes	4		
	ENGR6005	Mechanics of Materials	2		
	ISYE6101	Production & Operation Analysis	4/2		
	ISYS6256	Information System Project Management	4		
	ISYS8066	Business Process Management	4		
8	STAT6021	Research Methodology	2	24	
	ISYE6006	System Modeling and Simulation	4		
	ISYE6061	Manufacturing Process	4/2		
	ISYS6205	Enterprise Architecture	4		
	ISYS6127	Testing and System Implementation	4		
	ISYE6102	Quality Engineering	4		
9	ISYS8108	Knowledge Management	4	18	
	ISYE6063	Industrial Practice	4		
	ISYS6284	Analytical Information Systems	4		
	ISYS6202	Social Informatics	4		
	ISYE6070	Facility Planning	2		
10	ISYE6028	Thesis	6	8	
	ISYE6103	Special Topics	2		
<b>TOTAL CREDIT 210</b>					

\*) *Entrepreneurship Embedded*

\*\*) *Student should take minimum 4 credits from elective courses list*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

### The Table of Prerequisite for Information Systems – Industrial Engineering (S1)

Subject		Credits	Prerequisites		Credits
MATH6019	Calculus III	4	MATH6045	Calculus I	4
STAT6096	Stochastic Processes	4	STAT6003	Probability Theory	2
ISYE6102	Quality Engineering	4	STAT6006	Applied Statistics	4

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	ISYE6039	Deterministic Optimization*	C
4.	ISYE6059	Human-Integrated Systems	C
5.	ISYE6102	Quality Engineering*	C
6.	ISYE6101	Production & Operation Analysis	C
7.	ISYE6061	Manufacturing Process	C
8.	ISYE6070	Facility Planning*	C
9.	ISYS6126	Enterprise System	C
10.	ISYS6188	Information System Analysis and Design*	C
11.	ISYS6198	Data and Information Management*	C
12.	ISYS6256	Information Systems Project Management	C
13.	ISYS6206	IS Strategy, Management and Acquisition	C
14.	ISYS6205	Enterprise Architecture*	C

\*) Tutorial & Multipaper

## 2.2.7 Faculty of Humanities

The Faculty of Humanities at Binus University currently manages six departments, they are : English, Japanese, Chinese, Psychology, Business Law, and International Relations.

The curriculum of each program is continually updated to prepare students to be global citizens equipped with the tools of analysis, expression and cultural understanding required for leadership in today's world. Our students not only master a body of knowledge, but they also develop a set of portable skills needed for a lifetime i.e. the ability to think critically, read deeply and communicate effectively.

### Chinese

#### Introduction

Started in 2002, the Chinese Department is the newest addition to the Faculty of Language and it is awarded Grade B from National Accreditation Board (BAN-PT). In only four years of study, students will reach advance level both in knowledge and language skills. By the end of their study, students will be able to read 2000-3000 characters, and understand as many as 10,000 vocabulary items.

As well as achieving international standards in Chinese language, the students will also acquire expertise in Chinese culture. The Chinese Department offers studies in Chinese history, geography and Chinese literature. This information packed course also gives students the opportunity to communicate and socialize in Chinese in the workplace.

BINUS UNIVERSITY is committed to educating the next generation and preparing them for these urgent market demands. The Chinese Department of BINUS UNIVERSITY is the key to a fascinating career in Chinese business, study and culture. Not only that, The Chinese Department has the best contacts and materials to offer, It leads the field in international standards, with material published by the Beijing Language Centre and Culture University (BLCU), a university with an international reputation that provides an excellent standard of proficiency in language and other aspects of Chinese culture, the Chinese Department has also cooperation with several universities in China and prepares full scholarship (1 year-S3) for the students and alumni.

#### Vision

Excellence in IT, Chinese applied language skills, Chinese culture, and innovative as a role model for more competitive and adaptable graduates.

#### Mission

The mission of Chinese Department is to contribute to the global community through the provision of world-class education by :

1. Educating and equipping students with knowledge and skills of all aspects of Chinese language and culture, while supported by IT, to make them highly competitive and most creative and value-adding intellectuals and entrepreneurs.
2. Preparing students with outstanding character in the community through world-class teaching, learning and research experience, including access to further degrees in Chinese Language or related disciplines.
3. Providing students with the most recent and sophisticated knowledge applicable to be leaders of the global community and job market.

4. Supporting students and lecturers to be creative individuals through a variety of programs that foster the utmost potential of students and lecturers by conducting research and professional services to society and gaining additional resources for the development of Chinese education.
5. Improving the quality of life of Indonesians and the international community through mastery of Chinese language Culture.

### Program Objectives

The objectives of the program are :

1. To provide students with a solid foundation of Chinese Communication Skills that they will need in various situations.
2. To provide students with professional expertise that they will need to gain success in industry.
3. To provide students with knowledge and application of Chinese culture.

### Graduate Competencies

At the end of the program, graduates will be able to :

1. Demonstrates an ability to use advanced chinese grammar, listening, speaking and reading.
2. Compose written text at an advanced level.
3. Demonstrate interpreting skills in Industry.
4. Demonstrate the ability to use computer application in Chinese.
5. Compose research and publication in Chinese.
6. Apply Chinese languages and culture in work places and the global community.

### Prospective Career of the Graduates

Successful students who graduate can look forward to a fantastic choice of job opportunities, including:

- International company
  - Human resources
  - Personal assistant
  - Public relations
  - Marketing & communications
- Education
  - Teaching Chinese
  - Running a school or department
- Own business
  - Language school
  - Travel agency
  - Teaching agency
  - International trade
- Translation
- Interpreter
- Tour guide/ representative

- Civil service/ government, including:
  - Department of foreign affairs
  - Department of tourism
  - Department of telecommunications
  - Department of culture & education

## Curriculum

### Core Subjects

Students attend courses designed to expand their ability in the Chinese language. Subjects include Grammar, Listening, Speaking, Writing and Reading. Graduates progress from basic level through to advanced level. Upon Graduation, candidates will be excellently equipped with the knowledge and skills to easily enter the world of work.

### Character Building

Character building education at BINUS develops the traits of success and integrity amongst students. As a result of this programme, graduates achieve the ability to analyze the precise needs of their organization and approach their work in a professional and responsible manner.

### Elective Subjects

Elective courses are the solution to become an expert in a certain aspect of Chinese studies. This degree is more than just Chinese Language. Students can deepen their knowledge through study of subjects such as Chinese foreign research, Chinese art, and Chinese poetry. Elective courses surely expand their choice of career opportunities.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	CHIN6004	Chinese Language I	6		
	CHIN6088	Listening I	4		
	CHIN6016	Reading I	2		
	CHIN6024	Conversation I	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	CHIN6005	Chinese Language II	6		
	CHIN6093	Listening II	4		
	CHIN6025	Conversation II	4		
	CHIN6014	Reading II	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.

## Japanese

### Introduction

In line with the rapid increase in globalization, it is necessary to master a second international language other than English. To meet this need, the Faculty of Language and Culture at BINUS UNIVERSITY has been offering the Japanese undergraduate study program (S1) since 2001-2002.

Graduates of the Japanese study program at BINUS UNIVERSITY will have knowledge, language skills and good attitudes when applying their knowledge.

The Japanese study program curriculum provides language skills consisting of competence in speaking, listening, reading, and writing, which enable the students to adapt to situations when dealing with Japanese people. Besides they will also have knowledge about Japanese culture, ethics, community and history. In order that the graduates will be able to get a job soon or to set up their own business after graduating, students are provided with practical knowledge and entrepreneurship. Furthermore, the students are also equipped with Japanese computer skills and information technology so that they will be able to communicate more efficiently in the modern world.

Graduates of the Japanese study program will have high level analytical skills if they wish to continue their education or to work in fields such as language education, business, industry, services, tourism, office, or communication. The professions that graduates could consider are translators, instructors, public relations officers, secretaries, researchers or entrepreneurs.

### Vision

A Japanese Study Programme which is excellent in applied Japanese Language skills, Technology and Culture and innovative as a role model for more competitive and adaptable graduates.

### Mission

The mission of Japanese Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with Japanese language skills, knowledge, culture, and Applied Japanese for Office and translation by providing excellent courses based on Information Technology.
2. Providing a solid learning and research experience through the creation of creative and value-added talents of leaders for global community.
3. Preparing graduates aiming for higher education degree in Japanese or related disciplines.

4. Developing professional services with an emphasis on application in Japanese knowledge to improve the quality of life of Indonesian and the international community.

### **Program Objectives**

The objectives of the program are :

1. To provide language skills that meet the level of 3rd Japanese Language Proficiency Test (JLPT) consisting of competence in speaking, listening, reading, and writing, which enables the students to adapt to situations when dealing with Japanese people.
2. To provides applied Japanese skills which enable the students to adapt to the working environment.
3. To provides knowledge about Japanese culture, ethics, community and history.

### **Graduate Competencies**

At the end of the program, graduates will be able to :

1. Combine their ability in Reading and writing Japanese on the level of 3rd Japanese Language Proficiency Test (JLPT) in order to compete in work world.
2. Combine their ability in Speaking and Listening Japanese on the level of 3rd Japanese Language Proficiency Test (JLPT) in order to compete in the work world.
3. Interpret Japanese correspondence.
4. Translate Japanese correspondence.
5. Integrate their Japanese ability in Japanese industry.
6. Integrate knowledge of Japanese culture, ethics, community and history to support their work skills in Japanese company.

### **Prospective Career of the Graduates**

With the above-mentioned skills and knowledge, the Japanese graduates are expected to able to develop themselves in the community for the following professions:

1. Japanese interpreter and translator
2. Japanese comics translator
3. Japanese Business Correspondent
4. Japanese Public Relations Officer
5. Japanese Language Instructor
6. Independent Travel/tourism agency
7. Journalist
8. TV presenter
9. Hospitality service
10. Hotel affairs
11. Japanese enterprise : education (KUMON), banking industry, assurance



## Curriculum

The advances in communication and information technology have accelerated the pace of global communications. Various activities and types of work need the expertise and skill of different types of communication. Communication in the Japanese language cannot be separated from the usefulness of sophisticated communication technology and information.

The curriculum of the Japanese study program in the Faculty of Language and Culture at BINUS UNIVERSITY is designed in such a way that the graduate will be able to grasp the basic knowledge and skills that are required for participation in the global activity. The curriculum refers to the development of industry and commerce.

The curriculum is grouped as followed:

### 1. General Group

This group provides basic competence in the Japanese language for Japanese graduates from BINUS UNIVERSITY. The Competences include Character Building, Indonesian and English language skills. In addition, they are expected to have an entrepreneurial spirit.

### 2. Japanese Language Group

This group consists of Japanese Language skills and Japanese culture, Literature and Linguistics that support the students in studying Japanese language. It also gives the students the ability to think logically and enables them to operate a Japanese computer. The aforementioned skills prepare students for working independently.

### 3. Concentration Group

In this group, the students can choose a stream subject to explore the specific field related to their interest. The stream consists of translation and office procedures.

### 4. Elective Course

This group enables the students to gain an insight into a subject of their choice. Students are able to choose one of these following courses:

- a. Public Speaking
- b. Teaching Methodology
- c. Japanese Tourism
- d. Japanese Language Proficiency Test Level 2

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	JAPN6017	History of Japan ( <i>Nihonshi</i> )	2		
	JAPN6052	Japanese I ( <i>Nihongo I</i> )	4		
	JAPN6003	Conversation and Listening Comprehension I ( <i>Kaiwa to Chookai I</i> )	4		
	JAPN6013	Writing and Reading I ( <i>Kakikata to Yomikata I</i> )	4		
	JAPN6019	Images of Japan ( <i>Nihon JiJou</i> )	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	JAPN6032	Japanese Work Ethics ( <i>Bijinesu Mana-</i> )	2		
	JAPN6020	Contemporary Japanese Society ( <i>Gendai Nihonjin Shakai</i> )	2		
	JAPN6053	Japanese II ( <i>Nihongo II</i> )	4		
	JAPN6004	Conversation and Listening Comprehension II ( <i>Kaiwa to Chookai II</i> )	4		
	JAPN6014	Writing and Reading II ( <i>Kakikata to Yomikata II</i> )	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6015	Character Building: Agama	2	18	
	ENTR6003	Entrepreneurship I	2		
	JAPN6101	Introduction to Japanese Literature ( <i>Nihon Bungaku</i> )	2		
	JAPN6054	Japanese III ( <i>Nihongo III</i> )	4		
	JAPN6005	Conversation and Listening Comprehension III ( <i>Kaiwa to Chookai III</i> )	4		
	JAPN6015	Writing and Reading III ( <i>Kakikata to Yomikata III</i> )	4		
4	JAPN6073	Japanese Literature	2	23	
	JAPN6089	Practical Japanese Culture ( <i>Nihon Bunka Taiken</i> )*	3		
	JAPN6075	Uji Kemampuan Bahasa Jepang Japanese Proficiency Test ( <i>Noryoku Shiken IV</i> )	2		
	JAPN6029	Japanese Phonology and Morphology ( <i>Nihon no Onseigaku to Keitaigaku</i> )	2		
	JAPN6055	Japanese IV ( <i>Nihongo IV</i> )	4		
	JAPN6006	Conversation and Listening Comprehension IV ( <i>Kaiwa to Chookai IV</i> )	4		
	JAPN6016	Writing and Reading IV ( <i>Kakikata to Yomikata IV</i> )	4		
	COMP6035	Japanese Computer I ( <i>Nihon no Kompyuta I</i> )	2		

Sem	Code	Course Name	SCU	Total	
5	ENTR6004	Entrepreneurship II	2	18	
	JAPN6057	Text Analysis I ( <i>Tekisuto no Bunseki I</i> )	4		
	JAPN6059	Intermediate Kanji I ( <i>Chuukyuu Kanji I</i> )	2		
	JAPN6103	Philosophy of Science and Knowledge	2		
	<b>Stream : Penerjemahan</b>				
	JAPN6023	Indonesian-Japanese Translation ( <i>I-Nichi Honyaku</i> )	2		
	JAPN6022	Japanese-Indonesian Translation ( <i>Nichi-I Honyaku</i> )	2		
	JAPN6072	Theory of Translation ( <i>Honyaku Riron</i> )	2		
	JAPN6076	Translation of Japanese Comics and Animation ( <i>Nihon no Anime to Manga no Honyaku</i> )	2		
	<b>Stream : Office</b>				
	COMM6156	Public Relation Principles	2		
	JAPN6102	Japanese Business Correspondence I ( <i>Nihon no Bijinesu Reta-</i> )	2		
	JAPN6080	Japanese Business Conversation I ( <i>Nihon no Bijinesu Kaiwa</i> )	2		
	JAPN6104	Japanese Industry and Technology	2		
6	JAPN6083	Composition and Presentation ( <i>Sakubun to Hapyou</i> )	2	19	
	JAPN6058	Text Analysis II ( <i>Tekisuto no Bunseki II</i> )	4		
	JAPN6060	Intermediate Kanji II ( <i>Chuukyuu Kanji II</i> )	2		
	JAPN6082	Japanese Semantics and Syntax ( <i>Nihon no Imiron-Nihon no Kobunho</i> )	2		
	<b>Stream : Penerjemahan</b>				
	JAPN6084	Translation of Japanese Song Lyrics and Poetry ( <i>Nihon no Uta to Shi no honyaku</i> )	2		
	JAPN6085	Translation of Newspaper ( <i>Shinbun Honyaku</i> )	2		
	JAPN6086	Interpreting for Tourism ( <i>kankou no tame no Tsuyaku</i> )*	3		
	JAPN6087	Translation of Advertising Media ( <i>media no honyaku</i> )	2		
	<b>Stream : Office</b>				
	JAPN6106	Japanese Business Correspondence II ( <i>Nihon no Bijinesu Reta-ouyou</i> )	2		
	JAPN6081	Japanese Business Conversation II ( <i>Nihon no Bijinesu Kaiwa ouyou</i> )	2		
JAPN6088	Japanese Management ( <i>Nihon no Keiei</i> )*	3			
JAPN6105	Japanese Political and Economy	2			

Sem	Code	Course Name	SCU	Total	
7	COMP6036	Japanese Computer II ( <i>Nihon no Kompyuta II</i> )	2	18	
	JAPN6067	Scientific Research Methodology ( <i>Kenkyuuriron</i> )	4		
	JAPN6041	Advanced Japanese I ( <i>Jokyu Nihongo I</i> )	2		
	JAPN6074	Noryoku Shiken III	2		
	<b>Stream : Penerjemahan</b>				
	JAPN6090	Translation of Japanese Novel and Short Story ( <i>Shosetsu no Honyaku</i> )	2		
	JAPN6091	Interpreting for Industry ( <i>Sangyou no tameno tsuyaku</i> )	2		
	JAPN6092	Internship ( <i>Intaanshippu</i> )	4		
	<b>Stream : Office</b>				
	JAPN6093	Japanese Corporate Culture ( <i>Nihon kigyuu no Manaa</i> )	2		
	JAPN6035	Japanese Public Speaking ( <i>Nihongo no supi-chi no Shikata</i> )	2		
	JAPN6094	Internship ( <i>Intaanshippu</i> )	4		
8	JAPN6042	Advanced Japanese II ( <i>Jokyu Nihongo II</i> )	2	10	
	JAPN6008	Thesis ( <i>Rombun</i> )	6		
	<b>Elective Courses**</b>				
	JAPN6070	Japanese Teaching Methodology** ( <i>Nihongo Kyoujuhou</i> )	2		
	JAPN6071	Japanese Drama** ( <i>Nihon no Geki</i> )	2		
JAPN6036	Japanese Tourism** ( <i>Nihon Kankou</i> )	2			
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

\*\*\*) Student choose one course from elective courses (2 SCU)

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

### The Table of Prerequisite for Japanese (S1)

Subject	Credits	Prerequisites	Credits
JAPN6054	4	JAPN6052	4
		JAPN6053	4

Student can enroll JAPN6054 - Japanese III Subject (Nihongo III) if already pass JAPN6052 - Japanese I (Nihongo I) subject or JAPN6053 - Japanese II (Nihongo II) subject.

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	JAPN6006	Conversation and Listening Comprehension IV ( <i>Kaiwa To Chookai IV</i> )*	C
4.	JAPN6016	Writing and Reading IV ( <i>Kakikata to Yomikata IV</i> )	C
5.	COMP6036	Japanese Computer II ( <i>Nihon no Komyuta II</i> )	C
6.	JAPN6055	Japanese IV ( <i>Nihongo IV</i> )*	C
<b>Stream</b>			
<b>Translate</b>			
7.	JAPN6022	Japanese-Indonesian Translation ( <i>Nichi – I Honyaku</i> )*	C
8.	JAPN6086	Interpreting for Tourism ( <i>kankou no tame no Tsuyaku</i> )	C
<b>Office</b>			
7.	JAPN6106	Japanese Business Correspondence II ( <i>Nihon no Bijinesu Reta-ouyou</i> )	C
8.	JAPN6081	Japanese Business Conversation II ( <i>Nihon no Bijinesu Kaiwa ouyou</i> )*	C

\*) Tutorial & Multipaper

## English

### Introduction

In globalization era, the roles of technology and knowledge are increasingly important because both are principal factors in the development of all sectors. The two stand together, support each other and are essential for participation in the global economy. The rapid development of technology makes for a borderless world and increases the need for speakers of foreign languages in order to bridge the communication gap between countries. Therefore, to succeed in communication and technology is to succeed in the international competition. English language proficiency is one way of supporting this.

The English study program consists of language and literature studies that develop the capability of thinking in an analytical, logical and creative manner. In addition, each student is prepared to become a person, with high integrity and good character. To attain this, the English study program is designed to meet the demands of the market and industry for skilled and qualified English graduates. As such, the English study program aims to achieve the following objectives.

### Vision

A globally recognised English Department for its cultural and language studies, supported by the best information technology for more competitive world-class graduates.

## **Mission**

The mission of English Department is to contribute to the global community through the provision of world-class education by :

1. Providing the best creative multi-channel learning experiences through innovative learning and teaching approaches, as well as widening students' knowledge of current research in the field of Communication, English Language and Culture.
2. Educating students with global prudence, problem solving skills, and academic virtues in creating leaders for the global community by recognizing and rewarding the most creative and value-adding talents.
3. Preparing students for a successful future career in various academic, business-related and creative professions, with a focus on entrepreneurial and analytical skills in current issues of international Communication, English Language and Culture.
4. Conducting research and providing professional services to external parties.

## **Program Objectives**

The objectives of the program are :

1. To provide English language learning in an active environment relevant to learners' future career and development.
2. To provide an in depth knowledge of language and culture; with specific reference to Linguistics and Applied Linguistics competence; Literature and creative expression; as well as cultural knowledge of English speaking countries, through active learning, in order to apply the knowledge successfully in their daily life and future career.
3. To equip learners with practical knowledge for direct application in professional situations.

## **Graduate Competencies**

At the end of the program, graduates will be able to:

1. Express themselves clearly in written or spoken English and equal to post-intermediate level of English.
2. Conduct simple analysis on language phenomena in literature and culture.
3. Apply literature, culture and social theories or concepts for appraising and analyzing works of Literature.
4. Produce research papers and other forms of Literary and Cultural appraisals.
5. Practice and produce various creative expressions in good English and with the perspective of the values held in society.
6. Demonstrate subject specific knowledge to achieve clear career objectives within the scope of good manners (6 key softskills) and with the support of integration between content and technology.

## **Prospective Career of the Graduates**

With the above-mentioned skills and knowledge, the English graduate is able to follow a career in:

1. English teaching
2. Literary criticism
3. Creative writing (writers, playwright)
4. Translation; editing
5. Travel and Tourism

6. Civil service and Government Departments (e.g. Department of Foreign Affairs; Post and Telecommunications; Department of Commerce; Department of Finance)
7. Private sector (Human Resources; Public Relations; Training)
8. Diplomatic service (Cultural; Education; Public Relations)
9. Self-employment: (Language school; translation bureau; and travel agency)
10. Continue to post-graduate study (S2)

In addition to academic activity, the English study program includes small-scale research project. The department also takes an active part in writing articles for the Language and Literature Journal (published twice a year). The research conducted during the English study program includes investigation of Language, Literature, Culture, Linguistics, and Teaching.

### Curriculum

In order to equip graduates with the above-mentioned skills, the English Study Program curriculum:

1. Combines an academic atmosphere with active study so that graduates have a solid knowledge and reliable skills in Language, Literature and Culture.
2. Develops the knowledge and skills of the students in a foreign language discipline.
3. Develops the attitude and critical reasoning of students.
4. Encourages the student to develop an attitude of independent learning which will continue into their professional lives and in their approach to life long learning.
5. Provides students with the knowledge of research techniques so that those who wish to will have the skills to study at post-graduate level.

In line with the above-mentioned skills, the English Study Program is responsive to the requirements of the global workplace. The curriculum of the English study program attempts to respond to the needs of industry and business, and as such it is categorized into groups.

### Core Group

This group is designed to equip the students with the ability to use English for communication purposes, and consists of grammar, listening, speaking, writing and reading from the basic to advanced level in order that the graduates have sufficient knowledge and skills to enter the world of work.

### Character Building Group

Character Building courses aim to build the character of the students in order that they will be able to interact properly in society and engage well in the workplace. In addition, the courses prepare the students to have the ability to analyze the needs of the market and their preferred profession. The graduates will also be provided with the ability to effectively and efficiently plan and organize their work well.

### Stream Group

The stream group that is often referred to as Professional Group comprises three main areas, namely: Business, Tourism, and Teaching. The students will specialize in one of the programs of which the purpose is to guide the students in preparing for their future in the preferred field which will become their profession after graduation. This

way the students will have a strong foundation in their future occupation in addition to the language skills acquired during the study.

**Elective Group**

This group offers such optional courses as Broadcasting, Editing, Advertising, Popular Culture, Creative Writing, and Public Speaking, which can be taken up separately. It has the purpose to widen the insight and knowledge of the students according to their interest and curiosity in certain knowledge areas as mentioned above. By covering various topics they will have greater opportunity to be able to apply their knowledge in the workplace.

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	CHAR6013	Character Building: Pancasila	2	20
	ENGL6144	The Sound of English	4	
	ENGL6145	Intercultural and Cross-Cultural Communication	2	
	ENGL6143	Language in Use I	4	
	SOCS6029	Indonesian Language, Culture and Society	4	
	SOCS6005	Literature and Event: The Nature of Fiction	4	
2	CHAR6014	Character Building: Kewarganegaraan	2	20
	COMP6201	Desktop Publishing	2	
	ENGL6146	Academic Writing 101	4	
	ENGL6147	Language in Use II	4	
	SOCS6006	Western Culture and Society	4	
	ENGL6149	English Syntax	4	

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.



## Psychology

### Introduction

As long as human exist, the discipline of psychology can be applied in broad ranging aspects of life. Equipped with a good understanding in basic theories of psychology, individuals may be expected to work in variety of milieus. Traditional wise, psychology focuses 'only' on the study of normal and abnormal human's functioning as well as provides treatment to patients with mental and behavioral problems. Without leaving its traditional root, psychology nowadays has also touched on more practical areas, including the mental function of healthy individuals such as athletes, space explorers, stage performers and employees, even the effect on interaction between human and computer. Department of Psychology offers an undergraduate study or S-1. According to the existing National Regulation, the undergraduate degree of psychology provides its students with thorough curriculum consisting of a set of subjects. Par excellence, at BINUS University, students of Psychology will be strengthen by the understandings of urban communities' life and the use of technology to improve human performance, as the exclusive advantages to contribute in their working community.

### Vision

A respected educational institution in the field of applied psychology that produces graduates who mastered the substance of science of psychology and equipped with specific knowledge and skills in information and communication technology.

### Mission

The mission of Psychology Department is to contribute to the global community through the provision of world-class education by :

1. Educating students from diverse background with the fundamental skills, knowledge and practice of psychology that are supported by information and communication technology, to prepare them for the career world and/or continue advanced degrees in psychology or other disciplines.
2. Intensifying the research ethos and the societal involvement activities, which are directly linked to the national attributes and supported with the latest academic environment and materials.
3. Developing and acknowledging all talents for the purpose of positively contributing to the quality of life of industrial community, both nationally and globally.

### Program Objectives

The objectives of the program are :

1. To provide students with knowledge of the systematic study of human behavior and mental processes, and its systematic application.
2. To equip graduates with solid skills in psychology-related technology applications which are important to enter the career world or to pursue a higher level of education.

## Graduate Competencies

At the end of the program, graduates will be able to :

1. Integrate various perspectives of psychology in analyzing a phenomenon.
2. Apply code of ethics of psychology.
3. Construct non-clinical psychological measurement tools based on psychological principles.
4. Perform basic principles of psychological assessment.
5. Conduct psychological research that can be applied in real life.
6. Design non-clinical psychological intervention.
7. Demonstrate competencies of searching and developing information as well as utilizing technological devices for various purposes.

## Prospective Career of the Graduate

After finishing the study, the graduates have an ideal foundation to enter many career opportunities, such as in:

1. Private sector management and administration
2. Government or Non-Government Organization management and staff
3. Education consultant
4. Academic career
5. Work force training
6. Human resource management
7. Market research
8. Family and social services
9. Mental health service
10. Human-technology interaction
11. Performance consultant
12. Sport psychology
13. Forensic psychology
14. Aviation psychology
15. Police force
16. Military
17. Advertising
18. Juvenile Justice and Corrective Service

## Curriculum

The curriculum of undergraduate degree of Psychology in Binus University is based on the National Curriculum and mutual agreement among the members of Indonesian Psychology Colloquium Forum. To cope with the global trend of the discipline of psychology, the Department of Psychology of Binus University also expands its curriculum by incorporating the ten areas of development of psychology as defined by the American Psychological Associations. To strengthen our students' skills and understanding of the application of psychological theories in working and social life, the "urban-life-knowledge" and "the use of technology" have been added as specific ingredients to give additional advantages to our graduates.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	PSYC6057	General Psychology I	4		
	PSYC6098	Biological Psychology	4		
	STAT6071	Statistics for Psychology I	2		
	PSYC6059	Philosophy of Science, Logic and Scientific Writing	4		
	COMP6147	Personal and Professional Use of Technology	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	PSYC6061	General Psychology II	2		
	PSYC6062	Developmental Psychology	6		
	STAT6072	Statistics for Psychology II	2		
	PSYC6063	Social Sciences for Psychology: Philosophical Anthropology, Sociology, and Anthropology	6		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6015	Character Building: Agama	2	22	
	ENTR6003	Entrepreneurship I	2		
	STAT6073	Statistics for Psychology III	2		
	PSYC6065	Learning and Cognitive Psychology	4		
	PSYC6064	Methodology of Psychological Research	6		
	PSYC6069	Social Psychology	6		
4	PSYC6068	Educational Psychology	4	22	
	PSYC6053	Industrial and Organizational Psychology*	4		
	PSYC6022	Experimental Methods in Psychology	2/2		
	PSYC6066	Personality Psychology	6		
	PSYC6018	Methodology of Observation and Interview	2/2		

Sem	Code	Course Name	SCU	Total	
5	PSYC6102	Ethical Code of Psychology	2	20	
	PSYC6030	Clinical Psychology	4		
	PSYC6079	Psychometrics and Psychological Test Construction	6		
	ENTR6004	Entrepreneurship II	2		
	<b>Stream : Educational Psychology</b>				
	PSYC6113	Psychology of Intelligence	2		
	PSYC6072	Psychology of Creativity and Giftedness	2		
	PSYC6073	Psychology of Early Childhood Education	2		
	<b>Stream : Community Psychology</b>				
	PSYC6075	Indigenous Psychology	2		
	PSYC6058	Introduction to Urban Psychology	2		
	PSYC8060	Psychology of Public Policy	2		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	PSYC6111	Organizational Behavior and Leadership	2		
	PSYC6077	Human Performance Technology	2		
ISYS6179	Human Resources Function & Information System	2			
6	PSYC6078	Psychodiagnostics	4	20	
	PSYC8080	Assessment Center Methods	2/2		
	PSYC6088	Counseling and Psychotherapy	2/2		
	<b>Stream : Educational Psychology</b>				
	PSYC8054	Psychology of Instructional Design*	4		
	PSYC6083	e-Learning Psychology	2		
	PSYC6082	Psychology of Special Needs Education	2		
	<b>Stream : Community Psychology</b>				
	PSYC8055	Psychology of Social Intervention*	4		
	PSYC6074	Psychology of Social Networks	2		
	PSYC6085	Urban Psychology	2		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	PSYC8056	Psychology of Training & Development*	4		
	PSYC6050	Consumer Psychology	2		
	PSYC8087	Psychological Approach on Knowledge Management	2		

Sem	Code	Course Name	SCU	Total	
7	PSYC6104	Employability and Entrepreneurial Skill in Industry	4	16	
	<b>Stream : Educational Psychology</b>				
	PSYC6103	Internship in Educational Psychology	8		
	PSYC6105	Current Issues in Educational Psychology	2		
	PSYC6106	Research Proposal in Educational Psychology	2		
	<b>Stream : Community Psychology</b>				
	PSYC6119	Internship in Community Psychology	8		
	PSYC6107	Current Issues in Community Psychology	2		
	PSYC6108	Research Proposal in Community Psychology	2		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	PSYC6118	Internship in Industrial and Organizational Psychology	8		
	PSYC6109	Current Issues in Industrial and Organizational Psychology	2		
	PSYC6110	Research Proposal in Industrial and Organizational Psychology	2		
8	<b>Stream : Educational Psychology</b>			6	
	PSYC6095	Thesis	6		
	<b>Stream : Community Psychology</b>				
	PSYC6096	Thesis	6		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
PSYC6097	Thesis	6			
<b>TOTAL CREDIT 146 SCU</b>					

\*) *Entrepreneurship embedded*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*

**The Table of Prerequisite for Psychology (S1)**

Subject		Credits	Prerequisites		Credits
PSYC6064	Methodology of Psychological Research	6	STAT6071	Statistics for Psychology I	2
STAT6073	Statistics for Psychology III	2			
PSYC6066	Personality Psychology	6	PSYC6057	General Psychology I	4
PSYC6022	Experimental Methods in Psychology	2/2	STAT6072	Statistics for Psychology II	2
PSYC6088	Counseling and Psychotherapy	2/2	PSYC6018	Methodology of Observation and Interview	2/2
<b>Stream: Educational Psychology</b>					
PSYC6095	Thesis	6	PSYC6064	Methodology of Psychological Research	6
<b>Stream: Community Psychology</b>					
PSYC6096	Thesis	6	PSYC6064	Methodology of Psychological Research	6
<b>Stream: Industrial &amp; Organizational Psychology</b>					
PSYC6097	Thesis	6	PSYC6064	Methodology of Psychological Research	6

**Student should pass all of these quality controlled examinations as listed below:**

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6004	Entrepreneurship II	C
3	PSYC6057	General Psychology I	C
4	PSYC6064	Methodology of Psychological Research	C
5	PSYC6066	Personality Psychology*	C
6	PSYC6079	Psychometrics and Psychological Test Construction*	C
<b>Stream</b>			
<b>Educational Psychology</b>			
7	PSYC6113	Psychology of Intelligence	C
8	PSYC8054	Psychology of Instructional Design*	C
<b>Community Psychology</b>			
7	PSYC6085	Urban Psychology	C
8	PSYC8055	Psychology of Social Intervention*	C
<b>Industrial &amp; Organizational Psychology</b>			
7	PSYC6077	Human Performance Technology	C
8	PSYC8056	Psychology of Training and Development*	C

\*) Tutorial & Multipaper

## Business Law

### Introduction

Law is one of the most apparent pillars of a cultured and civilized society. Therefore, apart from abiding the law, to understand law is a must. This is why Binus University chooses to open a program in law. Business Law is selected as the main study for the program. It is expected that the program would create graduates that are technically competent in practicing principles of Business Law in its utmost integrity. Integrity in education is one of the highest value.

### Vision

By 2020, Business Law Departement, Bina Nusantara University becomes a leading business law study program (center) with global competencies based on information and communication technology.

### Mission

The mission of Business Law Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with fundamental knowledge, skill, and professionalism in the areas of business law based on ICT by providing them with excellent courses and internships in dealing with global challenges.
2. Contributing in enhancing both legal theories as well as legal practices, especially in the research areas of business law based on ICT.
3. Providing legal professional services to meet the needs of business communities benefiting the “Nusantara” society-at-large.
4. Creating outstanding potential leaders by taking advantage of any opportunities to broaden their perspectives in applying the legal theories and practices.
5. Taking part in the efforts to improve the quality of life of Indonesians through international collaborative partnership with various institutions.

### Program Objectives

The objectives of the program are :

1. To provide students which solid foundation of law knowledge from fundamental principles to applied skills and abilities they will need in law and information technology practice.
2. To prepare students with necessary skills and knowledge to be successful in law industries carrier.
3. To prepare students with strong foundation on law and ethics they will need in business area.

### Graduate Competencies

At the end of the program, graduates will be able to :

1. Identify legal problems.
2. Select the appropriate and relevant legal sources in term of legal problems.
3. Develop alternatives in order to solve the legal problems.
4. Defend the best choice of alternatives in addressing the legal problems.

5. Explain the selected legal sources on business activities, especially in the arenas of international trade/commerce law and information/communication technology (ITC and ICT laws).
6. Solve the legal problems which related to ITC and ICT laws by providing the argument based on law and ethics.

### Prospective Career of the Graduate

Study Program Business Law at the undergraduate level (S1) basically provides many practical sciences that can be applied directly in the working world, for the choice of profession in study program include : litigation lawyers, in-house lawyers, IPR consultant, consultant in capital market, curator mediators, judges, prosecutors, or public notaries.

### Curriculum

The ability of jurisprudence on which to base has contained a number of 60 credits that became a compulsory subject Study Program Business Law, while 14 credits of courses UBINUS typical form of character-building courses, English and Entrepreneurship, the uniqueness courses, while 40 credits will be focused for the specification and applied science in business and ICT in these two concentrations, and internship with 32 credits of up to a total of 146 credits.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	LAWS6001	Theory of State	2		
	LAWS6080	Introduction to Jurisprudence	4		
	LAWS6081	Intro to Indonesian Legal System	4		
	LAWS6082	Empirical Legal Sciences	4		
	LAWS6009	Islamic Law	2		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	LAWS6084	Private Law	4		
	LAWS6008	Criminal Law	4		
	LAWS6085	International Law	4		
	LAWS6083	Constitutional Law	4		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		

-) For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Courses Distribution for Semester 3 – Semester 8 will be subject to the discussion result with Rector and Vice Rectors.



## International Relations

### Introduction

The dynamic of the development of international affairs has shown a remarkable pace. Hence, the need of International Relations graduates to work in the field is always high. UBINUS wishes to contribute to the development of Indonesia through its competent and skillfull International Relations graduates.

### Vision

To become a world class International Relations education and research institution focused on Asia Pacific that contributes to world peace and prosperity.

### Mission

The mission of International Relations Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with the fundamental knowledge, understanding, skills, analytical tools, and practices of International Relations by providing an excellent teaching with a world class standard curriculum.
2. Becoming a part of a widely-recognised strategic cross sectors-networks of International Relations in order to serve Indonesia's national interest in the global community.
3. Conducting research with rigorous and cross-disciplinary approach towards the state of the art of International Relations studies underpinned by an outstanding research environment.
4. Equipping students with key diplomatic and negotiation skills in foreign languages to prepare them for future careers in a dynamic international environment.

### Program Objective

The objectives of the program are :

1. To provide students with a solid foundation of knowledge and understanding of International Relations theory and research skills that will be beneficial in analysing international affairs.
2. To provide students with broader scope and depth of academics and horizon through shared knowledge, experience and connection to the global players in public, private and non-profit sectors.
3. To prepare students with understanding of International Relations' contemporary issues, information and communication skills, foreign languages capability, and basic skills of negotiation and diplomacy successfully employed into practices of International Relations.

### Graduate Competency

At the end of the program, graduates will be able to :

1. Identify, describe, and analyse concepts and aspects of International Relations.
2. Analyse the state of the art of the International Relations studies in order to explain world affairs.
3. Assess domestic, regional and international factors affecting the dynamic of International Relations.
4. Propose solutions and contribution of international phenomena that particularly affect Indonesia to the development of International Relations studies by applying it in the national/international internship, exchange programmes and conferences/seminars as well as research publication.

5. Formulate the issues, development and context of international affairs within a particular region in the world by communicating, negotiating, and practicing diplomacy in foreign languages.
6. Justify the roles of multinational corporations in International Relations.
7. Justify the roles of trade and business diplomacy in International Relations.
8. Justify the roles of media, international organization and global governance in International Relations.
9. Justify the roles of strategic and security issues in International Relations.

### **Prospective Career of the Graduates**

1. Diplomat with Ministry of Foreign Affairs.
2. Negotiator in the international treaties acting on behalf of the state as well as multinational corporation.
3. Analyst and/ local staff in accredited foreign embassies and international organisations in Indonesia.
4. Programme analyst in Ministry of Defense.
5. Programme analyst in Ministry of Trade and Industry.
6. Programme analyst or researchers in Indonesia Investment Coordinating Board.
7. Analyst or researchers of International Relations in university or research centres.
8. Lecturer/Researcher in university.
9. Risk analyst in Multinational Corporations.
10. Journalist in national and international news agency.
11. Researcher in national and international research centres.
12. Expert staff in parliament.
13. Programme analyst or planner in central and regional government.

### **Curriculum**

Curriculum of International Relations Department lies on strong foundation of core curriculum, concentration, and foreign languages proficiency. It combines the national and international standard curriculum, strengthened by internship programme and research.

- Concentration: International Relations (IR) UBINUS offers concentrations which have not been offered by other universities, namely International Political Economy of Multinational Corporation; Business and Trade Diplomacy in Asia Pacific; Media International Organization and Global Governance; and Strategic and Security Studies.
  - *Multinational Corporations (MNC)*
    - It focuses on how multinational corporations (MNC) become important and significant non-state actor in International Relations. Students will learn various topics such as the rise and fall of multinational corporations, international political economy of MNC; dynamics interaction between states and MNC in globalization era, MNC and social responsibility; and MNC's global strategy.
  - *Trade and Business Diplomacy*
    - It focuses on role of business and trade diplomacy in International Relations. Students will learn topics such as global economic architecture; risk analysis in International Relations; WTO and trade diplomacu; and Indonesi's trade policy in an era of free competition

- *Media, International Organizations, and Global Governance*
  - It focuses on important role of media and international organizations in shaping global governance. Students will learn topics such as the role of international media in a global world; development of information technology and warfare; and the role of Indonesia in the global governance.
- *Security Studies*
  - It focuses on dynamic interaction among states in assessing power in the anarchical world affairs. Students will learn topics such as global security architecture; strategic industry and global security; conflict and peace studies; and terrorism era: economic, social, political and security impacts.

### **Foreign language proficiency**

As English will be designed as a mandatory language, students will also be taught two United Nations (UN) official languages based on students own choice, enriched with cultural knowledge for business purposes Students can choose two foreign languages from the languages listed below:

- Chinese language
- Japanese language
- French
- Spanish language
- Arabic

### **Perspective and Approach**

IR UBINUS applies a various perspectives of International Relations combined with a multi-diciplinary approach to analyse a variety of international relations issues in national, regional, and global levels.

### **Learning Method**

IR UBINUS trains students to think critically, informative, and analytic that rest on student-centred learning and Global Learning System.

### **Competent Lecturers**

Our lecturers earned PhD and master degree from reputable overseas and domestic universities with various specialization in International Relations and have wrote books, articles both in international and national journals, and opinion in media and newspaper.

### **Network**

A strong network among academia, government, professional, and civil societies from both national and international.

### **Distinct Facility**

IR UBINUS will be equipped with Model United Nations (MUN) laboratory, i.e., a miniatur of the United Nations assembly for diplomatic simulation.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	CHAR6013	Character Building: Pancasila	2	20	
	INTR6001	Indonesia in Perspectives	4		
	INTR6002	Introduction to International Relations	4		
	INTR6003	Modern World History	4		
	INTR6004	Philosophy of Social Science	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6014	Character Building: Kewarganegaraan	2	20	
	INTR6005	Introduction to International Trade and Business	4		
	INTR6006	Introduction to Security Studies	4		
	INTR6007	International Relations Research Method	4		
	<b>Elective Courses: Foreign Languages I**</b>				
	CHIN6065	Introductory Chinese I	2		
	JAPN6095	Introductory Japanese I	2		
	LANG6004	Introductory Arabic I	2		
	LANG6021	Introductory French I	2		
	LANG6010	Introductory Spanish I	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6015	Character Building: Agama	2	18	
	ENTR6003	Entrepreneurship I	2		
	INTR6011	World Strategic Thoughts	2		
	INTR6008	Modern Theories of International Relations	4		
	INTR6009	Diplomacy and International Politics	4		
	<b>Elective Courses: Foreign Languages II**</b>				
	CHIN6066	Introductory Chinese II	2		
	JAPN6096	Introductory Japanese II	2		
	LANG6005	Introductory Arabic II	2		
	LANG6022	Introductory French II	2		
	LANG6011	Introductory Spanish II	2		

Sem	Code	Course Name	SCU	Total	
4	INTR8019	ASEAN Community: Security, Economic, and Socio-Cultural Aspects*	4	20	
	INTR6024	International Law Issues and International Dispute Settlement	2		
	INTR6012	International Political Economic Thoughts	2		
	<b>Elective Courses: Foreign Languages III**</b>				
	CHIN6067	Intermediate Chinese I	2		
	JAPN6097	Intermediate Japanese I	2		
	LANG6006	Intermediate Arabic I	2		
	LANG6023	Intermediate French I	2		
	LANG6012	Intermediate Spanish I	2		
	<b>Stream: Multinational Corporations</b>				
	INTR8013	The Rise and Fall of Multinational Corporations	4		
	INTR8035	International Political Economy of Multinational Corporations	4		
	<b>Stream: Trade and Business Diplomacy</b>				
	INTR8014	Global Economic Architecture	4		
	INTR6039	Indonesia's Trade Policy in An Era of Free Competition	4		
	<b>Stream: Media, International Organization and Global Governance</b>				
	INTR8015	International Communication and Multiculturalism	4		
	INTR8042	Media, War and Peace	4		
<b>Stream: Security Studies</b>					
INTR8016	Global Security Architecture	4			
INTR8045	Conflict and Peace Studies	4			

Sem	Code	Course Name	SCU	Total	
5	ENTR6004	Entrepreneurship II	2	22	
	INTR6017	Foreign Policy of Developed Countries	4		
	INTR6010	Indonesia's Foreign Policy	4		
	<b>Elective Courses: Foreign Languages IV**</b>				
	CHIN6068	Intermediate Chinese II	2		
	JAPN6098	Intermediate Japanese II	2		
	LANG6007	Intermediate Arabic II	2		
	LANG6024	Intermediate French II	2		
	LANG6013	Intermediate Spanish II	2		
	<b>Stream: Multinational Corporations</b>				
	INTR8020	Dynamics of State Interaction and Multinational Corporations in Globalization Era	4		
	INTR8034	Multinational Corporations and Social Responsibility	4		
	<b>Stream: Trade and Business Diplomacy</b>				
	INTR8021	Risk Analysis in International Relations	4		
	INTR8038	WTO and Trade Diplomacy	4		
	<b>Stream: Media, International Organization and Global Governance</b>				
	INTR8022	The Role of International Media in a Global World	4		
	INTR6041	Development of Information Technology and Warfare	4		
	<b>Stream: Security Studies</b>				
	INTR8023	Strategic Industry and Global Security	4		
INTR8044	Strategic Leadership	4			

Sem	Code	Course Name	SCU	Total	
6	INTR6018	International Organization in International Relations*	4	24	
	INTR6025	Non-Conventional Issues in International Relations	2		
	COMP6015	Introduction to Information Technology	2		
	<b>Elective Courses: Foreign Languages V**</b>				
	CHIN6069	Advanced Chinese I	2		
	JAPN6099	Advanced Japanese I	2		
	LANG6008	Advanced Arabic I	2		
	LANG6025	Advanced French I	2		
	LANG6014	Advanced Spanish I	2		
	<b>Stream: Multinational Corporations</b>				
	INTR6026	Indonesia and International Development	4		
	<b>Stream: Trade and Business Diplomacy</b>				
	INTR8027	National Identity in a Global World	4		
	<b>Stream: Media, International Organization and Global Governance</b>				
	INTR6028	The Role of Indonesia in the Global Governance	4		
	<b>Stream: Security Studies</b>				
	INTR8029	The Indonesian Defense Strategy	4		
	<b>Elective Courses ***</b>				
	INTR8030	Political Economy and Regional Integration in Europe	4		
	INTR8031	Political Economy and Regional Integration in East Asia	4		
INTR8032	Political Economy and Regional Integration in America	4			
INTR8033	Political Economy and Regional Integration in Africa and Middle East	4			

Sem	Code	Course Name	SCU	Total	
7	INTR6037	Research Proposal Seminar	4	12	
	<b>Elective Courses: Foreign Languages VI**</b>				
	CHIN6070	Advanced Chinese II	2		
	JAPN6100	Advanced Japanese II	2		
	LANG6026	Advanced French II	2		
	LANG6015	Advanced Spanish II	2		
	LANG6009	Advanced Arabic II	2		
	<b>Stream: Multinational Corporations</b>				
	INTR8036	Multinational Corporation's Global Strategy	4		
	<b>Stream: Trade and Business Diplomacy</b>				
	INTR8040	Economic Dipomacy of China and India	4		
	<b>Stream: Media, International Organization and Global Governance</b>				
	INTR8043	International Media and State Role	4		
<b>Stream: Security Studies</b>					
INTR8046	Terrorism Era: Economic, Social, Political and Security Impacts	4			
8	INTR6047	Internship	4	10	
	INTR6048	Thesis	6		
<b>TOTAL CREDIT 146</b>					

\*) *Entrepreneurship Embedded*

\*\*\*) *Elective Courses : Foreign Language*

- *Student has to choose 2 foreign languages starting on 2<sup>nd</sup> semester (each for 2 SCU)*
- *Selected languages on 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> semester are same with selected languages on 2<sup>nd</sup> semester*

\*\*\*\* *Elective Courses*

- *Student has to choose one of the subject (8 SCU) on 6<sup>th</sup> semester*

-) *For English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation*

-) *For English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication*



**Student should pass all of these quality controlled examination as listed below :**

No	Code	Course Name	Minimum Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	INTR6002	Introduction to International Relations	C
4.	INTR6008	Modern Theories of International Relations*	C
5.	INTR6010	Indonesia's Foreign Policy	C
6.	INTR6017	Foreign Policy of Developed Countries*	C
<b>Stream</b>			
<b>Multinational Corporations</b>			
7.	INTR8035	International Political Economy of Multinational Corporations*	C
8.	INTR6026	Indonesia and International Development	C
<b>Trade and Business Diplomacy</b>			
7.	INTR6039	Indonesia's Trade Policy in An Era of Free Competition*	C
8.	INTR8027	National Identity in a Global World	C
<b>Media, International Organization and Global Governance</b>			
7.	INTR6028	The Role of Indonesia in the Global Governance*	C
8.	INTR8043	International Media and State Role	C
<b>Security Studies</b>			
7.	INTR8029	The Indonesian Defense Strategy*	C
8.	INTR8046	Terrorism Era: Economic, Social, Political and Security Impacts	C

\*) Tutorial & Multipaper

## 2.3 Course Descriptions

### **SUBJECT AREA: ACCT**

#### **ACCT6010 – IT COST MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze budget of IT cost within the company; Identify the potential IT cost reduction that can be conducted within the company; Analyze the strategy used to make the IT cost more efficient and how to overcome the risks.

**Topics:** Cost Reduction Strategies; The Budgeting Process; The Cost Reduction Project; Business Application; Technical Infrastructure; IT Process; Organization and People; Overhead and Miscellaneous Cost; Communication; Cost Reduction Pitfalls; IT Value; Cost Reduction Maturity.

#### **ACCT6013 – COST ACCOUNTING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the meaning of terms, cost manner, purposes & scope of cost accounting; Identify the cost accounting concept, cost manner, purposes and the scope of cost accounting; Calculate CVP, cost of goods manufactured, cost variances, cost

allocation; Analyze decision making and just in time inventory; Prepare job order cost sheet, master budget, flexible budget, process costing

**Topics:** An Introduction To Cost Terms and Purposes; Cost-Volume- Profit Analysis; Job costing; Activity Based Costing & Activity Based Management; Master Budget and Responsibility Accounting; Flexible Budget, Direct-cost Variances and Management Control; Decision Making and Relevant Information; Cost Allocation, Customer Profitability Analysis and Sales Variance Analysis; Allocation of Support-Department Costs, Common Costs and Revenues; Cost Allocation, Joint products and By Products; Process Costing; Inventory Management, just-in-time(JIT), and Simplified Costing Methods.

**ACCT6030 – INTRODUCTION TO ACCOUNTING I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concepts, accounting principles as a basis in the preparation of financial statements, and all stages in the accounting cycle; Identify the differences between service and merchandising companies, explain the steps in the accounting cycle for merchandising company, and distinguish between a multiple-step and single-step income statement; Identify some of the methods in accordance with Financial Accounting Standards (SAK) and International Financial Reporting Standards (IFRS) relating current asset that consists of inventories, cash, and accounts receivable; Apply the methods in recording and calculating the current asset that consists of inventories, cash, and accounts receivable in accordance with Financial Accounting Standards (SAK) and International Financial Reporting Standards (IFRS).

**Topics:** Accounting in Action; The Recording Process; Adjusting The Accounts; Completing The Accounting Cycle; Accounting for Merchandising Operations; Inventories; Fraud, Internal Control, and Cash; Accounting for Receivables

**ACCT6031 – INTRODUCTION TO ACCOUNTING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Apply the recording and calculation methods of plant assets, natural resources, intangible assets, liabilities, share transactions, dividends, retained earnings and investments accounts in the financial statements; Calculate time value concepts related to bond pricing; Prepare statement of cash flows using indirect and direct method; Analyze financial statement using horizontal, vertical and ratio analysis.

**Topics:** Plant assets, natural resources, and intangible assets; Liabilities; Corporations: organization, share transactions, dividends, and retained earnings; Investments; Statement of cash flows; Financial statement analysis.

**ACCT6033 – FINANCIAL ACCOUNTING I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concepts, principles, and practices of financial reporting, Explain the purpose, scope, and limitation of financial statements, Explain how accounting information system work, Apply the accounting concept in recognition, measurement, and presentation for assets and liabilities, Prepare financial statements according to generally accepted accounting principles.

**Topics:** Financial Reporting and Accounting Standards; A Conceptual Framework for Financial Reporting; The Accounting Information System; Income Statement and Related Information; Statement of Financial Position and Statement of Cash Flows; Accounting and The Time Value of Money; Cash and Receivables; Valuation of Inventories: A cost-Basis Approach; Inventories: Additional Valuation Issues; Acquisition and Disposition of Property, Plant, and Equipment; Depreciation, Impairments, and Depletion; Intangible Assets; Current Liabilities.

**ACCT6034 – FINANCIAL ACCOUNTING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the accounting concepts in recognition, measurement, and presentation for liabilities and equities, Apply revenue recognition concepts, measurement & presentation for revenues, Apply the accounting concepts in recognition, measurement, and presentation for investment, Apply the accounting concepts in recognition, measurement, and presentation for income taxes, pensions, and leasing, Prepare financial statements according to generally accepted accounting principles.

**Topics:** Accounting and Reporting of Bonds, Accounting and Reporting of Notes Payable; Accounting and Reporting of Stockholders' Equity; Accounting for Potential Equity Securities; Computing Earnings Per Share; Accounting for Stock Appreciation Rights and Diluted Earnings Per Share; Investment in Debt Securities and Equity Securities; Accounting for Fair Value Option and Other Reporting Issues; Accounting for Derivative Instruments; Recognizing Revenues, Accounting and Reporting Income Taxes; Accounting for Pensions; Accounting for Postretirement Benefits; Leasing: Accounting Issues; Reporting Accounting Changes and Error Analysis; Cash Flow Reporting, Cash Flow Reporting; Special Problems in Statement Preparation; Full Disclosure: Concepts and Practices.

**ACCT6043 – INTERNATIONAL ACCOUNTING (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Compare the main issues of Indonesian accounting standards to International Financial Reporting Standards (IFRS); Apply knowledge and understanding of international accounting through the real cases; Connect the culture and its unique contribution to the accounting standards and practices; Explain the basic concepts of international taxation; Explain the international accounting standards (IAS); Explain the influence of cultural and social values to accounting; Explain the differences between International accounting and other accounting areas; Explain the differences of accounting systems between countries; Show the differences between foreign currency translation and foreign currency transaction with the following impact on the financial statements.

**Topics:** International Accounting and International Business: International Accounting Patterns, Culture, and Development; Comparative International Financial Accounting I & II; International Financial Statement Analysis; International Transparency and Disclosure: International Segment Reporting; International Accounting Standards and Global Convergence; Corporate Governance and Control of Global Operation; Accounting for Foreign Currency: Managing Foreign Exchange Exposure; International Accounting for Price Changes; International Business Combinations, Goodwill, and Intangibles; International Budgeting and Performance Evaluation; International Auditing Issues; International Taxation Issues; Cases.

**ACCT7047 – FRAUD AUDITING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain fraud examination methodology, Identify Problems fraudulent financial schemes, Develop action to prevent and/ or detect financial fraud, Explain kind of various fraudulent modus, Distinguish the types of individual and corporate fraud, Demonstrate techniques to find fraud.

**Topics:** The Nature of Fraud; Why People Commit Fraud?; Fighting Fraud: Overview; Preventing Fraud; Recognizing the Symptoms of Fraud; Data Driven Fraud Detection; Investigating Theft Act; Investigating Concealment; Conversion Investigating Fraud; Financial Statement Fraud; Revenue and Inventory Related Financial Statement Fraud; Liability, Asset, and Inadequate Disclosure Frauds; Fraud Against Organizations; Consumers Fraud; Bankruptcy, Divorce, and Tax Fraud; Fraud in E-Commerce.

**ACCT6049 – MANAGERIAL ACCOUNTING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Appraise the role of management accountants in an organization; Identify manufacturing cost, non manufacturing cost, and classify service department cost to other operating departments/units using the cost behavior concept; Calculate the break-even-point and use Activity-based costing techniques to compute unit product cost; Prepare job order cost sheet, cost of production report, and financial budget for organization; Construct balance score card and analyse the most profitable use of a constrained resource and the value of obtaining more of the constrained resource; Interpret the model of management accounting in strategic decision making.

**Topics:** Managerial Accounting and the Business Environment; Managerial Accounting and Cost Concepts; Cost-Behavior: Analysis and Use; Cost-Volume-Profit Relationships; Variable Costing: A Tool for Management; Cost Allocation; Activity-Based Costing: A Tool to Aid Decision Making; Systems Design: Job-Order Costing; Systems Design: Process Costing; Profit Planning; Flexible Budgets and Performance Analysis; Segment Reporting, Decentralization, and the Balanced Scorecard; Relevant Costs for Decision Making.

**ACCT6052 – THESIS (6 Credits)**

**Learning Outcomes:** After finishing this course, students are able to apply their knowledge/skills that have been learned in the study in the form of written research.

**Topics:** Financial/Operational Auditing; EDP Auditing; Accounting System; Accounting Information System; Accounting Theory; Cost Accounting; Government Accounting; Management Accounting; Corporate Financial Reporting and analysis; Finance Management; Management Information System; Taxation; Capital Market.

**ACCT6055 – ACCOUNTING THEORY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the role and purpose of accounting theory as it served from time to time; Define theories and approaches used in accounting theory and describe how the theories were constructed; Explain the underlying theoretical concept behind accounting practices; Describe positive accounting theory, capital market, and behavioural research approach used in accounting research and study; Analyze contemporary issues in accounting within the theoretical framework.

**Topics:** Introduction to Course and Accounting Theory; Applying Theory to Accounting Regulation; Conceptual Framework for Financial Reporting; Measurement Theory and Accounting Measurement System (Part I); Measurement Theory and Accounting Measurement System (Part II); Assets; Liabilities and Owners Equity; Revenue; Expense; Positive Theory of Accounting Policy and Disclosure; Capital Market Research; Behavioural Research in Accounting; Emerging Issues in Accounting and Auditing.

**ACCT6059 – MANAGEMENT CONTROL SYSTEM (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define role of management in management control systems; analyze management control alternatives with their effects; Analyze financial results as control systems; Solve performance measurement issues and its effects; Explain how corporate governance related to management control systems; and how environmental uncertainty, organizational strategy, and multinationality affected management control systems

**Topics:** Management and Control and Results Controls; Action, Personnel, and Cultural Controls; Control System Tightness; Control System Costs; Designing and Evaluating Management Control Systems; Financial Responsibility Centers; Planning and Budgeting; Incentive Compensation Systems; Financial Performance Measures and their

Effects; Combinations of Measures and Other Remedies to the Myopia Problem; Using Financial Results Controls in the Presence of Uncontrollable Factors; Corporate Governance and Boards of Directors; The Effects of Environmental Uncertainty, Organizational Strategy, and Multinationality on Management Control Systems

**ACCT6062 – FINANCIAL AUDIT I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain audit environment on which auditors apply their professional audit, Prepare audit planning for financial statement audit, Explain how internal control apply in company.

**Topics:** Auditing and the Public Accounting Profession-Integrity of Financial reporting, Auditors' Responsibilities and Report, Professional Ethics, Auditor's Legal Liability, Overview of the Financial Statement Audit, Audit Evidence, Accepting the Engagement and Planning the Audit, Materiality Decisions and Performing Analytical Procedures, Audit Risk: Including the Risk of Fraud, Understanding Internal Control, Audit Procedures in Response to Assessed Risk: Test of Control, Audit Procedures in Response to Assessed Risk: Substantive Test, Audit Sampling.

**ACCT6063 – FINANCIAL AUDIT II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain audit process and audit program according to auditing standard; Explain importance of internal control understanding, professional ethics and accountant legal liability; Prepare audit program and audit working paper for supporting document to formulate proper audit opinion.

**Topics:** Review Audit Testing and Audit Sampling; Auditing and Revenue Cycle; Auditing the Expenditure Cycle; Auditing the Production and Personnel Service Cycles; Auditing the Investing and Financing Cycles; Auditing Investments and Cash Balance; Completing the Audit and Post Audit Responsibilities; Attest and Assurance Service, and Related Reports; Internal, Operational and Governmental Auditing.

**ACCT6065 – COST ACCOUNTING (4 Credits)**

**Learning Outcomes:** Students will be able to explain the role of cost accounting, cost concepts and cost accounting information system in business organization; calculating the cost of goods manufactured by using various methods; explaining the planning process and cost controlling; create the financial statement for manufacturing company.

**Topics:** Financial Accounting versus Cost Accounting; Cost Concepts and the Cost Accounting Information System; Cost Behavior Analysis; Cost System and Cost Accumulation; Job Order Costing; Process Costing; The Cost of Quality and Accounting for Production Losses; Costing By-Product and joint Product; Materials: Controlling, Costing, and Planning; Just-In-Time and Backflushing; Labor: Controlling and Accounting for Costs; Factory Overhead: Planned, Actual and Applied; Factory Overhead: Departmentalization.

**ACCT7066 – MANAGERIAL ACCOUNTING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Discuss The role of management accountants in an organization; Compute Cost classifications, cost behavior, cost volume profit relationship; Calculate Variable Costing, Activity-Based Costing, Profit Planning, and Flexible Budgets Performance Analysis; Prepare The Balance Score Card, Pricing Products, Profitability Analysis, Transfer Pricing, and Decision Making Under Uncertainty; Appraise strategic business and through planning and decision support

**Topics:** Managerial Accounting and the Business Environment; Managerial Accounting and Cost Concepts; Cost Behavior: Analysis and Use; Cost-Volume-Profit Relationship; Variable Costing: A Tool for Management; Activity-

Based Costing; A Tool to Aid Decision Making; Profit Planning; Flexible Budgets and Performance Analysis; Relevant Costs for Decision Making; The Balance Score Card; Pricing Products and Services; Profitability Analysis; Transfer Pricing; Decision Making Under Uncertainty

**ACCT6068 – ACCOUNTING FOR GOVERNMENT AND NON-PROFIT ORGANIZATION (2 Credits)**

**Learning Outcomes:** Students will be able to explain the characters and types of government and nonprofit organization; explain the objective, characteristic and types of financial statement for government and nonprofit organization; demonstrate the accounting process of government and nonprofit organization; prepare a financial statement of government and nonprofit organization.

**Topics:** Environment and characteristics of government and non profit organization; financial reporting standard for government and nonprofit organization; types, activity and funding of University and Public Hospital; goal and characteristics of University and Public Hospital accounting; Revenue accounting of University and Public Hospital; Illustration of University and Hospital accounting; Budgeting for Central and Local Government; Accounting System for Central and Local Government and Financial Reporting for Local and Central Government.

**ACCT6075 – METHOD AND PRACTICE OF COST ACCOUNTING (2 Credits)**

**Learning outcomes:** At the end of this course, students will be able to compare and contrast marginal (or variable), throughput and absorption accounting methods in respect of profit reporting and stock valuation; discuss a report which reconciles budget and actual profit using absorption and/or marginal costing principles; discuss activity-based costing as compared with traditional marginal and absorption costing methods, including its relative advantages and disadvantages as a system of cost accounting; apply standard costing methods, within costing systems, including the reconciliation of budgeted and actual profit margins.

**Topics:** Activity-based costing, integration of standard costing with marginal cost accounting, absorption cost accounting and throughput accounting, back-flush accounting, just in time production, Interpretation of variances: interrelationship, significance.

**ACCT7076 – CORPORATE GOVERNANCE (2 Credits)**

**Learning outcomes:** Students will be able to analyze important corporate governance issues and their causes and consequences, with an emphasis of emerging markets and transitional economies.; will be able to explain the role and mechanism of corporate structure, shareholders ownership, monitoring and performance.

**Topics:** Topics include the effects of institutional factors on corporate governance, corporate ownership structures and managerial incentives, corporate governance issues of different organizational forms, various corporate governance mechanisms adopted for enhancing corporate governance, and the effects of corporate governance in accounting. Students seeking a career in accounting, finance, commercial law and management should find this course interesting and relevant.

**ACCT6077 – METHOD AND PRACTICE OF AUDITING (2 Credits)**

**Learning Outcomes:** Students will be able to prepare audit working paper, performing audit testing and preparing audit report and summary of audit adjustment. Students also expected to perform control testing procedure and substantive audit procedures.

**Topics:** Audit planning and engagement letter, preparing audit program, preparing audit working papers, performing control testing and substantive testing, preparing summary of audit adjustment and drafting audit report.

**ACCT6078 – FINANCIAL ACCOUNTING: ANALYSIS AND REPORTING INCENTIVES (4 Credits)**

**Learning Outcomes:** Students will be able to extract and interpret information in financial statements; explain both a framework for and the tools necessary to analyze financial statements; to use financial statements as part of an overall assessment of a firm's strategy and the potential rewards and risks of dealing with the firm (as an investor, creditor, supplier, employee, etc.).

**Topics:** The Economic and Institutional Setting for Financial Reporting and the Role of Financial Information in Contracting, Essentials of Financial Statement Analysis, Ratio Analysis, Cash Flow Quality, the role of financial information in Valuation, Earnings Quality, Revenue recognition: gross vs net, expenses recognition, fair value accounting, leases: lessee and lessor accounting.

**ACCT6079 – METHOD AND PRACTICE OF COMPUTERIZED AUDIT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Analyze the influence of technology developments on the financial statement audit process; Operate ACL software in the audit process; Perform testing on the basis of data made in conducting the audit process; Perform analysis of test results data; Conceive the audit working papers using the results of the test data using ACL; Prepare the audit findings in the form of notes to the audit findings are equipped with the results of ACL software testing.

**Topics:** The Impact of Information Technology on The Audit Process; Overview ACL Software; Computer-Assisted Audit Technique (CAAT); Access Data; Fraud Auditing; Verify Data Integrity; Materiality and Risk; Summarizing Data; Audit Sampling for Tests of Controls and Substantive Test of Transaction; Examining Sequential Data and Extracting, Exporting Records; Audit Sampling for Test Detail of Balance; Surveying and Sampling Data; Audit Evidence; Working with Multiple Table; Audit of The Acquisition and Payment Cycle: Test of Controls, Substantive Tests of Transaction, and Account Payable; Testing Purchase and Account Payable Transaction; Completing The Test in The Sales and Collection Cycle: Accounts Receivable; Testing Sales and Account Receivable Transaction; Audit of The Inventory and Warehousing Cycle; Testing Inventory Calculation; Internal Control and Control Risk; Testing Related Purchase Transaction with Inventory; Working Paper Test of Inventory; Testing Related Sales Transaction with Inventory; Audit of The Payroll and Personnel Cycle; Testing Payroll Transaction.

**ACCT6080 – RISK & INTERNAL CONTROL (2 Credits)**

**Learning Outcomes:** On completion of their studies students should be able to: evaluate types of risk facing an organization, evaluate risk management strategies and internal controls, evaluate governance and ethical issues facing an organization.

**Topics:** Types and sources of risk for business organizations, fraud related to sources of finance, risk associated with international operations, the principle of diversifying risk, minimizing risk of fraud, the risk manager role, purposes of internal control, elements in internal control system, cost and benefits of maintaining the internal control system, the principles of good corporate governance based on those for listed companies, recommendations for internal control (e.g. The Turnbull Report), recommended good practices of corporate governance (SOX in the USA, the King Report in South Africa etc), ethical issues identified professional accountants code, mechanisms for detection in practice and supporting compliance.

**ACCT6082 – THESIS (6 Credits)**

**Learning Outcomes:** After finishing this course, students are able to apply their knowledge/skills that have been learned in the study in the form of written research.

**ACCT7083 – RISK MANAGEMENT (2 Credits)**

**Learning Outcomes:** After completing this course students will be able to discuss the fundamentals of risk management and risk management theories in relation to corporate finance, to define risks and opportunities, risk identification and classification, explain the difference between risk management at corporate level, strategic business level and at project level, explain rules and regulation related to risk management.

**Topics:** The concept of risk and uncertainty, the source and type of risk, the evolution of risk management and the risk management process, risk management technique and tools, financing project – their risk and risk modeling, risk management at corporate level, risk management at strategic business level, risk management at project level, risk management and corporate governance, risk management and Basel II.

**ACCT6087 – INTRODUCTION TO ACCOUNTING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the accounting concepts and principles as a basis in the preparation of financial statements, and the stages in the accounting cycle; Identify the differences between service and merchandising companies, and also identify the steps in the accounting cycle for merchandising company; Explain the concept and methods relating to cash, accounts receivable, liabilities, and equity of a company; Analyze the company's financial condition by using the information in cash flow statement; Analyze the information stated in the Financial Statement

**Topics:** Accounting in Action; The Recording Process; Adjusting the Accounts; Completing the Accounting Cycle; Accounting for Merchandising Operation; Fraud, Internal Control, and Cash; Accounting for Receivables; Liabilities; Corporations: Organization, Share Transactions, Dividends, and Retained Earnings; Statement of Cash Flows; Financial Statement Analysis.

**ACCT6089 – INTRODUCTION TO ACCOUNTING I (2 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: Explain the accounting concepts and principles as a basis in the preparation of financial statements and explain the stages in the accounting cycle; Identify the differences between service and merchandising companies, and also identify the steps in the accounting cycle for merchandising company; Identify some of the methods in accordance with Financial Accounting Standards (SAK) and International Financial Reporting Standards (IFRS) relating current asset that consists of inventories, cash, and accounts receivables.

**Topics:** Introduction to Financial Statements; The Accounting Information Systems; Accrual Accounting Concepts; Merchandising Operations and the Multiple-Step Income Statement; Reporting and Analyzing Inventory; Fraud, Internal Control, and Cash; Reporting and Analyzing Receivables;

**ACCT6090 - INTRODUCTION TO ACCOUNTING II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the methods relating liabilities and equity of a company in accordance with Financial Accounting Standards (SAK) and International Financial Reporting Standards (IFRS); Analyze the company's financial condition by using the information in cash flow statement; Analyze investments and all the information stated in the Financial Statement.

**Topics:** Reporting and Analyzing Liabilities; Reporting and Analyzing Stockholders' Equity; Statement of Cash Flows; Financial Analysis: The Big Picture; Reporting and Analyzing Investment.



**ACCT8091 – FINANCIAL ACCOUNTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the financial statements through the accounting process; Measure the performance of a merchandising business; Estimate the cost of services or goods sold to customer; Use Cost-Volume-Profit (CVP) and incremental analysis in common business decisions.

**Topics:** Accounting: Information for Decision Making; Basic Financial Statement; Accounting Cycle: Capturing Economic Events; Accounting Cycle: Accrual and Deferrals; Accounting Cycle: Reporting Financial Result; Merchandising Activities; Inventories and the Cost of Goods Sold; Financial Statement Analysis; Job Order Cost System and Overhead Allocation; Process Costing; Cost-Volume-Profit Analysis; Incremental Analysis.

**ACCT6098 – THESIS (6 Credits)**

**Learning Outcomes:** After finishing this course, student are able to apply their knowledge and skills, which have been learned in the form of written research.

**Topics:** Financial/operational auditing; EDP auditing; Accounting system; Accounting information system; Accounting theory; Cost accounting; Government accounting; Management accounting; Corporate financial reporting and analysis; Finance management; Management information system.

**ACCT6105 – MANAGERIAL ACCOUNTING (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Discuss The role of management accountants in an organization; Compute Cost classifications, cost behavior, cost volume profit relationship; Calculate Variable Costing, Activity-Based Costing, Profit Planning, and Flexible Budgets Performance Analysis; Prepare The Balance Score Card, Pricing Products, Profitability Analysis, Transfer Pricing, and Decision Making Under Uncertainty; Appraise strategic business and through planning and decision support.

**Topics:** Managerial Accounting and the Business Environment; Managerial Accounting and Cost Concepts; Cost Behavior: Analysis and Use; Cost-Volume-Profit Relationship; Variable Costing: A Tool for Management; Activity-Based Costing: A Tool to Aid Decision Making; Profit Planning; Flexible Budgets and Performance Analysis; Relevant Costs for Decision Making; The Balance Score Card; Pricing Products and Services; Profitability Analysis; Transfer Pricing; Decision Making Under Uncertainty.

**ACCT6114 - RESEARCH METHODOLOGY IN ACCOUNTING AND FINANCE (2 Credits)**

**Learning Outcomes:** Students will be able to identify and appraise a range of research philosophies, methodologies and designs within accounting, finance, business and economics research, Critically assess the relative merits of different research methods in relation to specific needs, research briefs and research proposals, Undertake critical appraisals of previous research in specific areas or sectors of accounting, finance or economics - according to the award being followed, Conduct research for the dissertation using appropriate methods.

**Topics:** The role and significance of research within accounting and finance; formulating research, research questions, hypotheses, concepts, operations and briefs; secondary and Library based research, literature searching, using abstracts, indexes, bibliographies, computer catalogues, CD-Roms and research uses of the Internet; Research philosophies, epistemologies and ontologies and their relevance to quantitative and qualitative methodology and methods: historical development of epistemological paradigms, positivism, phenomenology, critical/structuralist theory, and inductive and deductive research; Collecting, analysing and interpreting data: survey methodology and methods, questionnaire design and administration, questionnaire analysis including basic statistical techniques and

computer data using SPSS (or equivalent) and introducing other data analysis packages; Qualitative research methods including structured, semi-structured and unstructured interviews, focus groups, participant and non participant observation; Research ethics, social and economic objectives of research: covert research and participant observation; Writing and presentation research results and analysis: writing research briefs, writing proposals, structuring research reports, giving research presentations.

**ACCT6115 - ACCOUNTING APPLICATION LABORATORY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to; Use the function, keys, and key menus of MS Excel and accounting software; Use applications to enter the purchase transaction, sales transaction, bank transaction, and general journal entries transaction; Prepare report and financial statement using MS Excel and particular accounting application

**Topics:** New Data File, Chart of Account, Account, Customer, Supplier, and Link Account; Inventory, Purchase Transactions, Sales Transactions; Banking and General journal Entries , Other Currency Setup and Reporting.

**ACCT6116 - SOCIAL AND ENVIRONMENTAL ACCOUNTING (2 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: explain the process of communicating the social and environmental effects of organizations' economic actions to particular interest groups within society and to society at large; explain cost structure and environmental performance of a company.

**Topics:** The emergence of social and environmental accounting, the purpose of managing social environmental information, environmental issues in conventional accounting, social and environmental management, social and environmental issues in financial accounting and reporting, integration with eco-efficiency indicators, integrating eco-efficiency oriented information management into the corporate environmental management system.

**ACCT6118 - CURRENT ISSUES IN ACCOUNTING AND FINANCE (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: gain exposures and deep discussions about current issues of accounting, auditing, finance and capital market.

**Topics:** Good Corporate Governance; Corporate Sustainability Report or Corporate Social Responsibility; The affects of IFRS in Indonesian accounting practices; Intellectual Capital; Corruption and Culture of a Nation; Corporate Risk Management; Roles of CPA in Capital Market; Expert system in business process; Knowledge Management Systems; Tax Management; Tax Regulation; Other hot current issues.

**ACCT6120 - INTERNSHIP I - (8 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in becoming team member that supports a team to prepare and submit deliverables for clients; Apply the related accounting theory to solve real accounting cases: Manage scare resources to get work done.

**ACCT6121 - MANAGEMENT REPORTING IN PRACTICE I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in gathering information across different departments in the organization to prepare management reports; gain experiences in preparing management reports; Gain experiences in communicating reports to stakeholders.

**ACCT6122 - COSTING AND BUDGETING IN PRACTICE I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in preparing corporate or specific budgets; Gain experiences in calculating cost of productions and product price; Gain experiences in decision making process regarding effectiveness, efficiency and risk of investments.

**ACCT6123 - EES IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Work in the dynamic team with tight deadline and less tolerance of errors; Communicate effectively with different type of persons; Prepare and present extensive reports

**ACCT6124 - AUDIT PREPARATION IN PRACTICE I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in preliminary survey for audit engagements; Gain experiences in understanding risk exposure of the engagements; Gain experiences in using audit techniques to perform audit field work.

**ACCT6125 - COMPLETING THE AUDIT IN PRACTICE I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in preparing audit working papers<sup>2</sup>; Gain experiences in gathering and compiling audit evidences; Gain experiences in finalizing audit works and communicate findings and preparing audit reports

**ACCT6126 - INTERNSHIP II (8 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in becoming team member that supports a team to prepare and submit deliverables for clients; Apply the related accounting theory to solve real accounting cases; Manage scarce resources to get work done

**ACCT6127 - MANAGEMENT REPORTING IN PRACTICE II (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to gain experiences in preparing management reports

**ACCT6128 - COSTING AND BUDGETING IN PRACTICE II (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: gain experiences in preparing corporate or specific budgets and calculate cost of productions

**ACCT6129 - EES IN INDUSTRY II (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Work in the dynamic team with tight deadline and less tolerance of errors; Communicate effectively with different type of persons; Prepare and present extensive reports

**ACCT6130 - AUDIT PREPARATION IN PRACTICE II (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in preliminary survey for audit engagements; Gain experiences in understanding risk exposure of the engagements; Gain experiences in using audit techniques to perform audit field work

**ACCT6131 - COMPLETING THE AUDIT IN PRACTICE II (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in preparing audit working papers; Gain experiences in gathering and compiling audit evidences; Gain experiences in finalizing audit works and communicate findings and preparing audit reports

**ACCT6133 - INTRODUCTION TO FINANCIAL ACCOUNTING (4 Credits)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to; Explain the accounting concepts and principles as a basis in the preparation of financial statements, and explain the stages in the accounting cycle; Explain the concept and methods relating to inventories, cash, accounts receivable, liabilities, and equity of a company; Analyse the company's financial condition by using the information in cash flow statement; Analyse the information stated in the Financial Statement.

**Topics:** Accounting in Action; The Recording Process; Adjusting the Accounts; Completing the Accounting Cycle; Accounting for Merchandising Operations; Inventories; Fraud, Internal Control, and Cash; Accounting for Receivables; Liabilities; Corporations: Organization, Share Transactions, Dividends, and Retained Earnings; Statement of Cash Flows; Financial Statement Analysis.

**ACCT6135 - ADVANCED ACCOUNTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the nature of foreign currency transactions and reports; Explain the scope of financial statements prepared under non-going concern assumptions; Explain nature and scope of Home office and Branch accounting; Apply the procedures of Business combination and Group accounting

**Topics:** Home and Branch Relationship, Derivatives and Foreign Currency Transactions; Foreign Currency Financial Statements, Corporate Liquidations and Reorganizations, Business Combinations, Affiliate/Group consolidations, Investment in associates and joint operations, and Business combination for entity under common control.

**ACCT6136 - FINANCIAL AUDIT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Adopt financial audit knowledge; Employ financial audit process and tools; Analyze financial audit cases; Construct financial audit program.

**Topics:** Economics of Crime; Evidence; Accounting and Audit Techniques; Fraud Prevention; Banking and Finance; Audit Programs; Physical Security; Fraud Examiner; Net Worth Theory; Expenditure Theory; Scenario Case.

**ACCT6138 - ACCOUNTING FOR BANKING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explain the knowledge of systematic business banking process, explain the nature of financial systems and the particular roles of banks and the central bank, Utilize spreadsheets and econometric techniques to analyse corporate performance, identify different types of banking and financial systems, including those in emerging countries and countries in transition.

**Topics:** The mechanism of (and the key players in) the banking industry; Format and presentation of banks' financial statements (I/S, Statement of financial position and cash flow statement); Accounting for investments and other financial assets; Accounting for particular banking activities; repos and securities lending, hedge accounting, securitisation arrangements, etc; Accounting for business combinations within the banking sector; Industry accounting trends and latest developments.

**ACCT6140 - FINANCIAL ACCOUNTING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Measure the performance of a merchandising business and Estimate the cost of services or goods sold to customer; Prepare the financial statements through the accounting process; Use Cost-Volume-Profit (CVP) and incremental analysis in common business decisions; Create operational budget for a company.

**Topics:** Accounting: Information for Decision Making; Basic Financial Statement; Accounting Cycle: Capturing Economic Events; Accounting Cycle: Accrual and Deferrals; Accounting Cycle: Reporting Financial Result; Merchandising Activities; Inventories and the Cost of Goods Sold; Financial Statement Analysis; Job Order Cost System and Overhead Allocation; Process Costing; Cost-Volume-Profit Analysis; Incremental Analysis; Operational Budgeting.

**ACCT7141 - ACCOUNTING INFORMATION SYSTEM AND INTERNAL CONTROL (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain concept of accounting information system; Create information system process flowchart with specific tools; Analyze internal control to mitigation for information system risk; Design Database Framework for Accounting System; Create specific internal control for revenue, expenditure, production and HRM Cycle; Apply Concept and step of System Development Life Cycle

**Topics:** Accounting Information System: An Overview; An Overview of Microsoft Visio; Overview of Transaction Processing and ERP Systems; System Design and Documentation; Data Flow Diagram; System Documentation Technique; Document Flowchart; Computer Fraud; System and Program Flowchart; Control and Accounting Information System; Relational Database; The Revenue Cycle: Sales to Cash Collections; Documentation for Revenue Cycle and Internal Control; The Expenditure Cycle: Purchasing to Cash Disbursement; Documentation for Expenditure cycle; The Production Cycle; Documentation for Production cycle; The Human Resource Management and Payroll Cycle; Documentation for HRM and Payroll cycle; General Ledger and Reporting System; Database Design Using the REA Data Model; System Design, Implementation and Operation; Implementing an REA Model in a relational database.

**ACCT7142 - INTERNAL AUDIT (2 Credits)**

**Learning Outcomes:** Students will be able to use auditing techniques to assist top management to achieve the firm's strategic goals; recommend practice of how a modern internal audit function should be organized; provide some specific review guidance in important areas of operations.

**Topics:** Foundations of internal auditing; Importance of internal control; Internal control framework: COSO & COBIT; Sarbanes Oxley; Risk Management; Effective internal audits; Standards for the professional practice of internal auditing; Testing and evaluating audit evidence; Audit programs; Internal audit charters and building internal audit function; Internal audit key competencies; Project management; Documenting results through process modeling and work papers

**SUBJECT AREA: ARCH**

**ARCH6001 – INTRODUCTION TO ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the definition of architecture; Describe the spatial forming elements; Describe the fundamental of architectural design; Describe how the architecture work; Describe the research in architecture and relation with allied diciplines

**Topics:** Fundamental of architecture; Space Forming Elements; Form; Space; Order; Building Systems; Research in Architecture; Allied Diciplines

**ARCH6002 – MATERIAL TECHNOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the system structure; Analyze the material technique; Evaluate the new structure and the new materials; Apply the material and structure system in the design.

**Topics:** Introduction; Building structure system; Materials in the building; Wood; Concrete; Steel; Iron; Glass; Bamboe; Membrane Sheet; New Finishing; Transmaterial; Presentation and Conclusion .

**ARCH6003 – BUILDING PHYSICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Relate physics science (lighting, ventilation and sound) to architecture; Describe room quality (thermal, visual, audial comfort) and building problem in tropic; Apply building science (lighting, ventilation and sound) in architectural design for thermal, visual, audio comfort in the tropic; Modify element architecture based on building science.

**Topics:** The Building Physics and Architecture as building science; Daylight; Artificial Lighting; Architecture of Light; Natural Ventilation; Artificial Ventilation; Lighting and Ventilation Basic Design for comfort; Sound Quality and Acoustic in Architecture; Noise Control and Environmental Acoustic; Climate and Architecture  
 Tropical Architecture; Planning for Low Energy Building; Planning for Low Energy Building in The Tropic

**ARCH6004 – CITY AND SETTLEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the historical development of cities and settlements; Understanding about the aspects that play a role in the process of city formation; Describe the morphology development of settlements, the pattern of the built environment and residential buildings as well as a variety of ways the implementation of the settlement; Describe the city as a process; Define the urban settlement development policy in Indonesia.

**Topics:** Urban Settlement; Urban Settlement History; Urban Design Today; A Functionalist, Empiricist Urban design; City as a Product; The Element of Urban Design; City As Process; Urban Anthropology; Urban Development and Residential Growth; Urban development Criteria; Sustainable housing: Architecture, society and Professionalism; Millennium Development Goal for 21st Century.

**ARCH6009 – INTRODUCTION TO REAL ESTATE (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe real estate definition and principles; Compare between theory and its application in existing real estate; Explain Real Estate Financial and Investment; Explain Real Estate Appraisal, Marketing and Regulation in Indonesia; Describe relation between Real Estate, Architecture and Urban Development; Propose Real Estate site plan (small scale).

**Topics:** Real Estate Definition & Development; Investment and Financial Aspect in Real Estate; Marketing Aspect in Real Estate; Real Estate Appraisal; Law and Regulation aspect in Real Estate; Real Estate Development and Buildings; Real Estate Development and Site Plan; Real Estate and Urban Development; Real Estate Issue and Trend.

#### **ARCH6014 – AESTHETICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the importance of Aesthetics; Identify Aesthetics in architecture; Design the work of 2 dimension Aesthetics; Design the work of 3 dimension Aesthetics; Create the art work based on aesthetics principles

**Topics:** Introduction; Basic Aesthetics Elements; The Proportion and composition Theory in Aesthetics; Two dimension shape; Art form in 2 dimension; Artform 2 dimension in Architecture; Three dimension shape; Artform in 3 dimension; Artform in 3 dimension-line; Artform in 3 dimension- plane; Artform in 3 dimension – Surface; Artform in 3 dimension –Volume and space; Presentation and Evaluation

#### **ARCH6015 – ARCHITECTURAL COMMUNICATION TECHNIQUE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the techniques in architectural presentation drawing; Draw a thing based on principles in architectural drawing; Produce the perspective drawing; Produce the drawing rendering; Produce the presentation based on architectural communication technique.

**Topics:** The Role of Communication Architecture technique; Communication technique in architecture; Sketches; Case study: Basic sketches of a thing; Types of drawings; Case study: Basic orthographic drawing of single thing; Orthographic drawing of double things; Case Study: orthographic drawing of double things; Orthographic drawing of triplet things; Case Study: orthographic drawing of triplet things; Perspective drawing; Case Study: Drawing simple object , with two point perspective principle; Perspective drawing of one point of building; Case Study: Drawing building , with one point perspective principle; Perspective drawing with two point principle; Case Study: Drawing big object , with two point perspective principle; Building notation; Case Study: Drawing a notation of a single building; Rendering ( black white ); Case Study: Render The object with black white colours; Rendering ( many colours); Case Study: Render the object with many colours; Scala/ formatting design; Case Study: Make a single house format; Presentation format; Case Study: Make the presentation of all drawings, maquette and photo

#### **ARCH6017 – SITE PLANNING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the important factors in a site planning, Analyze the important factors in a site planning, Apply the site planning systems, Design a comprehensive site planning in an architectural project.

**Topics:** Introduction; Site data; Environment; Site analysis; Survey; Vegetation in site plan; Design; Site system; Grading; Site Planning.

#### **ARCH6018 – BUILDING TECHNOLOGY I (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify the concept of structure and construction of low building (1-2 storey); Describe system structure, construction and building materials; Explain the technical specifications of building materials for structures; Plan building construction drawings and the detail of structural systems for preparation to carrying out construction work tenders; calculate the volume of material from the drawing of construction.

**Topics:** Basic Introduction To Low Building Structure (1-2 storey); Introduction Of Soil Structure; Application Of Foundation Structure System; Introduction And Application Of Columns And Beams System; Structural and Non-Structural Walls; Frame For Doors And Windows; Doors And Windows; Application Of Flooring System; Introduction And Application Of Ceiling System; Roof Covering; Roof Truss Structures; Stair Structures; Working Drawings.

**ARCH6019 – BUILDING TECHNOLOGY II (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: choose middle rise-building system including structure design, construction drawings and isometric utilities drawings; Explain structure and construction systems include building utilities; Design structure systems and utilities network in three dimensional form for middle rise-building; Calculate structures , utilities and simple building cost

**Topics:** General Description; System Structures (Sub and Upper Structure); Load and Stabilities on Buildings; Frame Structure and Wall Structure; Dimension of Plate, Beam, Column, Volume and Density of Frame Structure; Bearing Capacity of Pile and Raft Foundations; Core Structure System; Vertical Building Transportation; Utilities Building 1 (air Conditioning And Fire Prevention); Utilities Building 2 (Plumbing System); Utilities Building 3 (Electrical System); Axonometric and Isometric for Utilities Network Structure; Economic Building

**ARCH6020 – BUILDING TECHNOLOGY III (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Design a wide span building system including structural design, roofing, and appropriate building envelope; Create a diagram/scheme of building construction and isometry structure; Plan building construction drawings and the detail of structure systems; Choose building materials; Describe system structure, construction and building utilities; Create a scheme of detail structure drawings.

**Topics:** General Description of Building with Wide Span Structures; Load on Wide Span Structure System; Portal Structure System; Cable Structure System; Combination Structure for Portal and Cable; Tent Structures (Membrane); Combination Structure for Portal, Cable and Membrane; Space Frame Structure System; Space Truss, Flat truss and Truss Structure System; Shell Structures; Folded Plate Structures; Pneumatic Structures; Implementation of Various Systems in The Design of Wide Span structures Building.

**ARCH6021 – BUILDING TECHNOLOGY IV (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Select building system including structure design, construction drawings and isometric utilities drawings; Explain the criteria of structure and construction systems include building utilities; Describe the design principles of integration between the demands of the function of architectural, structural, and utilities; Produce the details of the structure, construction methods, budget costs (economic techno) for high-rise buildings, and construction equipment; Illustrate a diagram / schematic system of high-rise building

**Topics:** Introduction to Methods Construction of multistory buildings; System Structures and high-rise building classification; Load, force and the behaviour of the structure; Expenses horizontal/lateral, and their effects on buildings; Core system; Core, utilities and zoning in the system of high-rise structures; Beam and floor plate structure system; Criteria for earthquake resistant buildings (part I), Behavior Structure, and Case Studies; Criteria for earthquake resistant buildings (part II), Behavior Structure, and Case Studies; The foundations and basement; The skin facade buildings and building envelope; System Utilities; Techno Economy



**ARCH6039 – FINAL PROJECT (8 Credits)**

**Learning Outcomes:** After finishing this course, students are able to make a unique architecture design with comprehensive consideration.

**Topics:** Synopsis (short proposal); Planning & Programming; Design process; Presentation technique, Multimedia; Application all theory on final project.

**ARCH6041 – DESIGN METHODS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain importance of a method in architectural design; Formulate the planning stages to be executed; Analyze problems in architectural programming; Formulate concepts in architectural design

**Topics:** The Role of Design Methods; Design Methods and Strategies; Design Process; Defining Problems in Architectural Design; Analyze Architectural Problem; Concept in Architectural Design

**ARCH6042 – ARCHITECTURAL DESIGN I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Produce an architectural design work; Arrange building system; Apply the professional ethics in architectural practice; Integrate cultural & environment system in architectural design; Solve the problem of human needed in architectural design

**Topics:** Introduction; Perspective Drawings; Isometric Drawing; Architectural Programming; Architectural; Drawings; Perspective Drawings & Architectural Model; Design Presentation

**ARCH6043 – ARCHITECTURAL DESIGN II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Arrange building system; Produce architectural design work; Solve the problem of human needed in architectural design; Apply the professional ethics in architectural practice; Integrate cultural & environment system in architectural design.

**Topics:** Introduction; Precedent in Architecture; Architectural Design Process; Architectural Design Production

**ARCH6044 – ARCHITECTURAL DESIGN III (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Arrange building system; Solve the problem of human needed in architectural design; Apply the professional ethics in architectural practice; Integrate cultural & environment system in architectural design; Produce an architectural design work

**Topics:** Introduction; Design Studies & Surveys (housing); Architectural Programming (housing); Design Concept (housing); Space and Form Studies; Design Studies & Surveys (low rise building); Architectural Programming (low rise building); Design Concept (low rise building); Architectural Drawings; Perspective Drawings & Architectural Model; Design Presentation

**ARCH6045– ARCHITECTURAL DESIGN IV (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Solve the problem of human need in architectural design; Analyze cultural and environment system in architectural design; Analyze building systems; Produce an architectural design work.

**Topics:** Introduction; Design Process : Define the problem; Design Process : Collect Information; Design Process: Brainstorm and Analyze; Design Process: Develop Solutions; Design Process: Design Preliminary; Design Process: Feedback; Design Process: Improvement; Construction Documents: Architectural Drawings 1; Construction

Documents: Architectural Drawings 2; Construction Documents: Structural Drawings; Construction Documents: Utility Drawings; Construction Documents: 3D Drawings.

**ARCH6046 – ARCHITECTURAL DESIGN V (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Solve the problem of human needed in architectural design; Analyze building systems; Analyze cultural and environment system in architectural design; Produce an architectural design work

**Topics:** Introduction and Projects Literatures; Topics /Themes Project Description; Space Programming; Design Concept; Site Analysis; Sketches and building massing studies; Mass modelling; Site plan and ground floor design; Elevation design; Section design; Integration of building plan, structural system and elevation; Details in architecture and perspective; Design Presentation

**ARCH6047 – BEHAVIOR IN ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the importance of behavioural setting in architectural design; Explain the perception of place; Explain the theories of environment – behaviour relationship; Explain the planning and design on behaviour setting

**Topics:** The Importance of Environmental Psychology; The Nature and Human Nature; The Perception of Place; Environmental influences on Behaviour; Personal Space and Territoriality; High Density and Crowding; Planning and design for Human Behaviour

**ARCH6048 – TRADITIONAL ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the influence of Culture, Ethnograph, Archeology and Sociotourism in Architecture; Describe the principal of Indonesian traditional Architecture; Analyze the vernacular Architecture in Indonesia

**Topics:** Introduction: The relation of Culture, Ethnograph in Architecture and Archeology; Introduction to Indonesian Traditional Architecture; The Architecture of Hindu, Budha and Islamic kingdom in Indonesia; Principles of Indonesian Traditional Architecture; Regionalism in Architecture; Vernacular Architecture of Indonesia

**ARCH6049 – MODERN ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the modern architecture in early period, cultural development, the impact of industrial and social revolution to architecture; Identify a critical history of modern architecture; Explain the international style, regionalism, post-modern and deconstructivism; Evaluate architectural practice related to development of modern architecture and cultural heritage

**Topics:** Introduction and Early Development of Modern Architecture; Industrial Revolution and Social Revolution; Cultural Developments and Predisposing Techniques; A Critical History 1800 – 1900; A Critical History 1900 – 1970; International Style; Regionalism Architecture; Post-Modern Architecture; Deconstructivism Architecture; Modern Architecture in the World; Modern Architecture in Indonesia; Architecture and Cultural Heritage

**ARCH6050 – TROPICAL ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the relationship between climate and architecture; Describe some characteristics of various climates in the world which affect buildings; Describe the terms of Tropical Architecture in a broad sense and able to provide such proper examples of Tropical Buildings; Describe all important elements which form Tropical Building; Explain all physical comforts required in Tropical Building; Synthesis design concepts of Tropical Building which meet human comfort requirements.

**Topics:** Architecture and climate; World climate and tropical climate; General knowledge of tropical architecture; Design characteristic of tropical building; Comfort requirements in tropical building; Designing tropical architecture to meet human comfort requirements.

**ARCH6051 – URBAN ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain relationship between architecture and urban design, Identify urban typology and morphology, Explain urban elements and regulations, Identify theories of urban design.

**Topics:** Architecture and Urban design; Urban typology and morphology; Urban elements and Catalysts; Urban Regulation; Theory of Urban Design.

**ARCH6052 – UTILITY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify principles of the building utility systems; Describe the utility systems of buildings and the environment; Explain the technical specifications of building materials for utilities; Design building drawings and the detail of utilities systems for preparation to carrying out construction

**Topics:** Introduction to Design Process; Environmental and Site Building Resources; Introduction to Thermal Comfort; Illumination for Building; Fundamental of Architectural Acoustics and Sounds in enclosed spaces; Water and Wastes; Fire Protection and Signal Systems; Principles of Electrical Systems and Materials; Transportation in the building; Heating and Cooling System for the Building; Basic Security and Communication Systems; Environmental Impact of Buildings; Sustainable Buildings

**ARCH6053 – INTERIOR PRESENTATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic techniques of interior presentation, sketch the ideas, and analyze the needs of presentation boards, Illustrate some ideas into schematic design, propose it in orthographic drawings and perspective drawings, Compose materials & colour scheme, construct models and manage presentation & port-folio.

**Topics:** An Introduction; Interior Sketches; Rendering; Presentation Board; Schematic Design; Orthographic Drawings; Perspective Drawings; Material & Color Scheme; Interior Modelling; Interior Presentation & Portfolio.

**ARCH6054 – INTERIOR DESIGN PRINCIPLES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the definition of interior design, professional ethics of interior designer, context of interior design and pre-design work, Classify stages of planning and design in interior design and select the appropriate elements of design, Analyze project coordination and management, integrate their present design education and their future careers.

**Topics:** Introduction; Context; Pre-design Work; Planning and Design; Harmonizing The Elements; Project Coordination and Management; Design Education and Beyond; Careers.

**ARCH6056 – PROPERTY ASSESSMENT II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain property appraisal in commercial building, purpose and process, Analyze data for appraisal process in commercial building, Analyze macro and micro aspect of commercial building, Explain property appraisal approach of commercial building, Appraise property value for commercial building.

**Topics:** Basic Principle for Commercial Buildings; Office Building – Macro; Office Building – Micro; Case Study: Office Building; Apartment; Shopping Center; Case Study Mixed Use Building: Apartment & Shopping Center; Hotel; Case Study: Business & Resort Hotels; Key Success Factors of Commercial Building.

**ARCH6058 - INTERIOR DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the principal of human behavior, human diversity, eastern tradition; Apply the principal of human behavior, human diversity, eastern tradition into the Architectural Design; Solve the problems of human needed in Architectural Design; Collect supporting needed for Architectural Design; Analyze supporting needed for Architectural Design; Integrate supporting needed for Architectural Design.

**Topics:** Introduction; Spatial Planning and Design ( Interior ); Design Approach; Design Concept; Interior Elements; Environment Interior System; Design Development; Finishing; Furnishing; Design Presentation.

**ARCH6061 – SUSTAINABLE ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the relationship between architecture and environment; Evaluate the sustainable architecture design; Apply the sustainable architecture design in practices

**Topics:** Introduction; Sustainability; Images; Ethics; Objectives; Systems; The Assessment; Cohesion; The green; Sustainable Urban Development; Sustainable Urban Neighbourhood; Sustainable Building; Summary

**ARCH6063 – REAL ESTATE DESIGN (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Adopt the design qualities for an architectural design work (real estate project), Integrate the environmental systems and local value to architectural design, Integrate supporting needed for an architectural design works, Produce an architectural design works (housing masterplan design).

**Topics:** Introduction; Project Proposal; Market Analysis; Analysis of Physical and Environmental Conditions; Analysis of Physical and Neighborhood Character; Analysis of Local Regulation; Concept of the residential; Concept of the facilities; Concept of the infrastructure; Housing Master Plan design; The design details of the housing; The design details of the facilities and Infrastructure; Final Review.

**ARCH6064 – ADVANCED ARCHITECTURAL DESIGN (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Adopt the design qualities for an architectural design work, Integrate supporting needed for an architectural design works, Integrate the environmental systems and local value to architectural design, Produce an architectural design works.

**Topics:** Introduction; Design Proposal; Digital Media for Architectural Presentation; Pure and Parametric Form; Express Vision; Digital Practice: Rethinking Construction and Design Stages; Digital Practice: Feasibility; Digital Practice: Tender; Digital Practice: Briefing; Digital Practice: Concept Design; Digital Practice: Scheme Design; Design Documentation: 3D Architectural Rendering; Design Documentation: 3D Animation

#### **ARCH6065 – ADVANCED INTERIOR DESIGN (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze Human Factor; Adopt Professional Ethics; Arrange Building Systems; Produce an Architectural Design Project; Prepare integrated support needed for an Architectural Design Project

**Topics:** Introduction; Design Process : Sequential Steps; Design Process : Project Beginnings; Design Process : Programming; Design Process : Concept Development; Design Process : Design Development; Design Process : Design Implementation; Project Supervision and Post Completion.

#### **ARCH6066 – ACOUSTICS AND LIGHTING DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Review basic acoustic design approaches, Evaluate architectural requirements in acoustic design, Explain lighting design strategies, Estimate architectural requirement in lighting design.

**Topics:** Introduction to acoustics design; Basic of acoustic design; Acoustics design; Acoustics design approaches; Introduction to lighting design; Basic of lighting design; Lighting design; Lighting design approaches.

#### **ARCH6067 – INTERIOR INSTALLATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Select the specification and characteristics of the materials to be used, including methods of installation, Design interior space with comprehensive reference of material that can be integrates with the properties and performance characteristics of materials, Combine materials, colors and expressions into a sustainable interior design.

**Topics:** Introduction to Space Planning; Construction Drawings for the Interior Design; Introduction to Material Properties and Performance Characteristics; Application and Installation Method for Interior; Psychological Impact of Color in the Interior Perspective; Installation of Interior Partitions; Ceilings: Construction, Fabrication and Materials; Introduction to Interior Millwork; Wall Finishing; Lighting; Flooring Materials; Mechanical and Electrical Systems for Interior; Acoustics.

#### **ARCH6071 – PROPERTY ASSESSMENT I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain property appraisal, purpose and process; Analyze data for appraisal process; Analyze land and building value; Explain property appraisal approaches; Appraise property value.

**Topics:** Property Definition; Property Appraisal Definition; Appraisal Process; Land Valuation; Building Valuation; Appraisal Approach; Property Appraisal.

#### **ARCH6072 - BUILDING MATERIAL KNOWLEDGE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Select building system; Analyze building system; Arrange building system; Apply cultural & environment system in architectural design;

Analyze cultural & environment system in architectural design; Integrate cultural & environment system in architectural design.

**Topics:** Introduction; Color and Material; Color and Space; Material; Site Surface; Texture ( Carpet & Rugs ); Texture ( Paint & Paper ); Texture ( Textiles & Leather ); Texture ( Wood ); Texture ( Stone & Clay); Texture ( Glass & Metal ).

**ARCH6073 – INTERNSHIP (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the task of student internship in architectural project; Apply architectural knowledge in professional practices; Analyze differences between theories and professional practices; Produce final report of internship activities.

**Topics:** Introduction to Internship; Submitted Firm of Internship; The Scope of Work in Internship; Firm Working System; The Task of Student Internship in Project; Project Description; Project Analysis; Result Analysis of Student Internship; Final Report of Student Internship.

**ARCH6074 – INTERNSHIP (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the role and the task of student Internship in Project; Apply architectural knowledge in professional practices; Analyze differentiation between theories and professional practices; Produce final report of internship activities.

**Topics:** Introduction to Internship; Submitted Firm of Internship; The Scope of Work Internship; Firm Working System; The Task of Student Internship in Project; Project Description; Project Analysis; Result Analysis of Student Internship; Final Report of Student Internship.

**ARCH6075 – INTERNSHIP (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the task of student internship in architectural project; Apply architectural knowledge in professional practices; Analyze differences between theories and professional practices; Produce final report of internship activities.

**Topics:** Introduction to internship; Submitted firm of internship; The scope of work in internship; Firm working system; The task of student internship in project; Project Description; Project analysis; Result analysis of student internship; Final report of student internship.

**ARCH6076 – PROJECT MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define project management, Produce the work plan and organize the people, Calculate the work volume and estimating the budget, Produce the tenders and contracts agreement, Construct project management theory in the real construction case study.

**Topics:** Introduction to Project management; Managerial; Project organization; Scheduling; Early Estimates 1; Early Estimates 2; Tenders agreement; Contract agreement; Construction Phase 1; Construction Phase 2; Risk management; Hand over Project; Closing The Project.

**ARCH6084 – ARCHITECTURAL RESEARCH METHODS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the role of research in architecture, Interpret and evaluate research in architecture, Execute architect research.

**Topics:** Introduction to Architectural Research Methods; Method overview; Pre-method; Knowing what's known; Parts of methods; Observation; Interview; Survey; Qualitative/ interpretive methods; Case Study and Historical methods; Quantitative methods; Methods in Architecture and other Design Practices; Summary and conclusion.

#### **ARCH6086 – ARCHITECTURAL DESIGN COMPUTING I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply architectural design and drafting using CAAD; Prepare sets of architectural working drawing; Produce architectural design idea using CAAD

**Topics:** Introduction; Briefing and Pre-Design; Conceptual Design; Schematic Design; Developed Design and Contract Document; Presentation Drawings

#### **ARCH6087 – ARCHITECTURAL DESIGN COMPUTING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Inspect the system of Building Information Modelling; Manage the attributes associated with BIM; Design a meaningful output with the process of graphic enhancement of the model.

**Topics:** General Operation of BIM; Briefing and Pre-Design; Conceptual Design; Schematic Design; Developed Design and Contract Document; BIM Management

#### **ARCH6088 – ARCHITECTURAL DESIGN COMPUTING III (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Construct the BIM complete model; Assemble the BEM model; Analyze the architectural design model.

**Topics:** Introduction; Briefing and Pre-Design; Conceptual Design; Schematic Design; Developed Design and Contract Document; BIM Management

#### **ARCH6090 – ARCHITECTURAL GEOMETRY DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concept of Cartesian Geometry and beyond, Analyze new mathematical concepts applied in contemporary architectural design, Create architectural model using mathematical concepts.

**Topics:** Platonic Forms; 2D Curves in Architecture; 3D Curves in Architecture; Higher Dimension in Architecture; Mathematical Surfaces and Seriality; Chaos, Complexity, Emergence; Packing and Tiling; Optimization; Topology; Datascape and Multi-dimensionality; Spatial design project 1; Spatial design project 2; Visualization and presentation.

#### **ARCH6097 – ARCHITECTURAL DESIGN COMPUTING IV (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate the use of the tools available to study the environmental impact on the energy use of a building; Define the sustainability in design and building; Analyze information modeling methods and technologies to model how the forces of nature operates at large spatial scales and over periods of time and how it affects building surrounding; Create information modeling methods and technologies to model how the forces of nature operates at large spatial scales and over periods of time and how it affects building surrounding.

**Topics:** Introduction to Sustainability Design; Information Models and Sustainable Design Simulations; Building Information Modeling; BIM to Sustainable Design; Design of the Building Envelope; Natural light; Shadow and reflection; Daylight simulation; Comfort zone; Passive system; Energy simulation; Active system; Solar radiation;

Solar access analysis; Acoustics simulation; Optimum reverberation; Wind simulation; Air flow and vector; Optimizing design for sustainability; Adaptive building; Parametric design; Environmental data driven design

## **SUBJECT AREA: ARTS**

### **ARTS6001 - ART PRINCIPLES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain color systems and theories of color; Apply color harmonies and composition of colour; Experiment color psychology and physiology to create mood in the room

**Topics:** Introduction to color theories; Introduction to color systems; Color Terminology; Language of color; Chromatic color circle; Local color & subjective use of color; Period of colour; Color Character; Psychology of colour; Mood board and color scheme

### **ARTS6004 – HISTORY OF WESTERN ART (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify western art history and culture from prehistoric to modern and contemporary period; Describe the characteristics and cultural concepts of each period; Differentiate the characteristics and cultural concepts of each period; Evaluate the art development, characteristics and style of each period

**Topics:** Prehistoric Art; Early Civilization: Mesopotamia; Early Civilization: Ancient Egypt; Classic Civilization: Ancient Greece; Classic Civilization: Ancient Rome; Christian Art; Renaissance; Baroque & Rococo; 19th Century Art; Early Modern Art: Late 19th-20th Century; Modern Art: 20th Century

### **ARTS6005 – HISTORY OF EASTERN ART (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the development of Buddhist, Hindu and Islamic art from each part of Asia, as well as Middle East; Describe the characteristics and cultural concepts of Buddhist, Hindu and Islamic art from each part of Asia, as well as Middle East; Differentiate the characteristics and cultural concepts of Buddhist, Hindu and Islamic art in each area; Evaluate the art development, characteristics and style of each area

**Topics:** Introduction; Early Civilization: Indus Valley; Buddhist and Hindu Art: India; Buddhist and Hindu Art: China; Buddhist and Hindu Art: Japan; Buddhist and Hindu Art: Korea; Buddhist and Hindu Art: South East Asia; Islamic Art: Middle East; Islamic Art: Turkey & Spain; Islamic Art: India; Mesoamerica & South America: Mexico & Guatemala; Mesoamerica & South America: Peru; Pacific: Polynesia & Australia

### **ARTS6006 – HISTORY OF INDONESIAN ART (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Indonesian art and culture from prehistoric to contemporary period; Describe the characteristics and cultural concepts of each period; Differentiate the characteristics and cultural concepts of each period; Interpret Indonesian art and culture, in particular the characteristics and cultural concepts within design perspectives

**Topics:** Early Roots of Indonesian Art; Prehistoric Period; Hindu-Buddhist Influences in Indonesian Art: Architecture; Hindu-Buddhist Influences in Indonesian Art: Sculpture & Reliefs; Islamic Influences in Indonesian Art: Architecture; Islamic Influences in Indonesian Art: Wayang & Batik; Balinese Traditional Art; Western Influences in Indonesian Art;



Western Influences in Balinese Art; Early Modern Art Movement; Early Republic and Revolutionary Years; The Art Academies; Contemporary Indonesian Art and Design

### **ARTS6015 – AESTHETICS (2 CREDITS)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify basic concepts of aesthetics; Explain the various concepts of aesthetics in art and design; Use and demonstrate varieties of aesthetics concepts and their application in the design.

**Topics:** Basic Introduction of Aesthetics; Ancient Greek Aesthetics; Medieval Aesthetics (Scholastic); Aesthetics of Modern Period (15th & 16th Century); Aesthetics of Modern Period (16th & 17th Century); Aesthetics of Modern Period (18th & 19th Century); Aesthetics of Modern Period (15th & 19th Century); Early Romantic Aesthetics; Aesthetics of Zen Buddhism; 20th century of Aesthetics; Symbolic Aesthetics; Post Modern Aesthetics.

### **SUBJECT AREA: BUSS**

#### **BUSS7001 – INTERNATIONAL BUSINESS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the different challenges business face when they operate in an international environment; Explain the various cultural, political and legal issues that impact international business activity; Examine the international institutions and practices that impact international business; Explain trade and investment theory, foreign exchange, and the determination of foreign exchange rates; Examine the interaction of business and government as they relate to international commerce; Construct insight into the management implications of international business strategy and operations.

**Topics:** Introduction and Course Overview; National Differences in Political Economy; Difference in Culture; Ethics in International Business; International Trade Theory; The Political Economy of International Trade; Foreign Direct Investment; Regional Economic Integration; The Foreign Exchange Market; The International Monetary System; The Global Capital Market; The Strategy of International Business; The Organization of International Business; Entry Strategy and Strategic Alliances; Exporting, Importing, and Countertrade; Global Production, Outsourcing, and Logistics; Global Marketing and R & D; Global Human Resources Management; Accounting in The International Business; Financial Management in The International Business.

#### **BUSS7006 - EXPORT-IMPORT MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the strategies and cases of export import business; Explain the procedures and practices in export import case; Analyze procedures and strategies in export import business.

**Topics:** Foreign Trade-Institutional Framework and Basic; Export-Import-Documentation and Steps; Methods and Instrument of Payment and Pricing Incoterm; Export-Import Strategies and Practice; Export Marketing; Methods of Financing Exporters; Business Risk Management and Coverage; Custom Clearance of Import and Export Cargo; Logistic and Characteristic of Modes of Transportation; Characteristic of Shipping Industry; World Shipping; Containerization and Leasing Practices; Export Procedures and Documents; Information Technology and International Business; How to Set Your Own Import/Export Business.

**BUSS6007 – EXPORT-IMPORT POLICY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the case of export import policy; Explain practices in export import policy cases; Analyze procedures and policy regulation in export import business

**Topics:** Modern history of trade policy; Why are there trade agreements?; Rules of origin and tariff circumvention; Trade and domestic policy: Conduct and modeling; Import quotas and voluntary export restraints; Tariff rate quotas; Direct and indirect export subsidies; Anti-dumping: Theory and practice, rationales and calculation methods; Unfair subsidies and countervailing duties; The generalized system of preferences and special and differential treatment for developing countries in the GATT and WTO; International commodity agreements; Dispute settlement, compensation and retaliation under the WTO; Economic sanctions for foreign policy purposes: a survey of the twentieth century

**BUSS7008 - EXPORT-IMPORT DOCUMENTATION & STANDARDIZATION (2 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: Understand the organization of export and import operations, the procedures and documentation; and fulfill export and import compliances.

**Topics:** Organizing for Export And Import Operations ; Exporting: Procedures and Documentation; Importing: Procedures and Documentation; Specialized Exporting and Importing.

**BUSS7009 - EXPORT-IMPORT COST MANAGEMENT (2 Credits)**

**Learning Outcomes:** After finishing this course, the graduates will be able to demonstrate the connections between concepts and procedures of cost management, see the relevance of cost management concepts and procedures, and demonstrate how to use this information in the future relating to export and import.

**Topics:** Introduction to Strategy, Cost Management, and Cost Systems; Planning and Decision Making; Operational-Level Control; Management-Level Control.

**BUSS6010 - INTERNATIONAL BUSINESS SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe situations and issues in international business world; Explain theories and indicator used in international business world.; Analyze cause and impact of business cases in international business context.

**Topics:** International business in an age of globalization; International trade theory and application; Foreign direct investment theory and application; The multinational enterprise; Country competitiveness; The cultural environment; The political and legal environment; International economic integration and institutions; International entry strategies; International accounting for global operations; Global marketing and supply chain; Global human resource management; Ethics and corruption in the global marketplace.

**BUSS6011 - MARKET ENTRY STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the strategies and cases of market entry; Explain the procedures and practices in market entry cases; Analyze procedures and strategies in new market business

**Topics:** Where's the world going?; Where are you going?; Country: Pick the Right One; Case study :Country: Pick the right one; Customer: How they differ; Case study: Customer: How they differ; Country Attractiveness; Competitors: A different market; Case study: Competitors: A different market; Export Expansion; Capabilities: What you need to win; Case study: Capabilities: What you need to win; Capability Gap: How to close it; Case study:

Capability Gap: How to close it; Resource the strategy; Case study: Resource the strategy; Licensing, Strategic Alliances, FDI; Case study: Licensing, Strategic Alliances, FDI; Bridge the cultural gap; Case study: Bridge the cultural gap; Overcoming barriers to entry; Internationalization; Overcoming competition; International Expansion

#### **BUSS6012 - INTERNATIONAL BUSINESS PROJECT I (2 Credits)**

**Learning Outcomes:** Explain the concepts and environment of international business project; Analyze the markets and customers demand through Information Communication Technology (ICT) implementation in international business project; Develop products and/or services through systematic planning, design, control, accountability, marketing and sales mechanism in international business project with virtuous leadership skill in international business project; Evaluate risk, quality, and sustainability of international business project.

**Topics:** An Overview of International Business Project; The Environment of International Business Project ; Customer Insight and Market Analysis for International Business Project; Communication and Information Technology in International Business Project; New Product Development in International Business Project; Planning and Control in International Business Project; Design Process of International Business Project; Cost and Procurement Management of International Business Project; Reevaluate Product or Services Prototype in International Business Project; Organization and Leadership in International Business Project; Marketing and Sales in International Business Project; Risk and Quality of International Business Project; Maintaining International Project Business.

#### **BUSS6013 - INTERNATIONAL BUSINESS PROJECT II (2 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Apply the support functions in the day-to-day international business project environment; Evaluate the variables for success, executive involvement, and trade-offs on time, cost, and performance in international business project; Apply quantitative assessment in the day-to-day international business project environment; Appraise the more advanced topics in international business project management.

**Topics:** Time Management and Stress; The Management of Conflicts; Special Topics; The Variables for Success; Working with Executives; Trade-off Analysis in A Business Project; Network Scheduling Techniques; Project Graphics; Pricing and Estimating; Learning Curves; Modern Development in Project Management; Contract and Procurement; Critical Chain Project Management

#### **BUSS6014 – MANAGING INNOVATION (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: Demonstrate the ability in managing innovation both in management aspects and intellectual property as a strategic implementation of technology and R&D.

**Topics:** Innovation and Operations Management; Managing Intellectual Property; Managing Organizational Knowledge; Strategic Alliances and Networks; Management of Research and Development; Managing R&D projects; Open Innovation and Technology Transfer.

#### **BUSS7017 – INTERNATIONAL TRADE (2 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: demonstrate the reasons of doing international trade; apply the process of international trade; apply the international law related to international trade; analyze and explain the world trade trends.

**Topics:** Rationale of international trade, Analyze Balance of Payments, overview of international marketing, legal aspects of international trade, process of international trade, international transports, financing international trade, ICT based international trade documents, the world trade trends.

**BUSS6019 - BUSINESS ETHIC (4 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Describe functions of business ethic ; Apply business ethic in organization.

**Topics:** Ethical Theory and Business; Corporate Culture, Governance, and Ethical Leadership; The Meaning and Value of Work; Moral Rights in the Workplace; Ethical Responsibilities in the Workplace; International Business and Globalization.

**SUBJECT AREA: CHAR**

**CHAR6013 – Character Building: Pancasila (2 Credits)**

**Learning Outcomes :** On successful completion of this course, students will be able to: Explain Pancasila as the basic state, ideology , and system of philosophy and ethics; Apply the values of Pancasila in concern actions; Analyze the ethical issues related to the development of science and technology; Analyze the issues of tolerance and diversity; Analyze the problems of leadership and justice.

**Topics :** Introduksi: Pancasila sebagai Sumber Nilai bagi Pendidikan Karakter; Pancasila sebagai Dasar dan Ideologi Negara; Pancasila dalam Kajian Sejarah Bangsa Indonesia; Pancasila sebagai Dasar Etis Pengembangan Iptek; Beriman Kepada Tuhan; Toleransi dan Kerjasama Antarumat Beragama; Kemanusiaan yang Berkeadilan dan Berkeadaban; Hak Azasi Manusia (HAM); Multikulturalisme; Interaksi Antarbudaya; Kepemimpinan yang Demokratis; Demokrasi Pancasila; Keadilan Sosial.

**CHAR6014 – Character Building: Kewarganegaraan (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Build an awareness as a citizen of republic of Indonesia; Describe the rights and obligation as a citizen; Build solidarity as a citizen; Explain the meaning of NKRI (Negara Kesatuan Republik Indonesia).

**Topics:** Introduction: Pendidikan Kewarganegaraan as a Character Education; Awareness of Others; Values and Norms; The State and Constitution; The Rights and Obligations of Citizen; Archipelago of Indonesia; Conflict Management; National Integration; National Identity, National Resilience; Participation as Global Citizen.

**CHAR6015 – Character Building: Agama (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Apply spiritual intelligence in social life; Apply spiritual values like as concerning for human and environment, loyal to the truth, and self controlling in social life; Criticize their faith to God in tolerance context; Build cooperation with other spiritualism and religious; Apply the dimensions of work spirituality in the workplace.

**Topics :** Introduction to the Spiritual Intelligence; Religion and Spiritualism; Developing Personal Spirituality; Concerning for Human Beings; Concerning for the Environmental; Forgiving to Bring Peace; Being Loyal to the Truth; Holding and Self Controlling; Faithfull Critically; Religion Tolerance; Interreligion Cooperation; Spiritual Meaning of Work; Living the Spiritual Meaning of Work.

**Subject Area: CHIN****CHIN6003 – CHINESE SCIENTIFIC WRITING (2 Credits)**

**Learning Outcomes:** Students are able to Design basic elements of research; Compose a literature study to support the research; Select the specific method and research tools for the research proposal; Write a clear and focused mini thesis in compliance with Binus' format for Thesis S1.

**Topics:** Introducing Literature Study; Introducing Research Methods; Research Design: Introduction; Literature Study; Methods for Language Learning Research; Methods for Literature Research; Designing Research Instruments; Data Analysis and Statistics; Research Method Design; Proposal Seminar: Research Proposal Layout/format; Proposal Seminar: Research Methods (Data Analysis).

**CHIN6004 – CHINESE LANGUAGE I (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: State Chinese basic pronunciation and writing rules; Explain the meaning of new vocabularies; Use the new vocabularies in a simple word; Analyze the usage of grammar in correctly.

**Topics:** Introduction to Chinese Language; Introduce People and Myself; I am Learning Chinese; What Do You Want to Eat; How Much Does It Cost; Changing Money; Where Does He Live; We Are Foreign Students; Where Do You Study; Is This Chinese Medicine; Is Your Car New; How Many Employees Are There In Your Company; How Often Do You Go To The Library; What Is He Doing; I'm Going To The Post Office; Can I Try It On; Happy Birthday; We Are Leaving On 07.15 Tomorrow; I Want To Ask Him To Teach Me Chinese Opera; Mid-term Test Review; Is There A Post Office At School; I Want To Learn Taijiquan; She Learns Very Well; Reading a Story; Where Did Tian Fang Go; Marry Is Crying; I Came Right After I Ate Breakfast; I Answered All Correctly; I Came Two Months Ago; I Like Music More Than You Do; We Have A Similar Winter Like Beijing; It's Almost Winter; Hurry Up, We are Leaving; I Have Heard The Concerto of "Huang He"; Did You Find My Passport; My Glasses Are Broken; Final Test Review

**CHIN6005 – CHINESE LANGUAGE II (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use the grammar points and vocabularies correctly; Distinguish the uses of the grammatical; Choose the right vocabularies in the right situation; Give examples of the grammar points and vocabularies which are listing in the text; Discuss about the culture which are mention in the text.

**Topics:** Review Bahasa China 1; Qianbian kai guolai yiliang kongche; Weishenme ba "fu" zi daotie zai men shang; Qing ba huzhao he jipiao gei wo; Wo de tui bei zixingche zhuangshang le; Jingju wo kan de dong, danshi ting bu dong; Wo de tui bei zixingche zhuangshang le & Lesson 15 Jingju wo kan de dong, danshi ting bu dong; Wo de tui bei zixingche zhuangshang le & Lesson 15 Jingju wo kan de dong, danshi ting bu dong; Shan zheme gao, ni pa de shangqu ma; Wo xiang qilai le; Shan zheme gao, ni pa de shangqu ma & Lesson 17 Wo xiang qilai le; Hanjia ni dasuan qu nar luyou; You kunnan zhao jingcha; Hanjia ni dasuan qu nar luyou & Lesson 19 You kunnan zhao jingcha; Jili de shuzi; Li Jia de Shihou; Yi Feng Xin; Beijing de Si Ji; Lixiang; Hui Tou Zai Shuo; Chi Putao; Chengyu Gushi; Lian Ai Gushi.

**CHIN6006 – CHINESE LANGUAGE III (6 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Distinguish the uses of the Chinese grammar; Choose the right vocabularies for the right situation; Give examples of the grammatical points and vocabularies which are listing in the text; Discuss about the culture which are mention in the text.

**Topics:** Xingfu de Ganjue; Tigao Ziji; Haoren Nandang; Baixing Huati; Shoushang Yihou; Zai Shi Yi Ci; Yi He Dangao; Wusheng de Lei; Qizhong Kaoshi Zonghe Lianxi; Shenme Zui Zhongyao; Du Gushi Xie Wenzhang; Muqin de Xin; Wangluo Xuexiao; Qingshang; Ni Xihuan Shenme Yanse; Liang Shanbo yu Zhu Yingtai; Qimo Kaoshi Zonghe Lianxi

#### **CHIN6007 – CHINESE LANGUAGE IV (6 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Produce the usage of specific vocabularies; Construct sentences based on specific vocabularies; Differentiate synonym and antonym used in the lesson; Construct sentences with objects and complements of specific verbs.

**Topics:** Five Colored Soil; Missing Beijing; I Learned to be "Generous" in China; China Has Given Me "An Angel Pen"; Small Office Home Office; Simple Living; Gamer's Brain; Biological Clock; Add a Little Salt to My Coffee; Two Watches.

#### **CHIN6008 – CHINESE LANGUAGE V (6 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Conceive main points and specific details in dialogues and speeches related to social activities, personal life or work; Demonstrate Good mastery in reading textual materials related to general contexts, daily life and social activities and locate key information; Construct sentences or paragraphs about familiar topics related to personal experiences, study and social life coherently.

**Topics:** Loulan Guguo; Cheongsam; Meiyou Tiantang; Zai Zhongguo Jian Laji de Yang Daxuesheng; Shijie Ren; Guobao Daxiongmao; Keke Xili; Dai Gou; AnDie AnNiang; Aixin Dianran Shengming Zhi Huo.

#### **CHIN6012 - CLASSIC CHINESE (2 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Explain the meaning of the reading passage generally; Select similar word between classical Chinese and modern Chinese; Interpret the selected classical Chinese passage to modern Chinese; Compose sentence using the common function word and the grammar point.

**Topics:** Yuyan Gushi; Shenhua Gushi; Gudai Xiaohua; Suyu Gushi; Wei Xue; Ai Lian Shuo; Review 1-6; Qian Zhi Lü; Lang; Dong Yong; Zhou Yafu Xi Liu; Yu Gong Yu Shan; Review 8-12

#### **CHIN6014 – READING II (2 Credits)**

**Learning Outcomes:** At the end of this course, the students should be able to: Read several articles in Chinese language and retold the stories or articles that we read; Practice reading skills when reading articles or stories; Underline the main topic or the important point of stories or articles that read; Analyze the meaning of Chinese vocabularies from its Characters.

**Topics:** Fast Reading Introduction; Skill Part 1: Chinese Bushou in Reading; Chinese Tales; Skill Part 2: Guess the Meaning of Vocabularies from Their Forms; Skill Part 3: Guess the Meaning of Vocabularies in a Sentence; Chinese Short Stories I; Skill Part 4: Compress Paragraph; Skill Part 5: Find Keywords; Skill Part 6: Find the Main Idea in a Paragraph; Skill Part 7: Chinese Conjunctions; Chinese Short Stories II.

**CHIN6016 – READING I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic strokes , structures and radicals of Chinese characters; Write the basic strokes and radicals of Chinese characters in right writing order; Write basic Chinese characters correctly.

**Topics:** Basic knowledge about Chinese characters; Basic Chinese characters used in conversation; Basic Chinese characters used in conversation and passage; Basic Chinese characters used in text.

**CHIN6020 – COMPOSITION I (2 CREDITS)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use certain vocabularies in the certain types of texts appropriately; Use grammars and punctuations in certain Chinese simple texts correctly; Compose simple types of texts.

**Topics:** Make poster; Memos; Simple Personal Letters and Emails; Diaries

**CHIN6021 – COMPOSITION II (2 Credits)**

**Learning Outcomes:** Apply the extended and abridged stories techniques in writing; Use grammars and punctuations in certain Chinese texts correctly; Compose narrative types of texts.

**Topics:** How to write an Extended Story; How to write an Abridged Story; How to write a Narration; How to write a Book Review

**CHIN6022 – COMPOSITION III (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use grammar and punctuation in certain Chinese texts correctly; Integrate the ideas and thoughts in a systematic and clear composition; Compose advance Chinese Types of texts

**Topics:** Story; Description Text; Argument Text; Essay

**CHIN6024 – CONVERSATION I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Express vocabularies from the pictures in simple conversation; Identify vocabularies with correct intonation; Explain situations in the pictures

**Topics:** Pronunciation; Chinese food & Fruits; Shopping; Stationary & Dress; Vegetable; Dance & Various of bags; Human body; Sports equipment; Plants; Profession; Stationary; Daily necessities; Take a photo; Beverage; Accessories; Expression; Action; Chinese traditional snack; Hairstyle; Traffics sign; Store

**CHIN6025 – CONVERSATION II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Speak basic words in Chinese language; Generate a sentence using basic words in Chinese language; Create interrogative sentences and answers in accordance with the intended purpose; Relate sentences in Chinese language to create conversations.

**Topics:** What do they do?; How old are you?; How far is it from here; She is bright and conscientious; Can you make it cheaper; What's the matter; Conversation; What if it rain?; It's getting colder every day; I didn't get the train ticket; I've broken a glass; I had a good winter break; We'll get someone to fix it within 3 days; The picture should be hung higher; Any good movie?; I still believe in "you get what you pay for"; It's what we're supposed to do; Apparently you can't resist bookstores; I'm really sorry; I've gotta get a haircut; Spring is here.

**CHIN6026 – CONVERSATION III (4 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Identify Chinese vocabulary in various situations; Apply Chinese vocabulary in a variety of guided situations; Demonstrate simple conversation using students' opinion

**Topics:** Television; Wealth; Growing up; Living abroad; Money; Celebration; Feeling; Competition; Living in the 80's; Job; Love and Marriage; Education; Tender Love; Advertisement

**CHIN6027 – CONVERSATION IV (4 Credits)**

**Learning Outcomes:** By the end of this course, students are able to: Demonstrate a conversation on a specific theme; Complete the conversation that has been prepared; Connect some sentences with other sentences in a conversation; Compare the intonation and element changes that influence the conversation; Choose the correct suffixes of the words used in the sentence.

**Topics:** Vocabulary; Grammar; Text; Sentence; Dialog; Story.

**CHIN6029 – CHINESE THESIS (6 Credits)**

**Learning Outcome:** Identify thesis's structure and research's paper writing methodology; Construct thesis's structure; Evaluate thesis's structure and research's paper writing methodology.

**Topics:** Introduction; Basic principle in Thesis's structure; Thesis's structure and Consulting your progress; Introduction: Background and Rationale; Literature review; Methodology; Result, discussion and conclusion; Formatting of your thesis paper; 1st paper submission; Evaluation and feedback; Revising your thesis; Publication and ethics; Computer Programs for Writing and Other Good Sources; 2nd Paper Submission( penyerahan skripsi)

**CHIN6032 – IMAGES OF CHINA (2 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Describe the general condition of China and the cities; Classify the travelling areas in China; Organize a route trip to travelling area in China

**Topics:** General Survey of China& Land of Charm and Beauty; Ancient Capitals of China: Beijing, Xi'an; Ancient Capitals of China: Luoyang, Nanjing; Ancient Capitals of China: Kaifeng, Hangzhou, Anyang; Modern Cities: Tianjin, Harbin, Wuhan, Chongqing; Modern Cities: Shanghai Guangzhou, Shenzhen, Kunming; Review 1-6; Modern Cities: Suzhou, Qingdao, Dalian, Lasha; Modern Cities: Hong Kong, Macau, Taipei; Travelling Around China: Lijiang Gucheng, Pingyao Gucheng, Wan Nan Gu Cunluo; Travelling Around China: Guilin Shanshui, Wulingyuan, Huanglong, Jiuzhaigou; Travelling Around China: Taishan, Songshan, Huangshan, Lushan, Wuyi, Wudang; Travelling Around China: Wutai shan, Emei shan, Leshan Dafo, Putuo shan, Jiuhua shan; Review 8-12

**CHIN6033 – HISTORY OF CHINA (2 Credits)**

**Learning Outcomes:** After finishing this course, student will be able to: Distinguish general facts, events, concepts related to the study of Chinese history; Identify problems or issues regarding historical events, facts and concepts; Demonstrate critical thinking through written articles or oral presentation about facts, events and customs in Chinese history

**Topics:** Zhonghua Wenming de Qiyan: Zhonghua Yuangu Renlei he Shizu Juluo, Chuanshuo Shidai de Wenming Shuguang; Guojia de Chansheng he Shehui de Biange: Xia Shang Xizhou, Xia Shang Xizhou Shehui yu Guojia, Chunqiu yu Zhanguo Shidai; Guojia de Chansheng he Shehui de Biange: Jiaguwen, Sixiang Wenhua, Xianmin Zhihui yu Chuangzao; Dayitong De Qin Han Digu: Qindiguo de Xingwang, Zhongyang Jiquan de Cuoshi; Dayitong De Qin



Han Digu: Qin Han Tuijin Dayitong Geju, Kaikuo Xiyu He Sichou Zhi Lu, Kexue Jishu, Changsheng de Wenhua; Zhengquan Fenli Yu Minzu Huiju: Sanguo Dingli Jumian de Xingcheng, Nanfang Jingji de Fazhan, Beifang Minju de Huiju; Zhengquan Fenli Yu Minzu Huiju: Lingxian Shijie de Kexue Jishu, Yishu Chengjiu, Chengyu Lishi Gushi; Fanrong Yu Kaifang De Shehui: Sui de Tongyi yu Dayunhe, Tang taizong yu Zhenguan zhi Zhi, Qidu Huihong de Longsheng Shidai, Angyang Jinqu de Shehui Fengmao; Fanrong Yu Kaifang De Shehui: Hetong wei Yijia, Kaifang yu Jiaoliu, Faming yu Keji Chuangxin, Cuican de Wenxue Yishu, Zhonghua Zhuxing de Laili; Liao, Xixia yu Beisong Bingli, Songjin Nanbei Duizhi, Jingji Fazhan yu Zhongxin Nanyi, Fengfu Duocai de Shehui Shenghuo; Yuandiguo Kuozhan Tongyi Duominzu Guojia Jiye, Tuidong Shehui Jinbu de Keji Chengjiu, Fanrong de Songyuan Wenhua, "Qingming Shanghe Tu"; Mingqing Digu de Zhuanzhi Tongzhi, Mingqing Kangji Waiguo Qinlv de Yingyong Douzheng, Tongyi Duo Minzu Guojia de Gonggu he Fazhan; Dayitong Qipai Yu Zhonghua Minzu de Xiangzheng, Kexue Jishu yu Shisu Wenxue, Cong Zhenghe Xia Xiyang dao Biguan Suoguo, Jindai Qianye de Shengshi yu Weiji

#### **CHIN6034 – INTONATION AND PRONUNCIATION TEACHING (2 Credits)**

**Learning Outcomes:** After finishing this course, student will be able to: Recognize the tones, finals, Initials in Chinese and International Phonetics Alphabet; Express a good pronunciation in different situations with clear, natural pronunciation and intonation; Classify Various Phonetics sound according to Chinese Pronunciation

**Topics:** The Tones and the Simple Finals; The Initial; International Alphabet I; International Alphabet II; Review And Comprehensive Exercises; The Compound Final; Nasal Finals; The Changes of Tones; The Changes of Tones II; The Neutral Tone; The r- Ending Retroflexion; The Changes in the Pronunciation Of "a" Intonation

#### **CHIN6035 – CHINESE CULTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain general characteristics of Chinese culture; Recognize the classifications of Chinese culture; Discuss Chinese common cultural issues

**Topics:** Zhongguo Chuantong Sixiang; Zhongguo Gudai Wenxue; Zhongguo Gudai Keji; Zhongguo Chuantong Yishu; Zhongguo Wenwu; Zhongguo Gudai Jianzhu; Zhongguo Gongyi Meishu; Zhongguo Minsu

#### **CHIN7039 – BUSINESS CORRESPONDENCE (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Demonstrate Business writing and correspondences in Chinese; Distinguish Business letters and its functions; Compose Business letters

**Topics:** Business chart's writings 1; Business chart's writings 2; Business notice, invitation and employment's letter; Informal note, announcement and notification; Price quotation; Business relationship's correspondence 1; Review topics session 1-6; Business relationship's correspondence 2; Application letter; Etiquette correspondence; Instruction and advertisement; Business report; Review topics session 8-11

#### **CHIN6056 – CHINESE LANGUAGE I (2 Credits)**

**Learning Outcome:** Practice Chinese pronunciation, tones and intonation appropriately; Summarise main points from conversation or reading text with good and appropriate pronunciation; Perform conversation of simple business activities by using appropriate vocabularies that exist in the textbook.

**Topics:** The Chinese Phonetic and tone; Introducing people; Making phone calls and hotel reservation; Review 1; Money Talks; Time and Date 1; Time and Date 2; Profession 1; Review 2; Profession 2; Speak Chinese 1; Review 3; Speak Chinese 2

**CHIN6057 – CHINESE LANGUAGE II (2 Credits)**

**Learning Outcome:** Express Chinese vocabularies into sentences; Use Chinese character to write answers and make simple sentences; Demonstrate conversation in Chinese.

**Topics:** Booking a Room; Changing Money; Review (1); Taxi; He Has not Turned up for Work; Review (2); It is Her Birthday; Review (3).

**CHIN6058 – CHINESE LANGUAGE III (2 Credits)**

**Learning Outcomes:** Recognize the meaning of communications delivered in Chinese in area of basic business topics; Perform in Chinese in area of basic business topics; Compose short communications in Chinese in area of basic business topics.

**Topics:** What is your favourite food; What is in vogue this year; Don't forget to bring your mouth along; Look and compare before you buy; McDonald's and teahouse; It's the taste.

**CHIN6061 – CHINESE LANGUAGE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Differentiate basic spelling and intonation in Mandarin Language; Name the vocabulary in each chapter; Restate the conversations that exist in the book; Practice the usage of simple daily conversation

**Topics:** The Basic Chinese Tones and Their Changes & The Basic of Chinese Phonetic; Introduction of Yourself; Numeral in Chinese; Time and Date in Chinese; Inquiry & Transportation; I lived at Room 507; Shopping; Drinking Tea; Review

**CHIN6062 – CHINESE LANGUAGE II (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Design conversation referring to industrial requirements; Demonstrate conversation that have been studied in daily conversation; Develop sentences into good conversation; Develop sentences according to the correct grammar.

**Topics:** Wo yao mai juzi - I want to buy some oranges; Wo xiang mai maoyi - I want to buy a sweater; Yao huan che - You have to change buses; Wo yao qu huan qian - I am going to change money; Wo yao zhao zhang xiang - I want to take a picture; Ni kan guo jingju ma - Have you ever seen a Beijing opera; Qu dongwu yuan - Going to the Zoo; Women daodi qu nar lvxing - Where exactly are we going to travel to; Lu shang xinku le - Did you have a tiring trip; Huanying ni - You are welcome; Wei women de youyi ganbei - Let's have a toast to our friendship.

**CHIN6063 – CHINESE LANGUAGE III (2 Credits)**

**Learning Outcomes:** Students will be able to: Recognize a new words and simple dialogue in Chinese; Demonstrate conversation and exercises; Perform their own sentences and make a dialogue conversation with friend

**Topics:** Greetings and Introductions; Life of school; Asking for direction and have a tour; I have been waiting for an hour; Transportation; At Hotel; Visiting and sojourn; Combination: Greetings and Introductions, Life of school, Time & Date, Transportation, At Hotel, Have a trip & be a guest; Shopping; Seasons and weather; Health and medical; Food and drink; Combination: Shopping, Seasons and weather, Health and medical, Banquet

**CHIN6064 – CHINESE LANGUAGE IV (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to improve their skills in conversation, reading news and writing letter or essay in Chinese language. In addition, they will be able to develop vocabulary relating to hotel and tourism terminology.

**Topics:** Giving information; Demonstrate conversation with various topics relating to hotel and tourism; Writing note/ letter/ memo/ essay; Designing an event; Role play: price negotiation, hotel reservation for conferences and group.

**CHIN6065 - INTRODUCTORY CHINESE I (2 Credits)**

**Learning Outcome:** By the end of this course, students undertaking Introductory Chinese I shall understand basic competencies in reading, listening, speaking, and writing.

**Topics:** An introduction to Chinese language covering the core vocabulary (up to 100 most commonly used words) and grammatical structures of the language, question-answer interaction and a practical command of commonly occurring conversational topics/situations.

**CHIN6066 - INTRODUCTORY CHINESE II (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Interpret expressions related to personal and daily life; Use simple vocabulary to exchange basic information about themselves and others; Identify specific information in short and easy materials with fixed structures

**Topics:** Asking Questions in Chinese; Asking Questions in Chinese; Making Phone Calls; Be a Guest Dining Out; Asking Questions in Chinese.

**CHIN6067 - INTERMEDIATE CHINESE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize the meaning of social communications delivered in Chinese; Perform social communications in Chinese; Compose simple dialogues in Chinese

**Topics:** Talking about social activities in Chinese; Express needs and plans in Chinese; Asking questions in Chinese; Express feelings in Chinese

**CHIN6068 - INTERMEDIATE CHINESE II (2 Credits)**

**Learning Outcome:** This course extends from Intermediate Chinese I. By the end of this course, students shall demonstrate a fair degree of language competency and accuracy, i.e, ability to write routine social correspondence employing active vocabulary and to comprehend short conversations.

**Topics:** This course covers more advanced vocabulary (up to 400 most commonly used words) and grammatical structures relating to international relations topics.

**CHIN6069 - ADVANCED CHINESE I (2 Credits)**

**Learning Outcome:** This course continues the work undertaken in Intermediate Chinese II. By the end of this course, students will be able to express their idea, both orally and standard written Chinese, as well as to hold discussion in Chinese on a broader range of topics, including socio-historical, economics, and political texts.

**Topics:** The course is designed to provide advanced Chinese learners with a variety of topics related to international relations such as economy and political issues in the forms of diplomacy and negotiation practices as well as supervised discussions on relevant issues.

**CHIN6070 - ADVANCED CHINESE II (2 Credits)**

**Learning Outcome:** This course extends from Advanced Chinese I which includes advanced oral and written practices. By the end of the course, students shall demonstrate advanced speaking, reading, listening, and writing skills comprehensible to native speakers.

**Topics:** Diplomacy and negotiation techniques will be practiced as well as supervised discussions on topics relevant to international relations, inter alia, economy and political issues.

**CHIN6071 – READING III (2 Credits)**

**Learning Outcome:** At the end of this course, the students should be able to: Find the word combination in a passage; Analyse the meaning in a passage; Summarize a sentence; Determine the main idea of a sentence; Determine the main word and intonation.

**Topics:** Vocabulary; Grammar; Dialog; Story; Exercise; Discussion; Power point.

**CHIN6072 - CHINESE COMPUTER (4 credits)**

**Learning Outcomes:** At the end of this course, students ability to describe computer hardware in Chinese, operate Chinese software, create document with Microsoft office 2007 Chinese version.

**Topics:** Computer Hardware and software, windows, Microsoft word 2007, Microsoft excel 2007, internet, Microsoft Power point 2007.

**CHIN6073 – LISTENING IV (4 Credits)**

**Learning Outcomes:** At the end of this course, students ability to Summaries the main idea of topic using Chinese language, Select the correct answer according to the topic , Analyze main idea of topic then do true or false exercise and Write the answer of the case on the recording.

**Topics:** guanzhu wujia, canjia yanhui, wo yao xiujia, zu zhai fangwu, guanggao shijie, weihu quanli, bianhuan gongzuo, tuixiao jiqiao, jiankang shenghuo and xiyin touzhi.

**CHIN7076 - BUSINESS NEGOTIATION (2 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Explain Basic chinese business words and terms; Apply Basic Chinese business words and terms in conversation and negotiation; Demonstrate Basic Chinese business conversation and negotiation.

**Topics:** Establishing relationship and entertaining guests; first contact; intention in buying and selling; holding talks about price; discussion about variety and quantity; discount and commission; modes of payment; delivery and shipment; packing; insurance; customs and commodity inspection; credit risks and its management; signing the contract; demanding payment of a debt; claim and arbitration; agency agreement

**CHIN7077 - INTRODUCTION TO CHINESE BUSINESS (2 Credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Describe Chinese business, Discuss Chinese Business, Speak Chinese business

**Topics:** Chinese business philosophy, Chinese business principles, Chinese businessmanagement's method, Chinese business in the world, Chinese businessnetworking

**CHIN8078 - MYTH, LEGEND, AND TRADITION OF CHINA (2 Credits)**

**Learning Outcome:** At the end of this course, the students will be able to: explain the moral values of Chinese folk-customs and Chinese legends; describe aspects of Chinese folk-customs and Chinese legends; analyze case studies of the impact of Chinese folk-customs in Indonesia.

**Topics:** Minsuxue Gaiyao 1; Minjian Shenling 1; Minjian Shenling 2; Minjian Shenling 3; Shenhua Chuanshuo 1; Shenhua Chuanshuo 2; Shenhua Chuanshuo 3; Minsuxue Gaiyao 2; Chuantong Jieri 1; Chuantong Jieri 2; Chuantong Jieri 3; Lisu Jinji 1; Lisu Jinji 2

**CHIN6079 - INTERNSHIP I (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply English, Literary, Linguistic and Cultural knowledge in the workplace; Practice Good manner and Professionalism in the workplace; Discuss issues in the workplace in the academic manner (through report writing and seminar).

**Topics:** Introduction to Internship; Mind and Manner; Communication; Professionalism and Performance; Focusing on an Issue for Analysis; Report Writing and Seminar.

**CHIN6080 - CHINESE WORK ETHIC IN INDUSTRY (2 Credits)**

**Learning outcomes:** Describe Chinese Work Ethic in Industry, Discuss Chinese Work Ethic in Industry, Apply Basic Chinese Work Ethic in Industry

**Topics:** Chinese work ethic culture, Chinese work ethic philosophy, Chinese work ethic application, Chinese work ethic history

**CHIN6081 - CHINESE COMMUNICATION IN INDUSTRY I (2 Credits)**

**Learning outcomes:** Describe Chinese Communication in Industry, Discuss Chinese Communication in Industry, Apply Chinese Communication in Industry.

**Topics:** Basic Chinese communication in Industry, Chinese communication principal, Chinese communication application.

**CHIN6082 - EES IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Reveal the kinds of skills required in the contexts of certain industries; Analyze the effectiveness of EES skills in industry through report; Demonstrate the employability and the entrepreneurial skills needed in industry.

**Topics :** Understanding EES at work; People skills in industry; Social skills in Modern world ; The Professional Self; Chinese communication skill at work; Be a good listener at work; Explaining oneself professionally; Delivering complaints & Accepting criticism; Asking questions; Making appropriate feedback and praises; Reading between the lines; Case Studies and report Writing; EES workshop.

**CHIN6083 – INTERNSHIP II (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply English, Literary, Linguistic and Cultural knowledge in the workplace; Practice Good manner and Professionalism in the workplace; Discuss issues in the workplace in the academic manner (through report writing and seminar).

**Topics:** Introduction to Internship; Mind and Manner; Communication; Professionalism and Performance; Focusing on an Issue for Analysis; Report Writing and Seminar.

**CHIN6084 - CHINESE WRITING SKILLS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: write report, write meeting report, write office correspondence, operate Chinese operating system and software application..

**Topics:** office correspondence letter, correspondence ethics, Chinese operating system

**CHIN6085 - CHINESE COMMUNICATION IN INDUSTRY II (2 Credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Discuss Chinese Communication in Industry, Apply Chinese Communication in Industry, Value Chinese Communication in Industry

**Topic:** Intermediate Chinese Communication in Industry, Chinese Communication Application, Chinese Communication in Industries

**CHIN6086 – EES IN INDUSTRY II (4 Credits)**

**Learning Outcomes :** On successful completion of this course, students will be able to: Explain advanced theories of entrepreneurship; Relate success stories of entrepreneurship with case studies; Design a good business plan using case studies.

**Topics :** Introduction; The core of Internship; The origins of Ideas, creativity, and innovations; Opportunity recognition; The ups and downs of entrepreneurial life; Reviews for mid term; Ingredients of entrepreneurial success; Protecting your ideas; Planning for success; Preparing the final project.

**CHIN6087 – LISTENING III (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: summaries the main idea of topic using Chinese language, Select the correct answer according to the topic , analyze main idea of topic then do true or false exercise and write the answer of the case on the recording.

**Topics:** Ni zui hao hai shi jie le ba, zen yang cai neng xiuxi hao, gai ting shui de, chayi, gai zenme shuo, qi mingzi, huan gongzuo, hua shuo guonian, qi e de hunlian, hua shuo guanggao, diannao de yongtu, bao hu huanjing, ren kao yizhuang, zhongguo cai, mai fang hao haishi zu fang hao, ni xiang mai che ma and qing gen wo lai.

**CHIN6088 - LISTENING I (4 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Express correct pronunciation and intonation according to the records; Select the correct answer according to the topic; Analyze main idea of topic then do true or false exercise; Write the right answer according to the records.

**Topics:** Pronunciation and intonation; Making an inquiry; Negotiation; Numbering; Sentence stress.

**CHIN6093 – LISTENING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: summaries the main idea of topic using Chinese language, Select the correct answer according to the topic , Analyze main idea of topic then do true or false exercise and Write the answer of the case on the recording.

**Topics:** Modal verb, complement, evaluation, ba and bei sentences, interrogative pronounce and rhetorical question, Chinese culture, Chinese custom, Chinese family habit and raise good habit.

**CHIN6094 – READING CHINESE NEWSPAPER (2 Credits)**

**Learning Outcome:** By the end of this course, students will be able to: Underline the main topic and the important point of articles.

**Topics:** Wen zongli shi shoufang xin oumeng guibin; Jinghe zuzhi shuo zhongguo chengwei jieshou waiguo zhijie touzi zui duo de guojia; Wen Jiabao xiang de guo gongshang jie fabiao jianghua; Jin qi gang cai jiage mingxian huiluo; Gong an bu: wo guo jiaqiang jin du lingyu guoji hezuo qude xin tupo; Zhongguo de jihua shengyu; Fangbianmian da ying jia: Kang Shifu; Zhongguo fa lvka menkan tebie gao; Ni sheji wo zhizao; Yang xin he ta de "lvse jianghe; Dang dai daxuesheng hunlianguan zhujian chengshu.

**CHIN6097 - MODERN CHINESE (2 Credits)**

**Learning Outcome:** At the end of this course, the students will able to : Identify the basic structures of Chinese phonetic, character,vocabulary, and grammar; Classify the Chinese phonetics, characters,vocabulary and grammar based on the Chinese language theories.; Apply the linguistic analysis methods in Chinese language.

**Topics:** Chinese phonetic; Chinese Characteristic; Vocabulary; Grammar.

**CHIN7099 – CHINESE TEACHING METHODOLOGY FOR FOREIGNER (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic teaching strategies in Chinese teaching and main elements of Chinese teaching plan; Choose the suitable strategies in Chinese teaching; Design Chinese teaching plan correctly; Demonstrate the strategies in Chinese teaching correctly.

**Topics:** Definition of Chinese language teaching method & phonics theory and teaching strategies; Vocabulary theory and teaching strategies; Watching phonics and vocabulary teaching demonstration DVD; Practicing phonics and vocabulary teaching strategies; Grammar theory and teaching strategies; Chinese character theory and teaching strategies; Watching grammar teaching demonstration DVD; Practice grammar and Chinese character teaching strategies; Listening and speaking teaching strategies; Reading and writing teaching strategies; Watching listening and speaking demonstration DVD; Practice teaching.

**SUBJECT AREA: CIVL****CIVL6001 – INTRODUCTION TO CIVIL ENGINEERING (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: explains a technical problem in a presentation using appropriate software; demonstrate a project presentation; explain lecturer's idea in discussion forums and communicate well; explains the specificity of Civil Engineering with good science, including Structures, Highway Engineering, Transportation Planning, Water Resources and Environmental, Geotechnical and Construction Management; implementing cooperation in working groups to discuss a problem; implement the use of computer programs in support of activities; produce a systematic problem-solving; explain several local projects through field visit to the Site Visit; showed some great and special projects in the world through existing multimedia; emonstrate the profession and career in Civil Engineering; summarizes a technical issue and concluded the problem in a technical paper.

**Topics:** Introduction and general information about Civil Engineering; Planning in Civil Engineering; Scientific fields of Structural Engineering; Scientific field of Highway Engineering; Scientific fields of Transportation Planning; Scientific fields of Geotechnical Engineering; Scientific fields of Water Resources; Scientific fields of Construction

Management; Research in the field of Civil Engineering; Civil Engineering Community; Career and Profession in Civil Engineering; Seminar Presentations

**CIVL6002 – CASE STUDY IN CIVIL ENGINEERING (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: discuss and evaluate the cases that may occur in the field based on a variety of examples of cases and completion of the study, which will be used as consideration for future decision-making in the field; estimates consider various alternatives to be taken as a settlement in the case of construction projects

**Topics:** Introduction of the cases may be encountered on construction projects in general; High-rise building projects; infrastructure projects; Geotechnical project; Waterworks project; Project management; Review and evaluation of cases

**CIVL6003 – RESEARCH METHODOLOGY AND TECHNICAL WRITING (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Summarise the right method to conduct research; Create a research design; Examine collecting and analysis data; Demonstrate capabilities to make report and present the research proposal

**Topics:** Introduction to Research; Executing the Research; Reporting the Research

**CIVL6004 – INTERNSHIP (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: implement and apply the civil engineering knowledge in the real project.

**Topics:** According to the Project

**CIVL6005 – THESIS (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: compile a scientific writing as a final project in civil engineering in the form of application of theories, principles, technique and the methods of civil engineering and in a title agreed by thesis coordinator.

**Topics:** According to the topic of the thesis.

**CIVL6006 – SEMINAR (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: introducing the general topics in construction industry, and Project site

**Topics:** According to the topics that will be presented like a seminar with Professional as a speaker

**CIVL6008 – EARTH WORK/HEAVY EQUIPMENT (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Compare various equipments according to the function; Distinguish the equipment which is used at related projects; Conclude the use of heavy equipment according to requirement.

**Topics:** Introduction; Tractor; Land Clearing; Loader and Excavator; Foundation equipment; Stone crusher; Concrete equipment; Asphalt Mixing Plant (AMP); Crane; Maintenance and Scheduling.



**CIVL6009 – URBAN DRAINAGE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe basic knowledge of urban drainage and waste water management problems; Describe water quality in relation to urban drainage; Describe functions, inputs, and outputs of urban drainage system; Describe an overview of drainage design considerations and processes; Analyse management problems in an urban drainage system.

**Topics:** Introduction; Approaches to Urban Drainage; Water Quality; Wastewater; Rainfall; Stormwater; Hydraulic; Storm Sewer; Sewer Flooding; Integrated Management and Control; Sustainable Water Management.

**CIVL6010 – CONSTRUCTION METHOD (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain construction method in a civil engineering project; Describe method for earthwork project include excavation; Apply heavy equipment in a construction project; Describe method for deep and shallow foundation project; Explain construction method for reinforced concrete project; Explain construction method for basement construction project.

**Topics:** Introduction to Construction Method; Planning for Earthwork Construction; Heavy Equipment for Earthwork Construction; Cranes; Draglines and Clamshells; Foundation; Forming System; Concrete and Concrete Equipment; Basement Construction Method.

**CIVL6012 – FOUNDATION ENGINEERING (4 Credits)**

**Learning Outcomes:** On Successful completion of this course, student will be able to identify and clarify the types and function of foundation and retaining earth structure, calculate the bearing capacity, settlement and lateral pressure of soil related to foundation and retaining earth structure, design the dimension of foundation and retaining earth structure, describe the installation method of foundation and retaining earth structure, analyse the suitable type of foundation and retaining earth structure appropriate with field condition.

**Topics:** Introduction, Bearing Capacity of Soil, Shallow Foundation, Retaining Earth Structure, Deep Foundation

**CIVL6013 – CONCRETE STRUCTURE DESIGN FOR ADVANCED (2 Credits)**

**Learning Outcomes:** By completion this subject, students are able to: Explain clearly advantages of prestressed concrete over conventional and briefly provide technical discussion in materials used in prestressed concrete construction; Compare basic principle of conventional reinforced concrete and prestressed concrete; Perform elastic stress analysis of prestressed concrete structures; Analyze required prestressed forces in structure elements; Produce analyze and design of prestressed concrete structures in bending; Explain definition of loss of prestressed and its components; Perform calculation of prestress losses analysis; Analyze deformation (deflection or camber) of prestressed concrete structures with variation of methods; Produce design of prestressed anchorages; Produce full step-by-step analysis and design of prestressed concrete beams; Give brief explanation of construction technique in prestressed concrete method; Explain basic principle of prestressed concrete structures in statically indeterminate structures.

**Topics:** Introduction to Prestressed Concrete Structures; Material Properties of Prestressed Concrete; Prestressed Forces and Eccentricity; Elastic Stress Analysis in Uncrack Section; Analysis of Flexural Strength of Prestressed Concrete Structures; Design of Flexural Strength of Prestressed Concrete Structures; Analysis of Loss of Prestressed: Short & Long Term; Deformation of Prestressed Concrete Structures; Design of Cable Anchorages; Shear Strength in Prestressed Concrete Structures; Prestressed Concrete in Statically Indeterminate Structures.

**CIVL6014 – STEEL STRUCTURE DESIGN FOR ADVANCED (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Design the Diagram of steel structure with computer software; produce roof truss design: design the structure of composite beam; design the structure of steel factory; produce roof truss structure made of steel; describe the loading system of steel structure; describe the basic concept of composite beam; describe the types of factory building and its elements.

**Topics:** Roof Truss; Kern and Console Beam; Factory Construction; Base Plate; Composite Beam; Computer Application of Steel Structure Design.

**CIVL6015 – GEOSYNTHETICS APPLICATION IN CIVIL ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Classify the geosynthetic material; Apply the geosynthetic material as a solution of geotechnical problems; Design the geosynthetic appropriate with project needed; Select the suitable geosynthetic material.

**Topics:** Introduction; Geotextiles and Its Applications; Geogrid and Its Applications; Geomembrane and Geosynthetic Clay Liner; Geonet and Geopipe; Geosynthetic Material as a Solution for Erosion Problems; Geocomposites; Geosynthetic Applications to Special Case Studies.

**CIVL6017 – CONSTRUCTION MANAGEMENT (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Shows the relationship between the conception of construction management in construction projects.

**Topics:** Understanding in general management (functions and levels); Construction management; Construction project; Project Scope (Project Scope Management); Procurement of Construction Services; Strategy Contract and its Legal Aspects; Budget Plan; Engineering Construction Project Scheduling (Project Time Management); Gantt Chart and Network; Critical Path Method (CPS); Precedence diagramming Method (PDM); Length-Cost Trade-Off; Resource Scheduling and Control of Construction Project Execution

**CIVL6019 – SURVEYING (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the definition of surveying engineering and its application in civil engineering; Use and choose the surveying equipments; Calculate the matters relating to surveying engineering and its application in civil engineering; Design and apply the drawing and diagram of situation mapping.

**Topics:** Introduction; Land Surveying Equipments; Measurement of Distance and Angle; Coordinate Calculation; Height Measurement; Area Measurement; Volume Calculation; Situation Mapping.

**CIVL6021 – STATICS (4/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define each types of structural systems and classify whether it is statically determinate or indeterminate structures; Analyze statically determinate beam and portal structures with equations of equilibrium; Analyze Internal Loadings Diagram of beam and portal structures; Analyze statically determinate truss structures; Analyze cables and three hinged arches structures; Compose influence lines diagram for statically determinate beam and truss structures.

**Topics:** Types of Structures and Loads; Analysis of Statically Determinate beam and portal Structures; Determine Internal Loadings Diagram of beam and portal structures; Analyse of Statically Determinate Truss Structure; Cables and Arches; Influence Lines Diagram for Statically Determinate Beam and Truss Structures

**CIVL6022 – SOIL MECHANICS (4/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the soil types and its properties; Compose soil physical properties base on its behaviours; Evaluate the water influence to soil behaviours; Calculate the basic analysis of soil mechanic matters; Solve the soil mechanic problems

**Topics:** Introduction to soil mechanics; Steady state flow through soil; Compressibility of Soils; Shear Strength of Soil; Lateral Earth Pressure; Slope Stability

**CIVL6023 – FLUID MECHANICS AND HYDRAULICS (4/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the equation to hydrostatic problems and calculate flow rates, pressures and hydrostatic forces, Apply the energy equation to pipe flow problems and calculate flow rates, pressures, and head losses in pipe networks, Apply the energy and momentum equation to open channel flow and calculate water depths and water surface profiles for various flow configurations, Apply the energy equation to hydraulic structure (flumes, weirs, spillway, control gate, pumps and turbines).

**Topics:** Hydrostatics, Principles of Fluid Flow, Dynamic of Fluid Flow, Closed Conduit, Open Channel, Hydraulic Structure, Application of Hydraulic Structure.

**CIVL6025 – HYDROLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the importance of hydrological processes; Calculate hydrological processes using mass and energy balance; Calculate design parameters for hydrological problems; Describe an overview of hydrological measurements; Analyse hydrologic design.

**Topics:** Introduction; Hydrologic Processes; Atmospheric Water; Subsurface Water; Surface Water; Hydrologic Measurement; Unit Hydrograph; Reservoir and River Routing; Flood Frequency Analysis; Hydrologic Design.

**CIVL6027 – HIGHWAY ENGINEERING (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the principle of highway engineering; Design road geometric with vertical and horizontal alignment; Explain the road making materials; Design the road pavement; Explain the road maintenance.

**Topics:** Introduction to Highway Engineering; Geometric Design; Road Making Materials; Pavement Analysis and Design; Road Maintenance.

**CIVL6030 – ENVIRONMENTAL ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic principle of Environmental Engineering; Explain ecological concept and Natural Resources; Describe about air pollution, noise pollution and global warming and the impact to human; Describe about Water, Waste Water, Solid Waste and Hazardous Waste Treatment; Explain the Environmental Impact Analysis

**Topics:** Introduction to Environmental Engineering; Ecological Concept and Natural Resources; Global Warming; Water Quality and Pollution; Water and Waste Water Treatment; Hazardous Waste Treatment; Air Pollution; Noise Pollution; Solid Waste and Management; Global Environmental Issue; Environmental Impact Analysis

**CIVL6033 – THEORY AND DESIGN OF CONCRETE STRUCTURES (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the structural system category based on the internal forces; Describe the ultimate limit state theory; Calculate the stress and strain at concrete section; Design the reinforcement of concrete beam; Design the reinforcement of concrete slab, column, and foundation

**Topics:** Introduction; Stress-Strain at Concrete Section; Bending Capacity of Concrete Section with Tension Reinforcement; Bending Reinforcement of Beam and Slab; Shear Reinforcement; Reinforcement of Concrete Column; Reinforcement Splicing; Reinforcement of Concrete Foundation

**CIVL6034 – THEORY AND DESIGN OF STEEL STRUCTURE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the properties of steel material and its application; Design the steel element of structure; Design the steel connection; Design steel plate girder structure; Design the base plate of steel structure; Design steel structure using computer program.

**Topics:** Introduction; Design of Tension Members; Design of Compression Member; Design of Bending Members; Bolt Connection; Weld Connection; High Tension Bolt (HTB); Steel Column; Base Plate; Computer Program for Steel Structure Design.

**CIVL6035 – AIRPORT ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Airport, Airfield, Airport Facilities, Airplane Characteristic, Terms of Aviation, airport configuration and air traffic management; Explain airport master plan, regulation and feasibility study of airport; Calculate geometric area of runway and taxiway; Design of terminal area; Calculate airport pavement and drainage; Describe environmental impact of the airport.

**Topics:** Introduction to Airport Engineering; Airport Master Plan; Geometric Design of the Airfield; Design of The Terminal Area; Airport Pavements and Drainage; Environmental Impact of Airport.

**CIVL6037 – RAILWAY ENGINEERING (2 Credits)**

**Learning Outcomes:** After finishing these courses, student is able to: calculate the geometric related to railway planning, vertical and horizontal alignment, curve radius, railway elevation and widening the railway; Calculate related to upper structure of railway, static load and dynamic load; Calculate related to lower structure of railway, ballast strength, sub grade strength and drainage; Obtain type of railway structure, component, function of each component and classifications; Explain about signaling, ties, railway scheduling and types of the station; Mention things related to the railway system, history and development of railway, advantages and weaknesses of railway transportation.

**Topics:** Introduction to Railway; Railway Geometric Design; Railway Upper Structure Design; Railway Lower Structure Design.

**CIVL8038 – SOIL IMPROVEMENT METHOD (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Geotechnical problems; Identify the proper ground improvement methods relating to geotechnical problems; Analyze the various ground improvement methods; Calculate the various ground improvement methods; Choose the appropriate and effective types of ground improvement methods.

**Topics:** Introduction (Geotechnical Problems); Soft Soil (Problems and Stabilization Methods); Slope Stabilization; Unique Soils (Basic principle and Improvement Methods); Case Studies of Ground Improvement.

**CIVL6039 – INFRASTRUCTURE MANAGEMENT (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Evaluate the condition of management infrastructure based on its elements, in effort to create sustainable infrastructure management; Relate the aspects that influence infrastructure planning to improve the quality of infrastructure services.

**Topics:** Introduction to infrastructure management; Infrastructure planning; Infrastructure maintenance and rehabilitation; TQM Concept in Infrastructure Management; Sustainability of infrastructure.

**CIVL6043 – EVALUATION OF PROJECT MANAGEMENT AND PROJECT BUSINESS FEASIBILITY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define project evaluation method; Estimate project cost and investment in a project, specifically at construction project Management; Manage project cost, resources, and investment in a project; Apply project evaluation method.

**Topics:** Basic Understanding of Project Evaluation; Time Value of Money; Investment Appraisal - Project Investment and Investment Criteria; Concept, Function of Project Management, and Contract Management; Human Resources Management, Material, and Tool Management; Project Feasibility and Initiation; Planning and Forecasting; Identification and Project Monitoring; Risk Analysis and Management; Total Quality Management; ISO 9000.

**CIVL6047 – MECHANICS OF MATERIALS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Calculate the average normal and shear stress/strain; Calculate the stress-strain diagram for a specific material; Calculate the stress and strain due to torsion; Calculate the bending and shear stress in the beam; Calculate deflection and slope of the beam; Calculate the principle stress, maximum in plane shear stress and average normal stress

**Topics:** Stress and Strain; Mechanical Properties of Materials; Axial Load; Torsion; Bending; Transverse Shear; Stress Transformation; Deflection of Beams

**CIVL6051 – BUILDING CONSTRUCTION (4/2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to: Explain the drawing technique and naming the equipments; Draw the projection picture; Define the construction material; Construct the element building construction.

**Topics:** Introduction, Drawing Technique, Projection Picture, Construction Material, Wall Construction, Wood Construction, Window and Door, Foundation, Roof Construction, Stairs, Floor, Reinforced Concrete, Mechanical, Electrical & Plumbing

**CIVL8052 – ADVANCED SOIL MECHANICS (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to: generate an understanding of advanced aspects of soil behavior; Justify an appropriate choice of soil parameters to be used in design based on the nature of geotechnical problems; Predict the critical state framework of soil behaviour and its advantages and limitations; Solve geotechnical problems using appropriate equations and soil properties.

**Topics:** Soil Behaviour, Soil Modelling, Permeability and Seepage, Shear Strength of Soil, Deformation and Settlement of Soil.

**CIVL6053 – STRUCTURAL ANALYSIS (4 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to describe about indeterminate structure related to internal forces and equilibrium force system, determine the internal forces diagram and equilibrium forces system of indeterminate structure.

**Topics:** Introduction to indeterminate structure, Deflection of Indeterminate Structure, Analysis of Indeterminate Structure, Computer Application on Structural Analysis

**CIVL6054 – TRAFFIC ENGINEERING (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to analyze the appropriateness of traffic management activity for the signalize crossing, parking area and traffic impact with the alternative solution

**Topics:** Introduction, The Component of Traffic Engineering, The Characters of traffic-flow, Traffic Flow Variables, Capacity and Level of Services, Traffic Survey, Fundamental of Signalize Crossing, Analysis of Signalize Crossing MKJI 1997, Parking Design, Introduction to Traffic Impact, The Principles to Traffic Evaluation.

**CIVL8055 – DYNAMICS OF STRUCTURES (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to determine dynamic structure response to dynamic forces and ground acceleration earthquake, determine earthquake response of single and multi degree inelastic system

**Topics:** Part 1: Single Degree of Freedom: Equations of Motions, Problem Statement, and Solution Methods, Free Vibration, Response to Harmonic and Periodic Excitations, Response to Arbitrary, Step, and Pulse Excitations, Earthquake Response of Linear Systems, Earthquake Response of Inelastic Systems, Generalized Single Degree of Freedom Systems. Part 2: Multi Degree of Freedom: Equations of Motions, Problem Statement, and Solution Methods, Free Vibration, Damping in Structure, Dynamic Analysis and Response of Linear Systems, Earthquake Response of Linear Systems

**CIVL8056 – BRIDGE ENGINEERING (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to enable students to choose the appropriate bridge type for a given project, and to analyse and design the main components of the chosen bridge. The course also provides students with fundamental knowledge in a wide range of state-of-the-art practices, including code specifications, in bridge engineering.

**Topics:**Types of Bridges, Loading System and Design Loads, Design Superstructures

**CIVL6057 – PROJECT\* (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to design construction related with civil engineering field such as structure engineering, geotechnical engineering, highway engineering, transportation, water resources, and construction management

**Topics:** According to the field preferred

**CIVL6058 – EARTHQUAKE ENGINEERING (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to determine fundamental concepts, principles and application of earthquake engineering in seismic analysis and design of structures.

**Topics:** Earthquake Response and Design for Multistories Buildings: Structural Dynamics in Building Codes

**CIVL6066 – CONSTRUCTION MATERIAL TECHNOLOGY (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the types of application of concrete; Explain the requirement of concrete material; Apply the basic method for concrete mix design and concrete testing; Analyze the application of lightweight concrete and high strength concrete; Explain the steel bar requirement and application; Explain the development in concrete technology

**Topics:** Introduction; Fine Aggregate; Coarse Aggregate; Water and Admixture; Cement; Concrete; Concrete Mix Design; Concrete Testing; Light Weight Concrete; High Strength Concrete; Steel Reinforcement; Development in Concrete Technology.

**CIVL6067 - MATERIAL KNOWLEDGE I (2 Credits)**

**Learning Outcomes:** Describe basic knowledge of natural building material; Choose natural building material for interior project; Create material board for interior project presentation

**Topics:** Building Material I; Interior Elements; Building Material and Furniture Symbol; Wood; Stone; Metal; Applying natural building material for Interior project; Material board for interior and furniture project

**CIVL6068 - DRAFTING AND DETAIL CONSTRUCTION (4 Credits)**

**Learning Outcomes:** Identify the material as well as basic theory of low-rise building construction; Explain the fundamentals of building structures; Apply construction drawing & its elements; Demonstrate an understanding Building Code and building controls process

**Topics:** Introduction & Buildings Structures; Building Code and Building Consents; Low-rise Foundation Systems; Elements of Building Construction: Foundation & interior elements (ceiling, floor, wall & furniture); Technical Drawing in a simple construction: Foundation & interior elements (ceiling, floor, wall & furniture); Building Construction Elements: Split level, stairs, mezzanine; Drawing of Building Construction Elements : Split level, stairs, mezzanine; Details of simple construction : Split level, stairs, mezzanine; Drawing Project ( Supporting Interior Design I : Residential)

**CIVL6069 - MATERIAL KNOWLEDGE II (2 Credits)**

**Learning Outcomes:** Classify the characteristic of artificial building material; Describe artificial building material in interior and furniture; Apply the artificial material for interior and furniture projects

**Topics:** Knowledge of Building Material II - Introduction; Glass for Interior; History of Glass; Ceramic; Ceramic for Interior Design; Sanitair; Sanitair for Bathroom; Plastic for Interior and Furniture; Wall Paints; Wall Painting in Interior; Decorative Paintings in Interior; Upholstery for Interior and Furniture; Material Scheme and Mood board

**CIVL6070 - BUILDING COMPONENT THEORY AND REGULATION (2 Credits)**

**Learning Outcomes:** Explain the building performance in design context ; Apply potential challenges and building performance simulation; Analyze background building simulation and future building system.

**Topics:** Introduction to building performance simulation; The role of simulation in performance based building; Weather data for building in performance simulation; People in building performance simulation; Thermal load and energy performance prediction; Ventilation thermal quality performance prediction; Indoor thermal quality performance prediction; Room acoustics performance prediction; Daylight performance prediction; Moisture phenomena in whole building performance prediction; Building simulation for practical operational optimization; Integrated resource flow modelling of the urban built environment; A view on future building system modelling and simulation.

**CIVL6071 - TRANSPORTATION SYSTEM MODELING (4 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Describe components of transportation system modeling and their interactions; Explain travel-demand models; Create a model of a simple transportation system.

**Topics:** Transportation Modes And Route Selection; Speed, Travel Time and Delay; Local Vehicle Routing Fleet Management; Consolidation Transportation Systems, Network, And Models; Traffic Flow Characteristics; Traffic; And Intersection Simulation; Road Safety Engineering

**SUBJECT AREA: COMM**

**COMM8006 - BUSINESS COMMUNICATION (2 Credits)**

**Learning Outcomes:** Illustrate building block for effective messages and creating goodwill in business communication; Give examples of how to create letters, memos, web writing and to polish them writing; Demonstrate some basic concepts and processes in interpersonal communication; Analyze business research, writing research reports, conduct a visual presentation of research results, and job hunting.

**Topics:** Building Blocks for Effective Messages; Creating Goodwill; Letters, Memos, Email, and Web Writing; Polishing Your Writing; Interpersonal Communication; Research, Reports, and Visuals; Job Hunting

**COMM6009 – INTRODUCTION TO POLITICAL SCIENCE (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Select and relate the role of political elements for development and application such as political parties, bureaucracy, and government in a political system; Develop the principles of political science; Describe the role of political aspects in national and international citizenship.

**Topics:** Politics as science; Country and nation; Power; Authority and legitimating; Democracy and election general; Political party; Trias Politica; Human Rights; Political behavior and participation; Government and government administration; Models of political system; Ideology; Politics and good for together.

**COMM6012 - THEORY OF COMMUNICATION (4 Credits)**

**Learning Outcomes :** On successful completion of this course, students will be able to: Identify the basic of communication theories; Report the application of theory in their everyday activities; Explain more systematic and thoughtful critical thinkers; Describe the principles and the central ideas of important theories in the communication discipline; Apply an overview and brief history of how the communication discipline is developing; Demonstrate the practical, engaging, and relevant ways in which theory operates in life.

**Topics:** Thinking About Communication: Definitions, Models, and Ethics; Thinking About Theory and Research.; Symbolic Interaction Theory; Coordinated Management of Meaning; Cognitive Dissonance Theory; Expectancy Violations Theory; Uncertainty Reduction Theory; Social Penetration Theory.; Social Exchange Theory; Cultural Studies; Cultivation Analysis; Uses and Gratifications Theory; Spiral of Silence Theory.

**COMM6014 - THEORY OF MASS COMMUNICATION (4 Credits)**

**Learning Outcomes :** After completion this course students will be able to meaningfully apply mass communication theory to the practical daily work as journalists, advertisers and public relations professionals, and to evaluate the



important role gender, race, ethnicity, sexual orientation and other forms of diversity play in the production and effects of mass communication

**Topics:** Mass Communication Theory & The Rise of Mass Media; Concepts and Models for Mass Communication; Mass Communication and Culture; Media Structure and Performance: Principles and Accountability; Global Mass Communication; The Media Organization: Pressures and Demands; The Production of Media Culture; Media Content: Issues, Concepts and Methods of Analysis; Media genres and Texts; Audience Theory and Research Traditions; Audience Formation and Experience; Media Effects; News, Public Opinion and Political Communication.

#### **COMM6019 – PUBLIC OPINION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Manage the usage of public opinion in communication; Explain the specific character of public opinion; Analyse meaning, foundation, and definition of public opinion; Create the relationship between the data usage and public opinion in communication.

**Topics:** Introduction Expressing Opinion; Public opinion Process; Characteristic and Principle of Public Opinion; Censorship and Privacy; Agitation and Propaganda in public opinion; Public Relation as Managing Public Opinion; The Role of Public Relations in Forming Public Opinion; Public Opinion as Political Communication strategi; Public Relations Campaign for creating Public Opinion; Polling technique and Public opinion; Methods – Attitude Measurement; Using Data of Public Opinion; Measuring Image Via Public Opinion.

#### **COMM6076 – INTERCULTURAL COMMUNICATION AND SERVICE EXCELLENCE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand the importance of intercultural communication in today's global world; Recognize causes of intercultural conflict adapt to unfamiliar cultures and contribute to greater cooperation; Demonstrate knowledge of customer service techniques in dealing with the public

**Topics:** Why study Intercultural Communication?; Culture, communication, context and power; Intercultural communication processes; Nonverbal codes and cultural space; Popular culture and intercultural communication; Striving for engaged and effective intercultural communication; The customer service profession; Contributing to the service culture Skill for success; Building and Maintaning relationship; Service breakdowns and service recovery; Customer service in a diverse world; Customer service via technology; Encouraging customer loyalty

#### **COMM6078 – RADIO AND TELEVISION SCRIPT WRITING\* (4 Credits)**

**Learning Outcomes :**At the end of this course student will be able ; to improve broadcast news writing and reporting skills. To integrate news writing skills with basic reporting practices into the production of professional, broadcast-quality audio news reports.To learn how to evaluate newsworthy material so student can learn how to stack a news program.

**Topics :** Course expectations & ethics of broadcast journalism, Ethics of broadcast journalism (cont.), Writing for broadcast news, Writing for Broadcast News (cont.), Capturing and Editing Sound, How to write a radio script, Trauma in journalism, Reporting, Reporting (cont.), Reporting (cont.), Feature stories, Feature stories (cont.), Introduction to radio documentary and television reporting.

#### **COMM6079 – BROADCASTING IN PRACTICE I (8 Credits)**

**Learning Outcomes :** At the end of this course student will be able ; demonstrate professional, ethical workplace behavior, Demonstrate proper workplace safety skills, Understand the basic structures and environment of a media

organization from the inside, mastering the necessary equipment and skills to be a productive contributor, Will have enhanced interpersonal and teamwork skills as a result of experience, Will have improved networking skills and connections to industry

**Topics :** Intern Agreement, Meeting w/ Instructor, Submit Copy of Current Resume to Instructor, Scheduled hours at internship, Final Evaluation to be completed by supervisor, Updated copy of resume, with new role added., All Journal entries submitted as one document in binder.

**COMM6080 – BROADCASTING IN PRACTICE II (8 Credits)**

**Learning Outcomes :** At the end of this course student will be able ; demonstrate professional, ethical workplace behavior, Demonstrate proper workplace safety skills, Understand the basic structures and environment of a media organization from the inside, mastering the necessary equipment and skills to be a productive contributor, Will have enhanced interpersonal and teamwork skills as a result of experience, Will have improved networking skills and connections to industry

**Topics :** Intern Agreement, Meeting w/ Instructor, Submit Copy of Current Resume to Instructor, Scheduled hours at internship, Final Evaluation to be completed by supervisor, Updated copy of resume, with new role added., All Journal entries submitted as one document in binder.

**COMM6081 – INTRODUCTION TO JOURNALISM AND BROADCASTING (2 Credits)**

**Learning Outcomes :** At the end of this course student will be able ; to understand the process of producing newscasts for the electronic media, Develop proficiency in elements of electronic media news, including: interviewing, recording, editing, and assembly of newscasts, Develop an awareness of the legal and ethical standards for electronic media news, Develop an awareness of his or her potential in the field of electronic news.

**Topics :** Mass Media Organizations; Print, Electronic and Internet, Professionalism as a Journalist, Stage and Workflow Journalist, Propose for the News, News Gathering, News Production, Writing Style in News Media Print, Script, Pictures and Sound in News Electronic Media, News Up Date in Online Media, Features and Human Interest, Investigative Reporting, Norms and Regulation in Print, Electronic and Online Media

**COMM8082 – MEDIA CONVERGENCE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: development of printed and convergence media which are used not only for disseminating information in general but also as a medium to convey the actual news. Student will also visit various news companies both printed media company and broadcasting company.

**COMM6083 – BROADCASTING RULE & ETHICS (2 Credits)**

**Learning Outcomes :** Describe the five sources of American Law. Summarize the process of a lawsuit. Analyze broadcast law precedents by writing case studies. (GE – critical thinking) Apply the First Amendment to legal and ethical broadcasting issues. Explain copyright, music licensing, and trademark laws. Defend or criticize Internet copyright issues based on Copyright law. Conclude whether a broadcast incurs libel. Define the defenses against a libel suit. Understand the ethical responsibilities of the broadcast industry. (GE – ethical behavior)

**Topics :** Introduction to the Legal System, Rationale of Regulation, Broadcasting and Journalism Code of Ethics, SP3SPS, Regulation of Electronic Media Content, Regulation and Commercial Practices, Defamation: Libel and the Media, Free Press/Fair Trial, The Internet and Developing Media

**COMM6084 – PRODUCES, PROGRAM AND MANAGEMENT OF BROADCASTING (2 Credits)**

**Learning Outcomes :** By the end of this course, students will understand how these concepts have evolved throughout an ever-changing broadcasting landscape, and how they are best implemented today. Key concepts include the methods that are used to create and manage radio and television program schedules, as well as media management strategies. Additionally, there will be a strong emphasis on current topics in media, so that's students might see how programming and management strategies are implemented in practice

**Topics :** Definition of basic broadcasting management, Business in the broadcasting industry, Broadcast sales, Broadcast promotion and marketing, Broadcast programming, Broadcast production news 1, Broadcast production news 2, Broadcast production entertainment, Financial management, Human resources management, Broadcast regulations, Managing the public television, Managing the community television, Managing the cable television.

**COMM6085 – INTERVIEW & REPORTAGE TECHNIQUE (2 Credits)**

**Learning Outcomes :** At the end of this course students will be able to understand the basic as professional broadcast media environment that includes radio, television, and new media. Understand the basic interview for broadcast and reportage in live broadcast production.

**Topics :** Sources, Gathering Coverage, Interviewing Techniques, Writing to Visuals, Storytelling and Features Technique, Live Reporting, Terms Become a News Caster, Vocal Coaching for News Caster, Physical train for News Caster, Reading a good technique for News Caster, Ethics and Law

**COMM6086 – RADIO AND TELEVISION EDITING (2 Credits)**

**Learning Outcomes :** At the end of this course student will be able ; to appreciate editing as creative element for storytelling in motion pictures, To understand procedures, techniques, and standard practices in motion picture editing, To acquire practical knowledge and hands-on experience of motion picture editing and post production workflow

**Topics :** Introduction/Description of Course & System requirements, Principles of Video Editing, Setting Up for Editing, Non-Linear Editing (NLE), Concept, Working in the Timeline, Transitions, Keyframing, Applying Filters, Color Correction & Color Grading, Working on Audio, Final Review & Project

**COMM6087 - WRITING TECHNIQUES IN COMMUNICATION CONTEXT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: understands the way to create elegant, accurate words used sparingly and with purpose; Demonstrates clarity, simplicity, and dignity top flabby construction and corpulent descriptive everytime.

**Topics:** Use The Right Word; Cut Wordiness; Short Dependent Phrases; Active Verbs, Active Voice; Number, Preposition, and Symbols; Stay in Good Point; Character and Plot; Let The Readers Do Work; The Metaphors; Sound Some Sense; Fast and Slow; The Myths; The Style.

**COMM6089 – PHOTOGRAPHY FOR JOURNALISTIC AND DIGITAL JOURNALISM (4 Credits)**

**Learning Outcomes:** After completion of this subject, students will be able to apply the techniques of photography such as how to take and print a picture; Understand the ethics of journalism of a photo; Assess whether an object worthy or not to be uploaded to various *web-journalism*.

**COMM6090 - DIGITAL JOURNALISM IN PRACTICE I (8 Credits)**

**Learning Outcomes:** This course introduce the students with condition in workplace such as corporate in any industrial sectors, corporate in any service sectors, nonprofit organizations, and government. Students will gain more knowledge and experience Digital Journalism in Industry.

**COMM6093 - DIGITAL JOURNALISM IN PRACTICE II (8 Credits)**

**Learning Outcomes:** This course introduce the students with condition in workplace such as corporate in any industrial sectors, corporate in any service sectors, nonprofit organizations, and government. Students will gain more knowledge and experience Digital Journalism in Industry.

**COMM6096 – MEDIA INTERVIEW TECHNIQUE (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Give examples of organizations in the development of the press in Indonesia; Select of sources within a media interview and make a list of the right questions to the speakers; Explain the different styles of interviews, both print, radio, television and online; Explain the reasons why investigative interviewing techniques needed in the media; Explain mapping for the results interview; Explain the journalistic code of ethics and broadcasting regulation in interview techniques

**Topics:** Industrial Development Press; Press Organization; Selection of Sources; About Resources and Materials Research Questions; Interview Techniques News Purposes; Face-to-Face Interview Techniques; Interview Techniques intercepted; Exclusive Interview Techniques; Investigative Interview Techniques; Constraints Conducting Interviews; Results of Interviews; Need for Conducting Interviews; Code of Ethics of Journalism and Broadcasting Regulation in the interview.

**COMM6097 - SPEAKING IN PUBLIC (4 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Demonstrate successful strategies in public speaking, Describe how & what we must do the role of Public Speaking and how to be as a good as communicator, demonstrate the role of public speaking and how can it work best in communication, Produce conclusions on impacts of having a good public speaking skills for the companies.

**Topics:** What Is Public Speaking; Speaking in Public; Selecting a Topic and Purpose; Analyzing the Audiences; Public Speaking and Critical Thinking; The Speech Communication Process; Ethic and Public Speaking; Listening in Public Speaking; The Importance of Personal Appearance & The Audience Mind; How to Give Your First Speech; Speaking To Inform; Meaning of Words; Varieties of Public Speaking; Methods of Persuasion; Gathering Materials in Public Speaking; Supporting your Ideas; Presenting The Speech; Organizing the Body of the speech; Beginning and Ending the Speech; Outlining The Speech; Speaking on Special Occasions; Speaking in Small Group; The Reflective – Thinking Method; What is Good of Delivery; Public Speaking in a Multicultural words; Avoiding public speaking intensifies your fear.

**COMM6098 - HUMAN RELATIONS IN COMMUNICATION CONTEXT (4 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: provides in-depth coverage of interpersonal communication; blending theory, research, and practical skills. Not only provides the students with worthwhile options for a vast array of interpersonal situations, but also to overcome any other disciplines.

**Topics:** Foundations of Interpersonal Communication; Culture and Interpersonal Communication; Perception of The Self and Others in Interpersonal Communication; Listening in Interpersonal Communication; Verbal Messages; Non

Verbal Messages; Emotional Messages; Conversational Messages; Interpersonal Relationship Stages, Theories, and Communication; Interpersonal Relationship Types (1); Interpersonal Relationship Types (2); Interpersonal Conflict and Conflict Management; Interpersonal Power and Influence.

#### **COMM6099 - INTERCULTURAL COMMUNICATIONS (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the basic concepts of intercultural communication and its applications in daily activities; Identify the aspects of culture in intercultural communication process; Analyze the condition of cultural setting, and Formulate appropriate strategies in cultural settings.

**Topics:** Why Studying Intercultural Communication?; Culture, Communication, Context and Power; Cultural Identity; Perception; Differing Cultural Pattern; Language and Intercultural Communication; Nonverbal Communication; Intercultural Communication in Business Setting; Intercultural Communication in Educational Setting; Intercultural Management, Negotiation and Conflict; Communication Theories related to Intercultural Communication; Cultural Adaptation, Assimilation, Acculturation and Cultural Shock; Intercultural Communication Competence

#### **COMM6100 - INTRODUCTION TO COMMUNICATION SCIENCE (4 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Identify the basic of communication; Review the application of basic communication in their everyday activities; Practice the basic of communication in systematically way.

**Topics:** Introduction – Communication Begin!; The Communication Arena; The Evolution of Communication; Fundamentals of Human Communications; Reception of Information; Language in Verbal Messages ; Meanings in Non Verbal Messages; The Media; The Individual; Communication and Relationships; Communication and Organizations; The Global Villages; Public and Mass Communication.

#### **COMM8101 – PHILOSOPHY OF COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the various concepts, theories and aspects of philosophy; Analyze a variety of perspectives through the methodologies (ontologi, epistemologi, and axiology); Criticize the phenomenon of ethics in media communications.

**Topics:** Introduction to the term of Philosophy; Aspects and Perspectives of Philosophy; Philosophy Perspectives in Communication Science; Positivism; Post-Positivism; Interpretive Perspective; Constructivism; Critical Theory; Freedom of Information and Public Accountability; The Urgency of Openness Information and Good Governance; Communication Ethics and Pornography Problems; Facing The Violence in Media; Public Regulation, Dilemma Expressing Freedom and Responsibility.

#### **COMM6102 – THESIS OF MARKETING PUBLIC RELATIONS (6 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to : Conduct research with qualitative and quantitative approaches, Apply knowledge and skills that have been learned in the research or design process and Compare the knowledge and skills in college with real condition in society

**Topic:** Outline Submission; Methodology Proposal Submission and Defence; Data Collection and Analysis (Chapter 3), Writing Chapter 4; Chapter 1-4 Submission; Writing Chapter 5; Chapter 1-5 Finalisation; Thesis Assessment and Approval.

**COMM6104 – THESIS OF CORPORATE PUBLIC RELATIONS (6 Credits)**

**Learning Outcomes :** At the end of this course, the students will be able to conduct communication research by applying qualitative and quantitative approach respectively, conduct research applying mixed method. Make conclusion from data analysis result; describe the process of quantitative and qualitative research; apply data collection technique; develop research design; demonstrate sampling technique; prepare research proposal and report.

**Topics:** Quantitative Research: determining problems, hypothesis, variable concepts, measurement tools, respondent, sampling, arranging data, data characteristics, validation testing, reliability coefficient, statistical hypothesis testing, attachment (tools, data and characteristics, validity, reliability, hypothesis testing, data analysis, conclusion and suggestion. (2) qualitative research: The background of problems, objective, methods in qualitative research, data analysis, writing report.

**COMM6106 – SOCIOLOGICAL AND ANTHROPOLOGY IN COMMUNICATION CONTEXT (2 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to : Students areas to figure about Social dynamics, Social process, and culture and Social motives that are related to Communications contexts, so that The are able to scientifi cally solve the emerged problems within this kind of domain.

**Topics:** Basical definition of sociology, Social communication process, Social Communication motives, basical definition of anthropology, Cultural anthropology, culture of Communications, High culture-lowculture, Communications as the human culture.

**COMM8107 – SOCIOLOGY OF COMMUNICATION (2 Credits)**

**Learning Outcomes :** By the end of this course, students will be able to figure about characteritics of Social Group, Mass media, and public opinion, and Its relevance to Communications, so that they are able to scientifically solve the emerged problem within this kind of domain.

**Topics :** Basical definition of Sosiological Communications, the characteristics of Social group : crowd, co-act, mass, and public; definition of Mass in Communications, Mass characteristics, characteristics of Mass Communications, Mass Communications and public opinion, public opini on forming of process.

**COMM8108 – PSYCHOLOGY OF COMMUNICATION (2 Credits)**

**Learning Outcomes :** By the end of this course, students will be able to understand about the psychology of rolein communication, psychology of concepts and Its effecsin Communications, and personal and group aspectsin Communications, so that the student are able to scientifically solve the emerged problem within this kind of domain.

**Topics :** Basical definition of Communication psychology, the four interpersonal psychology conception, perception-memory-thinking, interpersonal Communication psychology, psychology of Group Communication, Mass Communications psychology, psychology of message and communicator.

**COMM6109 – MARKETING PUBLIC RELATIONS WRITING (2 Credits)**

Marketing Public Relations Writing is one of the most basic building blocks for public relations. In Public Relations, we are not selling widgets. We are informing the public or selling ideas. This course helps students through the typical bad writings, explains where it goes wrong, and shows them a better way. This course covers all forms of writing in public relations such as press releases, public service announcements, magazine queries, securing television and

radio interviews, coverage memos, media alerts, features, trade press releases, newsletters, backgrounders, and public relations presentations.

**Learning Outcomes:** By the end of this course, students will be able to: improve the writing skills of the ideal release to be published, analyze and evaluate the mistaken in public relations writings, write effectively in the variety of formats expected of pr professionals.

**Topics:** Principles of Effective Writing; Effective Writing; The Writing Process, News and Public Relations; News Writing Style; Broadcast News Release; Speech Writing.

#### **COMM6110 – MARKETING PUBLIC RELATIONS IN PRACTICE I (8 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: explain the concept of public relations marketing, define the differences between public relations and marketing, decide the target market.

**Topics:** MPR Definition, situation analyse, Publications; sponsorship; news; public service activity; speech; media identity; Introduce usage Internet in MPR; Leveraging the power of internet; Engaging Ethnic Audience; Regulations by government; Research in MPR in Practice.

#### **COMM6111 – DIGITAL MARKETING PUBLIC RELATIONS (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the use of internet as media for marketing PR; analyze how social media impact on marketing PR strategy; Analyze ethics in the internet and how it is changing news; and Design an online marketing PR strategy.

**Topics:** The geography of social media; people's use of the internet; channels for communication; transparency; richness and reach; how social media impact on strategy; landscaping; developing online marketing PR strategy; online marketing PR tactics; how the internet is changing news; Ethics in digital media; monitoring and measurement; PR and the internet

#### **COMM6112 – MARKETING PUBLIC RELATIONS IN PRACTICE II (8 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: improve the writing skills of the ideal release to be published, analyze and evaluate the mistaken in public relations writings; to compose writing effectively in the variety of formats expected of pr professionals.

**Topics:** A variety of definitions; The challenge of Public Relations; Idea and concept of MPR; Strategic and planning MPR Program; Budgeting to MPR Program; MPR implementation; Persuasion in public opinion about product, service or corporate; Opinion leaders in MPR Practice; Managing competition and conflict in MPR in practice; Factors in persuasive communication; A growing professional Practice; Publication MPR Program; Evaluation from MPR Program.

#### **COMM6114 – INTRODUCTION TO MARKETING AND NEGOTIATION TECHNIQUE IN MPR CONTEXT (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Classify Negotiation Technique; implement the negotiations skills; create the efficient marketing strategies; prepare and deliver about negotiations by the use a variety of methods.

**Topic:** Negotiations Definition; marketing strategies; lobbying; negotiation style; defeat the fear of confrontation; Getting to know and develop your personal negotiation style; strengths and weaknesses of the other party; Mastering art of listening to understand the other side's position and strengthen your position; to be others as collaborators; not competitors; solve deadlock and win the business transaction.

**COMM6115 – MARKETING PUBLIC RELATIONS ETHICS (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: construct a research strategy MPR; Define ethics in MPR context; Analyze ethics in MPR strategies; Analyze ethical decision in MPR context; usage Marketing Public Relation Strategy

**Topics:** Ethics and PR practitioner; Truth and trust; Rights and responsibilities; the trouble with rules; ethical codes; conflict of interest; PR against the world; PR ethics and the media; persuasion or propaganda; Good causes; making ethical decision; PR and the corporate ethics; making business accountable

**COMM6116 – CUSTOMER RELATIONS MANAGEMENT AND MEDIA PLANNING IN MPR CONTEXT (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Identify the CRM in variety of company; Develop the strategy to manage customer relationship; social media in CRM; Create media plans for customer relationship management; Demonstrate .CRM and Media planning in MPR Context.

**Topics:** CRM Definition; Identifying factors that are important to customers; Carrying the customer-oriented philosophy (customer centric); Adopting measurements based on the customer's point; Build process end to end in serving customers; Providing a perfect customer support; Handle complaints/customer complaints; Customer Capacity and Competency Development; Customer Intelligence; Take note of and follow all aspects of the sales; Making holistic information about services and sales information from the customer; CRM Operational: Benefit of CRM for Company.

**COMM6117 – MARKETING COMMUNICATION PROGRAM AND EVENT MANAGEMENT (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: define the relationship between marketing communication and event management; analyse event problem; create the effective event planning to obtain company's objectives; Recommend the availability of resources, such as : of staffing, vendor, technology equipment, safety, security, logistics, staging and contractual negotiation for running an event marketing

**Topics:** Introduction to Event Management; Introduction to Elements of Event Management; Function of a Event Organizer; Assessing Clients Needs; Targeting, Positioning and Branding; Coordinating concept and proposal with the Design Departement; Promotional Strategy; Event Process Flow; Event Logistic; Site Inspection; Planning the Event Execution; Legal Knowledge; Preparing Work Plans, Checklist, cue Sheets etc.; Understanding Contracts; Sponsorship/Fun Raising/Partnership; Staffing.

**COMM6118 – CORPORATE PUBLIC RELATIONS WRITING AND ADVERTORIAL IN A GLOBAL SECTOR (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Understand writing principles in the scope of public relations; Compose public relations writing with ethics and appropriate writing style and grammar; Compose public relations writing for some purposes.

**Topics:** Principles of Effective Writing; News and Public Relations; Avoiding Legal Hassles; Working with Journalists and Bloggers; Writing the News Release; Preparing Fact Sheet, Advisory and Media Kit; Organizational Feature; Advocacy and Opinion; Newsletter and Corporate Report; Public Relations Advertising; Speech Writing; Writing for the Web; Writing in Turbulent Times.



**COMM6119 – COMMUNICATIONS IN CRISIS**

**Learning Outcomes:** At the end of this course, students will be able to: explain what a complexity of crisis in a company is, how a crisis could affect an organization and the stakeholders which must be considered during a crisis; explain the situations that are potential to be a crisis and the types of crisis; Solving crisis through positive interaction and communication planning.

**Topics:** No Thrillers But Hard Reality; Proactive Crisis Communication Planning; Image as a Part of Corporate Strategy; Calamities and Restructuring; Fraud; A Multitude of Challenges for the International Food Sector; Negative Press and How to deal with It; There is No Substitute for Media Training; Environmental Crisis; Crisis Communication and the Net; Organizational Barriers to Crisis and Public Affairs Management.

**COMM6120 – CORPORATE PUBLIC RELATIONS IN PRACTICE I (8 Credits)**

**Learning Outcomes:** This course introduce the students with condition in workplace such as corporate in any industrial sectors, corporate in any service sectors, nonprofit organizations, and government. Students will gain more knowledge and experience in the organization's public relations strategies in communicating with its public, both internally and externally, in composing public relations writing, in communicating in a professional manner.

**Topics:** Students must write an Internship Final Report (a summary of overall monthly report). The Internship Final report must describe the following information: the position and role of the students; what the students think about the company; how the students think about the people they met or worked with; whether the students found anything related to technical competencies and EES; how the students cope with the given tasks; whether students activities are beneficial to the achievement of the learning objectives.

**COMM6121 – STRATEGIC CORPORATE COMMUNICATION AND MEDIA CAMPAIGN IN A GLOBAL WORLD\* (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Build a strategic corporate communication; Build effective media campaigns; Formulate a powerful and effective message ethically; Choose the appropriate media.

**Topics:** Defining Corporate Communication; Stakeholder Management and Communication; Corporate Identity, Branding and Corporate Reputation; Communication Strategy; Strategic Planning and Campaign Management; Research and Measurement; Media Relations; Employee Communication; Issues Management; Crisis Communication; Leadership and Change Communication; CSR and Community Relations; Social Media and Corporate Communication.

**COMM6122 – CORPORATE PUBLIC RELATIONS IN PRACTICE II (8 Credits)**

**Learning Outcomes:** This course introduce the students with condition in workplace such as corporate in any industrial sectors, corporate in any service sectors, nonprofit organizations, and government. Students will gain more knowledge and experience in the organization's strategies in media campaign, in the organization's reputation management, corporate public relations ethics, and in communicating in a professional manner.

**Topics:** Students must write an Internship Final Report (a summary of overall monthly report). The Internship Final report must describe the following information: the position and role of the students; what the students think about the company; how the students think about the people they met or worked with; whether the students found anything related to technical competencies and EES; how the students cope with the given tasks; whether students activities are beneficial to the achievement of the learning objectives.

**COMM6123 – CORPORATE RELATIONSHIP MANAGEMENT AND MEDIA PLANNING IN CPR CONTEXT (2 Credits) :**

**Learning Outcomes:** On successful completion of this course, students will be able to: Construct their own concepts of media relations; Debating the determinant factors that influence media content; Designing various patterns of media relations programs; Recommend several media relations activities in responding negative issues from media content.

**Topics:** Basic concept of media relations; Media organization: Structure and function of media relations; Patterns of media relations; Individual media workers; The journalist-source relationship; Advertiser and audience; Ideological values in media; Media routine; News as entertainment; Content analysis; Forming effective relationship with journalist; Building a successful media relation programs; Case study in media relation.

**COMM6124 - PUBLIC RELATIONS MANAGEMENT AND REPUTATION MANAGEMENT IN CPR CONTEXT (4 Credits)**

**Learning Outcomes :** At the end of this course students will be able to: describe and analyze the functions of management in designing planning; analyze directing public relations activities to achieve company's image, reputation and strategic management of company ; describe and analyze the effort to integrate management functions and achieve the objective of company.

**Topics:**The functions of management; short term and long term objective of company; the way of public relations; conducting the role of public relations; the influence of internal or external company; achieve company's image; reputation and strategic management

**COMM6125 – POLITICAL BRANDING, CULTURE AND POWE OF ORGANIZATION (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Build strategic, smart and ethical political campaign; Connect public relations program and political campaign; Build strategic public relations programs to communicate organizational culture.

**Topics:** Positioning Organizational Culture; Unpacking Organizational Culture; The Leadership Role in Building, Embedding and Evolving Culture; Developing, Managing and Changing Organizational Culture; How Leaders Can Manage Culture Change; Campaign for Political Marketing.

**COMM6127 - CORPORATE PUBLIC RELATIONS ETHICS (2 Credits)**

**Learning Outcomes :** At the end of this course students will be able to: explain the principles of ethics in performing public relations functions toward company's persuasive communication; achieve ethical position, behavior and human ethics to broaden relationship.

**Topics:**Public relations functions and ethics, comprehension and the ethical position; persuasive communication; behavior and human ethics, effort to achieve positive image and company's reputation; communication activity in striving harmony; company stake holders;. analyze communication ethics;

**COMM6129 - ORGANIZATION COMMUNICATION (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the importance and pervasiveness of organizations in our society; Explain how the study of organizational communication developed and what makes this specialization of communication study unique; Understand the challenges and future directions of organizational communication.

**Topics:** The Challenge of Complicated World; Communication in Classical Approaches; Human Relations and Human Approaches; Studying Organizational Systems; Cultural Approaches in Organizational Communication; Critical Approaches in Organizational Communication; Communication Processes During Socialization; Decision – Making; Managing Organizational Conflict; Emotion in The Workplace; The Multicultural Organization; Organizational Communication Technology; The Changing Landscape of Organizations and Leaderships

#### **COMM6130 - PROFESSIONAL IMAGE AND ACTING (4 Credits)**

**Learning Outcomes :** After completion this course students will be able to present a visual identity that represent their institution, professionalism, and contribution to the world. The purposes of this course is to establish guidelines for dressing, appearance, acting, presenting, and professional image performances.

**Topics:** Professional Image and Acting in Communication Context; The Importance of Ethics at Work; The Power of Verbal and Non-Verbal Communication; Diversity in the Workplace; Listening in a Multilingual World; Exploring Interpersonal Communication; Interviewing and Conscious Communication; Communicating in Groups and Teams; Conflict Management; Thinking about the Ideas and Arguments; Organizing the Presentation; Presentation in a Global Workplace; Persuasive Communication in a Global Workplace.

#### **COMM6131 – BROADCASTING PROGRAMMING IN INDUSTRY (2 Credits)**

**Learning Outcomes :**By the end of this course,students will be able to familiarize a wide variety of models and skills including designing competitive programming strategies and schedules for radio, television, and cable television stations, provide insight into such vital areas as regulation, and program criticism, provide you an understanding of program development and the economics of broadcasting.

**Topics :**Basic media industry dynamics, Basic media programming concepts, Television programming: network, cable, global, Programming for music and non-music radio formats. Pandora, podcasting, and satellites. The legacy and future of radio, The rise of online content, Scheduling and genre. Challenges for local stations. Network-affiliate relationships, Media and politics intertwined, Corporate giants and the media elite; Economies of scale. Monopolies and competition, Influence of business on content. Censorship, advertising, and choice, Looking to the future. Directions in media policy

#### **COMM6132 – NEWS PRODUCTION IN INDUSTRY (2 Credits)**

**Learning Outcomes :**At the end of this course student will be able ; to practice the major theories of broadcast journalism, To learn and practice the basics of television news producing techniques; newscast design, writing, and management techniques; To explore possible careers in broadcast journalism; To produce an actual newscast

**Topics :**Introduction to Working in the Electronic News Media, Writing the News Story/Hard vs. Soft News, News Selection/ Local radio newscast evaluation, Interviews and Soundbites/Radio soundbite story , Producing the Radio Newscast, Legal & Ethical Considerations for Electronic Media News, TV News and Script Formats/Local TV, Live TV report/interview, TV Newscast Production, TV Newscast Production2, TV Newscast Production3, TV Newscast Critiques

#### **COMM6133 - EES IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Work in the dynamic team with tight deadline and less tolerance of errors; Communicate effectively with different type of persons; Prepare and present extensive reports.

**COMM6134 – MAGAZINE PRODUCTION IN INDUSTRY (2 Credits)**

**Learning Outcomes :** At the end of this course student will be able to develop ideas, researching subjects, finding and using the "best" sources, analyzing ideas and broadcast magazine stories

**Topics :** Introduction to Radio & TV Program, Radio and Television News Programs, Air Magazine & Sequence, Brainstorming the Broadcast Writings and Productions Mechanics, Interview & Reportage Radio & TV, Features & Documentary, Features Programs Radio & TV Talk Show, Evaluating Discussions Program, News Magazine Planning and Execution

**COMM6135 – GLOBALIZED NETWORKING IN INDUSTRY (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Explain the process of Globalization and Social Change in industry; Differentiate the Character of Social Change in industry; Compare concepts of social change which generated by globalization process related to industry; Analyze the Perspectives of social politics and culture in industry.

**Topics:** Introduction: A view of social change in industry; Perspective of social change in industry : Cycle theory related to industry; Perspective of evolution theory related to industry; Perspective of conflict and Dialectic theory; Perspective of Structural-Functional theory; Perspective of Psychological Social theory; Perspective of Modern Theory; Internal and External factors of social change theory in industry; The mechanism of social change related to industry; The direction of social change: Globalization; The strategy of change in industry; Revolution: the ultimate of change in industry.

**COMM6137 - Thesis/Project of Broadcasting (6 Credits)**

**Learning Outcomes :** At the end of this course student will be able to write and revise drafts to achieve clear and direct prose style, and employ standard editing practices for self- and peer-reviews. Design usable documents, including graphic elements, Produce a summarized version of thesis appropriate to field, audience and purpose, Communicate thesis research in an oral presentation.

**Topics :** Goals of course, submit proposal, document structure; abstract and introduction, document structure2; literature and results, presentations, first thesis draft, thesis draft returned and discussed, revised draft, presentations, presentations, presentations

**COMM6139 – COMMUNICATION STRATEGY IN INDUSTRY (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to:, identify appropriate communication develop the industry communication; create the communication strategy; demonstrate effective communication in Industry.

**Topic:** The goals of Communication; Making sure the audience receives the message; Making sure the audience pay attention to message; Making sure the message is understood; Making message credible; Making message memorable; Making sure the audience acts on the message; Persuasive and Ethical Communication, Speech, Presentation product knowledge; Online communications; Awareness raising; Audience analyze; Situation analyze

**COMM6140 – CORPORATE CAMPAIGN IN INDUSTRY (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Identify characteristic of corporate media campaign; explain the transformation of mass media in to industry; Design campaign project in digital media industry; Analyze code of ethics used in delivery digital campaign.

**Topics:** What is corporate campaign in industry;; Mass communication Development; Characteristics of Digital Media campaign; Campaigning in Digital Media; Digital Marketing; Digital Advertising; Digital Company Profile; Digital Political Campaign 1; Digital Political Campaign 2; Digital Social Campaign 1; Digital Social Campaign 2; Journalism in Digital Media; Ethics in digital media.

#### **COMM6141 – GLOBALIZED NETWORKING IN INDUSTRY (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Explain the process of Globalization and Social Change in industry; Differentiate the Character of Social Change in industry; Compare concepts of social change which generated by globalization process related to industry; Analyze the Perspectives of social politics and culture in industry.

**Topics:** Introduction: A view of social change in industry; Perspective of social change in industry : Cycle theory related to industry; Perspective of evolution theory related to industry; Perspective of conflict and Dialectic theory; Perspective of Structural-Functional theory; Perspective of Psychological Social theory; Perspective of Modern Theory; Internal and External factors of social change theory in industry; The mechanism of social change related to industry; The direction of social change: Globalization; The strategy of change in industry; Revolution: the ultimate of change in industry.

#### **COMM6143 - WRITING SKILLS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in becoming team member that supports a team to prepare and submit deliverables for clients; Apply the related Writing Skills teori to solve real Writing Skills in Industry : Manage scare resources to get work done.

#### **COMM6145 - NEWS RESEARCH IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain experiences in becoming team member that supports a team to prepare and submit deliverables for clients; Apply the related News Research teori to solve real news Research in Industry : Manage scare resources to get work done.

#### **COMM6146 – GLOBALIZED NETWORKING IN INDUSTRY (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Compare knowledge Globalized Networking in Industry; Explain the concept of Globalized Networking in industry; analyze planning strategies Globalized Networking in industry; design PR programs to Globalized networking in Industry.

**Topic:** Strategic PR Planning in industry; Customer Relations through corporate Program; School and community relations; Strategic PR Planning, Managing Competition and conflict; Public Opinion and Persuasion; Event and promotions; Global Public Relations; Government and Politics; PR Case study in Global; industry Research and Campaign Planning; Communication and Measurement; Evaluation.

#### **COMM6147 - THESIS OF DIGITAL JOURNALISM (6 Credits)**

**Learning Outcomes :** At the end of this course, the students will be able to conduct communication research by applying qualitative and quantitative approach respectively, conduct research applying mixed method. Make conclusion from data analysis result; describe the process of quantitative and qualitative research; apply data collection technique; develop research design; demonstrate sampling technique; prepare research proposal and report.

**COMM6148 – BRANDING STRATEGY IN INDUSTRY (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the concept of brand equity and brand positioning; analyze strategies to build brand equity; design PR programs to support brand equity; Measuring sources and outcomes of Brand Equity.

**Topics:** Brand management; market segment; Customer-Based brand equity and brand positioning; brand resonance and brand value chain; brand elements; IMC to build brand equity; Leveraging Secondary Brand Associations to Build Brand Equity; Developing a Brand Measurement and Management System; measuring sources of Brand Equity; capturing Customer Mind-Set; Measuring outcomes of Brand Equity: Capturing Market performance; new products and brand extensions; Designing and implementing Brand Architecture Strategies; managing brands over time; Managing Brand Over Geographic Boundaries and Market Segments

**COMM6150 – INTEGRATED MARKETING COMMUNICATION AND CONSUMER BEHAVIOR IN MPR CONTEXT (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Manage the usage of Integrated Marketing Communication; Usage the concept of Integrated Marketing Communication; Analyze the meaning, position, and the Role of IMC in Marketing Communication; Create the relationship between the ideas and the tools of IMC

**Topic:** The nature of IMC process; Introduction of IMC and consumer Behavior; Key Consumer Behavior in MPR Context; Interactive Marketing communication; The role of IMC; Strategic Planning of IMC; Using Social Media in IMC program; Matching the audience with the media; Environmental relations; Case study in IMC and Consumer Behavior in MPR Context; Ethics and the Law; monitoring of IMC program; Evaluation of IMC program.

**COMM6151 – ADVERTISING AND BRANDING FOR MARKETING PUBLIC RELATIONS\* (2 Credits).**

**Learning Outcomes:** By the end of this course, students will be able to: define the important of advertising and branding in public relations, explain and the ideal marketing strategy for public relations area; Analyze advertising and Branding for Marketing Public Relations case studies; to create advertising and Branding for Marketing Public Relations.

**Topic:** Introduction Advertising and Branding; Understanding Public Relations High-tech Branding; Public Relations Advertising; Reputation Management; What strongest Brands; Branding challenges and opportunities; Growing and sustaining Brand.

**COMM6152 – MARKETING PUBLIC RELATIONS CAMPAIGN IN INDUSTRY (2 Credits)**

**Learning Outcomes:** By The End of this course, students will be able to : Manage the usage of planning in MPR campaign in industry; Usage the role of PR in MPR Campaign in industry: Analyze the strategy MPR campaign in an organization; Create the relationship management marketing Public Relations Campaign in industry and public relations role.

**Topic:** Campaign Definition; Campaign Goals; Campaign Planning; Audience analyse; PR Campaign in PR Context; PR Role in MPR Campaign in industry; PEST and SWOT Analysis; Setting goals; Recognizing the public and the message; To establish acceptance; Monitoring MPR in industry campaign; strategy and tactics; Evaluation and review.

**COMM6155 - BUSINESS COMMUNICATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe functions of business communication ; Apply business communication in organization.

**Topics:** Becoming a Successful Business Communicator; Working with Others: Interpersonal, Intercultural, and Team Communication; Managing the Communication Process; Finding and Evaluating Business Information; Reporting Business Information; Delivering Business Presentations; Creating Cover Letters and Resumes

**COMM6156 - PUBLIC RELATION PRINCIPLES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the role of Public Relations in profit and non-profit organization and company; Explain the role of Public Relations in internal and external of company to meet the needs of Stakeholder.; Apply the functions of public relations in solving the crucial problems related to a company reputation; Analyze a critical problem in a company and the significant role of Public relations.

**Topics:** Introduction to Public Relations; Understanding Public Relations Industry; Public Relations Activity; Public Relations as Unit of Work; The Job of Public Relations Practitioner; Criteria of Public Relations in Indonesia; Public Relations and Marketing Communication; Public Relations Ethics and Professionalism; Public Relations and Company's Brand equity; Public Relations and Media Relation; Public Relations and Public Opinion; Public Relations and Industrial Relations to Government; Public Relations Management and Workforce.

**COMM6157 - INTRODUCTION TO PUBLIC RELATIONS (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Identify the role of Public Relations in profit and non-profit organization and company; Explain the role of Public Relations in internal and external of company to meet the needs of Stakeholders; apply the functions of public relations in solving the crucial problems related to a company reputation; analyze a critical problem in a company and the significant role of Public relations.

**Topics:** Introduction to Public Relations; Understanding Public Relations Industry; Public Relations Activity; Public Relations as Unit of Work; The Job of Public Relations Practitioner; Criteria of Public Relations in Indonesia; Public Relations and Marketing Communication; Public Relations Ethics and Professionalism; Public Relations and Company's Brand equity; Public Relations and Media Relation; Public Relations and Public Opinion; Public Relations and Industrial Relations to Government; Public Relations Management and Workforce.

**SUBJECT AREA: COMP****COMP6014 - INTRODUCTION TO DATA STRUCTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this subject the students should be able to explain various types of Data Structure and utilize appropriate data structure on computer application for problem solving.

**Topics:** Data types; Data Structure: Array and Structure; Pointer & Linked List; Stack; Queue; Tree: Binary Tree, Binary Search Tree, AVL Tree; Graph.

**COMP6015 - INTRODUCTION TO INFORMATION TECHNOLOGY (2 Credits)**

**Learning Outcomes:** Explain the fundamental concepts and terminologies of ICT ; Demonstrate utilization of ICT in daily processes; Describe each components of Computer Technology; Explain the guidelines of system development and its tools; Discuss the future of ICT.

**Topics:** Introduction to Computers; Internet & WWW; Application Software; The Components of the System; Unit; Input; Output; Communications and Networks; Storage; Database Management; Operating Systems and Utility Programs; Computer Security and Safety; Computer Careers and Certification

**COMP6016 – WEBSITE DESIGN (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the concept of the Internet and World Wide Web; Able to design an attractive web using HTML 5; Create a dynamic web using HTML 5 and packed exciting; Able implement the use of multimedia in building web applications using HTML 5 and knowing how to publish a web.

**Topics:** Introduction Internet and Web Site Page Basic; Introduction to HTML 5; Creating Your First HTML Page; Web Page Structural Basics; Format Text Basic; Hyperlink Basics; Web Graphics Styling Basics; Working with Canvas; Creating Forms; Cascading Style Sheets Basics; Media & Interactivity Basics; Web Store; Publishing Web Pages.

**COMP6035 – JAPANESE COMPUTER I (NIHON NO KOMPYUTA I) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Operate orders, menu bar, toolbar, and the functions of the standard Japanese language in Microsoft Word and Excel Japanese OS; Use Microsoft Word in particular computer operating system with Japanese; Use Microsoft Excel in particular computer operating system with Japanese .

**Topics:** Introduction to computer; Short introduction to the basics of using Microsoft Windows OS English and Japanese; Identify areas of work Microsoft Word Japanese OS; Know the typical Microsoft office toolbar Japanese OS; Looking for Kanji with the help of facilities handwriting (tegaki), strokes (soukakuuu) and radical (bushu); Setting up the display of documents or text; Create tables; Introduction to Microsoft Excel Japanese application; Enter and process data; Format the appearance of text and numbers (shoshikisettei); Use Excel Functions and Formulas in Japanese; Jyokentsukishoshiki; Creating graphs.

**COMP6036 – JAPANESE COMPUTER II (NIHON NO KOMPYUTA II) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use Microsoft Word in particular computer operating system with Japanese; Use Microsoft Excel in particular computer operating system with Japanese; Use Microsoft Power Point in particular computer operating system with Japanese; Use Microsoft Publisher in particular computer operating system with Japanese; Create Blog in particular computer operating system with Japanese

**Topics:** Drawing Objects; Make scientific documents I; Make scientific documents II; Dropcap and Columns; Mail Merge; Processing Database I; Processing Database II; Microsoft Power Point I; Microsoft Power Point II; Microsoft Publisher I; Microsoft Publisher II; Create blogs I; Create blogs II



**COMP6037 – INFORMATION TECHNOLOGY FOR MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic tactical and strategic principles of management information systems (MIS) in light of current business world development; Describe the strategic uses of information technology and how to apply technology when developing a corporate strategy; Illustrate how to use information technology to transform the organization and to create new lines of business and building relationships with other firms; Demonstrate how to apply technology to enhance professionalism and productivity

**Topics:** IT in the Organization; Data & IT Infrastructure; Securing the Enterprise and Business Continuity; Web Revolution; Organizational Application; Interorganizational and Global IS; Business Intelligence; IT Strategy and Planning; Virtual Corporations and IT; Managing IT Projects; Process Improvement and Organizational Change; Impact of IT on Enterprises and Users; Impact of IT on the Environment

**COMP6043 – COMPUTER APPLICATIONS IN STRUCTURAL ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the types of computer software in structural engineering and its usefulness range; Explain the basic theories of computer software for structural analysis; Use the software in structural engineering in accordance with the requirements; Solve structural problems using sophisticated software

**Topics:** Computer Software in Structural Engineering; SAP2000 Computer Software; Case Study – Frame Structure; Etabs Computer Software; Case Study – Multi Storey Building; Midas Computer Software; Case Study – Truss Bridge

**COMP6044 – COMPUTER APPLICATIONS IN GEOTECHNICAL ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Use the types of computer software in geotechnical engineering and its usefulness range in accordance with the requirements; Explain the basic theories of Plaxis; Solve geotechnical problems using sophisticated software

**Topics:** Computer Softwares in Geotechnical Engineering; Plaxis: Finite Element Method; Learning Examples

**COMP6045 – ALGORITHM & PROGRAMMING (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to create algorithm to solve problem and to demonstrate algorithm implementation in programming language.

**Topics:** Algorithm and programming, Introduction to FORTRAN programming language, Format instruction at FORTRAN, Operator and Input Output operation at FORTRAN, Selection operation at Fortran, Repetition operation at FORTRAN, Array at FORTRAN, Sub Program at FORTRAN, File at FORTRAN

**COMP6046 – COMPUTER APPLICATION IN CONSTRUCTION MANAGEMENT (2 Credits)**

**Learning Outcomes:** After completing this course, the students are familiar with several software packages that are used in construction management and have practical experience in using those software packages.

**Topics:** Spreadsheet Application in Construction Management, Application of Stastical and Mathematical Software in Construction Management, Application of Operations Research Software in Construction Management, Software Application for Supporting Project Construction Activities.

**COMP6047 – ALGORITHM AND PROGRAMMING (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain kind of algorithms in problem solving; Apply syntax and functions in C language in problem solving; Construct a program using C language in problem solving; Design a program with file processing using C language in problem solving; Choose the best sorting and searching algorithm in problem solving

**Topics:** Algorithm & Programming and Introduction to C Programming; Formatted Input / Output; Operator, Operand, and Arithmetic (L); Algorithm & Programming; Introduction to C Programming I; Program Control: Selection (L); Introduction to C Programming II and Formatted Input / Output; Operator, Operand, and Arithmetic (T); Program Control: Repetition (L); Program Control: Selection (T); Program Control: Repetition (T); Pointers and Arrays (L); Pointers and Arrays (T); Material Review I (T); Material Review I (L); Quiz I; Quiz I Review; Function and Recursion (L); Structures and Union and Memory Allocation; Function and Recursion (T); Structures & Union; Memory Allocation; File Processing (L); File Processing (T); Sorting and Searching; Sorting; Searching; Material Review 2.1 (L); Material Review 2 (T); Material Review 2.2 (L); Quiz II; Quiz II Review

**COMP6048 – DATA STRUCTURES (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of data structure and its usage in application; Demonstrate how to create any learned data structure; Analyze the usage of data structure in application; Design a proper data structure needed in application.

**Topics:** Pointer, Array and Introduction to Data Structure; Introduction to Linked List; Linked List Implementation I; Pointer & Array; Introduction to Data Structure; Linked List Implementation II; Linked List I; Linked List II; Introduction to Tree, Binary Tree and Expression Tree; Stack and Implementation; Queue and Implementation; Introduction to Binary Search Tree and Threaded Binary Tree; Tree and Binary Tree; Binary Search Tree; Material Review I (T); Material Review I (L); Quiz I; Quiz I Review; Balanced Binary Search Tree; 2-3 Tree and B Tree; AVL Tree; Red Black Tree; 2-3 Tree; B Tree; Heap and Deap; Heap; Deap; Leftist Tree, Tries and Hashing; Leftist Tree & Tries; Hashing; Material Review 2.1 (L); Material Review II (T); Material Review 2.2 (L); Quiz II; Quiz II Review

**COMP6049 – ALGORITHM DESIGN AND ANALYSIS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain fundamental concept of analysis algorithms; Apply algorithm techniques and methods; Calculate processing time and memory space of algorithms; Compare several algorithm design methods

**Topics:** Introduction of design and analysis of algorithms; Mathematical induction and recursive function; Algorithms and complexity functions; Complexity of algorithms analysis; Stack and queue; Tree and binary tree; Priority queue and heap; Graph; Divide and conquer; Greedy methods; Dynamic Programming: Fibonacci Sequence Problem; Dynamic Programming: Coin Change Problem; Dynamic Programming: Multistage Graph; Dynamic Programming: Travelling Salesman Problem; Dynamic Programming: Knapsack Problem; Code Optimization; Huffman Code; Graph Colouring; Basic Search and Traversal; Backtracking; Branch and Bound; Designing algorithm with specified complexity; Practices of algorithm analysis

**COMP6056 – PROGRAM DESIGN METHODS (4 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain program design method; Apply the process of program developing; Design the application using program design method;

Demonstrate the use of program design method; Explain the object oriented design; Design the application using the object oriented design

**Topics:** Program Design and Pseudocode, Developing an Algorithm; Selection and Repetition Control Structure, Pseudocode Algorithms Using Sequence, Selection and Repetition (L); Program Design and Pseudocode; Developing an Algorithm; Array Processing, First steps in Modularisation (L); General Algorithms for common business problems (L); Selection Control Structure and Repetition Control Structure, Pseudocode Algorithms Using Sequence, Selection and Repetition (T); Array Processing and First steps in Modularisation (T); Communication between modules, cohesion, and coupling (L); General Algorithms for common business problems (T); Communication between modules, cohesion and coupling (T); Review Simple Structured Program Design; Introduction to Object Oriented (L); Introduction to Object Oriented (T); Quiz & Review I; Use Case; Activity Diagram; Class Relationship and Class Diagram; Identifying Functionality : CRC Cards and State Diagrams; Use Case and Activity Diagram; Class Diagram and State Diagram; Interaction Diagram (L); Implementation Diagram (L); Interaction Diagram (T); Implementation Diagram & Quiz; Review of Object Oriented Development.

#### **COMP6057 – SOFTWARE ENGINEERING (4 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the concepts of software process models; Explain the software engineering practices; Demonstrate the quality assurances and software configuration management; Analyze the software metrics and the project management concept

**Topics:** Software and Software Engineering; Process Models; Agile Development; Principles that Guide Practice; Understanding Requirements; Requirements Modeling : Scenarios, Information, and Analysis Classes; Requirements Modeling : Flow, Behavior, Patterns, and WebApps; Design Concepts; Architecture and Component Level Design; User Interface Desig; Pattern-Based Design; WebApp Design; Quality Concepts and Review Technique; Software Quality Assurance and Software Testing Strategies; Testing Conventional Applications; Testing Object-Oriented Applications; Testing Web Applications; Formal Modeling and Verification; Software Configuration Management; Product Metrics; Project Management Concepts; Process and Project Metrics; Estimation for Software Projects; Project Scheduling; Risk Management; Maintenance and Reengineering

#### **COMP6060 – PROGRAMMING LANGUAGE CONCEPTS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain concept of imperative programming; Explain different types of programming languages; Explain concept of functional and logic programming characteristics.

**Topics:** Introduction; Describing Syntax and Semantics; Names, Bindings, and Scopes; Data Types; Expression and Assignment Statements; Control Structures; Subprograms and Implementation; Abstract Data Type; Object-Oriented Programming; Concurrency; Exception Handling and Event Handling; Functional Programming Languages; Logic Programming Languages.

#### **COMP6062 – COMPILATION TECHNIQUES (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the basic concepts of compilation techniques that include the functions; Stages of compilation, the components of the compilation and compiler tool-making; Demonstrate the concept of compilation techniques to translate a programming language; Input strings; Compare the types of compiler in the market and construct that Compiler.

**Topics:** Introduction to Compiler; Lexical Analysis (Scanning) [Automaton and language Theory]; Syntax Analysis (Parsing/Parser); Top Down Parsing; Bottom Up Parsing ; Syntax Directed Translation; Semantic Analyzer; Run Time Environments; Intermediate Code Generator; Code Optimization; Code Generation.

**COMP6064 – GEOGRAPHICAL INFORMATION SYSTEM (2/1 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand the techniques of storing, manipulating, analyzing, managing, presenting all types of geographical data; Have an experience and skill of designing GIS application that allow users to create interactive queries (user-created searches); Analyze spatial information; Edit data in maps; Present the results of all these operations.

**Topics:** Introduction to GIS System, Component of GIS (1), Component of GIS (2), Data Input & Data Output, Data Quality, Function Analysis, GIS Development Methods, Project Management in GIS, System Requirements, Analysis, Design, Coding and Implementation, The Future of GIS.

**COMP6065 – ARTIFICIAL INTELLIGENCE (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe what AI is and identify the concept of intelligent agent; Explain and apply various intelligent search methods that an agent can use to solve problems; Describe knowledge representation and explain how to use this knowledge for reasoning purposes; Demonstrate how to achieve a goal through a sequence of actions called planning; Apply various techniques to an agent when acting under uncertainty; Apply how to process natural language and other perceptual signs in order for an agent to interact intelligently with the world

**Topics:** Introduction to Artificial Intelligence; Intelligent Agents; Solving Problems by Searching; Informed Search and Exploration; Constraint Satisfaction Problems; Adversarial Search; Logical Agents; First Order Logic; Inference in First Order Logic; Knowledge Representation; Planning; Planning and Acting in the Real World; Uncertainty; Probabilistic Reasoning; Probabilistic Reasoning Over Time; Making Simple Decisions; Making Complex Decisions; Learning from Observations; Knowledge in Learning; Statistical Learning Methods; Reinforcement Learning; Communication; Probabilistic Language Processing; Perception; Robotics; Philosophical Foundation.

**COMP7066 – EXPERT SYSTEM (2/1 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of expert systems; Transfer knowledge of human experts into decision-making systems; Design expert systems to solve real-world problems.

**Topics:** Introduction to Expert Systems; The Representation of Knowledge; Method of Inference; Reasoning under Uncertainty; Inexact Reasoning; Design of Expert Systems; Introduction to CLIPS; Advanced Pattern Matching; Modular Design, Execution Control, and Rule Efficiency; Procedural Programming; Expert System Design Examples; Making Simple Decisions; Making Complex Decisions.

**COMP7067 - COMPUTER VISION (2/1 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Explain the concept of computer vision; Select the appropriate image analysis procedures; Analyze images to identify the requirements of its solution; Demonstrate the use of various algorithms of image processing and pattern recognition applications.

**Topics:** Introduction to Computer Vision; Point Based Image Processing; Area Based Image Processing; Edge Detection; Morphological Filtering; Binary Image Analysis; Segmentation; Detecting Shape Using Hough Transform; Pattern Recognition and Classification; Stereo Construction; Structure from Motion (SFM)

#### **COMP8074 – THESIS (6 credits)**

**Learning Outcomes:** On successful completion of this subject the students will get experiences in solving the problems of computer science by using the correct scientific methodology and produce a scientific methodology and procedure a scientific writing based on those experience.

**Topics:** Field of Computer Science.

#### **COMP6083 – OPERATING SYSTEMS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the basic elements of a computer system and their interrelationship; Explain the concept and design of each of the components of the Operating System; Relate the fundamental design to the current development of Operating System; Apply different design strategy to measure the performance of the Operating System

**Topics:** Computer Systems Overview; Operating Systems Overview; Process and Threads; Concurrency; Deadlock and Starvation; Memory Management ; Virtual Memory; Process Scheduling; Input/Output Management; Disk Management; Computer Security; File Management; Embedded System

#### **COMP7084 – MULTIMEDIA SYSTEM (2/1 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain interactive multimedia and multimedia elements; Choose suitable multimedia delivery and categories for multimedia applications; Create simple multimedia application; and Describe multimedia development in the future.

**Topics:** Basic Principles of Interactive Multimedia; Multimedia Project; Text and Hypertext; Image; Animation; Sound; Video; Multimedia Authoring Tools; Multimedia Applications; Multimedia Design Principles; Multimedia Design for Mobile Applications; Multimedia Design for World Wide Web; Multimedia Future.

#### **COMP6088 – INTRODUCTION TO INFORMATION TECHNOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the fundamental concepts and terminologies of ICT; Demonstrate utilization of ICT in daily processes; Describe each components of Computer Technology; Explain the guidelines of system development and its tools; Discuss the future of ICT.

**Topics:** Introduction to Computers; Internet & WWW; Application Software; The Components of the System Unit; Input; Output; Communications and Networks; Storage; Database Management; Operating Systems and Utility Programs; Computer Security and Safety; Computer Careers and Certification.

#### **COMP7094 - MULTIMEDIA PROGRAMMING FOUNDATION (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Compare and use different formats in multimedia elements; Describe the basic formation of multimedia elements; Build a computer program using multimedia elements.

**Topics:** Introduction to Java GUI API; Event Driven Programming; The Concepts of Thread; The Concepts of Image; The Concepts of 2D Graphics; The Concepts of Audio; The Concepts of Video; The Concepts of 3D Objects; Multimedia Network Communication.

**COMP6099 – ADVANCED OBJECT ORIENTED PROGRAMMING (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Apply concept of object oriented programming on Java Technology; Demonstrate graphical user interface programming on Java Technology; Demonstrate database programming application on Java Technology.

**Topics:** Introduction to Java Object Oriented; Thinking Object and Classes; Array and Java Collection; Inheritance and Polymorphism; Abstract Classes and Interface; Exception Handling; Introduction to Java Graphical User Interface; Event Driven Programming; Java Graphical User Interface Component; Container and Layout Manager Component; Menu, Toolbar, and Dialog Component; Java Database Programming.

**COMP6100 – SOFTWARE ENGINEERING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the software process model, modeling and the development software project to get high quality software application; Explain adaptable software process, requirement modeling, design, quality assurance and project management that lead to a high-quality product; Use process models, engineering practice, Software testing and managing project in software development; Describe software maintenance, quality, Risk Management and development approach in the future.

**Topics:** Software and Software Engineering; Process Models; Agile Development; Principles that Guide Practice; Understanding Requirements; Requirements Modeling: Scenarios, Information, and Analysis Classes; Requirements Modeling: Flow, Behavior, Patterns, and WebApps; Design Concepts; Architecture and Component Level Design; User Interface Design; Pattern-Based Design; WebApp Design; Quality Concepts and Review Techniques; Software Quality Assurance and Software Testing Strategies; Testing Conventional Applications; Testing Object-Oriented Applications; Testing Web Applications; Formal Modeling and Verification; Software Configuration Management; Product Metrics; Project Management Concepts; Process and Project Metrics; Estimation for Software Projects; Project Scheduling; Risk Management; Maintenance and Reengineering.

**COMP6102 – ALGORITHM AND PROGRAMMING (2/4 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: Describe the algorithms in problem solving; Explain the usefulness of java syntax; Demonstrate the algorithm using Java syntax; Choose the best sorting in problem solving; Summarise the object oriented concept

**Topics:** Introduction to Algorithm, Introduction of Java Programming, & Data Type and Input/Output; Basic Class, Arithmetic Operation, & Logic and Relational Operation; Introduction to Algorithm and Introduction of Java Programming; Data Type and Input/Output (I/O) & Basic Class; Arithmetic Operation & Logic and Relational Operation; Selection Statement and Iteration Statement; Online Quiz & Review; Review Materials; Array, Methods, & Jump operations and Exception Handling; Array and Methods; Case Study; Sorting and Object Oriented Programming Concept; Jump operations and Exception Handling; Sorting; Object Oriented Programming Concept.

**COMP6103 – OBJECT ORIENTED PROGRAMMING (2/4 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: Explain Object Oriented concept; Solve the algorithm problem using Object Oriented concept; Construct a simple application with Object Oriented concept; Explain the right GUI concept; Assess Object Oriented concept to GUI application.

**Topics:** Object Oriented Concept; Class and Object; Inheritance; Polymorphism; Interface and Generic; Package; Basic Graphical User Interface; Component and Layout Manager; Creating User Interface; Event Driven Programming; Database Access; Database Operation I; Database Operation II

**COMP6106 – CODE REENGINEERING (4 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify and allocate bad smell code; Understand the knowledge of principles, pattern, practices, and heuristics clean code; Applied and refactoring their code from clean code best practices.

**Topics:** Clean Code Introduction and Meaningful Name of Code; Function and Comment; Formatting & Object and Data Structure; Error Handling & Boundaries; Unit Tests & Classes; System & Emergence; Concurrency & Successive Refinement; JUnit Internal and Refactoring Serial Dates; Smells & Heuristic; Refactoring Principle and Catalog; Bad Smells in Code; Big Refactoring; Refactoring Tools.

**COMP6107 – AGILE SOFTWARE DEVELOPMENT (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Understand agile methodology in software development; Applied agile methodology in software development; Applied xtreme programming in software development.

**Topics:** Agile Development; Overview of Extreme Programming Planning; Testing; Refactoring; A Programming Episode; Agile Design; The Open Closed Principles; The Liskov Substitution Principles; The Dependency Inversion Principles; The Interface Segregation Principles; Xtreme Programming Introduction; Practicing Xtreme Programming; Mastering Agility.

**COMP8108 – NEURO LANGUAGE PROCESSING (2/1 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of natural language processing; Manipulate raw texts of human language using computer; Extract information from natural language text.

**Topics:** Introduction to Natural Language Processing; Language Processing; Access Text Corpora and Lexical Resources; Processing Raw Text; Writing Structured Programs; Categorizing and Tagging Words; Learning to Classify Text; Extracting Information from Text.

**COMP7110 – COMPUTER GRAPHICS (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concepts of computer graphics, 3D graphics pipeline, software and hardware of computer graphics; Adopt the algorithms and principles of computer graphics; Construct a solution using computer graphics algorithms; Build a computer program using computer graphics algorithms and principles.

**Topics:** Computer Graphics and Open GL Introduction; Graphics Systems and Models; Graphics Programming; Geometric Objects and Transformations; Viewing; Lightning and Shading; From Vertices to Fragments; Discrete Techniques; Modeling and Hierarchy; Procedural Methods; Curves and Surfaces; Advanced Rendering; Review.

**COMP6113 – NETWORK DESIGN (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand concept and techniques in network design that can keep pace with the accelerating changes in networking industry; Have an experience and skill of designing network that meet a customer's business and technical goals.

**Topics :** Analyzing Business Goals and Constraints; Analyzing Technical Goals and Tradeoffs; Characterizing the Existing Internetwork; Characterizing Network Traffic, Designing a Network Topology; Designing Models for Addressing and Numbering; Selecting Switching and Routing Protocols; Developing Network Security Strategies;

Developing Network Management Strategies; Selecting Technologies and Device for Campus Networks; Selecting Technologies and Devices for Enterprise Networks; Documenting Your Network Design.

**COMP6114 - PATTERN SOFTWARE DESIGN (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand design pattern software best practices; Applied design pattern into their code.

**Topics:** Design Pattern Introduction; Observer Pattern; Decorator Pattern; Factory Pattern; Singleton Pattern; Command Pattern; Adapter and Façade Pattern; Template Method Pattern; Iterator and Composite Pattern; State Pattern; Proxy Pattern; Compound Pattern; Software Pattern in the Real World.

**COMP6115 – OBJECT ORIENTED ANALYSIS & DESIGN (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand basic concepts of object oriented software engineering; Student can utilize knowledge documentation for object oriented software engineering using UML; Student can solving problems and propose alternative solutions using object oriented software engineering approach; Student can use object oriented method on collaboration team software development.

**Topics :** Software and Software Engineering; Review of Object Orientation; Developing Requirements; Object Oriented Analysis; Modeling with Classes; Modeling with Classes; Users and their tasks with User Interface; Modeling interactions sequence; Architecting and Designing Software; Testing to Ensure High Quality; Inspecting to Ensure High Quality; Choosing Technology; Reusable Design Patterns; Getting Started with IBM Rational Software Architect; Modeling Structured Template Diagram; Creating UML Diagram; Structural Diagram; Behavioral Diagram; Team Development; Pattern; Traceability; Model Analysis; Summary; Discussion Project.

**COMP7116 - COMPUTER VISION (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of computer vision; Demonstrate different image-processing algorithm and pattern recognizer which is used in computer vision; Design an effective and efficient computer vision system to be used in industries.

**Topic:** Introduction to Computer Vision; Point Based Image Processing; Area Based Image Processing; Edge Detection; Morphological Filtering; Binary Image Analysis; Segmentation; Detecting Shape Using Hough Transform; Pattern Recognition and Classification I; Pattern Recognition and Classification II.

**COMP7117 – ARTIFICIAL NEURAL NETWORK (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of neural network; Explain different variety of mathematical or computational models in neural network; Apply neural network algorithm in various cases.

**Topics:** Introduction to Neural Network; Neural Network Architecture; Neural Network Learning Concept; Perceptron; Backpropagation; Bidirectional Associative Memory (BAM); Hopfield Net; Self-Organizing Network Model (SOM).

**COMP6119 – DATABASE ADMINISTRATION (2/2 credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Use database security in Microsoft Office Access DBMS and Oracle DBMS; Create transaction management; Use query processing; Create distributed DBMSs; Create Replication; Design Business Intelligence.



**Topics:** Security; Transaction Management; Query Processing; Distributed DBMSs – Concept and Design; Distributed DBMSs – Advanced Concepts; Replication and Mobile Databases; OLAP; Data Mining.

#### **COMP6120 – NETWORK PROGRAMMING (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand the concept and techniques in network programming that enable processes to communicate with each other across computer network; Have an experience and skill of writing simple client-server application program using C; Have an experience and skill of writing simple client-server application program using C++; Have an experience and skill of writing simple client-server application program using Java programming language.

**Topics:** Network System Overview; Socket Introduction; Elementary TCP Sockets; Case Study; Multiprocessing Server; Multithreading Server; I/O Multiplexing Server; UDP Sockets; C++ Socket Programming; Winsock Programming; Java Socket Programming I; Java Socket Programming II; (Unicast, Multicast and Broadcast).

#### **COMP6121 – SERVER TECHNOLOGY (4 credits)**

**Learning Outcomes :** This course consists in overview of server operating system. The students taking this course will have knowledge of server operating systems use in production system environment.

**Topics :** Introduction, Managing Windows Server Storage, Administrating Services, Active Directory Infrastructure, Configuring Active Directory, Application Servers, Internet Information Service, Linux Basic, Linux Desktop, Networking, Linux Administration, Security, Linux Server

#### **COMP6122 - FRAMEWORK LAYERING ARCHITECTURES (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand coding layering technique; Applied reusable framework layering architecture.

**Topics:** Introduction to MVC Frameworks (ASP.NET AND PHP); Controllers; View; Models; Form and HTML Helper; Data Annotation and Validation; Securing Application; Ajax; Routing; Nugget; Dependency Injection; Unit Testing; Extending MVC; Introduction to MVC Frameworks (ASP.NET AND PHP); Controllers; View; Models; Form and HTML Helper; Data Annotation and Validation; Securing Application; Ajax; Routing; Unit Testing; Extending MVC; Project.

#### **COMP7128 – GAME DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain general game theories; Explain game development process; Create game design documentation; Create an appropriate game design.

**Topics:** Introduction to Game Design; Design Component and Process; Game Concept; Game Worlds; Creative and Expressive Play; Character Development; Storytelling and Narrative; Gameplay; User Interface; Core Mechanics; Game Balancing; Level Design; Game Design for Various Genres.

#### **COMP6132 – LINUX OPERATING SYSTEM (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand the techniques in Linux System Administration that enable to manage of production system environment such as businesses, government offices, and universities; Administrate small Linux System.

**Topics :** Introduction; Scripting and The Shell; Booting and Shutting Down; Access Control; Controlling Process; The File System; Adding New Users; Storage; Periodic Process; Backups; Syslog and Log Files; Software Installation and Management; Drivers and The Kernel.

**COMP7139 – GAME PROGRAMMING (4 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Apply game design using at least one high level programming language; Build a computer game.

**Topics:** Introduction to 2D Graphics; Transformation; Image Manipulation; Sprite Animation; Mouse and Keyboard Input; User Interface; Creating Game World; Creating Game Character; Collision Detection; Simple Bot Behavior; Gameplay; Sound; Multiplayer Game.

**COMP6140 – DATA MINING (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand principles, methods and applications of data mining; Design data mining; Build application that implement data mining

**Topics :** Data Warehousing and Introduction to Data Mining; Decision-Tree based Classifiers; Association-Rule Mining; Information Extraction using Neural Network; Clustering; Statistical Methods; Application and Other Data Mining Methods; Challenges in Data Mining

**COMP7142 - POPULAR NETWORK TECHNOLOGY (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand the networking implementation and integration; Develop network system; Design network system by using latest network technology.

**Topics:** Introduction; Switching & Virtual LAN; IP Routing, Bridging; Wireless; Network Management; QoS; Firewall; Network Threat and Mitigation; Tunnels; Mikrotik RouterOS.

**COMP6147 – PERSONAL & PROFESSIONAL USE OF TECHNOLOGY (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to demonstrate the techniques of document editing with various format in Microsoft Word; select appropriate formula and function and its application in MS Word table; demonstrate the use of digital presentation tools with Microsoft Power Point; make activity planning by using Microsoft Project; describe how to manage file and directory and understand how to operate Windows Explorer.

**Topics:** Introduction to Windows Explorer; Data presentation in column and table, menu configuration of tools option; View Outline, Table of Content, Table of Figures and Auto Text; Mail merge and Graph; Picture and additional facility in document; The technique before document printing; Introduction to presentation and MS Power Point, the concept of Slide Layout and the use of Tool Drawing; Slide Master, Slide Design and Animation; Advanced Techniques, how to print handouts and material review; Introduction to project and Microsoft Project software; Scheduling with Microsoft Project; Resource allocation and filtering tasks in Critical Path; Information project in report, Review Power point and Microsoft Project material.

**COMP6151 – COMPUTER LABORATORY I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the way to manage files and directory and understand the basic of Windows Explorer; Choose the right formula and function to apply on tables at Microsoft Word; Demonstrate techniques to edit document with all format variation using Microsoft Word; Demonstrate the use of digital presentation using Microsoft PowerPoint; Apply the making of structured activity plan using Microsoft Project.

**Topics:** Introduction to Windows Explorer and Microsoft Word; Presenting Data in Column and Table, Configuration Tools Option Menu; View Outline, Table of Content, Table of Figures, and Auto Text; Mail Merge and Graphics; Picture and Manipulation, Additional Tools in the Document; Techniques Before Document Printing; Introduction to

Presentation and Power Point Tools, Concepts of Slide Layout and the use of Drawing Tools; Slide Master, Slide Design and Animation; Advanced Techniques, Handouts Printing; Introduction to Microsoft Project Software; The Complex Arrangement in Microsoft Project; Resource Setting and Critical Path; Project Report.

#### **COMP6152 – COMPUTER LABORATORY II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Organize a large volume of data across multiple worksheets or pages of information in the file; Analyze a name to a section of data on a worksheet to use the name in a formula; Apply formula and number format; Translate data into a meaningful image by creating a chart in Excel; Manage and sort lists that combine text and numerical values.

**Topics:** Getting Started with Excel 1; Getting Started with Excel 2; Introducing Formulas and Functions; Working With Formulas and Functions; Creating Formulas that Look Up Values; Getting Started Making Charts; Working with Database Tables in Excel; Using Advanced Excel Features; Analyzing Data with PivotTables; Review.

#### **COMP6153 – OPERATING SYSTEMS (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the basic elements of a computer system and their interrelationship; Explain the concept and design of each of the components of the Operating System; Relate the fundamental design to the current development of Operating System; Apply different design strategy to measure the performance of the Operating System

**Topics:** Computer Systems Overview; Operating Systems Overview; Process and Threads; Concurrency; Deadlock and Starvation; Memory Management ; Virtual Memory; Process Scheduling; Input/Output Management; Disk Management; Computer Security; File Management; Embedded System

#### **COMP6154 – WEB PROGRAMMING (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will obtain: Explain concept of web programming; Build a simple web based application; Build a web based application that complies with the requirements

**Topics:** Introduction to Web Programming; Web Design Fundamental (HTML – web static); Client side scripting – Javascript; Javascript application; Internet and World Wide Web Protocols; Introduction of Servlet; Web application with servlet; JSP Fundamental; JSP Advance; JDBC; Session tracking and Cookies; Design Patterns; Project web application.

#### **COMP6155 - INDUSTRY EXPERIENCE I (8 Credits)**

**Learning Outcomes :** On successful completion of this course, students will obtain working experience in the real field work to apply the theory given in the class, so they will be more ready to apply the theory for job. They will be able to acquire highly marketable knowledge, specific skills and experience to innovative and creative software development.

**Topics :** Field of Information Technology workplace.

#### **COMP6156 - EES in Industry I (4 Credits)**

**Learning Outcomes :** On successful completion of this course, students will obtain working experience in the real field work to apply soft skills.

**Topics :** Team work; problem solving; interpersonal skill.

**COMP6157 - IT PRACTICE IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students obtain working experience in the real field work to generalize in at least one current technology; to explain the latest technologies.

**Topics :** The internship will give the students the opportunity to start directly as junior programmer, junior analyst, junior developer, junior IT Network/IT infrastructure, junior database.

**COMP6175 – OBJECT ORIENTED PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Differentiate the differences between conventional programming and OOP; Describe the main features of OOP; Describe the additional features of OOP; Construct a program using additional features of OOP.

**Topics:** Introduction; C++; Constructor and Destructor; I/O Stream; Data and Function Specifiers; Reference, Pointer and Passing Parameters; Overloading Operators; String Class; Inheritance and Composition 1; Inheritance and Composition 2; Polymorphism 1; Polymorphism 2; Generic Programming.

**COMP6176 – HUMAN AND COMPUTER INTERACTION (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the usability of interactive software; Use guidelines, principles, and theories about the user interface; Assess the user requirements with interaction styles; Design the user interfaces of interactive software; and Evaluate the user interface design.

**Topics:** Usability of Interactive System; Guidelines, Principles, and Theories; Managing Design Processes; Evaluating Interface Designs; Direct Manipulation and Virtual Environments; Menu Selection, Form Fill-in, and Dialog Boxes; Interaction Devices; Collaboration and Social media Participation; Quality of Service; Balancing Function and Fashion; User Documentation and Online Help; Information Search; Information Visualization.

**COMP6178 - INTRODUCTION TO PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to; Describe the algorithms in problem solving; Explain the usefulness of java syntax; Demonstrate the algorithm using java syntax; Choose the best sorting in problem solving; Summarise the object oriented concept.

**Topics:** Introduction to algorithm; introduction of java programming; Data type and input/output; Basic class; Arithmetic Operation; Logic and Relational Operation; Selection Statement and Iteration Statement; Array and Methods; Jump operations and Exception Handling; Sorting;

**COMP6201 - DESKTOP PUBLISHING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Choose suitable application to deal with desktop publishing elements; Use desktop publishing softwares and create simple design (brochure, poster, newsletters); Compare good and poor design; Identify the anatomy of layout and typography; Describe design principles and development in the future.

**Topics :** Basic Concept of Desktop Publishing; Typography and Layout Design; Design Analysis; Adobe Indesign: Basic; Adobe Indesign: Text; Adobe Indesign: Text Effect; Adobe Indesign: Image and Grapic; Adobe Photoshop Basic; Adobe Photoshop: Text Tool, Layer, Image extract; Adobe Photoshop: Image Adjustment; Adobe Photoshop: photo effect; Adobe Illustrator: Basic Tool, Text, & Making Logo; Magazine Project: Presentation.

**SUBJECT CODE: CPEN****CPEN6028 – ACTUATORS AND SENSORS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain how the sensors and actuators works and the applications of them; Use mathematical model to describe the behaviours of sensors and actuators; Choose appropriate sensors and actuators for a certain system application.

**Topics:** Introduction to Sensors and Actuators; Magnetic Sensors; Linear Actuators; Latching Linear Actuators; Stepper Motors; Special Magnetic Devices; Rotary Actuators.

**CPEN6033 – SIMULATION AND MODELLING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concepts of modeling and simulation; Analyze real model and interpret it using mathematics modeling; Design a simulation of a real model using an appropriate software.

**Topics:** Mathematical Modeling; Continuous-Time Systems; Elementary Numerical Integration; Linear Systems Analysis; Simulink.

**CPEN6034 – COMPUTER ORGANIZATION AND ARCHITECTURE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe Microprogramming and Assembly language; Describe Computer Architecture and organization; Analyze System and make project; Interpret Simulation system.

**Topics:** Introduction to Computer Organization and Architecture; Computer systems organization; The Digital Level Logic; The Microarchitecture Level; The Instruction Set Architecture Level; Operating System Machine Level; Assembly Language Level; Parallel Computer Architecture.

**CPEN6035 – PARALLEL PROCESSING (2 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Define parallel computing; Describe components of Parallel Hardware and Parallel Software; Experiment distributed and shared memory programming using parallel technique.

**Topics:** Why Parallel Computing?; Parallel Hardware and Software; Distributed Memory Programming with MPI; Shared Memory Programming with pthreads; Shared Memory Programming with open MP; Parallel Program Development

**CPEN6040 – THESIS (6 Credits)**

**Learning Outcomes:** Students are able to understand the problem solving method in computer engineering by using the methodology that can be justified scientifically.

**Topics:** The topics of the thesis taken from the Department Research Program.

**CPEN6043 – NETWORK MANAGEMENT (2/1 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Explain what network management is, its importance, and its basic components; Explain explain network management dimensions, functions and reference models; Explain details of management building blocks: information management,

communication management, and protocols; Apply network management: management integration, service level agreement nad assessment metrics.

**Topics:** An Overview of network management; Network Management in operation; Infrastructure and Service Management; Network Management Components; Network Management Aspects; Management Building Blocks; Management Information Base; Communication Model; Network Management Protocols; Network Management Organization; Network Management Integration; Service Level Management; Network Management Metrics

**CPEN6046 – COMPUTER NETWORK (4/1 credits)**

**Learning Outcomes:** completion this course, students will be able to: design, implement and develop enterprise network.

**Topics:** Introduction to data communication; Data transmission; Error Detection; Signal and Data; Modulation technique; Encoding technique; Network architecture; Layer Physical – WAN; Network access technique – Non Carrier Sense; Network access technique – Carrier Sense; Data Link – Function and Operation; Data Link – Ethernet; LAN network; WLAN network; Network Layer; IP Addressing; DHCP, ICMP, ARP, RARP; Routing Technique; Routing Protocol; Internetworking; DNS; Transport Layer; Application Layer; Network Management and Network Security.

**CPEN6048 – COMPUTER NETWORK (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Describe basic structures of network; Explain basic concepts of network; Explain concepts of create network in corporate environment

**Topics:** Corporate Network; TCP/IP Model; Networking Media – Guided; Networking Media – Unguided; Intranet; IP Addressing; Internetworking; Routing; Network Protocols; Transport Layer; DNS; Application Layer; Security

**CPEN6061 - ADVANCED DIGITAL SIGNAL PROCESSING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: explain the advanced concepts of DSP; apply the advanced concepts of DSP; relate the advanced concepts of DSP; combine the advanced concepts of DSP to solve/develop DSP problems/applications.

**Topics:** DSP Methods and Applications; Review of Sampling and Quantisation; Noise and Distortion; Information Theory and Probability Models; Bayesian Inference; Hidden Markov Models; Adaptive Filters; Compressive Sensing.

**CPEN6062 – CROSS PLATFORM APPLICATION DEVELOPMENT (4/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Create Simple Qt Program; Build GUI Application Using Qt Widget; Build Cross Platform Application using Qt

**Topics:** Cross Platform Application Development Overview; Creating Simple Qt Application; Build GUI Application Using Qt Standard Widget; Build GUI Application Using Qt Advanced Widget; Using Database Networking; Multithreading; Deploy Qt Application on cross plattform environment; Project Presentation

**CPEN6063 - ADVANCED LOGIC DESIGN (4 credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Design advanced digital systems; Explain component of advanced digital systems; Deploy VHDL to model digital circuit.

**Topics:** Digital System Overview; Programmable Logic Devices; Combinational Logic; Combinational Function and Circuits; VHDL Introduction; VHDL Structure; Mini Project: VHDL Structure - Designing Decoder, Priority encoder, Gray-code Encoder, Multiplexer; Arithmetic Functions and Circuits; Test benches for Combinational and Sequential

Circuit; Sequential Circuits; VHDL for Sequential Systems; Register and Register Transfers; Sequencing and Control; Mini Project: Sequencing and Control - Designing Interactive Sequencing Player – GSLC; Processor Design Basics - 1: Basic Datapath, ALU and Shifter; Processor Design Basics - 2: Datapath representation and Control World; Mini Project: Processor Design Basics - Designing Simple Processor Datapath using VHDL; Processor Design Basics - 3: Control Unit -Single Cycle Hardwired Control; Processor Design Basics - 4: Control Unit -Multiple Cycle Hardwired Control.

#### **CPEN6064 - COMMUNICATION TRANSMISSION SYSTEM (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the properties of light as communication transmission media; Use optical fiber cables and optical transmission network systems; Explain the properties of microwave as communications transmission media; Explain microwave antennas and transmission systems.

**Topics:** Fiber Optics; Optical Cables; Optical Components; Optical Transmission System; Optical Multiplexing; Communication Optical Network; Broadband Optical Network; Fundamentals of Microwave Transmission; Microwave Propagation; Terrestrial Transmission; Omni Directional Antenna; Directional Antenna; Microwave Transmission System

#### **CPEN6066 - ROBOTICS FUNDAMENTAL (2/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the fundamental concepts of robotics; Use mathematical model to solve problems in robotics; Compare various methods to describe the robot motion behaviour.

**Topics:** Introduction to Robotics; Kinematics; Differential Kinematics and Statics; Trajectory Planning; Actuators and Sensors; Control Architecture; Dynamics.

#### **CPEN6067 – ARTIFICIAL NEURAL NETWORK (2/1 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Demonstrate the use of the application in accordance with the models of Neuro Computing; Explain the basic concepts of each model existing in Neuro Computing.

**Topics:** Neural Network architecture; The concept Neural Network Learning; Perceptrons; Backpropagation; Bidirectional Associative Memory (BAM); Hopfield Net; Self-Organizing Network Model (SOM); Review.

#### **CPEN6070 - ROBOTICS AND INDUSTRIAL AUTOMATION (4/1 credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain the concept of advanced models, controls & planning for robots, and the concept of Programmable Logic Controllers; Use computer software to simulate the behavior of advanced models & controls systems for robots; Analyze advanced models & controls for robots, and the programs in Programmable Logic Controllers; Design programs in Programmable Logic Controllers to solve problems in robotic and industrial automation.

**Topics:** The Programmable Logic Controller; Motion Control; Force Control; Mobile Robot; Visual Servoing.

**CPEN6071 - EMBEDDED LINUX SYSTEM DEVELOPMENT (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Employ the fundamental of Embedded Linux System Development; Build application on Embedded Linux Single Board Computer; Conceive the architecture of Kernel in Embedded Linux System

**Topics:** Introduction to Embedded Linux System Development; Embedded System Fundamental; The Linux Kernel; System Initialization and Bootloaders; Device Driver Basics; File Systems; MTD Subsystem; Busy Box; Embedded; System Development Environment; Linux Development Tools; Kernel Debugging Techniques and Debugging Linux Applications; Linux Porting Guide; Real Time Operating System

**CPEN6072 – MOBILE APPLICATION DEVELOPMENT (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe Fundamental knowledge of Mobile Technology and development, Create Simple Java Program using Core Java API (Java Fundamental), Build mobile application based on Java ME.

**Topics:** Introduction to Mobile Technology and business; Java Programming Language Fundamental; The MIDlet - Java Mobile Applet; User Interface; Using Graphics; Game API; Persistent Storage; Using Phone Contacts and Calendars; Java Networking; Using Text and Multimedia Messaging; Using Multimedia API; Running MIDlet Automatically; Review and Group Project Presentation.

**CPEN6073 – ASSEMBLY LANGUAGE (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify an assembly language program; Create an assembly language program; Identify and apply 8051 microcontroller peripheral; Analyze and operate 8051 program and hardware; Construct a 8051 based microcontroller project.

**Topics:** Microcontroller and Microprocessor; Mathematical and logical function in 8051; 8051 Microcontroller introduction and programming; 8051 I/O and pre-processor functions; Project Development and Interface.

**CPEN6074 – RESEARCH METHODOLOGY (2 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Able to design thesis; Develop problems that will be used as thesis topic; Use appropriate methodology to solve the problems posed; Connect the problems encountered with solutions that will offer.

**Topics:** Introduction; Steps of research; Topic; Frame of reference; Research design; Research methodology; Sampling; Measurement scale; Data collection; Data analysis; Inferential statistics; Research proposal; Research report.

**CPEN6075 – COMPUTER SYSTEM DEVELOPMENT AND METHODOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Design process of turning an idea into a final design; Plan the different functions that people play in a project; Classify what students role is in a project, based on their interests and skills.

**Topics:** Engineering Design, Design Process, Design Problem, Functions and Requirements; Generating and Evaluating Design Alternatives, Communicating the Design Outcome; Leading and Managing the Design Process, Designing for, Ethics in Design



**CPEN8076 – NETWORK SECURITY FUNDAMENTALS (2/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to explain the principles of network security, explain the concepts of cryptography, apply the appropriate techniques for secure access to the network and apply the appropriate techniques for secure information transmission.

**Topics:** General aspects of Network Security; vulnerability and threat Assessment; classical cryptography; modern symmetrical encryption; public key cryptography; hash, MAC and digital signature; key management and distribution; access control and authentication; Digital Certificates, PKI, and E-mail security; Wireless Network Security; Network and transport layer security; network intrusion prevention systems

**CPEN8077 – APPLIED NETWORK SECURITY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will have be able to Explain the platform used and principles of penetration test; Demonstrate how to sniff, scan, perform system hack; Demonstrate web server, web application and wireless hacking; Explain phishing, DOS, Social engineering and privilege escalation; Explain how to maintain access, evade network security devices, to document and report.

**Topics:** Introduction to Ethical Hacking; Platform – Backtrack; Network and Computer Attacks; Penetration Testing; Planning - Target Scoping; Information Gathering; Target Discovery; Footprinting; Enumeration; Vulnerability Mapping; Sniffing; Scanning; Target Exploitation; System Hacking; Operating Systems Vulnerabilities; Hacking Web Servers; Web Application Vulnerabilities; Hacking Wireless Networks; Phishing; Hijacking; Denial-of-Service; Social Engineering; Privilege Escalation; Maintaining Access; Protecting Networks with Security Devices; Documentation and Reporting.

**CPEN6078 – INTRODUCTION TO COMPUTER ENGINEERING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain what is the Computer Engineering disciplines; Distinguish between Computer Engineering and other Engineering disciplines; Describe the fundamental concepts of Computer Engineering; Describe several applications of Computer Engineering field.

**Topics:** Computer Engineering as a Discipline; Basic Mathematics Concepts; Basic Concepts of Electricity; Digital Logic; Computer Organization and Architecture; Digital Signal Processing and Applications; Communication System.

**CPEN6079 - ELECTRIC CIRCUITS THEORY (2/1 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Describe various methods in analyzing electric circuits (DC and AC) that consist of passive component (resistor, inductor, capacitor) and various applications of those circuits; Calculate parameters (current, voltage, energy, frequency etc.) of R, L, and C circuits both DC and AC using various analyzing methods of electric circuits; Compare various types of R, L and C circuits and its applications both DC and AC; Design various types of passive filter circuits ((LPF, HPF, BPF, and BSF) using R, L and C components.

**Topics:** Electrical Quantities and Units; DC Circuits; AC Circuits; Three-Phase Systems in Power Applications

**CPEN6080 – ELECTRONIC DEVICES (4/1 Credits)**

**Learning Outcomes:** By the end this course, the students will be able to: Describe the principles of semiconductor devices; Calculate the parameters (current, voltage etc.) of the semiconductor devices circuit.; Compare the mechanism and applications of various semiconductor devices; Design a semiconductor devices circuit.

**Topics:** Introduction to Semiconductors; Diodes; Bipolar Junction Transistors (BJT); Field-Effect Transistor (FETs); Thyristors; Introduction to Op-Amp; Basic Op-Amp Circuits; Applications of Op-Amp Circuits.

**CPEN6081 - DIGITAL SYSTEM\* (5/1 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Make digital diagram/scheme using various logic components; Design combinational and sequential circuits; Apply and understand the work of combinational and sequential circuits; Describe combinational and sequential circuits both theoretically and practically.

**Topics:** Digital Concept; Basic Logic Function; Number System; Arithmetic; Logic Gates; Boolean Algebra; Logic Simplification; Combinational Logic Analysis; Adder & Subtractor; Decoder; Multiplexer – Demultiplexer; Latches; Flip Flop; Timers; Counters; Synchronous Counters; Shift Register; Shift Register Counters; Shift Register Application; Memory and Storage; Programmable Logic and Software.

**CPEN6082 – HIGH LEVEL PROGRAMMING LANGUAGE (2 Credits)**

**Learning Outcomes:** By the end of this course, student will be able to: Design a program in c / c + + language; Explain the programs created in c / c + + language; Implement a program in c / c + + language; Connect the parts of smaller programs into a single unit of applied programs in c / c + +; Describe a large program into sections of small program that is easy to understand; Able to mention the programming language c + +.

**Topics:** Introduction to Structured Programming C + +; Pointer; Variable/Dynamic Pointer; Modularity; Concurrent Versioning System; Classes- part 1 from 2 and 2 form 2; Operator Overloading; Inheritance; Polymorphism; Template; Case study.

**CPEN6083 - DIGITAL SIGNAL PROCESSING (2/1 Credits)**

**Learning Outcomes:** At the end of this courses, student will be able to: Describe the basic concepts and operations of Digital Signal Processing (DSP); Perform the mathematical operations of DSP; Design an DSP application.

**Topics:** Introduction to Digital Signal Processing (DSP); Correlation, Fourier Spectra, and Sampling Theorem; Linear Systems and Transfer Functions; Least Squares, Orthogonality, and the Fourier Series.

**CPEN6084 - MICROCONTROLLER DESIGN AND APPLICATION\* (5/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify an embedded C Language Program; Create an embedded C Language Program; Identify and apply microcontroller peripheral; Analyse and operate AVR program and hardware; Construct an embedded microcontroller project; Build and evaluate an Embedded Microcontroller project.

**Topics:** Embedded C language; ATMEL RISC Processor; Project Development and Interface.

**CPEN6085 – ADVANCED CONTROL SYSTEM (2/1 Credits)**

**Learning Outcomes:** After completing this course, students should be able to: explain the advanced concepts of Control System and Discrete / Digital Control System) and design a control system using those concepts.

**Topics:** Design via Root Locus, Frequency Response Techniques, Design via Frequency Response, Design via State Space, Digital Control Systems (Introduction, Modelling the Digital Computer, The Z-Transform, Transfer Functions, Block Diagram Reduction, Stability, Steady-State Errors, Transient Response on the z-Plane, Gain Design on the z-Plane, Cascade Compensation via the s-Plane, Implementing the Digital Compensator).

**CPEN6086 – ADVANCED LARGE SCALE INTEGRATION SYSTEM DESIGN (4/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Design digital systems using Xilinx ISE WebPack; Develop digital system applications using Spartan-3AN Starter Kit; Create test bench that cover behavioural and timing specification.

**Topics:** Introduction; VHDL; Verilog; Schematic; Testbench; Simulation; Design Implementation; Spartan-3AN Starter Kit; Switches and LEDs; PS/2 Port and Character LCD Screen; VGA Display Port; ADC and DAC; DDR2 SDRAM.

**CPEN6087 - WIRELESS AND MOBILE TECHNOLOGY (4 credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the fundamental is of wireless engineering practice; Explain the cellular technology as the platform for data centric communication; Identify emerging technologies; Explain mobile computing technologies.

**Topics:** Fundamental of Wireless Technology; Satellite Communications; Network Design Issues; GSM Communication; Spread Spectrum; CDMA Communication; GSM Evolution to 3G; LTE; 3G CDMA2000; 3G CDMA Evolution; WLAN; Emerging Technologies; Signalling SS#7; Security Issues; Mobile Computing; Device OS; Application Supports; IMS.

**CPEN8092 - APPLIED NETWORKING I (0/4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the role of networks and their components; Explain the functions of each layer of OSI model; Explain Ethernet protocol, hardware and configuration; Explain the function of a router and static routing; Explain dynamic routing; Explain routing protocols.

**Topics:** Communicating in a Network Centric World; Application Layer Function and Protocols; Transport Layer; Network Layer; Addressing; Data Link and Physical Layer; Ethernet; Planning , Cabling, Configuring and Testing; Inside the Router and Building the Routing Table; Routers and the Network; Static Routing – Direct Connected; Static Routing – Exit Interfaces; Introduction to Dynamic Routing Protocols; Distance Vector Routing Protocols; VLSM and CIDR; Ripv2 - RIPv1 Limitations; RIPv2; The Routing Table; Routing Table Lookup Process; Introduction to EIGRP; EIGRP Metric Calculation; EIGRP Configurations; Link-State Routing Protocols; Introduction to OSPF; OSPF Metrics; OSPF Configuration.

**CPEN8093 - APPLIED NETWORKING II (0/4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain LAN Switching and VLAN; Construct WLAN; Apply WAN and serial communication; Apply Network Security for routers and using ACL; Design IP Addressing services and Network Troubleshooting

**Topics:** Switched LAN Architecture; Basic Switch Concepts; Configuring Switch Security; VLAN; VTP; STP; STP Convergence; Inter-VLAN Routing; Basic Wireless Concepts; Configure Wireless LAN Access; Introduction to WANs; Serial Communications; PPP Concepts; Frame Relay; Advanced Frame Relay Concepts; Network Security; Securing Cisco Routers; Secure Router Management; ACL; Configuring an Extended ACL; Teleworker Services; IP Addressing Services; Scaling Networks with NAT; IPv6; Network Troubleshooting; Review of WAN Communications

**CPEN8094 - APPLIED NETWORKING III (0/4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Explain the platform used and principles of penetration test; Demonstrate how to sniff, scan, perform system hack; Demonstrate web server, web application and

wireless hacking; Explain phishing, DOS, Social engineering and privilege escalation; Explain how to maintain access, evade network security devices, to document and report.

**Topics:** Introduction to Ethical Hacking; Platform – Backtrack; Network and Computer Attacks; Penetration Testing; Planning - Target Scoping; Information Gathering; Target Discovery; Footprinting; Enumeration; Vulnerability Mapping; Sniffers; Scanning; Target Exploitation; System Hacking; Operating Systems Vulnerabilities; Hacking Web Servers; Web Application Vulnerabilities; Hacking Wireless Networks; Phishing; Hijacking; Denial-of-Service; Social Engineering; Privilege Escalation; Maintaining Access; Security Devices; Documentation and Reporting.

**CPEN6098 - COMPUTER NETWORKS (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: design, implement and develop enterprise network.

**Topics:** Introduction to data communication; Data transmission; Error Detection; Signal and Data; Modulation technique; Encoding technique; Network architecture; Layer Physical – WAN; Network access technique – Non Carrier Sense; Network access technique – Carrier Sense; Data Link – Function and Operation; Data Link – Ethernet; LAN network; WLAN network; Network Layer; IP Addressing; DHCP, ICMP, ARP, RARP; Routing Technique; Routing Protocol; Internetworking; DNS; Transport Layer; Application Layer; Network Management and Network Security.

**CPEN6099 – SIGNAL AND SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the theoretical and mathematical techniques of signals and systems, Describe the applications of signal and system theory in signal processing, communication and control system, Apply the knowledge of signal and system to solve problems in a engineering application.

**Topics:** Introduction to signal and system, Continuous-Time Signals, Continuous-Time Systems, Application to Control and Communications, Sampling Theory, Discrete-Time Signals and Systems, Introduction to the Design of Discrete Filters, Applications of Discrete-Time Signals and Systems.

**CPEN6100 – CONTROL SYSTEM (2/2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Describe the mathematical model of control systems; Analyze the stability and performance of control systems; Design of compensator to improve the stability and performance of control systems; Use computer software to model control systems and to plot the responses.

**Topics:** Introduction to Control System; Mathematical Review; Modeling of Control System; Transient and Steady State Response Analysis; Control System Analysis by the Root Locus Method; Control System Design by the Root Locus Method; Control System Analysis by the Frequency-Response Method; Control System Design by Frequency-Response Method; PID Controllers.

**SUBJECT AREA: DSGN**

**DSGN6009 – ARCHITECTURAL ANIMATION DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the storyline for producing an animation movie, Apply modeling and animation technique, Create presentation movie of an architectural design.

**Topics:** Story Ideas and Story Concepts; Art Direction; Storyboarding; Creating the Environment; Animating: Transformation; Camera; Walkthrough; Animating: Modifier; Path Animation; Transition; Special effects; Composition; Presentation.

#### **DSGN6010 – ARCHITECTURAL PHOTOGRAPHY\* (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply involved skills in scholarly enquiry; Analyze an in-depth engagement with the relevant disciplinary knowledge in its interdisciplinary context; Practice and engage in independent and reflective learning; Evaluate with analytical and critical thinking for creative problem-solving; Classify the value of Indonesian architecture local genus; Demonstrate the skills of effective communication.

**Topics:** Introduction; The Origins of Architectural Photography; Formal Properties of A Composition; Architectural Space; Function, Form & Meaning; Capturing Architecture 1; Representing Architecture; Articulation; Capturing Architecture 2; Presentation; Words of Lights; Capturing Architecture 3; RePresentation.

#### **DSGN7032 – FINAL PROJECT (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify interior problems in final project; Propose interior design concept based on the project; Plan interior design for final project; Assemble the local content /green design/sustainability in final project; Produce interior drawing for technical and presentation purposes

**Topics:** Final Project Guidelines; Paper assessment; Evaluation I: Completion working drawing; Evaluation II: Presentation Design assessment

#### **DSGN6037 – INTERIOR DESIGN METHODOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Classify the design process in interior design; Differentiate the research methods in Interior design; Formulate the strategies and methods to support the interior design process

**Topics:** Design as a Process in Interior Design; The Interior Design Development; Design Methods Implementation In Interior Design.

#### **DSGN6042 – GREEN DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify the green design; Explain the green design; Apply the green design to support the interior design project that friendly and save for the environment; Analyse and create a good green design to support the interior design project; Analyse the green design implementation to support the interior design project; Evaluate & present the green design implementation for the interior design project.

**Topics:** The Green Imperative; The Eco Design and Green Design (Introduction); The Eco Design & The Green Design: Object For Living; The Eco Design & The Green Design: Object For Working; The Eco Design & The Green Design: The Materials.

**DSGN6098 – COLOR THEORY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the color terms and color theories from the expert, Use colors as part of design elements, Practice psychological & emotional aspect of color, Create project according to the function and purpose of color.

**Topics:** Color is Property of Light, Vocabulary of Color, Color System & PANTONE Colors, Psychological & Emotional Aspect of Color, Color Image, Light & Dark, Color Functions, Consumer's Color, Recoloring Packaging, Corporate Color.

**DSGN6099 – DRAWING I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the perspective views drawing; Demonstrate drawing object by observation; Describe human figure in ideal proportion; Create drawing that applying basic knowledge and technique.

**Topics:** Fundamentals of Drawing; Basic Perspective 1: One Point Perspective View; Basic Perspective 2: Two Point Perspective View; Perspective Views From Observed Reality; Human Figure Close Ups and Detail; Human Figure Proportions; Human Figure in Perspective Views

**DSGN6100 – DRAWING II (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the human figure in gesture drawing; Create the natural world drawing; Use human figure drawing knowledge in drawing application; Create drawings which illustrate a composition/a story.

**Topics:** Figure Drawing and Portraiture; Variations of Human Figure; human and natural environment; Human Interaction; Composition.

**DSGN6101 – DESIGN AND MATERIALS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the composition of a design which uses the visual elements; Use design principles in the process of creating a design; Combine the visual element of the relationship with design principles; Create compositions that use structural design principles

**Topics:** Intro Elements Visual; Elements Line; Elements Shape; Elements Texture; Structure Balance and Contrast; Structure Unity, Value, and colour

**DSGN6283 - ANIMATION PRODUCTION STUDY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: create animation works with 3D Production Pipeline; Apply technical experience in produce animation work

**Topics:** Introduction to 3D production Pipeline, Technical setup, Production Management

**DSGN6253 - INTERNSHIP I (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: exposure real experiment in animation works production in industry; contribute in production and pasca-production in animation works industry

**Topics:** Animation Works Production; Collaboration Study; Industrial Experience

**DSGN6254 – PRODUCTION AND POST EXPERIENCE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: develop work flow system in a real project; lead animation project based on industrial standard; generate idea in animation works project.

**Topics:** Report Writing And Presentation

**DSGN6255 - PROJECT IN INDUSTRY I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: create animation works; exposure work experience in animation industry; contribute in production team in animation industry

**Topics:** Portofolio Presentation, Exhibition

**DSGN6256 - EES IN INDUSTRY I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: demonstrate good team work in production team; lead production team in real work flow in animation industry.

**Topics:** Report writing

**DSGN6257 - INTERNSHIP II (8 Credits)**

**Learning Outcomes:.** On successful completion of this course, student will be able to: increase their skill and experience in real animation project; create innovative and original animation works in order to get Intellectual Property Right assets as design mediation in final project.

**Topics:** Intellectual Property Right (IPR),Creative Idea,Business model Planning

**DSGN6258 – PRE AND PRODUCTION EXPERIENCE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: conducting field research; formulating creative strategy; creating business model for animation product; research trend related to visual communication issues and market needs

**Topics:** Report writing and presentation

**DSGN6260 - EES IN INDUSTRY II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: creating work scheme; develop production planning; apply technology in creating animation product.

**Topics:** Report writing

**DSGN7284 - VISUAL COMMUNICATION DESIGN III\* (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: create innovative and original animation work in based on Intellectual Property Right standard.

**Topics:** Introduction to 3D production Pipeline; Technical Setup; Production Management

**DSGN6330 - ILLUSTRATION DESIGN (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explore various aspects in character design for animation; explore the relation between shaping character and illustration character that indicate the personality of character; to design various characters with various artistic styles.

**Topics:** shape language,design silhouettes,character line ups, charater face,character modul .

**DSGN6104 – TYPOGRAPHY I (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe type classification; Explain typefaces characteristic; Express meaning with typefaces & type composition.

**Topics:** Introduction & Classification of Typo; Type Terminology & History of Typo 1; Type Terminology & History of Typo 2; Type Terminology 3; Type Terminology 4; Conveying Meaning with Type.

**DSGN7107 – VISUAL COMMUNICATION DESIGN I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify the problem and find how to solve creatively; Apply graphic design basic principles for creative works; Classify the graphic style and relate with the graphic design works.

**Topics:** Brainstorming; Basic Shapes and Pictogram; Self Visual Expression; Visual Sequence; Metaphor; Graphic Style.

**DSGN7115 – VISUAL COMMUNICATION DESIGN II (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Animation Principles, Translate Classical Animation Principles into Cell Animation, Create Animation Productions, Choose Animation methods in Productions.

**Topics:** Introducing to Animation & Construction Drawing Basic, Key & Inbetween, Timing and Motion & Pose to Pose Action, Follow Through and Overlapping Action, Arcs, Squash, & Stretch, Anticipation & Secondary Action, Staging & Exaggeration, Appeal & Personality, Walkcycle Basic, Walkcycle with Personality, Runcycle & Jumps with Personality, Acting & Reference, Production (Assistance).

**DSGN7126 – GUEST LECTURER (3 Credits)**

**Learning Outcomes:** Define the rules, purpose and scope of the course given by moderator; Discuss the problems and the information with group discussion; Rewrite the information in report writing

**Topics:** Course rules discussion (conducted by moderator); Internal guest lecturer (Binus); External guest lecturer; Internal guest lecturer (Binus Career)

**DSGN7132 – PHOTOGRAPHY I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Recognize photography problems and techniques; Use camera and lighting in photography; Design the final photography project of visual communication.

**Topics:** History of Photography; SLR Cameras Usage; Basic Techniques of Photography; Outdoor Shooting Practice; Composition and Aesthetic Aspect; Digital Black & White Photography; 6 Lighting Quality; Advanced Composition Techniques; Preparation and Briefing Final Project; Night Shooting Technique; Special Effects Techniques; World of Photography These day; Presentation of Final Project.

**DSGN7133 – PHOTOGRAPHY II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognise photography problems and techniques, Use camera and lighting in studio photography, Design the final studio photography project of visual communication.



**Topics:** The introduction of photographic equipment in the studio, Introduction of basic lighting with the main light (for 1-2 point lighting), Introduction of lighting accessories (3 points lightings), Basic introduction to shooting models (Portraiture), Lighting the basis for the portrait, Hollywood Glamour photography, Clamshell lighting, Briefing final photography project, Basic still life photography, Still-life photography advanced, Still Life-Product shot (continued), Advertising photography, Presentation of campaign advertising (final project).

#### **DSGN6134 – PHOTOGRAPHY II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic knowledge of advertising photography; Apply creative concept in supporting of advertising photography production; Experiment between concept and supporting medium

**Topics:** Introduction of conceptual photography; Composition and building ideas; Building teamwork; Makeup effect; Conceptual costume; Environmental setting; Creating visual concept; Final presentation

#### **DSGN6136 – PHOTOGRAPHY I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize photography problems and techniques; Use camera and lighting in photography; Design the final photography project of visual communication.

**Topics:** History of Photography; SLR Cameras Usage; Basic Techniques of Photography; Outdoor Shooting Practice; Composition and Aesthetic Aspect; Digital Black & White Photography; 6 Lighting Quality; Advanced Composition Techniques; Preparation and Briefing Final Project; Night Shooting Technique; Special Effects Techniques; World of Photography These Day; Presentation of Final Project.

#### **DSGN6137 – PHOTOGRAPHY II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize photography problems and techniques; Use camera and lighting in studio photography; Design the final studio photography project of visual communication.

**Topics:** The introduction of photographic equipment in the studio; Introduction of basic lighting with the main light (for 1-2 point lighting); Introduction of lighting accessories (3 points lightings); Basic introduction to shooting models (Portraiture); Lighting the basis for the portrait; Hollywood Glamour photography; Clamshell lighting; Briefing final photography project; Basic still life photography; Still-life photography advanced; Still Life-Product shot (continued); Advertising photography; Presentation of campaign advertising (final project).

#### **DSGN7138 – DRAWING I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the perspective views drawing; Demonstrate drawing object by observation; Describe human figure in ideal proportion; Create drawing that applying basic knowledge and technique

**Topics:** Fundamentals of Drawing; Basic Perspective 1: One Point Perspective View; Basic Perspective 2: Two Point Perspective View; Perspective Views From Observed Reality 1; Perspective Views From Observed Reality 2; Human Figure Close Ups and Detail; Human Figure Proportions; Human Figure in Perspective Views

**DSGN7139 – DRAWING II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the human figure drawing; Describe the human figure in gesture drawing; Use human figure drawing knowledge in drawing application; Draw that has the good story telling.

**Topics:** Introduction to human figure drawing; Constructing the Figure; Analysing Poses and Gestures; The Figure in Action; Drawing the story.

**DSGN6140 – VISUAL COMMUNICATION DESIGN I (4 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Relate and use visual communication concept in a semiotic manner regarding the animation terms.

**Topics:** Brainstorming; Basic Shapes and Pictogram; Metaphor; Sequence; Graphic Style.

**DSGN6141 – VISUAL COMMUNICATION DESIGN II (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: State what a layout is; Explain elements of design hierarchy in a layout; Apply a good layout design from any kind of medias; Design an idea of layout style in accordance with target or trend

**Topics:** Introduction to Layout Design; Graphic Design Principles; Hierarchy in Layout; Developing the Grid System – Layout Structure; Gestalt in Graphic Design; Developing Concept to Visualization; Media Characteristics and the uses; Designing Print Ad; Playing with Environment; Tactical campaign program

**DSGN6150 – MODELING & SHADING LIGHTING RENDERING I (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain the definition of organic modeling; Create detailed 3D character; Apply subdivision modeling techniques; Operate the 3D max software as a media of 3D object modeling; Operate the brush software as an additional medium to create detailed 3D model.

**Topics:** Modeling Concept and Technique; Iconic Modeling; Human Modeling.

**DSGN6151 – MODELING & SHADING LIGHTING RENDERING II (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Create a replica of a real hard-surface object in 3D computer generated imagery; Utilize material editor to produce a realistic shader; Apply lighting theory to create a realistic lighting setup; Create a realistic rendering based on combination of shape, material, and lighting setup.

**Topics:** Hard Surface Modeling; Hard Surface Topology; Car Modeling Progress; Material Application progress; Lighting Application progress; Rendering final product

**DSGN6157 – TYPOGRAPHY II (3 Credits)**

**Learning Outcomes:** Students are able to: Depict typographic manners in amplifying messages; Manipulate typographic form-space and its dynamic relationships with content; Solve typographic solution based on methods; Demonstrate typographic solution.

**Topics:** Typographic Message; Syntax & Communication; Typographic Rules; Using Grid along with Basic; Design Principles; Structuring Typographic Communication.

**DSGN6162 – VISUAL COMMUNICATION DESIGN REVIEWS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Summarise key movements and ideas in the history of visual communication design; Adopt historic design frameworks into current practical contexts; Relate key ideas from different historical time frames

**Topics:** Prologue; The Origins; The Industrial Revolution; The Twentieth Century; The Contemporaries

**DSGN6164 – DESIGN METHODS (3 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Create scheme of visual communication design as the process of problem solving through research; Apply various creative methods of research strategic and concept design in case simulation; Identify visual communication design as problem solving (functions) which use visual; Process data of research results through creative thinking methods to produce a unique solution advertising and contextual targeting.

**Topics:** Visual communication design as a problem solving; Quantitative and qualitative research (theoretical understanding); Primary and secondary research (theoretical understanding and case application); Formative and summative research (theoretical understanding); Advertising method/process; Concept and strategic process; Formative research/divergent process; Summative research/convergent process; Visual execution approaches through research (analysis/reflection)

**DSGN6165 – WESTERN ART REVIEWS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the fundamental narratives behind every concept, Explain basic problems responded by each concept and its method, Apply contextual perspective based on methods, Analyze challenge and improve existing concepts and methods in a different context.

**Topics:** What is Art, What is Art History, Formalism, Modernism, A World Still to Win, Semiotics, Exploring Postmodernities.

**DSGN6166 – EASTERN ART REVIEWS (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the mapping of the world development especially in Asia, Analyze the development of art in Asia and the concept behind the artwork, Relate belief system that can affects the work of art, Combine all knowledge from pre history to contemporary art works, Assess cultural and historical context in contemporary art and design.

**Topics:** Mapping the Eastern History, Early history of civilitation, The belief system in Asia, The advent of Islam, Art and Design.

**DSGN6255 – FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: **Pre-Production:** define, purpose and scope of Animation projects; analyze the problems, gather and compile data; basic theories and creative concept of Animation Project . **Production & Post Production:** create an animation Project

**Topics:** Students will choose theme (categories of animation project), topic, title of animation project & production pipeline

**DSGN6180 – DESIGN METHODS (3 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Make a diagram / scheme of visual communication design as the process of problem solving through research; Apply various methods of research design in case simulation; Identify visual communication design as problem solving (functions) that use visual (form) and motion; Describe the various methods of research as an integral part of visual communication solutions.

**Topics:** Visual communication design as a problem solving; Quantitative and qualitative research (theoretical understanding); Primary and secondary research (theoretical understanding and case application); Formative and summative research (theoretical understanding); visual communication design method/process; Design process; Formative research/divergent process; Summative research /convergent process; Problem solving design through research (analysis / reflection).

**DSGN6190 - CREATIVE DIGITAL MARKETING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain and apply the importance digital marketing in business, the concept social media, e-mail marketing, mobile marketing, performance marketing, online PR and content marketing. Analyze market, industry, competitor and customers data that are required in creating digital marketing. Create the digital marketing in a new business.

**Topics:** So you want to go digital?; @first think; Then build your channel; Is it working; Are customers finding you?; Understanding social media; Understanding e-mail marketing; Understanding mobile marketing; Understanding performance marketing; Understanding online public relations; Understanding content marketing; Convincing your boss to invest in digital marketing; What's next?

**DSGN6191 – PHOTOGRAPHY I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize photographic equipment and its use; Produce a good photo with the right photography techniques; Produce basic techniques in photography.

**Topics:** Introduction; Basic operation; Exposure; Basic Composition; Light; Photography Techniques; Speedlight; Project.

**DSGN6192 - COLOR THEORY FOR NIRMANA 2D-3D (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply elements and principles of design on 2D and 3D; Analyze color, material and texture on various design concepts; Design a variety of design principles on different composition of forms. variety of design.

**Topics:** Basic Design; Design Composition; Pattern Language; Spatial Design; Material Exploration; Design Exploration.

**DSGN6193 - INTERIOR DRAWING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the element of Design; Apply one and two point perspective drawing; Combine different material in rendering perspective drawing; Prepare perspective drawing for interior project presentation.

**Topics:** Basic Element of Design; Interior Shape and Space; Geometrical Shape; 1 Point of View Perspective Drawing; 2 Point of View Perspective Drawing; Perspective drawing for interior project presentation.

**DSGN6195 - FURNITURE DESIGN I: RESIDENTIAL (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize the basic knowledge of furniture design; Relate shape and furniture detail by learning from history; Integrate theory and woodworking technique; Recognize material character; Apply appropriate material and relevant design technique; Formulate a good furniture design.

**Topics:** Basic furniture knowledge; History of furniture design; Basic Joint; Material Knowledge; Basic drawing for Furniture; Furniture Studio.

**DSGN6196 - INTERIOR DESIGN II: RETAIL (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe basic knowledge of retail space; Apply the theory into design process; Analyze the design process and space programming; Construct the design concept based on function and aesthetic; Choose the right design element based on the design concept for the design outcome.

**Topics:** Basic knowledge of Retail; Data Collection and Analysis; Design Process and Programming; Technical drawing; Project Presentation.

**DSGN6198 - COMPUTER 2D DRAWING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create from two-dimensional objects became three-dimensional objects; Modify by utilizing existing object; generate three-dimensional that can be used for a visualization and presentation

**Topics:** Getting Started with 3D Modeling; Working with 3D Coordinate; Viewing 3D Drawings; Controlling View; Creating Solid Primitives; Solid Modelling; Mesh Modelling; Variable Systems; Solid Editing; Boolean Operation; Modifying 3D Object; Rendering; Mapping Coordinate; Working with Through a Model; Printing/Plotting with 3D Model

**DSGN6199 - INTERIOR DESIGN III: OFFICE (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the process of designing office; Present the design concept to the others; Analyze data and create an office design based on necessity and function; Make the right choice and decision in the design process

**Topics:** Basic Principles of Office; Data Survey: Literature and User; Office Data Survey; Office Data Survey Analysis; Office Data Survey Analysis Presentation; Space Programming and Space Analysis; Scheme of Interaction Between Spaces; Concept Design; Zoning Study and Analysis; Grouping Study and Analysis; Lay-Out Study and Analysis Floor Plain; Ceiling Plan; Sections; Elevations; Perspectives & Interior Models; Colour and Material Scheme

**DSGN6200 - COMPUTER 3D DRAWING FOR INTERIOR (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create from 2 dimensional objects became 3 dimensional objects; Modify by utilizing existing object; Generate three dimensional that can be used for visualization and presentation.

**Topics:** Getting Started with 3D Modelling; Rules of the 3D modelling; Working with 3D coordinate; Controlling view; Creating Solid Primitives; Solid Modelling; Mesh Modelling; Variable Systems; Solid Editing; Boolean Operation; Modifying 3D Object; Rendering; Mapping Coordinate; Working with through a Model; Printing /Plotting with 3D Model

**DSGN6201 - ERGONOMIC AND ANTHROPOMETRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the basic concepts of interior ergonomics; Use the application of interior ergonomics in furniture and interior design planning; Choose the material based on interior ergonomics in furniture and interior design planning; Experiment the application of interior ergonomic in furniture and interior design planning

**Topics:** Introduction to Ergonomics; Ergonomics in Interior; Ergonomics in the Planning of Furniture and Interior Design; Ergonomics Furniture Design 1; Ergonomics Furniture Design 2; Ergonomics Furniture Design 3; Ergonomics in the Residences Design; Ergonomics in Public Space; Ergonomics in Interior Design.

**DSGN6202 - PORTFOLIO PRESENTATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic knowledge of design process and basic programming; Demonstrate good portfolio presentation; Demonstrate mock up presentation technique; Combine the presentation technique and methods; Choose proper composition of presentation

**Topics:** Basic knowledge of design process and programming; Visual Presentation Technique; Rendering 3D presentation; Model and mock up presentation techniques; Presentation composition; Combination of presentation techniques and methods; Presentation Techniques and methods; Public Speaking and Design Communication; Create resume and portfolio presentation; Variation of graphic design component.

**DSGN6203 - LIGHTING DESIGN FOR COMMERCIAL & HOSPITALITY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain various types of artificial light sources; Apply knowledge of various types of lighting sources ; Analyze the artificial light sources and lighting techniques based on efficiency; Select lighting luminaries for a specific design project; Create a lighting design plan based on the lighting standards and best practice.

**Topics:** Introduction to Lighting Design; Lighting Source and Type; Energy Issues: Solar; System Lighting Device and Controls; Properties of Natural and Artificial Lights; Lighting Concepts: Theoretical and Experiences; Lighting Design: Human Visual Perceptions; Visual Communications of Lighting Design; Lighting Design: Hotel, Restaurant & Cafe; Lighting Design: Hospital, Health & Sport; Lighting Design: Office & School; Lighting Design: Museum & Culture; Lighting Design: Theatre, Entertainment & Airport

**DSGN6204 - INTERIOR DESIGN IV: COMMERCIAL AND HOSPITALITY PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe definition of hotel; Apply the theory of designing hotel; Analyze the collected data; Construct the design concept based on the space function and necessity; Analyze the right design element for the design outcome

**Topics:** Basic Principles of Hotel; Data Survey : Literature & User; Hotel Data Survey; Hotel Collected Data Survey Analysis; Hotel Collected Data Survey Analysis and Presentation; Space Programming and Space Analysis; Space Adjacency and Bubble Diagram; Design Concept; Zoning Study and Analysis; Grouping Study and Analysis; Lay out Study and Analysis; Floor and Wall Plan; Ceiling Plan; Sections; Elevations; Interior Perspectives & Models; Colour and Material Scheme

#### **DSGN6205 - COMPUTER 3D INTERIOR RENDERING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Choose tools to create object and controlling view; Create simple object; Modifying to manipulation object; Customization component; Create calculate data component; Create simple walkthrough rendering (Material and lighting) and animation

**Topics:** User Interface; Design Bar; Viewing Tools; Creating a Walls; Curtain Walls; Creating Doors & Windows; Loading Family; Transformation Tools; Modifying Tools; Creating Columns; Model Graphics Style; Drafting Techniques; Creating Family; Controlling Visibility Graphics; Modelling Object; Create Host Sweep; Create Stairs & Railing; Creating Ramp; Creating Dimension; Collaboration with CAD and other; Walkthroughs; Rendering; Creating Legend; Creating Sheet.

#### **DSGN6206 - VISUAL MERCHANDISING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize the basic knowledge of Visual Merchandising; Classify theory types of display and display settings; Integrate concepts theory and principles design application; Apply appropriate material and relevant display technique; Analyze data and create a window display design based on necessity and function; Examine to give recommendation on the right choice and decision in the planning visual merchandising.

**Topics:** Introduction to visual merchandising; Types of display; Fundamental concepts and principles design application on window display; What to use for displaying; Display techniques; Related area of visual merchandising; Point of purchase display; Planning project visual merchandising portfolio; Planning project window display (portfolio 1); Planning project window display (portfolio 2); Planning project Promotion and exhibition (portfolio 3); Planning project designing POP or KIOSK display (portfolio 4); Career Opportunities in visual Merchandising

#### **DSGN6207 - INTERIOR DESIGN HISTORY, CULTURE AND AESTHETIC (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain aesthetic value, cultural concept and characteristic in interior design of each period; Differentiate the characteristic and style of each period ; Apply the appropriate styles with the correct characteristic; Evaluate the characteristic and style of each period.

**Topics:** Introduction to interior design history; Understanding aesthetic value, cultural concept and characteristic in interior design; Aesthetic interior design and period style; Aesthetic factor and function in interior design.

#### **DSGN6208 - INTERIOR FORECASTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the design process in interior design industry; Apply interior project simulation; Propose document for interior project simulation.

**Topics:** Trends in interior; Requirement for interior design industry; Time schedule in design process; Document standard for interior design project; Interior Project Simulation.

**DSGN6209 - INTERNSHIP I (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation.

**Topics:** Introduction to Internship; Company Profile

**DSGN6210 - DESIGN IDEATION IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation.

**Topics:** Data collection; Data Research; Data brainstorming

**DSGN6211 - DESIGN WORKS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation.

**Topics:** Concept development; Design progress

**DSGN6212 - SELF MANAGEMENT IN INDUSTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation.

**Topics:** Active listening & cultural differences; Time management & work responsibilities; Workplace relationship and networking.

**DSGN6213 - INTERNSHIP II (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Current issues in working environment

**DSGN6214 - DESIGN APPLIED IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Site visit; Subcontracting and custom work

**DSGN6215 - DESIGN PROCESS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry Concept execution.

**Topics:** Concept execution



**DSGN6216 - TEAM WORK ACTIVITY IN INDUSTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Team coordination

**DSGN6217 - FURNITURE DESIGN III: OFFICE (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize the purpose of chair designing and factors; Define style and detailing; Differentiate materials and techniques; Apply function, shape and technique to design –studio; Practice in the workshop; Integrate chair design to the interior.

**Topics:** Understanding the basic of chair design; Chair Ergonomic and Anthropometric: Tailoring Human Measurement (Project); Understanding shapes - Learn by styles and details; Undertaking the material - Characteristics and Techniques (Wood & Rattan); Undertaking the material - Characteristics and Techniques (Metals); Undertaking the material - Characteristics and Techniques (Plastics); Undertaking the material - Characteristics and Techniques (Upholstery); Material Combination; Furniture Studio 1 - Inspired by Indonesian Ethnic : Dining Chair; Furniture Studio 2 - Modern Chair : Mix Material.

**DSGN6218 - COMPUTER 3D DRAWING FOR FURNITURE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create from 2 dimensional objects became 3 dimensional objects; Modify by utilizing existing object; Generate three dimensional that can be used for visualization and presentation.

**Topics:** Getting Started with 3D Modelling; Rules of the 3D modelling; Working with 3D coordinate; Controlling view; Creating Solid Primitives; Solid Modelling; Mesh Modelling; Variable Systems; Solid Editing; Boolean Operation; Modifying 3D Object; Rendering; Mapping Coordinate; Working with through a Model; Printing /Plotting with 3D Model.

**DSGN6219 - FINISHING AND FURNITURE KNOWLEDGE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain each of character of material; Explain a basic finishing technique; Differentiate finishing technique based on character of material; Produce finishing sample; Practice Interior finishing by themselves.

**Topics:** Basic Finishing; Basic of wood Finishing; Basic other material finishing; Project: Finishing accessories; Project: Finishing Furnishing; Project: Combine different finishing materials.

**DSGN6220 - FURNITURE DESIGN IV: COMMERCIAL AND HOSPITALITY PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define hotel furniture and accessories; Explain of hotel furniture and accessories; Collect data of hotel furniture and accessories; Design of hotel furniture and accessories

**Topics:** The design process basic principles of Hotel; The design process data survey : Literature & User; The Design process data : Survey hotel; The Design Hotel Collected Data Survey Analysis; A visual vocabulary Hotel Collected Data Survey Analysis Presentation; Design Development Space Programming & Space Analysis; Design Development : A visual vocabulary space and agency & Bubble diagram; Design Development : Directing the Design Concept; Implementation : Directing the design : Design Styling Zoning Study dan analysis; Implementation : Design

Styling , Grouping study & Analysis; Design Drawing, lay out study & analysis; Design drawing; Making Presentation, section and elevation; Interior perspectives and models

**DSGN6221 - COMPUTER 3D FURNITURE RENDERING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Choose tools to create object and controlling view; Create simple Object; Modifying to manipulation Object; Create Lighting and Material; Create simple animation (camera and motion tools); Create presentation with rendering (Material and lighting) and animation.

**Topics:** User Interface & Transforming; Object Transforming Object & Assembling Project Files; Hierarchy & Modeling 3 Dimension; Extended Geometry & AEC Extended; AEC Extended & Modeling 2 Dimensi Object; Modifier Object; Modiefier Object & Compound Object; Create Camera View & Create Lighting; Attaching Materials; Attaching Materials & Camera Animation; Camera Animation; Animation.

**DSGN6222 – PHOTOGRAPHY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize photography problems and techniques; Use camera and lighting in photography; Design the final photography project of visual communication.

**Topics:** History of Photography; SLR Camera Usages; Basic Techniques of Photography; Outdoor Shooting Practice; Composition and Aesthetic Aspect ; Lighting Quality; Advanced Composition Techniques; Preparation and Briefing Final Project; Night Shooting Technique; Special effects Techniques; World of Photography these days; Presentatation of Final Project.

**DSGN6223 - LIGHTING DESIGN FOR RETAIL & EXHIBITION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain lighting fixtures for residential; Explain lighting fixtures for retail and exhibition; Apply lighting design in a small project; Illustrate lighting details in a small project; Design lighting design in retail and exhibition project

**Topics:** Lighting Source and Lighting; Type and introduction to Lighting Design; Residential Lighting Design; Commercial Lighting; Lighting in Store; Lighting in Exhibition; Type of Lighting for Retail and Exhibition; Store Lighting Detail; Exhibition Lighting Detail.

**DSGN6224 - FURNITURE FORECASTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the design process in furniture design industry; Apply furniture design project simulation; Propose document for furniture project simulation.

**Topics:** Trends in furniture design; Market mapping; Export - Import regulation in furniture design industry; Document standard for furniture design industry; Furniture Design Project Simulation

**DSGN6225 - FINISHING AND FURNITURE KNOWLEDGE II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain character of material; Explain basic finishing technique; Apply finishing technique based on the character of material; Produce finishing sample; Experiment various finishing technique using safe technology

**Topics:** Basic Finishing; Project : Finishing Accessories; Basic Texturing Finishing; Project : Finishing Accessories II; Finishing Interior for Furniture and Accessories with Leather, Fabric, etc; Project : Finishing Accessories III; Basic

for Other Material Finishing (rattan, bamboo, metal, rubber etc); Project : Combining; Finishing Materials; Combining finishing materials with wicker; Project : Wicker with Rattan and Bamboo

**DSGN6226 - INTERNSHIP I (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation

**Topics:** Introduction to Internship; Company Profile

**DSGN6227 - DESIGN IDEATION IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation

**Topics:** Data collection; Data Research; Data brainstorming

**DSGN6228 - DESIGN WORKS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation

**Topics:** Concept development; Design progress

**DSGN6229 - SELF MANAGEMENT IN INDUSTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Perform professional appearance and behaviour as a designer; Experiment interior design process in industry; Prepare design presentation

**Topics:** Active listening & cultural differences; Time management & work responsibilities; Workplace relationship and networking

**DSGN6230 - INTERNSHIP II (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Current issues in working environment

**DSGN6231 - DESIGN APPLIED IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Site visit; Subcontracting and custom work

**DSGN6232 - DESIGN PROCESS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Concept execution

**DSGN6233 - TEAM WORK ACTIVITY IN INDUSTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create the design solution; Develop Design concept; Evaluate design process in interior industry.

**Topics:** Team coordination

**DSGN6238 – COMPUTER GRAPHIC I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe kinds of vector imaging problems and techniques; Apply in vector imaging application to solving problems; Plan how to make the right vector imaging solution in the right techniques; Create a visual communication concept in order to make the final vector imaging

**Topics:** Vector Introduction in Illustrator CS6; Basic Shapes in Illustrator CS6; Path in Illustrator CS6; Transformation in Illustrator CS6; Pattern & Brushes in Illustrator CS6; Layers in Illustrator CS6; Blending & Shapes in Illustrator CS6; Text in Illustrator CS6; Combining in Illustrator CS6; Effect in Illustrator CS6; Filter in Illustrator CS6; Advanced Tools in Illustrator CS6; Preparing PDF in Illustrator CS6

**DSGN6243 - DIGITAL ADVERTISING (3 Credits)**

**Learning Outcomes :** Students will understand the dynamic of digital interaction landscape; Identifying appropriate digital interaction to gain continuous and optimum digital campaign impact; Create an interactive platform to enable consumer collaboration using the advantage of two ways of communication of digital media; Process data of research results through creative thinking methods to produce a unique solution advertising and contextual targeting.

**Topics :** Digital advertising campaign; Digital interactivity in advertising; Variations of digital tools; Internet based research; Creative and interactive platform; Creative concept and strategic in digital landscape; Creative media integration in digital advertising; Building integrated digital campaign; Control, reflect and refine digital campaign.

**DSGN6246 - IDEA CREATION & PROJECT IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Evaluate the role of modern advertising; Design the relation between brand, consumer and promotion; Analyze market knowledge into the advertising campaign development; Demonstrate team work and collaboration capability as a creative person; Create in-depth and comprehensive creative concepts; Appraise appropriate and effective communication tools.

**Topics:** Introduction to the Creative Team; Introduction to the Clients; How Advertising Work; About Product & Brand; Introduction to the Consumers; About Media; About Production; Campaign Development

**DSGN6248 - EES INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Collaborate in a creative teamwork, play role as a junior Art Director shadowing by an Art Director

**Topics:** Hierarchy of team works, intern position, job desk, kind of contribute or participate on project, process report by write/ photo/ video

**DSGN6249 - INTERNSHIP II (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Choose the concern issues they will be appointed as a potential topic, Identify the problem and write down as the creative briefs; Classify the data research related with design strategies; 'Design Initiative' and prototype, Design presentation for the share holder to support 'Design Initiative', Release 'Design Initiative' as a brand or social issues.

**Topics:** Introduction to Brand& Social campaign; Data Gathering; Data Analysis & Conclusion; Identify the Issues & Objective of the Campaign; Communication strategy; Concept Review; Design Strategy; Design Process; Design

Implementation; Design Review

**DSGN6250 – IDEA CREATION & PROJECT IN INDUSTRY II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Evaluate the role of social marketing; Design the relation between brand, consumer and social issues; Analyze market knowledge into the 'Design Initiative' development; Demonstrate team work and collaboration capability as a creative person; Create in-depth and comprehensive creative concepts; Appraise appropriate and effective communication tools.

**Topics:** Introduction to the Creative Team; Introduction to the 'Design Initiative'; Design for Public; About Product & Brand; Introduction to the Cluster Consumers; About Media; About Production; Campaign Development

**DSGN6252 - EES INDUSTRY II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Collaborate in a creative teamwork, play role as a Initiator Designer

**Topics:** Hierarchy of team works, intern position, job desk, kind of contribute or participate on project, process report by write/ photo/ video

**DSGN6261 - PRESENTATION TECHNIQUES (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Draw 3 D objects in perspective drawing; Apply rendering technique for drawing presentation; Prepare perspective drawing for interior project presentation.

**Topics:** Lighting and Shading; Water Color Technique; Pencil Color Technique; Marker Technique; Mix Media Rendering Technique; Rendering Techniques for Interior Project Presentation

**DSGN6263 - DESIGN METHODS (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic concepts and approaches of design; Demonstrate key concepts and approaches of design; Analyze general design problems within particular context; generate design solution based on conceptual approaches

**Topics:** Understanding design; Functional approach 1; Functional approach 2; Functional approach 3; Experimental approach 1; Experimental approach 2; Meaning & interpretation; The design process 1; The design process 2; The design process 3; The design process 4; The design process 5; The design proposal

**DSGN7264 - TYPOGRAPHY II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Depict typographic manners in amplifying messages; Manipulate typographic form-space and its dynamic relationships with content; Relate typographic structure to function and expression

**Topics:** Typographic Message 1; Typographic Message 2; Syntax & Communication 1; Syntax & Communication 2; Function & Expression 1; Function & Expression 2; Function & Expression 3

**DSGN6265 - VISUAL COMMUNICATION DESIGN II (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain graphic design basic principles in a layout, Apply graphic design basic principles in a good, effective, and aesthetic layout, Design a systemic and structurally layout in various formats of the media.

**Topics:** Introduction to Layout, Graphic Design Principles, Hierarchy in Layout, Developing the Grid, Gestalt in Graphic Design, From Concept to Visual, The Use and Characteristics of the Media, Editorial Design, Playing with Size and Format, Working with Experimental Grid.

**DSGN7266 - GRAPHIC COMPUTER II**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe kinds of digital imaging problems and techniques; Apply in digital imaging application to solving problems; Plan how to make the right digital imaging solution in the right techniques; Create a visual communication concept in order to make the final digital imaging

**Topics:** Introduction; Basic Tools; Path; Adjustment Layer; Text; Filter & Effects; Advanced Tools; Final Artwork

**DSGN7267 - GRAPHIC REPRODUCTION METHODS I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explore the process of graphic print production; Use appropriate printing technique for graphic design planning; Identify the basic foundation of print production process; Able to adjust the process of graphic reproduction method. History of Printing; Scope of printing process (introduction); Classification of linocut method; Connection between visual character and linocut technique;

**Topics:** Character of linocut techniques; Techniques of Linocut methods; Edition of printing; Principle of linocut techniques; Techniques of drypoint methods; Media implementation of drypoint methods; Acidification process; Classification of printing; Edition of intaglio printing.

**DSGN8268 - TYPOGRAPHY III (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the basic structure of typographic layout; Explain basic problems of typography and it's methodical solution; Solve out typographic solution based on methods; Improve common typographic solution.

**Topics:** Defining Typographic Problems; Using Grid Along with Basic Design Principles; Typographic 'Rules': Legibility; Structuring Typographic Communication; Challenging Typographic 'Rules'.

**DSGN7269 - GRAPHIC REPRODUCTION METHODS II (3 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Explain the principles of printing technology and create various works of printing technology.

**Topics:** The principles of printing technology; Lithography; Serigraphy; Reproduction; Screen printing; Negative film process; Pre press production.

**DSGN6270 - PROJECT ON NGO (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the problem from the creative briefs; Classify the campaign programs related with visual strategies; Apply creative campaign principles and communication strategies for creative works; Design a series of visual social campaign design works in a structured and integrated.

**Topics:** Introduction to Social Campaign; Data Gathering; Data Analysis & Conclusion; Identify the Issues & Objective of the Campaign; Communication strategy; Concept Review; Design Strategy; Design Process; Design Implementation; Visual Review

**DSGN6271 - ENRICHMENT IN TREND COMPETENCY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Evaluate the role of modern advertising; Design the relation between product, brand, consumer and promotion; Analyze market knowledge into the advertising campaign development; Demonstrate team work and collaboration capability as creative person; Create in-depth and comprehensive creative concepts; Appraise appropriate and effective communication tools.

**Topics:** Introduction to the Creative Team; Introduction to the Clients; How Advertising Work; About Product & Brand; Introduction to the Consumers; About Media; About Production; Campaign Development

**DSGN6273 - EES INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Design review by NGO; Student submit Research Proposal to Dikti

**Topics:** Exhibition; Internship I report writing approval

**DSGN6274 - PROJECT ON INDUSTRY (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the creative brief problems, purpose and scope of projects, basic theories and concept of designs; Analyze problem based on the gathered data; Create a design solution of the problems

**Topics:** Work place and rules discussion (selected appropriate work places); Data Gathering (history of the company, vision and mission, organization structure, workflow); Data review and discuss the report writing; Design review and report writing approval

**DSGN6275 - ENRICHMENT IN TREND COMPETENCY II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate capability as creative person in certain technical skill; Create in-depth and comprehensive project, using the particular technical skill

**Topics:** Introduction to the Trend Competency Concept; About Technical Skill; Technical Skill Review

**DSGN6277 - EES INDUSTRY II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Design review by Industry; Student submit Final Project Proposal.

**Topics:** Internship II report writing approval; Dissemination (selected by Program)

**DSGN6278 - FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the research problems, purpose, and scope of research, basic theories and concept of designs; Analyze the problems, gather, and compile data; Create a design solution of the problems

**Topics:** Topics discussion (selected three proposal topics); Data Gathering; Data review and discuss the problem; Concept development; Concept Review (100% of chapter 1-3 submitted and individual presentation); Visualizing the idea 1; Visualizing the idea 2; Visualizing the idea 3, media selection, and theories review; Visualizing the idea 4, media selection, and theories review; Visualizing the idea 5, media selection, and theories review 75% of chapter 4 and 5 submitted and discussion; Visual Review (100% of chapter 4 and 5 submitted and individual presentation); Final Project approval

**DSGN6285 - IDEATION & ART DIRECTION (6 Credits)**

**Learning Outcomes:** By the end of the course, students will have the sensitivity and the ability to dig and trigger the best ad ideas. Students will have the habits as ‘an Ad-man’ who always criticizes the creative ideas that developed around it. Students will have the ability to design advertising through the application of several methods of an advertising approaches. Student will also prepare and present the ideas of advertising concepts and design.

**Topics:** Advertising Brief; Objective-Problem-Insight; Brainstorming techniques; Ideation steps; Determine the Key Word; Creating a Big Idea; Method of Advertising Approach; Understanding the Character Design in Advertising.

**DSGN7289 – VISUAL COMMUNICATION DESIGN III (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Design package referring to the benefit of creativity and attention to solutions for community activities; Produce strategic and comprehensive packaging design; Connect the quality of creation process with the final result of packaging design; Identify the meaning and function of packaging design that have been studied; Explain the planning concept of making the packaging design that have been studied.

**Topics:** Introduction to the definition, benefits, and format of packaging design; Introduction to the concept of identity in packaging design; Role of Packaging Design in Marketing and Corporate Identity Formation; Creative thinking process in designing package; Definition and Role of Research in Packaging Design; Understanding and Implementing Strategies in Packaging Design; Definition and role of visualization in packaging design; Role of structural design in packaging design; Role of branding study in packaging design; The role of extension studies / Product & Brand Extension in the packaging design; The relationship between packaging design and Brand Experience; The role of creativity in making the strategy and concept of packaging design; Packaging design as a solution to the problem of contemporary society.

**DSGN7324 – GRAPHIC COMPUTER I (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Choose suitable tools and technique to produce digital vector artwork; Reproduce suitable tools and technique to produce digital vector artwork; Create vector artwork efficiently and effectively.

**Topics:** Vector Introduction in Illustrator; Basic Shapes in Illustrator; Path in Illustrator; Transformation in Illustrator; Pattern & Brushes in Illustrator; Layer in Illustrator; Text in Illustrator; Combining in Illustrator; Effect & Filter in Illustrator; Advanced Tools in Illustrator; Basic Tools in Indesign; Vector & Raster in Indesign; Layout in Indesign.

**DSGN7325 – GRAPHIC COMPUTER II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe kinds of digital imaging problems and techniques; Apply in digital imaging application to solving problems; Plan how to make the right digital imaging solution in the right techniques; Create a visual communication concept in order to make the final digital imaging

**Topics:** Introduction; Basic Tools; Path; Adjustment Layer; Text; Filter & Effects; Advanced Tools; Final Artwork

**DSGN7326 – ILLUSTRATION DESIGN (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate the creative process to create good illustration; Choose form of imagery and visual language style to be applied on illustration for



certain purpose; Create illustration that combining traditional technique with digital media; Create illustration that communicate the message

**Topics:** Fundamentals of Illustration; Visual Metaphor I; Visual Metaphor II; Literal Representation I; Literal Representation II; Sequential Imagery

## **SUBJECT AREA: ECON**

### **ECON6005 – MICROECONOMICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain market and prices, supply-demand factors, Explain market structure and competitive strategy, Calculate market equilibrium, production cost, revenues and profits, Explain market failures and government roles.

**Topics:** Markets and Prices: Introduction, The Basics of Supply and Demand, Producers, Consumers; Competitive Markets: Individual and Market Demand, Producers, Consumers, Production, Producers, Consumers, Profit Maximization and Competitive Supply, Producers, Consumers, The Cost of Production, Producers, Consumers, Consumer Behaviour, Producers, Consumers, Consumer Behaviour, Producers, Consumers, The Analysis of Competitive Market; Market Structure and Competitive Strategy: Market Power (Monopoly and Monopsony), Pricing and Market Power, Monopolistic Competition and Oligopoly, Game Theory and Competitive Strategy, Markets for Factor Inputs, Investment, Time, and Capital Markets, Information, Market Failure; The Role of Government: General Equilibrium and Economic Efficiency and Externalities and Public Goods, Information, Market Failure, Market with Asymmetric Information.

### **ECON6006 – MACROECONOMICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain macroeconomics concepts; Calculate macroeconomic measurements or variables; Combine macroeconomics factors; Analyze macroeconomics situations; Evaluate macroeconomics situations.

**Topics:** Introduction to Macroeconomics; Goods Market; Financial Markets; IS-LM Model; Labor Market; AD-AS Model; Okun's Law and Phillips Curve; Money Growth; Long Run Economic Growth; Savings, Outputs and Capital; Technology and Economic Growth; Macroeconomics Expectations; Financial Market Expectations; Consumption Expectations; Investment Expectations; Expectations, Consumption, and Investment Decision; Goods Markets in Open Economy; Financial Markets in Open Economy; Monetary Policy in Open Economy; Fiscal Policy in Open Economy.

### **ECON8009 – MANAGERIAL ECONOMICS (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Categorize the elasticity of demand and supply which relates to total revenue; Calculate the profit – maximizing price and output; Analyze the condition for contestable market and the ramifications for market power and the sustainability of long-run profits; Evaluate why networks often lead to first-mover advantages and how to use strategies such as penetration pricing to favorably change the strategic environment

**Topics:** Market force analysis in managerial economic; Quantitative demand analysis in managerial evaluation for decision making; Quantitative demand analysis in managerial evaluation for decision making relate to consumer behavior; The function of theory individual behavior in managerial decision; The production process and cost analysis in organization of the firm; Evaluation of the nature evaluation of industry; Strategic managing competitive market;

Strategic managing monopoly market; Strategic managing Monopolistic competition markets; Oligopoly model: basic and game theory; Market power in pricing strategies for firms; Evaluation of the economics of information; Evaluation of advanced topics in business strategy.

**ECON8013 – MANAGERIAL ECONOMIC (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe Purposes of Managerial Economic; Analyze Economic Factors needed in Managerial Economic; Analyze Risk aspect in Managerial Economic; Explain Managerial Economic in Decision Making Process

**Topics:** The purpose of Managerial Economic; Managerial economy and Firm/Company optimalization; Demand Analysis; Estimating Demand and Forecasting; Production and Cost Analysis (case: property project); Investment Analysis and Cash Flow (case: property project); Market Structure and Regulation (case: property project); Decision Theory; Pricing Strategy.

**ECON6017 – ECONOMICS THEORY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain basic concept of economic theory; Apply consumer behavior, producer behavior, and market equilibrium; Analyze market structures; Measure inflation, unemployment, and economic growth; Analyze goods market and financial markets; Analyze economic system and economic crisis

**Topics:** The Scope and Method of Economics and The Economic Problem: Scarcity and Choice; Demand, Supply, and Market Equilibrium, Demand and Supply Applications and Elasticity; Household Behavior and Consumer Choice; The Production Process: The Behavior of Profit-Maximizing Firms; Short-Run Costs and Output Decisions; Long-Run Costs and Output Decisions; Input Demand: The Labor and Land Markets; Input Demand: The Capital Market and the Investment Decision; General Equilibrium and the Efficiency of Perfect Competition; Monopoly and Antitrust Policy; Oligopoly; Monopolistic Competition; Externalities, Public Goods, Social Choice Uncertainty and Asymmetric Information; Income Distribution, Poverty and Public Finance: The Economics of Taxation; Introduction to Macroeconomics, Measuring National Output and National Income; Unemployment, Inflation, and Long-Run Growth; Aggregate Expenditure and Equilibrium Output; The Government and Fiscal Policy; The Money Supply and the Federal Reserve System; Money Demand and the Equilibrium Interest Rate; Financial Crises, Stabilization, and Deficits; Household and Firm Behavior in the Macroeconomy; Long-Run Growth; Alternative Views in Macroeconomics; Aggregate Demand in the Goods and Money Markets; Aggregate Supply and the Equilibrium Price Level; The Labor Market In the Macro economy; International Trade, Comparative Advantage, and Protectionism; Open-Economy Macroeconomics: The Balance of Payments and Exchange Rates ; Economic Growth in Developing and Transitional Economies

**ECON6018 – MANAGERIAL ECONOMICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic concept of Managerial Economic; Apply economic managerial theory in industry; Use economic managerial model in decision making process.

**Topics:** Managerial Economic; Demand Theory; Demand Estimation; Production Theory; Cost Behaviour; Elasticity; Market Structure; Market Structure (2); Pricing Strategy; Investment Analysis; Investment Analysis (2); Forecasting; Decision Theory

**Subject Area: EDUC****EDUC8001 - INTRODUCTION TO LANGUAGE AND TESTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: offers an introduction on aspects of testing and evaluation. Apprehending learners' styles and needs are also covered throughout the semester. The aim of the subject is to get students to identify items needed for language testing as well as to design a mini-test of the four skills (Reading, Listening, Speaking, Writing).

**EDUC6002 - CURRENT ISSUES IN FOREIGN LANGUAGE LEARNING (4 Credits)**

**Learning Outcomes:** In a successful completion of the course, students would be able to identify latest trends and opportunities in the foreign language learning.

**Topics:** Extroversion / Introversion in Foreign Language Learning; Telecollaboration in Foreign Language Learning; Foreign Language Learning with Digital Technology; Contemporary Approaches to Second Language Acquisition; Under-achievement in Foreign Language Learning

**EDUC8003 - ENGLISH FOR SPECIFIC PURPOSES: SECOND LANGUAGE LEARNING (2 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Discuss challenges and solutions in teaching English to young learners; Teach English to young learners using appropriate methods and approaches.

**Topics:** Who is the young learner?; First and second language acquisition; Methods and approaches in language teaching; Teaching listening; Teaching speaking; Teaching reading; Teaching writing; Teaching vocabulary; Teaching grammar; Teaching pronunciation; Learning styles and strategies; The affective domain; Working with parents; Classroom management; Resources and technology support for language learning; Assessment and evaluation.

**EDUC8005 - MOBILE-ASSISTED LANGUAGE LEARNING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Discuss the use of MALL in language learning; Demonstrate the benefits of using MALL.

**Topics:** What is MALL?; Physical, pedagogical, psycho-social issues; Key issues and insights from MALL and CALL; Principles for MALL; Mall strategies and language learning; MALL Applications; Benefits and challenges.

**EDUC8007 - INSTRUCTIONAL AND MEDIA DEVELOPMENT IN ESL/EFL (2 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Describe developmentally appropriate curriculum; Design appropriate curriculum for young learners.

**Topics:** Defining Developmentally Appropriate Practice; Understanding Play; Planning for Developmentally Appropriate Curriculum; A Consideration of Various Curriculum Models; Developmentally Appropriate Physical Environments; Developmentally Appropriate Social / Emotional Environments; Developmentally Appropriate Cognitive / Language / Literacy Environments

**EDUC6044 - INTRODUCTION TO ENGLISH LANGUAGE LEARNING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able: To explain the Why questions about language learning; To prepare and manage language lessons.

**Topics:** Five learners and five methods; What is there to learn?; Some views of language and language learning; Learners and their errors; Input, interaction, and output; Some learning processes; Individual language learners: some differences; Good language learners and what they do.

#### **EDUC6045 - CLASSROOM COMMUNICATION AND LEARNING (2 Credits)**

**Learning Outcomes:** After a successful completion of this course, students would be able to apply the methodology and the skills of communicating in the classroom for improving language learners' competence.

**Topics:** Introduction to classroom management; Building rapport and Improving communication; Understanding and Improving Teacher's Roles in the class; Understanding and involving students; Opening and closing : Tips and tricks; Integrating Classroom Management, Rapport and Lesson's Objectives; Observation Task: How do the experienced teachers do it?; Reflection session : Seminar; Maximizing Teacher's Interventions 1; Maximizing Teacher's Interventions 2; Technology and language learner; Technology – assisted classroom communication; Technology – assisted classroom communication 2.

### **Subject Area: ENGL**

#### **ENGL6011 – THESIS (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: conduct the practical and empirical research with profound analysis result about 60 pages or 15,000 words.

**Topics:** Introduction of study; Review of related literature; Research report/analysis; Conclusion and suggestion; Summary; List of bibliography.

#### **ENGL8037 – POPULAR CULTURE (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Understand the definition of "culture", "popular culture", and "culture studies."; Conclude various cases of popular culture; Describe theories and cases of popular culture; Demonstrate the application of popular culture theories in various cases of popular culture; Compare texts studies of popular culture.

**Topics:** Introduction to culture, cultural studies and popular culture; Introduction to theories of popular culture; Critical discourse analysis on fiction; Critical discourse analysis on visual culture; Encoding and decoding newspapers and magazines; Encoding and decoding television and radio programs; Encoding and decoding television films; Encoding and decoding films; Ethnography of cyberspace; The consumption of everyday life.

#### **ENGL8055 – BROADCASTING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: understand the history, management, and phase in making a broadcasting program (Television and Radio), and are able to evaluate the existing TV and Radio program.

**Topics:** Background of radio and TV and its social impact to individual and society; Radio and Television industry; Program and profession; Terminology, technique and devices of Radio and TV broadcast production; Principles of script writing; Audiences; Sound; Role of Image in TV broadcast production; News; Talk Show; Interview and Discussion; Music program; Commercial program; Broadcasting Law and Ethics.

**ENGL8056 – EDITING (2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: Describe the task of an editor; Select incorrect words and sentences; Demonstrate ethics and strategy in editing; Describe the advantage of editing course and its teaching learning mechanism; Apply the use of punctuation and grammar; Apply proofreading technique both manual and digital.

**Topics:** Introduction; System and Mechanism of editing; Editing Focus: Unclear Sentences and Translation Problems; Editing Focus: Fragments; Editing Focus: Run-Ons Sentences; Editing Focus: English Punctuation and Spelling; Editing Focus: Verbs and Tenses; Editing Focus: Prepositions; Focus Editing: Word Choice in Editing; House Style; Editing American and British English; Consistency and Word Usage; Review and Exercises.

**ENGL8057 – ADVERTISING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic principles of advertising; Create a creative and strategic planning for producing an advertisement; Write a copy of advertisement text for print, broadcast, and web; Describe and choose the right design principle for advertisement; Produce a creative advertisement piece.

**Topics:** Basic Principles of Advertising; Advertising's Role in Marketing; Ethics and Advertising; How Advertising Works; Consumer Audience; Strategic research and planning; Media for Advertising; Media Planning and buying; Creative side and Message Strategy; Copywriting; Copywriting for Radio; Copywriting for Television; Design and Production.

**ENGL6084 – INTRODUCTION TO FILM STUDIES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: offers a wide-range of discussion about Film and analyzing film as part of Literature. Lectures will include short-viewing of films and clips, as well as discussions following the viewing. The films are picked out from countries such as America, United Kingdom, as well as Australia and Canada. The aim of this subject is to have students able to share their horizons about film as Literary genre in spoken and written form.

**ENGL6087 – INTRODUCTION TO INDONESIAN MUSIC AND CULTURE (2 Credits)**

**Learning Outcomes:** This subject offers introduction to the history and current trend in the music industry in Indonesia. Various genres of music, including *dangdut* and *rock-melayu* will be discussed alongside sessions of listening to the playlist. The aim of this subject is to get students appreciate Indonesia music by ways of individual expressions, through creative works and expressions.

**ENGL6128 – ENGLISH IN FOCUS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate the upper-beginner-level Academic English listening skills of Basic Comprehension, Pragmatic Understanding, and Connecting Information (a minimum of iBT TOEFL Listening scaled score of 11 of scale 30); Demonstrate the upper-beginner-level Academic English reading skills in Vocabulary & Reference, Sentences, Details, Inferences and Reading to learn (a minimum of iBT TOEFL Reading scaled score of 11 of scale 30); Demonstrate the upper-beginner-level Business English speaking skills in terms of Delivery, Ideas Development and Language (a minimum of BINUS English Speaking scaled score of 11 (with minimum speaking rubric mean score of 1.5) of scale 30); Demonstrate the

upper-beginner-level Business English writing skills in terms of Content, Ideas Relationship and Language (a minimum of BINUS English Writing scaled score of 12 (with minimum writing rubric mean score of 1.75) of scale 30).

**Topics:** Basic Comprehension & Travel; Vocabulary/Reference & Quality; Basic Comprehension & Trade; Pragmatic Understanding & Competition; Vocabulary/Reference, Sentences & organizations; Pragmatic Understanding & brands; Sentences & Change; Connecting Information & advertising; Details & Innovation; Details, Inferences, & advertising; Connecting information, advertising, & innovation; Inferences & ethics; Reading to learn & Planning.

**ENGL6129 – ENGLISH SAVVY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate the Intermediate-level Academic English Listening skills of Basic Comprehension, Pragmatic Understanding, and Connecting Information (a minimum of iBT TOEFL Listening scaled score of 15 of scale 30); Demonstrate the Intermediate-level Academic English Reading skills in Finding Information, Basic Comprehension, and Reading to Learn (a minimum of iBT TOEFL Reading scaled score of 15 of scale 30); Demonstrate the Intermediate-level Business English speaking skills in terms of Delivery, Clarity and Appropriacy (a minimum of BINUS English Speaking scaled score of 15 of scale 30); Demonstrate the Intermediate-level Academic English writing skills in terms of Introduction, Middle and Conclusion (a minimum of BINUS English Writing scaled score of 15 of scale 30)

**Topics:** Course Overview & Error Correction; Basic Comprehension; Error Correction; Vocabulary/Reference; Pragmatic Understanding & International Marketing; Error Connection & Risk; Connecting Information & Essay Writing; Listening Review & e-commerce; Details & Inferences; Error Correction & takeovers/mergers; Error Correction and Crisis Management; Inferences & Reading to learn; Error Correction & Essay Writing.

**ENGL6130 – ENGLISH FOR BUSINESS PRESENTATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Design a business English presentation (by using some types of tool); Create their own style of performing a business English presentation; Perform a business presentation fluently.

**Topics:** Welcoming audience and introducing self; Body language and dealing with nervousness; Presenting to English-speaking audiences; Presentation tools; Designing a presentation; Designing the text visual; Delivering a presentation; Presenting visuals effectively; Enhancing Presentation with Effective Visual; Concluding a presentation with good strategies; Handling the questions and answer session; Closing the presentation and thanking the audience.

**ENGL6131 – ENGLISH FOR WRITTEN BUSINESS COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Differentiate the style and tone of English business written form; Demonstrate the steps in writing some types of written business English; Write different types of written English Business governed by purposes.

**Topics:** Achieving success in today's competitive environment; Making your meeting more productive; Writing business message using 3 steps writing process; Adapting to your audience; Composing your message; Composing effective email; Revising messages; Writing process for routine and positive message; Creating informative message; Writing process for negative message; Writing persuasive message; Creating effective reports and proposal; Planning a proposal.

**ENGL6132 - ENGLISH ACCESS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate the upper-intermediate-level TOEFL iBT listening skills (a minimum of TOEFL iBT Listening scaled score of 17 of 30); Demonstrate the upper-intermediate-level TOEFL iBT reading skills (a minimum of TOEFL iBT Reading scaled score of 17 of 30); Demonstrate the upper-intermediate-level TOEFL iBT speaking skills (a minimum of TOEFL iBT Speaking scaled score of 19 of 30); Demonstrate the upper-intermediate-level TOEFL iBT writing skills (a minimum of TOEFL iBT Writing scaled score of 17 of 30)

**Topics:** Program & Skills Overview (Listening, Reading, Speaking & Writing); Basic Comprehension (L) & Independent Tasks (S); Independent & Integrated Tasks (W); Vocabulary & Reference (R) & Integrated Tasks – Reading & Listening (S) – OFC; Basic Comprehension (L) & Independent Tasks - Test (S); Pragmatic Understanding (L) & Independent Tasks - Test (S); Independent Tasks – Test (W); Pragmatic Understanding (L) & Integrated Tasks – Listening (S); Details and Understand Negative Facts (R) & Integrated Tasks – Reading & Listening (S); Connecting Information (L) & Integrated Tasks – Listening (S); Inferences & Reading to learn (R); Writing Test – Integrated Tasks (W)

**ENGL6133 - ENGLISH GLOBAL (2 Credits)**

**Learning Outcomes:** Demonstrate demonstrate the upper-intermediate-level to lower-advanced-level TOEFL iBT listening skills (a minimum of TOEFL iBT Listening scaled score of 19 of 30); Demonstrate demonstrate the upper-intermediate-level to lower-advanced-level TOEFL iBT reading skills (a minimum of TOEFL iBT Reading scaled score of 19 of 30); Demonstrate demonstrate the upper-intermediate-level to lower-advanced-level TOEFL iBT speaking skills (a minimum of TOEFL iBT Speaking scaled score of 19 of 30); Demonstrate demonstrate the upper-intermediate-level to lower-advanced-level TOEFL iBT writing skills (a minimum of TOEFL iBT Writing scaled score of 19 of 30)

**Topics:** Program & Skills Overview (Listening, Reading, Speaking & Writing); Basic Comprehension (L) & Independent Tasks (S); Independent & Integrated Tasks (W); Vocabulary & Reference (R) & Integrated Tasks – Reading & Listening (S) – OFC; Basic Comprehension (L) & Independent Tasks - Test (S); Pragmatic Understanding (L) & Independent Tasks - Test (S); Independent Tasks – Test (W); Pragmatic Understanding (L) & Integrated Tasks – Listening (S); Details & Understand negative facts (R) & Integrated Tasks – Reading & Listening (S); Connecting Information (L) & Integrated Task – Listening – Test (S); Connecting Information (L) & Integrated Task – Listening – Test (S) – Cont; Inferences (R) & Reading to learn (R) – OFC; Integrated Tasks – Test (W)

**ENGL6143 - LANGUAGE AND USE I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: use words in English in written/spoken communication correctly, Apply the right tenses in written and spoken English, Solve grammatical problems in written/spoken communication based on the theories and concepts given.

**Topics:** Adjectives: Comparative and Superlative, Simple Present Tense and Present Progressive Tense, Simple Past Tense, Nouns and Adjectives, Connectors, Present Perfect Tense, Present Perfect Progressive Tense, Past Progressive Tense, Simple Future Tense, Modals, Wh Questions, Writing: Descriptive and Narrative Paragraphs.

**ENGL6144 - THE SOUND OF ENGLISH (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Illustrate the articulators, Explain how the vowel and consonant sounds are produced, transcribe English words into phonetic symbols and vice

versa, Analyze the structure of syllables, Identify the stress placement on words and sentences, Demonstrate the pronunciation of English sentences with correct intonation.

**Topics:** The Production of Speech Sound, Vowel sounds, Consonants, Phonemic Transcription, Phonotactics, Strong and Weak syllables, Word Stress, Complex word stress, Sentence stress, Connected Speech, Intonation, Phonetics process

#### **ENGL6145 - INTERCULTURAL AND CROSS-CULTURAL COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Gain further practice in speaking in English; Develop a wider resource; Apply useful phrases related to functional language; Recognize phonological features of spoken English. Describe specific information or details in a text of spoken English; Apply new vocabulary from the texts presented.

**Topics:** Sharing Personal Information; Vocabulary Development; Describing Things; Talking about Wishes, Hopes, Desires; Stating Reasons; Giving Advice; Speech; Agreeing & Disagreeing; Regulations; Technology: Astonishing Facts; Lying; Error Correction; Colours. Cambridge PET Listening Practice.

#### **ENGL6146 - ACADEMIC WRITING 101 (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the differences between a paragraph and a short essay; Explain the organization and principles of descriptive, narrative, opinion, comparison and contrast, and cause and effect essays; Create a topic and outline of an essay and develop ideas from it; Analyse the grammatical errors occur in the writing, and this will improve their grammatical accuracy; Apply unity and coherence in the writing; Produce a various type of essays that are well-organized, unified, and coherent. Draw inferences and discover an outline. Produce a summary and report.

**Topics:** Introduction; From Paragraph to Short Essays; Short Essays; Descriptive Essays; Narrative Essays; Opinion Essays; Comparisons and Contrast Essays; Cause and Effect Essays.

#### **ENGL6147 - LANGUAGE IN USE II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Use the right tenses and verbs in written/spoken communication; Combine words and ideas to compose sentences in English based on the theories and concepts given; Analyze and solve grammatical problems in written/spoken communication based on the theories and concepts given.

**Topics:** Verb Tenses in Written/Spoken Communication; Verbs: Aspect and Time Frames; Subject and Verb Agreement; Passive Verbs; Article Usage; Reference Words and Phrases; Relative Clauses Modifying Subjects; Relative Clauses Modifying Objects; Non-restrictive Relative Clauses; Relative Adverb Clauses; Correlative Conjunctions; Sentence Connectors; Modal Perfect Verbs.

#### **ENGL6148 - LANGUAGE IN SOCIETY (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to connect the theory of Sociolinguistics and language use in society.

**Topics:** What do Sociolinguists study?; Code selection in society; Language maintenance and shift; Language maintenance and revival; Language variety and multi-lingual country; Variety, regional and social dialect; Gender and age; Ethnicity and social network; Language variety and change; Language style, context and register; Gender,



politeness and stereotype; Speech functions, politeness and cross-cultural communications; Introduction to research in sociolinguistics.

**ENGL6149 - ENGLISH SYNTAX (4 Credits)**

**Learning Outcomes:** On successful completion on this Course, students will be able to identify and apply rules of English sentence construction, with the knowledge of the typical English sentences and in comparison to other languages, such as Indonesian.

**Topics:** History of English language, Generative Grammar, parts of sentence, sentence construction, mechanics in sentence building (clefting, compound-complex sentence).

**ENGL6150 - LANGUAGE IN USE III (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Combine words, clauses and phrases to compose sentences in English based on the theories and concepts given, Make and arrange sentences in discourse level, Analyze and solve grammatical problems in written/spoken communication based on the theories and concepts given. Express the meaning of sentences using different words and structure.

**Topics:** Discourse organizers, Conditionals, Reducing Adverb Clause, Preposition clusters, Gerund and infinitive, Perfective infinitives, Adjective complements in subject and predicate position, Noun complements taking that clause, Subjunctive verbs in that clause, Emphatic structures, Fronting structures for emphasis and focus, Focusing and emphasizing structures. Review topics discussed in Language in Use I and II.

**ENGL6151 - PROJECTS IN LANGUAGE, LITERATURE AND CULTURE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the aspects of doing a presentation in English; Manage self-confidence in presentation skill; Apply useful resources related to functional skill. Write and listen for specific information or details in a text of spoken English; Apply, absorb, and recall new vocabulary from the texts presented.

**Topics:** Presentation as Communication; Overcoming Fear; Gaining Confidence; Making Good Points; Knowing Your Audience; Choosing the Words; Making Good Intro and Closing; Good Preparations for Presentation; Selecting and Using Visual Aids; Designing Effective Visual Aids; Setting the Scene; Questioning and Answering Sessions; Personal Presentation.

**ENGL6152 – STYLISTICS (2 Credits)**

**Learning Outcomes:** On completion of this Course, students will be able to identify different arrangements of texts in forming specific genres; students will also notice and be able to analyse certain texts from the point of view of the constructions.

**Topics:** Genre analysis, style, pragmatics.

**ENGL6153 - TRANSLATING NON-FICTION (4 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Compare scientific and technical translation; Produce non-fiction translation from English to Indonesian

**Topics:** Scientific and Technical Translation; Translation and Technical Communication; Understanding Technical Documentation; Case studies; Basic Translation Techniques; Pitfalls, problems and how to deal with them

**ENGL6154 - ENGLISH FOR BUSINESS COMMUNICATIONS (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Enhance skills and confidence in oral English communication; Enhance skills and confidence in written English communication ; Develop negotiation skills; Demonstrate the language of marketing and management through case studies; Improve fluency in the discussion of global business and cross-cultural awareness

**Topics:** Business telephoning; participating in business meetings; business presentation; business negotiations; writing emails; writing memos; writing business letters; discussing business case studies; cross-cultural business practices; socializing in business context.

**ENGL7155 - ENGLISH QUALIFICATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate the understanding of comprehend written English at TOEFL & IELTS level; Demonstrate the understanding of comprehend spoken English at TOEFL & IELTS level; Produce written Academic English in accordance with TOEFL & IELTS tasks; Speak in English in accordance with TOEFL & IELTS tasks.

**Topics:** IELTS Speaking; IELTS Reading; IELTS Writing Task; IELTS Listening; Reading Question Types; Reading; Listening; Writing; Speaking. TOEFL Reading; TOEFL Speaking; TOEFL Listening. TOEFL Writing.

**ENGL6156 - TRANSLATING IN LEGAL CONTEXTS (2 Credits)**

**Learning Outcomes:** After a successful completion of this course, students would be able to perform translating tasks in the legal contexts.

**Topics:** Introduction to Legal English; Understanding the law contexts 1; Understanding the law contexts 2; The Vocabulary of commercial contracts; The Vocabulary of. . . ; The Linguistic Conventions in Legal Translation 1; The Linguistic Conventions in Legal Translation 2; Between practical and academic legal English; The register and style of written legal English; The usage of translating machine : issues and practices; Case study : Translating from Indonesia to English; Case study : Translating from English to Indonesia; Using Online Translating Machine : Issues and Practices

**ENGL6157 - FICTION & NON FICTION WRITING (4 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Discuss various issues of translation; Produce various kinds of translation.

**Topics:** Starting a Translation Business; Quality and Ethics; Expert Translator Interviews; Legal Translation; Translation in Communication Media; Business Translation.

**ENGL6158 - WRITING FOR CHILDREN AND YOUNG ADULTS (2 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Discuss various issues of translation; Produce various kinds of translation.

**Topics:** Technical Translation; Medical Translation; Computer-Assisted Translation; Advanced Medical Translation; Professional T/I Internship.

**ENGL6159 - UNDERSTANDING ESL/EFL LEARNERS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able: explain learners' behavior and mental processes in educational settings; describe the approaches and processes learners experience in their learning

**Topics:** Cognitive and Language Development; Social Contexts and Socioemotional Development; Individual Variations; Sociocultural Diversity; Behavioral and Social Cognitive Approaches; The Information-Processing Approach; Complex Cognitive Processes

**ENGL6160 - CURRENT ISSUES IN LINGUISTICS AND TRANSLATION ( 4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to comment and further discuss current issues in Translation, from the point of view of the language used.

**Topics:** There will be various current topics delivered in the form of seminar or public talk.

**ENGL6161 - TRANSLATING FICTION (2 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Understand the concept of literary translation; Differentiate between fiction and non-fiction translation; Produce good literary translation.

**Topics :** Getting Started: Preparing to translate; Stages of literary translation; What literary translators really translate; Style in translation; Some notes on translating poetry; Other areas of literary translation; Puns and word play; The dilemma of dialect; Pitfalls and how to avoid them; The all-important title; Profanity, prurience, pornography ; The crucial role of revision; The translators tools.

**ENGL6162 - TRAVEL WRITING\* (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Mention the steps in producing Travel writing; Discuss a travel writing report; Compose a travel writing from a tourist destination.

**Topics :** Introduction to Travel Writing; Defining the genre ; Travel Writing through the ages; Reporting the world; Revealing the self ; Representing the other; Questions of Gender and sexuality; Finding our niche; Travel Writing and Media; Travelling : going and note taking; Travel Writing workshop ; Editing and Burnishing; Submitting for Publication.

**ENGL6164 - NEW MEDIA WRITING (2 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Discuss various aspects and issues of translation; Produce various kinds of translation.

**Topics:** Issues in translation studies; The linguistic and communicative stages in translation theory; Translating text in context; Translation as a cognitive activity; Translation as intercultural communication; Translation, ethics, politics; Technology and translation; Issues in interpreting studies; Issues in audiovisual translation.

**ENGL6165 - INTERNSHIP I (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply English, Literary, Linguistic and Cultural knowledge in the workplace; Practice Good manner and Professionalism in the workplace; Discuss issues in the workplace in the academic manner (through report writing and seminar).

**Topics:** Introduction to Internship; Mind and Manner; Communication; Professionalism and Performance; Focusing on an Issue for Analysis; Report Writing and Seminar.

**ENGL6166 - EES IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Reveal the kinds of skills required in the contexts of certain industries; Analyze the effectiveness of EES skills in industry through report; Demonstrate the employability and the entrepreneurial skills needed in industry.

**Topics :** Understanding EES at work; People skills in industry; Social skills in Modern world ; The Professional Self; Communication skill at work; Be a good listener at work; Explaining oneself professionally; Delivering complaints & Accepting criticism; Asking questions; Making appropriate feedback and praises; Reading between the lines; Case Studies and report Writing; EES workshop.

**ENGL6167 – INTERNSHIP II (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply English, Literary, Linguistic and Cultural knowledge in the workplace; Practice Good manner and Professionalism in the workplace; Discuss issues in the workplace in the academic manner (through report writing and seminar).

**Topics:** Introduction to Internship; Mind and Manner; Communication; Professionalism and Performance; Focusing on an Issue for Analysis; Report Writing and Seminar.

**ENGL6168 – EES IN INDUSTRY II (4 Credits)**

**Learning Outcomes :** On successful completion of this course, students will be able to: Explain advanced theories of entrepreneurship; Relate success stories of entrepreneurship with case studies; Design a good business plan using case studies.

**Topics :** Introduction; The core of Internship; The origins of Ideas, creativity, and innovations; Opportunity recognition; The ups and downs of entrepreneurial life; Reviews for mid term; Ingredients of entrepreneurial success; Protecting your ideas; Planning for success; Financial and human support; Beyond new ventures; Reviews for final term; Preparing the final project.

**ENGL6169 - ENGLISH FOR PROFESSIONALS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Develop improved reading, writing, listening and speaking skills within a business context; Gain a greater understanding of workplace culture and the confidence to communicate effectively in this context; Develop communication skills that will enable you to advance in your professional career; Gained language learning strategies for your future.

**Topics:** macro skills (listening, reading, writing and speaking); business culture/cultural differences; Critical business communication skills; globalisation; business ethics; meeting rituals and routines; employment - recruitment, job applications, interviews and advancement; computer research skills; presentation skills; negotiation skills; business correspondence conventions - emails, memos, formal letters, reports, agendas and minutes; company documentation.

**ENGL6170 - WRITING PERFORMANCE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Mention the key elements in play/screen/animation writing; Involve the key elements in producing a play /screen/animation; Compose a play/screen/animation

**Topics :** The fundamentals of play writing ; The obstacles and the strategies in play writing; Plot; The dramatic questions; The mini play; Characterization; Terminology in Animation and Comic Writing; What is a comic book? Terminology and Kinds; The animation and the comic writing process; Animation & Comic Script format ; Breaking and Entering the markets.

**ENGL6174 - ENGLISH IN MARKETING AND ADVERTISING (2 Credits)**

**Learning Outcomes:** After a successful completion of this course, students would be able to identify and analyze current trends in the use of language in the contexts of advertising and marketing and demonstrate ability to produce innovative marketing and advertising products.

**Topics:** Intro to marketing and advertising; The history of languages in marketing and advertising; Marketing and advertising tools; Marketing and advertising tools 2; Understanding your costumers; Case Study : Analyzing current ads; Field trip to a marketing and advertising agent; Case Study : Analyzing marketing failures and success; Making and developing marketing survey; Doing a telephone survey; Presenting your public face : web site; Presenting your public face: the language of press release and PR; Creating marketing tools and Ads

**SUBJECT AREA: ENGR****ENGR6004 – TECHNICAL DRAWING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Evaluate the function, principle and standard of the technical drawing; Use suitable methods of drawing; Use the knowledge to draw a correct technical drawing

**Topics:** Essential Principles in Technical Drawing; Dimensioning, Fits, and Tolerances; Geometrical Construction Drawing; Multi-view Projection Drawing; Sectional View Drawing; Machine Element Drawing

**ENGR6005 – MECHANICS OF MATERIALS (2 credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Evaluate the mechanics of some basic structures; Perform the stress analysis of simple structural components; Evaluate deformation of simple structural components.

**Topics:** Free-body diagram; Static equilibrium; Truss: the method of joints and the method of sections; Concept of stress and strain; Mechanical properties of materials; Axial and torsion load; Bending load; Transverse Shear; Combined loadings; Stress and strain transformation; Deflections of beams; Statistically indetermined beams; Failure Theory.

**SUBJECT AREA: ENTR****ENTR6003 – ENTREPRENEURSHIP I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify entrepreneurs personality and innovative business ideas, Analyze business model and business model pattern, Examine business models of companies in investigation report and propose potential business ideas.

People. Innovation. Excellence.

**Topics:** Entrepreneurship and The Personality of Entrepreneurs; Creativity and Innovation; Market Research and Strategy Formulation; Defining The Business Model; Business Model Patterns; Operations Management (Key Activities); Financial Information and management; Business Model Environment; ICT as a Business Tool; Marketing; Legal Issues; Contemporary Issues in Small Businesses and Entrepreneurship; Field Report Presentation

**ENTR6004 – ENTREPRENEURSHIP 2 (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Execute an idea into product or services, Analyze marketing plan, financial plan, business plan and legal issue, Create a good, innovate and marketable business plan.

**Topics:** Entrepreneurship and Innovation; Ideas Generation and Implementation; Impact Model; Writing a Business Plan; Market Research; Financial Analysis; Strategic Pricing; Legal Format; Business Contract; Joint Venture and Franchising; Presenting Business Plan; Business Plan Presentation 1 (Final Exam); Business Plan Presentation 2 (Final Exam).

**ENTR6007 – BUSINESS PLAN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Discover the potential and commitment to become entrepreneurs; Perform the ideas to make a valuable innovation and acceptance from industry; Identify market, business strategy to enter market and to win competition; Choose Business form (legal formal) and search investor, making financial plan for the business; Construct good business plan, innovative, and based on strong financial plan, or already running business.

**Topics:** Entrepreneurial Mindset; Innovation and Business Idea; Business Plan; Industry Analysis; Marketing; Finance; Ethic and Legal; Business Strategy; Valuating Business; Manage and Develop; Going Global; Group Presentation.

**ENTR6008 - ADVANCED TOPICS IN ENTREPRENEURSHIP (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define entrepreneurship character and the importance of entrepreneurial skill; Explain about ethic, marketing, finance, and business component; Construct business strategy and industry analysis to make good business plan or business start up.

**Topics:** 1. Entrepreneurial Character in 21<sup>st</sup> Century; 2. The most Innovative Business; 3. Intrapreneur; 4. Entrapreneur; 5. Social Entrepreneur; 6. Business Incubator; 7. Finance for Entrepreneur; 8. Developing Effective Business Plan; 9. Most Factor to Business Failure; 10. Growth Strategy; 11. Legal Aspect; 12. Ethical Profession; 13. The Rise of China Economy

**ENTR6009 – ENTREPRENEURSHIP SEMINAR (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of an entrepreneurial edge within individuals; Identify the different types of risk entrepreneurs face; Illustrate the function aspects stages of growing ventures; Recognize critical factors involved in new venture development processes; Relate some of the benefits of strategic growth; Analyze the various aspects of a business

**Topics:** The Individual Entrepreneurial Mind-Set; Presentation Journal 1; Creativity and Innovation; Presentation Journal 2; Methods to Initiate Ventures; Presentation Journal 3; Corporate Entrepreneurial Mind-Set; Presentation Journal 4; The Assessment Function with Opportunities; Presentation Journal 5; The Search for Entrepreneurial Capital; Presentation Journal 6; The Marketing Aspects of The New Ventures; Presentation Journal 7; Strategic

Growth in Entrepreneurship; Presentation Journal 8; The Valuation Challenge in Entrepreneurship; Presentation Journal 9; Financial Statements in New Ventures; Presentation Journal 10; The Final harvest of a New Venture; Presentation Journal 11; Presentation Journal 12; Presentation Journal 13; Presentation Journal 14; Presentation Journal 15

#### **ENTR6010 – LAB. BUSINESS PLAN (2 CREDITS)**

**Learning Outcomes:** On successful completion of this course, student will be able to: After completing this course, student will be able to: Prepare a business plan; Critically evaluate a business plans.

**Topics:** Business Idea and Business Plan; Business Analysis and Strategic Planning; Financial Planning: the Business Model; Business Planning and Business Evaluation.

#### **ENTR6012 – INNOVATION AND ENTREPRENEURSHIP (2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to understand: Starting and operating a new business involves considerable risk and effort. This course analyses the entrepreneurial process in order to provide a thorough understanding of the strategies and tactics involved in turning an idea into a successful enterprise. Emphasizing the commercialization of technological innovations, the unit examines the theoretical and practical issues facing entrepreneurs and the major components of business models, and prepares technical and business professionals for careers in entrepreneurship and intrapreneurship.

**Topics:** Entrepreneurial Goals and Context, Recognising the Opportunity, Finding the Resources, Developing the Venture, Creating Value.

#### **ENTR6013 – DEVELOPING NEW BUSINESS MODEL & BUSINESS PLAN (4/2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: Understand and explain the most common Business Model patterns, based on concepts from leading business thinkers; Understand, design, and implement a game-changing business model or analyze and renovate an old one; Understand at a much deeper level of customers, distribution channels, partners, revenue streams, costs, and core value proposition.

Topics: (1) The Business Model Canvas, a tool for describing, analyzing, and designing business models; (2) Business Model Patterns, based on concepts from leading business thinkers; (3) Techniques to help you design business models; (4) Re-interpreting strategy through the business model lens, and (5) A generic process to help design innovative business models, tying together all the concepts, techniques, and tools in *Business Model Generation*. The last section offers an outlook on five business model topics for future exploration; "the making of" *Business Model Generation*.

#### **ENTR6016 - INTRODUCTION TO ENTREPRENEURSHIP (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the process of successfully launching and growing an entrepreneurial venture; the impact of entrepreneurial firms on economies and societies. Apply the concept of business model and business plan; ethical and legal foundation; intellectual property; marketing issues; financing; franchising. Analyse the entrepreneurial process; business feasibility; industry and competitor; new venture financial strength; challenges of growth.

**Topics:** Decision to become Entrepreneur; Recognizing Opportunities and Generating Ideas; Feasibility Analysis; Writing a Business Plan; Industry and Competitor Analysis; Developing an Effective Business Model; Preparing the Proper Ethical and Legal Foundation; Assessing a New Venture's Financial Strength and Viability; Building a New

Venture Team; Getting Financing or Funding; Unique Marketing Issues; The Importance of Intellectual Property; Preparing for and Evaluating the Challenges of Growth; Strategies for Firm Growth; Franchising.

**ENTR6017 - BUSINESS IDEA GENERATION & OPPORTUNITIES DISCOVERY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the process of business idea generation and opportunities discovery. Apply the business idea concept in building a business plan. Analyze the market and industry, business risk, competition, financing, legal aspect. Formulate the business idea to compete in business idea pitch competition.

**Topics:** Who is the Entrepreneur?; The Right Words to say; What's the Idea?; Thinking about the Market; Intellectual Property and Licensing; Risk; Building a Business Plan; The Founding Team; Building Boards; Employees and Other People Resources; The Competition; Financing; The Law; Nonprofits and Social Entrepreneurship; Everything Is Negotiable; On Sales and Selling; Communication; Leader Decide; Accounting and Money Management; Correcting Your Course; Growing; Liquidity Events.

**ENTR6018 - Creative & Innovative Thinking (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the creative process, barrier to business new idea. Apply the stepping stones of analogy; the depth mind; practice serendipity; creative attitude. Practice selling to compete in creative selling competition.

**Topics:** On human creativity; Use the stepping stones of analogy; Make the strange familiar and familiar strange; Widen your span of relevance; Practice Serendipity; Chance favor only the prepared mind; Curiosity; Keep your eyes open; Listen for ideas; Reading to generate ideas; Keep a notebook; Test your assumption; Make better use of your Depth Mind; Do not wait for inspiration; Sharpen your analytical skills; Suspend judgment; Learn to tolerate ambiguity; Drift, wait and obey; Sleep on the problem; Working it out; Think creatively about your life.

**ENTR6019 - BUSINESS RISK ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of risk; business risk assessment; risk management. Apply the strategic, project & operational risk management; risk measurement. Analyse the business risk from the business idea and business model.

**Topics:** The Nature of Risk; Strategic Influence on Business Risk Assessment; The Role of Control; Strategic Risk Management; Project Risk Management; Operational Risk Management; Risk Identification; Risk Measurement; Risk Prioritization; Risk Model Implementation; Risk Management.

**ENTR6020 - NEW VENTURE CREATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the Industry and type of business to start; target customer; product line and service strategy; business model for venture. Apply the venture concept and business model; positioning and branding a venture. Analyse financial sources for startups and corporate venture; financial performance and requirements for the venture. Create a Business Plan and making pitch business plan competition.

**Topics:** Defining Your Industry Focus and the Type of Business You Want to Start; Defining the Target Customer: Users and Buyers; Defining the Needs of Target Customers: Getting Into Their Hearts and Minds; Defining Solutions for Customers: Developing a Product Line and Services Strategy; Defining the Business Models for Venture; Positioning and Branding a Venture in the Marketplace; Conduct a Reality Check on the Venture Concept and Its



Business Model; Financial Sources for Startups and Corporate Ventures; Projecting the Financial Performance and Requirements for the Venture; Organizing the Venture Team; Writing the Business Plan; Making the Pitch.

**ENTR6021 - BUSINESS START-UP (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify and analyze business opportunities; Create innovative business plan and business start-up.

**Topics:** Business Idea; Business Model; Business Plan Proposal

**ENTR6022 - BRANDING STRATEGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of brand, brand idea and power positioning. Apply brand's verbal identity. Testing brand. Formulate brand strategy.

**Topics:** What's the Brand Idea? The Alchemy of Brand Entrepreneur; Power Positioning; The Making of a Brand's Verbal Identity; Creating Your Brand's Verbal Identity; Creating Your Brand's Look and Feel; Pimp My Brand; Brand Bid. Boldly Marketing the Brand; Company Culture: One Team with One Dream; What's Your Pitch?; Take the "Work" out of Networking; From Small Idea to Big Brand.

**ENTR6023 - LAUNCHING NEW VENTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Test a Business Model; Analyse the Industry & Market; and Launch a New Business.

**Topics:** Test Result a Business Model; Industry and Market Analysis; Product/Service Design and Protection Analysis; Founder Team; Startup Capital Requirements; Legal Form of Organization; Entrepreneurial Organization; Startup Operations Plan; Startup Marketing Plan; Funding a Startup Venture; Growing Venture Fund; Planning for Growth; Planning for Change.

**ENTR6024 - EES in New Business I (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: (1) Work in the start-up team with tight deadline and less tolerance of errors. (2) Communicate effectively with different type of persons. (3) Prepare and present extensive business start-up report.

**ENTR6025 - ENTREPRENEURIAL STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of entrepreneurship and strategy in relation with new venture development. Apply the strategies for opportunity identification, evaluating opportunities and process assessment. Analyse the market and industry to develop new venture strategy. Formulate strategies for the growing business.

**Topics:** Entrepreneurship and Strategy: A Framework for New Venture Development; Strategies for Opportunity Identification: The Creative Process; Strategies for Evaluating Opportunities: The Assessment Process; Developing New Venture Strategy: Preparation and Launch; Market Entry: Positioning the Firm for Strategic Advantage; Financial Resources Capabilities; The Evolving Management Team; Building Networks and Strategic Alliances; Innovative Strategies for Entrepreneurial Growth; Strategies for the Growing Venture: Mergers, Acquisitions, Franchising and Exit Strategies; Beyond the Strategic Entrepreneurial Model: Learning from Failure.

**ENTR6026 - MANAGING GROWING BUSINESS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of growing a business, developing skills and knowledge in growing a business. Apply the foundation of growth-customer retention, promote the business on budget, marketing investment and online marketing. Analyse sales and financing growth.

**Topics:** Turn your dream into reality; You're not alone-delegate to grow; Developing skills and knowledge; Hiring the best; Inspiring commitment; The foundation of growth-customer retention; Marketing investment that work; 21 Ways to promote your business on a budget; DIY online marketing that boost sales; Mastering the art of sales; Cut your outgoings; Financing growth; Stay on the right side of the law.

**ENTR6027 - GLOBAL ENTREPRENEURSHIP (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to:

Explain the concept of go global, selection foreign market, international business across culture, decisions going global, code-classifying for export product. Apply the concept of global entrepreneurship in new business. Analyse partners for direct/indirect exporting, international marketing data, international pricing, legal aspect, financial payment method, tax and accounting issues, trade finance. Plan a global business strategy.

**Topics:** Why Go Global?; When Is a Company Ready to Go Global? Harmonized Code-Classifying Your Export Product; Selecting Foreign Markets; Sources of International Marketing Data; Two Key Decisions before Going Global; Finding Your Partners for Indirect Exporting; Finding Your Partners for Direct Exporting; International Business Across Cultures; International Pricing; Legal Considerations; Tax and Accounting Issues; Logistics; Documentation; Financial Risk-Payment Method and Trade Finance; Setting a Pace for Your Export Growth – Assessing Your Export Progress and Success; Managing International Channels of Distribution; International Advertising-Public Relation and Trade Mission/Shows; Key to Success: A Customer Orientation; Sustaining Success through Clear Communication and Managing Change; The Internet and International Trade; Beyond Exporting-Foreign Direct Investment.

**ENTR6028 - GROWING A BUSINESS (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the entrepreneurial strategy in growing business. Analyse new business progress. Plan and manage the business growth.

**Topics:** Business growth strategy, business pitch competition for growing a business.

**ENTR6029 - SELLING STRATEGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to:

Explain the concept of selling psychology, the development of personal power, and the profession of selling.

Apply the buying decision, prospecting and powerful presentation. Formulate the selling strategy for new business venture.

**Topics:** The Psychology of Selling; The Development of Personal Power; Personal Strategic Planning for Sales Professional; The Heart of the Sale; The Profession of Selling; Motivating People To Buy; Influencing The Buying Decision; Prospecting: Filling Your Sales Pipeline; How To Make Powerful Presentations; Closing the Sale: The Endgame Selling.

**ENTR6030 - VENTURE CAPITAL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to:

Explain the financing map, cash flow and risk dynamics of early stage venture, how venture capital firms think. Analyse the amount of capital to raise. Create a new business plan. Prepare three minutes pitch presentation.

**Topics:** Developing a Financing Map; Getting to the First Stepping Stone; The Unique Cash Flow and Risk Dynamics of Early Stage Ventures; Determining the Amount of Capital to Raise and What to Spend It On; Getting Behind How Venture Capital Firms Think; Creating A Winning Business Plan; Valuing Early Stage Companies; Agreeing on A Term Sheet With A Venture Capitalist; Terms for Splitting the Rewards; Allocating Control Between Founders/Management and Investors; Aligning The Interest of Founders/Management and Investors.

**ENTR6031 - EES IN NEW BUSINESS II (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: (1) Work in the start-up team with tight deadline and less tolerance of errors. (2) Communicate effectively with different type of persons. (3) Prepare and present extensive business growth report.

**ENTR6032 - THESIS – BUSINESS START-UP REPORT (6 Credits)**

**Learning Outcomes:** After finishing this course, students are able to apply their knowledge and skills, which have been learned in the form of business research.

**Topics:** Industry Analysis; Company Description; Market Analysis; The Economic of the Business; Business Model; Marketing Performance; Design and Development; Operation Performance; Management Team and Company Structure; Financial Performance; Business Plan.

**ENTR6033 - ENTREPRENEURIAL LEADERSHIP (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of entrepreneurial code, entrepreneurial leaders and entrepreneurial laser. Apply the entrepreneurial leadership in business start-up. Analyse the entrepreneur behaviour as a leader. Formulate the entrepreneurship leadership in business start-up.

**Topics:** In search of Entrepreneurial Spirit; What they forgot to remember; Breaking the Entrepreneurial Code; Guiding the Entrepreneurial Laser; Explorers: Market-Focused Entrepreneurial Leaders; Miners: Operationally-Focused Entrepreneurial Leaders; Accelerators: Unit-Focused Entrepreneurial Leaders; Integrators: Enterprise-Focused Entrepreneurial Leadership; Buy or Build?; The Problem with Cultural Change; Building the Entrepreneurial Organization; Organizational Readiness.

**SUBJECT AREA: FILM****FILM6035 - VISUAL WORKSHOP (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explain language aspect on making a movie; Explain the relation between shoot angle and message in movie in order to analyze, evaluate, and review movie.

**Topics:** Introduction to Cinematography; Basic of Film Theory; Film Study; Film Screening; Film Review

**FILM7037 - SCREENPLAY OF ANIMATION (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explore the structure of story; write the story for animation works and apply the story in to story board.

**Topics:** Screenplay structure; Writing Sequences and structure landmarks;the importance of themes in animation;how to write effective scenes

**SUBJECT AREA: FINC****FINC6001 – FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe Financial Management Process, Calculate Financial Performance, Analyze Financial Planning, Apply Asset Management and make capital budgeting decision, Calculate Capital structure and international managerial finance.

**Topics:** Overview Of Managerial Finance, Overview Of Managerial Finance 2, Financial Statement and analysis 1, Financial Statement and analysis 2, Time Value Of Money 1, Time Value Of Money 2, Risk and Return 1, Risk and Return 2, Interest rates and Bond valuation 1, Interest rates and Bond valuation 2, Stock Valuation 1, Stock Valuation 2, Capital Budgeting Cashflows 1, Capital Budgeting Cashflows 2, Cost Of Capital 1, Cost Of Capital 2, Leverage and Capital Structure 1, Leverage and Capital Structure 2, Dividend Policy 1, Dividend Policy 2, Working Capital Management 1, Working Capital Management 2, Special Topics In Financial Management, Special Topics In Financial Management 2, Overview Of International Managerial Finance, Overview Of International Managerial Finance 2.

**FINC6006 – FINANCIAL MODELLING LABORATORY (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Describe Spreadsheet Basic and Financial Statement; Analyze Cash Budget, Financial Statement, Financial Forecasting, Break Even Point and Leverage; Calculate Time Value of Money, Common Stock Valuation, Bond Valuation, The Cost of Capital, Capital Budgeting, Risk and Capital Budgeting; Apply Portfolio Statistics, Portfolio Risk and Return.

**Topics:** Introduction to Excel 2007; The Basics Financial Statement; The Cash Budget; Financial Statement Analysis Tools; Financial Forecasting; Break Even Point and Leverage Analysis; The Time Value of Money; Common Stock Valuation; Bond Valuation; The Cost of Capital; Capital Budgeting; Risk and Capital Budgeting; Portfolio Statistics and Diversification.

**FINC7007 – CORPORATE FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain The Function of Managerial Finance and The Financial Market Environment; Calculate Time value of money, Financial Ratios and Cash Flow; Analyze The Risk and Return, Valuation of Bonds and Stock; Apply Calculation of Cost of Capital, Capital Budgeting Cash Flow and Techniques for Decision Making; Evaluate Long Term Financial Decision on Dividend Payout Policy and Capital Structure and Short Term Financial Decision on Working Capital Management and Current Liabilities Management; Evaluate Special Topics in Managerial Finance on Mergers, Business Failure and Derivatives Securities

**Topics:** Introduction to Managerial Finance: The Role of Managerial Finance; Introduction to Managerial Finance: Financial Market Environment; Financial Tools: Time Value of Money; Financial Tools : Financial Statements and Ratio Analysis; Financial Tools: Cash Flow and Financial Planning; Risk and The Required Rate of Return: Risk and Return; Valuation of Securities : Interest Rates and Bond Valuation; Valuation of Securities: Stock Valuation; The

Cost of Capital: The Cost of Capital; Long Term Investment Decision: Capital Budgeting Cash Flows; Long Term Investment Decision : Capital Budgeting Techniques; Long Term Financial Decision: Payout Policy; Long Term Financial Decision: Leverage and Capital Structure; Short Term Financial Decision: Working Capital and Current Asset Management; Short Term Financial Decision: Current Liabilities Management; Special Topics in Managerial Finance: Mergers and Business Failure; Special Topics in Managerial Finance: Derivatives Securities.

#### **FINC6019 – INTRODUCTION TO MONEY & CAPITAL MARKET (2 Credits)**

**Learning outcomes:** After finishing this course, students are able to: understand the role of capital and money market in macroeconomics; summarize rules and regulation in capital and money market; relate the role of capital and money market in maximizing enterprise value; choose and compare the existing instrument in money and capital market.

**Topics:** Money and capital market legal foundation, the development of money and capital market in Indonesia; regulatory institution, supporting profession in capital and money market; public offering and stock recording; money and stock trading mechanism; stock price index and stock commerce; security valuation; mutual fund; corporate action; scripless trading, clearing and guarantee and trading limit; remote trading and online trading.

#### **FINC6020 – BUSINESS VALUATION AND ANALYSIS (2 Credits)**

**Learning Outcomes:** Students will be able to explain a framework for business valuation analysis using corporate disclosure and financial statement data; identifies four key components of valuation: business strategy analysis, accounting analysis, financial analysis, and prospective analysis; apply variety of decision-making contexts including securities analysis, credit analysis, and merger and acquisition decisions.

**Topics:** The role of financial reporting in capital markets, strategy analysis, accounting analysis, financial analysis, prospective analysis: forecasting, prospective analysis: valuation theory and concepts; prospective analysis: valuation implementation; equity security analysis; credit analysis and distress prediction; mergers and acquisitions.

#### **FINC6023 – BANK AND OTHER FINANCIAL INSTITUTION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define The Financial Market and Institutions as well as The Financial System; What do interest rates mean and What is Their Role in Valuation? ; The Role of Central Bank of Indonesia (Goal, Strategy and Tactics); Describe The Mortgage markets; Banking and Management Financial Institutions; Financial Regulations; Banking Industry: Structure and Competition; The Mutual Fund Industry; Explain Insurance Companies and Pension Fund; Investment Banks, Security Brokers, Dealers and venture Capital Firms; Leasing; Non-Bank Financial Institutions; Risk Management in Financial Institutions

**Topics:** Why study Financial Market and Institutions and Overview of the Financial System; What do Interest Rates mean and What is their Role in Valuation?; The Role of Central Bank of Indonesia (Goal, Strategy and Tactics); The Mortgage Markets; Banking and Management Financial Institutions; Financial Regulations; Banking Industry: Structure and Competition; The Mutual Fund Industry; Insurance Companies and Pension Funds; Investment Banks, Security Brokers and Dealers, Venture Capital Firms; Leasing; Non-Bank Financial Institutions; Risk Management in Financial Institutions.

**FINC6033 - ENTREPRENEURIAL FINANCE (2 Credits)**

**Learning Outcomes:** Describe entrepreneurial finance; Prepare new venture operations; Prepare financial planning and measuring; Estimate financial projections; Prepare exit and turn around strategies

**Topics:** Introduction and Overview; From Idea to Business Plan; Organizing and Financing New Venture; Measuring Business; Evaluating Financial Performances; Projecting Sales; Estimating Additional Financing; Projecting Financial Statement; Estimating Cost of Capital; Other Financing Alternatives; Exit and Turn-Around Strategies

**FINC7035 - FINANCING AND CREDIT INSTITUTION (2 Credits)**

**Learning Outcomes:** Identify financing and credit institutional products; Explain financing and credit institutional products; Measure financing and credit institutional risks; Select financing and credit institutional product to support business performance.

**Topics:** Introduction: Why are Financial Intermediaries Special?; The Financial Service Industry; Risk of Financial Intermediation; Measuring Risk; Credit Risk; Off-Balance-Sheet Risk; Foreign Exchange Risk; Liquidity Risk; Managing Risk; Capital Adequacy; Loan Sales and Other Credit Risk Management Techniques.

**FINC6036 - ANALYSIS ON EBUSINESS INVESTMENT\* (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain ICT investment analysis steps; Calculate ICT cost, investments, benefits and dis-benefits; Calculate ICT cashflows; Prepare ICT investment evaluation and risk analysis; Measure ICT business value

**Topics:** Introduction; IT Investments; ICT Costing; ICT Cashflow; ICT Performance Evaluation; Investment Evaluation; Financial Risk Analysis; Valuing ICT Business.

**FINC6037 – ESTIMATING COST (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Estimate a cash flow accordance to time schedule and payment contract; Estimate the logistic necessity, how to control and use it; Understand how to estimate cost for construction project.

**Topics:** Introduction; Unit Price method; Cost and Material Analysis; Estimating the unit price; Estimating Volume for each work item; Estimating Cost Presentation; Estimate the logistic necessity, how to control and use it; Estimating cost and its relation with operational budget; Estimating a cash flow accordance to time schedule and payment contract.

**FINC6043 – FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe Financial Management Process, Calculate Financial Performance, Analyze Financial Planning, Apply Asset Management and make capital budgeting decision, Calculate Capital structure and international managerial finance.

**Topics:** Overview Of Managerial Finance, Overview Of Managerial Finance 2, Financial Statement and analysis 1, Financial Statement and analysis 2, Time Value Of Money 1, Time Value Of Money 2, Risk and Return 1, Risk and Return 2, Interest rates and Bond valuation 1, Interest rates and Bond valuation 2, Stock Valuation 1, Stock Valuation 2, Capital Budgeting Cashflows 1, Capital Budgeting Cashflows 2, Cost Of Capital 1, Cost Of Capital 2, Leverage and Capital Structure 1, Leverage and Capital Structure 2, Dividend Policy 1, Dividend Policy 2, Working Capital Management 1, Working Capital Management 2, Special Topics In Financial Management, Special Topics In

Financial Management 2, Overview Of International Managerial Finance, Overview Of International Managerial Finance 2.

#### **FINC6048 – TREASURY MANAGEMENT (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Define Corporate Finance especially structure of firms when they generate the funds in order to maximize stock price; Analyze working capital management and cash management; Calculate interest rate on investment, risks, return, hurdle rates and capital budgeting; Analyze capital structure and dividend policy; Analyze Equity and Debt Valuation; Assess risk management for foreign exchange risk and interest rate risk.

**Topics:** Treasury Concept and Treasury Function; The Objective in Decision Making; Working Capital Management Cash Management; The Basic of Risk; Risk Measurement and Hurdle Rates in Practice; Capital Budgeting; Capital Structure: Overview of the Financing Decision; Capital Structure: the Optimal Financial Mix; Dividend Policy; Equity Valuation; Debt Valuation; Risk Management

#### **FINC7047 - CORPORATE FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain The Function of Managerial Finance, The Financial Market Environment, Customer Insight, and Business Environment. Calculate Time value of money, Financial Ratios and Cash Flow; Analyze The Risk and Return, Valuation of Bonds & Stock, Market Research and Product/services development; Apply Cost of capital, capital budgeting cash flow and techniques for decision making; Evaluate Long Term Financial Decision on Dividend Payout Policy and Capital Structure and Short Term Financial Decision on Working Capital Management and Current Liabilities Management; Evaluate Special Topics: Mergers, Business Failure, Derivatives Securities, Business model and proposed potential business project related to Corporate Financial Management.

**Topics:** Introduction to Managerial Finance: The Role of Managerial Finance; Introduction to Managerial Finance: Financial Market Environment; Customer Insight; Business Model Environment; Financial Tools: Time Value of Money; Financial Tools : Financial Statements and Ratio Analysis; Financial Tools : Cash Flow and Financial Planning; Risk and The Required Rate of Return: Risk and Return; Market Research; Valuation of Securities : Interest Rates and Bond Valuation; Valuation of Securities: Stock Valuation; The Cost of Capital: The Cost of Capital; Long Term Investment Decision: Capital Budgeting Cash Flows; Long Term Investment Decision: Capital Budgeting Techniques; Product/ Services Development; Long Term Financial Decision: Payout Policy; Long Term Financial Decision: Leverage and Capital Structure; Short Term Financial Decision: Working Capital and Current Asset Management; Short Term Financial Decision: Current Liabilities Management; Special Topics in Managerial Finance: Mergers and Business Failure; Business Model; Special Topics in Managerial Finance: Derivatives Securities; Project Entrepreneur: Presentation (Prototyping)

#### **FINC6051 - BUSINESS VALUATION & ANALYSIS (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Review the framework for financial statement analysis, how to gather data from financial statements and strategy analysis; Analyze business valuation and valuation tools including accounting analysis, financial analysis and forecasting ; Construct ; business analysis and valuation applications for equity security, credit analysis, merger and acquisitions.

**Topics:** A Framework for Business Analysis and Valuation Using Financial Statement; Business Analysis and Valuation Tools; Overview of Accounting Analysis; Implementing Accounting Analysis; Financial Analysis; Prospective

Analysis : Forecasting; Prospective Analysis : Valuation Theory and Concepts; Prospective Analysis : Valuation Implementation; Equity Securities Analysis; Credit Analysis and Distress Prediction; Mergers and Acquisition; Communication and Governance.

## **SUBJECT AREA: FOOD**

### **FOOD6001 - FOOD CHEMISTRY (2/2 Credits)**

**Learning Outcomes:** Students are able to explain the meaning includes chemical structure, physico-chemical properties, chemical reactions, the role/function of the chemical components in materials and food products.

**Topics:** Introduction to Food Chemistry covers definition includes chemical structure, physico-chemical properties, chemical reactions, the role/function of the chemical components in materials and food products containing the constituents such as: water, carbohydrates, proteins, lipids, enzymes, pigments, vitamins and minerals, flavor, and food additives. Changes in the physico-chemical characteristics of food (molecular, granule and refined products) as a result of processing in relation to chemical changes in the food component. Also reviewed the general interactions between components in food products.

### **FOOD6002 - CHARACTERISTICS OF FOOD MATERIALS (2 Credits)**

**Learning Outcomes:** Students are able to control the physical properties, chemical, Physiologist, and functional properties of food vegetable, animal, and food ingredient based food categories.

**Topics:** The physical properties of natural (physical, chemical, sensory and microbiological) food, meat, beans, vegetables, fruits, eggs, and milk. Functional properties of water, carbohydrates, proteins, lipids, food ingredient and its role in shaping the characteristics of food.

### **FOOD6003 - FOOD ANALYSIS (4/2 Credits)**

**Learning Outcomes:** Students are able to understand the basic concepts in food analysis: includes physical, chemical, microbiological, biochemical analyses of food and other.

**Topics:** This course discusses the principles of chemical, physical and microbiological analyses of foods. Sample pre-treatment (size reduction, filtering), techniques of sampling, extraction techniques. A brief description of conventional and modern analytical techniques. Understanding of qualitative and quantitative analysis techniques in food analysis. The principles of macro and micro component analyses of foods (proteins, carbohydrates, fats, water, vitamins, minerals, pigments, antioxidant ingredients, anti-nutritional substances, food additives, and toxins analysis). The basic principle and application of chromatography, electrophoresis, and ELISA in food analysis. Application materials and microscopic analysis of food products. General method of preparation of samples for chemical and physical analysis. The Extraction technique, centrifugation, cromatography and other.

**FOOD6004 - SENSORY EVALUATION OF FOODS (2/1 Credits)****Learning Outcomes:** Students are able to understand the basic principles of sensory to observe/measure food characteristics and acceptability. Testing of products in development and marketing. Sensitivity sensory segmentation test.

**Topics:** The use of human sense to observe/measure food characteristics and acceptability of food and its application in quality control and research, introduction organoleptic properties, sensing mechanisms, sensory, stimulation, man as a panelist, organoleptic laboratory, panel preparation and selection, sample preparation in sensory testing; sensory testing methods; and statistic application in sensory data processing.



**FOOD6006 – NUTRITION (2 Credits)**

**Learning Outcomes:** The students can understand the basic concepts of nutrition and its relation to food and health.

**Topics:** Basic concepts of nutrition science, Scope and role of nutrition adequacy and nutritional needs, Nutritional elements (macro and micro), The role of food and nutrition in the life and health of the body, Nutritional status, Food processing by the body (digestion, absorption, metabolism, and excretion).

**FOOD6007 - FOOD MICROBIOLOGY (2 Credits)**

**Learning Outcomes:** To provide students an understanding about the changing nature of microbial physiological conditions due to changes in the environment as a result of a variety of food processing treatments.

**Topics:** The changing nature of microbial physiological effect of various treatments of food processing such as drying, heating, cooling, freezing, irradiation and administration preservatives. Damage to biological food during handling, processing and storage. Understanding the microbial growth factors during food processing, food changes and damage caused by microbial activity, groups of microbes that cause food spoilage, Prevent contamination of food, explains the role of beneficial microbes in food fermentation, explaining the role of beneficial microbes in food spoilage and food poisoning.

**FOOD6008 - FOOD MICROBIOLOGY LABORATORY (2 Credits)**

**Learning Outcomes:** Students are able to use general techniques of food microbiological analysis, which include the process of sterilization and aseptic techniques, and microbiological analysis standard.

**Topics:** Sterilization of medium and aseptic technique, microbial growth medium, technique of culture isolation and culture preservation, the identification and characterization of microbes, microscopic observation (morphology of yeast cells, bacteria, fungi), microbial calculation (plate count, MPN, haemocytometer, spectroscopy), growth factors microbes, the growth curve, sanitation and personal hygiene test, analysis of pathogenic bacteria, fermentation of traditional food, and other basic aspects of food microbiology.

**FOOD6009 - SYSTEM OF FOOD SAFETY (2 Credits)**

**Learning Outcomes:** Students are able to understand the basic principles of sanitation and food security, and control of operational standards as a prerequisite SSOP and GMP as food safety assurance in industry/environment.

**Topics:** Definition of food safety and sanitation in industry which includes room/building sanitary processing, equipment processing, water, labor, raw materials and industrial environments. Pest control and water supply in the food industry. Technology continues to design management and solid waste management; sanitary landfills and hazardous waste destruction process; recycling technologies including nutrient removal wastewater, energy production of liquid and solid wastes and recovery products. GMP and SSOP as a prerequisite and HACCP food safety assurance as modern approach to control of food safety, principles of sanitation in industry, and others.

**FOOD6010 - FOOD QUALITY ASSURANCE (2/2 Credits)**

**Learning Outcomes:** Students are able to understand the basic concepts and application of all aspects of quality and technology in standardization, quality control and assurance.

**Topics:** Definition of quality, quality control, quality assurance and quality management. Designer quality, cycle quality improvement, organizational, communication and cooperation. Development of the quality management system, ISO 9000 and 14000 series, as well as TMQ food safety and quality assurance (hazard Analysis and Critical Control Points).

**FOOD6012 - BASIC FOOD BIOCHEMISTRY (2/2 Credits)**

**Learning Outcomes:** Students are expected to understand the basic concepts of biochemistry and molecular biology in relation to food science and technology, post-harvest physiology, and basic understanding of food biotechnology.

**Topics:** This course will review the biochemical cell and function of biochemical, enzyme (mechanism of action of enzymes, naming, classification, enzyme inhibitors), Glycolysis, Krebs Cycle's, compounds Bioorganic such as carbohydrates, fats, proteins, vitamins, enzymes, nucleic acids and compounds high energy. Principle extract and store energy from the sun through the material and anabolism pathway. Energy use, especially for biosynthetic processes carbohydrates, proteins and fats, including the calculation of the energy catabolism. Biosynthesis and major biorganic compounds (carbohydrates, protein and fat).

**FOOD6014 - BIOLOGICAL EVALUATION OF FOOD COMPONENT (2/1 Credits)**

**Learning Outcomes:** Students are able to understand this course includes evaluation of food-related biological functions.

**Topics:** Factors affecting the nutritional value of food (compound antinutritional, handling, processing, nitrification etc). Overview of the eating habits and diet. The presence of nutrients in fresh foods and changes during harvesting, storage, purification, and processing which includes: blanching, baking, cooling/freeze, drying, fermentation, radiation, addition of preservatives and packing. Nutrifikasi food with the addition of protein, vitamins and minerals, as well as the factors that influence the utilization of nutrients in the body element. This course covers the evaluation of food-related biological functions. Evaluation techniques include bioavailability, digestibility, absorption and cellular functions of nutritional and non-nutritional components and bioactive compounds including dietary fiber, pigments and phytochemicals in food. Evaluation of the safety, efficacy and biological mechanisms in the body content of bioactive compounds for food and how to test it. Testing in vivo, in vitro or in cell tissue culture and animal models and humans. Evaluation function that will be covered include the functions of digestion, absorption and distribution: vascular, neural, hormonal, immune system, enzyme systems and others.

**FOOD6015 - INTRODUCTION TO FOOD TECHNOLOGY (2 Credits)**

**Learning Outcomes:** Students are expected to explain the engineering and food technology, and its application in Food Industry.

**Topics:** The basic concept of food as a science and technology sub-system of life. The concept of the food industry, the role of food technology in the agro-industry, the development of food science and technology as well as the phenomenon that occurs within the following food processing units process and its contribution to the food supply of safe, healthy, and quality for consumers.

**FOOD6016 - OPERATION UNIT IN FOOD INDUSTRY (2 Credits)**

**Learning Outcomes:** To provide the students an understanding on the system of food processing machinery and equipment include support operations, initial processing operation, mixing operations, and other mechanical separation.

**Topics:** Units and dimensions system, thermodynamics, and energy balance in food processing, water vapor as a heat source, fluid flow, heat transfer, transfer period. Discussion and understanding of the application of engineering fundamentals of basic material handling processes (Raw-material handling), size reduction, enlargement, material handling, separation by sedimentation, centrifugation-filtration, mixing-homogenisasi, extraction, evaporation, crystallization, distillation, drying, cooling, freezing, and extrusion.

**FOOD6017 - PRINCIPLE OF FOOD ENGINEERING (2/2 Credits)**

**Learning Outcomes:** Students are able to understand the basic principles of engineering for quantitative analysis in the food processing system.

**Topics:** This course discusses the application of principal food engineering for quantitative analysis in the food processing system. The course materials cover the system of units and dimensions, mass balance, thermodynamic principles, engineering aspects of several unit operations (1) involves heat (evaporation, drying, cooling, and freezing). The material studied is a description of the process, application, effects on food products, balance and heat and mass flow. (2) that does not involve heat (the processes by solvent extraction: gas-liquid, vapor-liquid, liquid-liquid, solid-liquid separation processes and mechanical-physical: filtration, sedimentation, centrifugation, size reduction). Studied aspect is the description of the process, application, effects on food products, mass transfer, the equilibrium relationship between the phases.

**FOOD6018 - PRINCIPLE OF FOOD PROCESSING (4 Credits)**

**Learning Outcomes:** Students are expected to apply the principles of food processing include the principles of chemistry, microbiology, and engineering in food processing by considering the quality factor of the physical, chemical, nutritional, sensory, and microbiological and product acceptability.

**Topics:** Technology of fresh food handling, minimal processing technology, application of low temperature (chilling, freezing), application of high temperature (blanching, pasteurization, sterilization and canning technology, microwave and ohmic heating), irradiation, preservation technology of intermediate moisture foods, chemical preservation, and non-thermal preservation.

**FOOD6019 - FOOD PROCESSING TECHNOLOGY (4/2 Credits)**

**Learning Outcomes:** Students are expected to understand the procedures and integrated approach to the physical aspects and engineering, chemistry, microbiology, and sensory which used in the processing and preservation of food.

**Topics:** This course covers traditional methods of food preservation and modern for distribution and storage. Discussed the important of preservation, including relationship factors physical, chemical, and microbiological water. Processing technology which includes heating, cooling, freezing, drying, salting, pickling, sugar, radiation, chemical preservatives, and modern methods. This course also covers the principles and practices of processing techniques and the influence of processing parameters on the quality of vegetable and animal products. Processing techniques include freeze drying, extraction, extrusion, non-thermal processes, etc.

**FOOD6020 - INTEGRATED FOOD PROCESSING LABORATORY (2 Credits)**

**Learning Outcomes:** The course is designed to give the students a hands-on laboratory and practical experience on production process of food in food industry.

**Topics:** Selection of parameters and quality of raw materials, food products include end products design concept, the parameter selection of raw materials, raw material specifications, procurement and testing of raw materials, process parameters, the quality of the final product analysis of each field, the formation of teams work/ companies/industrial, production costing, the times of the production, distribution, marketing and economic analysis methods. Parameters observation consist of: a) the observation of raw materials, b) the observation of process (GMP, SSOP, HACCP, mass balance, temperature, time, and other), Observation of the end product (chemical, physical, microbiological), economic analysis (fixed costs, costs not fixed, BEP, BC ratio).

**FOOD6021 - FOOD PACKAGING AND STORAGE TECHNOLOGY (2 Credits)**

**Learning Outcomes:** Students are able to understand the knowledge about the various types of packaging materials that affect the shelf life of food.

**Topics:** Knowledge of the types, characteristics, and identification of various ways of making packaging materials (glass, metal, wood, paper and cardboard, plastics, anti-vibration materials, packaging materials and foodstuffs such as frozen foods and dry products, the problem of poisoning, corrosion and problem shelf life (expiry). properties of packaging materials (resistance to heat, permeability to gas and water), various methods of packaging and application. recognition of the role and functions of food packaging and packaging development since the natural, traditional to cutting-edge packaging. discussion on preservation efforts foodstuffs which include drying, canning, use of additives, heating, cooling and fermentation. this course also studies the determination of the shelf life of food products by the reaction prediction method and shelf life plot (Arrhenius, linear, and Q10), etc.

**FOOD6028 - FUNCTIONAL FOODS (2 Credits)**

**Learning Outcomes:** Students are able to understand this course covers the definition of functional foods, functional food functions, and functional food criteria.

**Topics:** Definition of functional food intended for healthcare. Criteria for functional food, Discussion of bioactive food components for the development of functional food products, particularly those based on local resources. Aspects such as: the relationship between food, nutrition and health; efficacy of bioactive components in preventing health problems; types of supplements and functional food products; processing principles and analytical products, as well as technology development including extraction technology, food fortification and supplementation. Elements of health, functional food analysis for commercial.

**FOOD6029 - UNDERGRADUATE SEMINAR (2 Credits)**

**Learning Outcomes:** Facilitates students to improve their writing and oral communication skills and at the same time upgrade the level of student's understanding in the area of food science and technology.

**Topics:** Undergraduate seminar is a compulsory subject for all final year undergraduate students. Undergraduate seminar is covering skills in making literature review, writing a paper, presentation techniques and the organization of scientific seminars to add to the experience students are required to do a presentation, discussion, and FGD. Seminar topics related to current topics in the field of Food Technology.

**FOOD6030 – THESIS (6 CREDITS)**

**Learning Outcomes:** Improve technical skills of students in the form of research or internship field of food technology in the food industry or government agencies related to the field of food according to interests of students.

**Topics:** How to get started, literature review, proposal writing, research design implementation and completion of the study, followed by pendadaran before the thesis examination and the examination team. This activity is completed semala 40 per credit hour, equivalent to 6 credits. Thesis is a monograph based on the work of the implementation of the research (in the form of experiments and surveys) or scientific report of internship activities are equipped with library research, under the guidance of Supervisor.

**SUBJECT AREA: GAME****GAME6001 – INTRODUCTION TO GAME TECHNOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the fundamental concepts and terminologies of Game Technology; Explain the fundamental concepts and terminologies of ICT; Discuss the future of ICT; Explain the guidelines of system development and its tools; Describe each components of Computer Technology; Demonstrate utilization of ICT in daily processes.

**Topics:** Introduction to Computer; Introduction to Game Technology; Games Genres; Internet and WWW; Application Software; The Component of System Unit; Input and Output; Communication and Networks; Storage; Database Management; Operating Systems, Utility Programs, and Computer Security; Computer and Game Industry and Careers.

**GAME6002 – GAME DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain general game theories; Explain game development process; Create game design documentation; Create an appropriate game design.

**Topics:** Introduction to Game Design; Design Component and Process; Game Concept; Game Worlds; Creative and Expressive Play; Character Development; Storytelling and Narrative; Gameplay; User Interface; Core Mechanics; Game Balancing; Level Design; Game Design for Various Genres.

**GAME6004 - OBJECT ORIENTED GAME PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the features of OOP; Differentiate the differences between conventional programming and OOP; Design a program architecture using features of OOP; Construct a program using features of OOP.

**Topics:** Introduction to OOP and Java; Basic Java Programming; Control Structure; Encapsulation; Inheritance; Polymorphism; Exception Handling; Collection; Files, Streams, and Object Serialization; Multithreading; Design Pattern in Game Programming; Introduction to Java2D

**GAME6012 – USER EXPERIENCE (2 Credits)**

**Topics:** User Experience Evaluation in Entertainment; Enabling Social Play: A Framework for Design and Evaluation; Presence, Involvement and Flow in Digital Games; Assessing the Core Element of the Gaming Experience; The Life and Tools of a Game Designer; Investigating Experiences and Attitudes Towards Videogames using a Semantic Differential Methodology; Video Game Development and User Experience; User Experience Design for Inexperienced Gamers: GAP - Game Approachability Principles; Digital Games, the Aftermath: Qualitative Insights into Post Game Experiences; Evaluating User Experience Factors using Experiments: Expressive Artificial Faces Embedded in Contexts; Evaluating Exertion Games; Beyond the Gamepad: HCI and Game Controller Design and Evaluation; Using Heuristics to Evaluate the Overall User Experience of Video Games and Advanced Interaction Games.

**GAME6026 – THESIS (6 Credits)**

**Learning Outcomes:** Students will be able to: Create a Game Project as a final task. Students will be given a large time schedule to prepare and create a pipeline of development. It starts from the pre-production until the post-production of the game. Students will also need to write the report into a thesis report.

**Topics:** Game Project; Game Design; Game Programming; Game Art; Game Management.

**GAME7029 - 2D GAME PROGRAMMING (4 Credits)**

On successful completion of this course, students will be able to: Explain 2d game features; analyze technique in 2D game programming; apply technique for transformation, image manipulation, animation, collision, sound effect; produce program using 2D technique.

Introduction to 2D Graphics; Transformation; Image Manipulation; User Interface; Sprite Animation; Mouse and keyboard listener; Creating game world; Creating game character; Simple bot behavior; Collision detection; Gameplay; Sound effect and music.

**GAME6033 - STORYBOARDING & CONCEPT ART (2 Credits)**

**Learning Outcomes:** Students will be able to: Create a pre-visualize scene for the entire game; Create a plan for specific scenario about the actor, camera, trigger, and all about that happen inside of the game; sketch a creating prototype and design functional creations; Use this method to make sure the quality and speed of production of the game in order to set assets which are needed for the game.

**Topics:** Drawing; Sketching; Concept Art; Environment Art; Character Design; Coloring; Image Editing; Creative Brainstorming.

**GAME6034 - INTERNSHIP I (8 Credits)**

**Learning Outcomes:** The primary goal of an internship is to provide the student with the opportunity to apply knowledge gained in the classroom to solve practical real-world problems in a professional setting.

**Topics:** Professional Skills; Creative Skills; Industry Awareness; Career Preparation.

**GAME6035 - EES IN GAME INDUSTRY I (4 credits)**

**Learning Outcomes:** The primary goal of an EES in Game Industry is to provide the student with the opportunity to apply employability and entrepreneurial skills to solve practical real-world problems in a professional setting.

**Topics:** Communication Skills; Problem Solving Skills; Team Work Skills; Interpersonal Skills.

**GAME6036 - GAME PRODUCTION IN INDUSTRY (2 credits)**

**Learning Outcomes:** On successful completion of Game Production in Industry, student will be able to: practice and produce games using appropriate methods in industry.

**Topics:** Game Concept; Game Pre-Production; Game Production; Game Post-Production.

**GAME6037 - GAME PROTOTYPING IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of Game Production in Industry, student will be able to: produce games prototype in industry.

**Topics:** Game Design Document; Genre of game; Audience for game; Object of game; Learning objectives if it is a serious game; Rules of game; Scoring feature; Sample Gameplay; Win/Lose Scenario; Sample Graphics;

**GAME6038 - GAME ENGINE PROGRAMMING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain game engine concept; Choose appropriate game engine programming techniques; Build games apps using game engine programming.

**Topics:** Introduction to Game Engine; Game Objects; Models, Material, Textures; Terrain; Environments; Light and Cameras; Collision; Graphical User Interface; Controllers; Animations, Animators; Audio; Polish and Deploy; Wrap Up.

#### **GAME6039 - INTERNSHIP II (8 Credits)**

**Learning Outcomes:** The primary goal of an internship is to provide the student with the opportunity to apply knowledge gained in the classroom to solve practical real-world problems in a professional setting and prepare for real career in global industries or become technopreneur.

**Topics:** Professional Skills; Creative Skills; Industry Awareness; Career Preparation; Professional Project; Start Up Incubation; Final Project.

#### **GAME6040 - EES IN GAME INDUSTRY II (4 Credits)**

**Learning Outcomes:** The primary goal of an EES in Game Industry is to provide the student with the opportunity to apply employability and entrepreneurial skills to solve practical real-world problems in a professional setting.

**Topics:** Communication Skills; Problem Solving Skills; Team Work Skills; Interpersonal Skills.

#### **GAME6041 - GAME TESTING AND QUALITY ASSURANCE IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of Game Testing and Quality Assurance in Industry, student will be able to: test the games using appropriate methods, find the games's bugs in industry.

**Topics:** Testing Game; Report Bugs; Alpha Test; Beta Test.

#### **GAME6042 - GAME RESEARCH QUEST IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of Game Research Quest in Industry, student will be able to: produce game art, game design; Build games apps both mobile, web, console, desktop in industry.

**Topics:** Game Art Concept; Game Design Concept; Game Programming Concept; Storyboarding; Game Story; Level Design; Modeling and animation

#### **GAME6043 - 3D MODELLING FOR GAMES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Construct a simple 3D model for Games; Apply motions to a 3d model and applied in games; Modify settings for material and lighting; Apply additional effects to enrich the scene.

**Topics:** Introduction to 3D Modeling for Games; Animation; Objects; Modifiers; Materials; Polygon Editing; UV Mapping; Lights; Environmental effects; Lens Effects; Rendering; Motion; Curve editor; Space warps.

#### **GAME7044 - 2D ANIMATION (2/2 Credits)**

Students will be able to: Explain the concept of the basic of traditional and digital animation; Creating animation sequences from pictures based on the study of animation principles to be used as assets in the Game.

Character design; Animation Sequences; Animation Principle; Game Sprites.

#### **GAME7045 - MOBILE & WEB GAME PROGRAMMING (4 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain mobile and web programming concept; Choose appropriate programming language techniques; Build a mobile apps and website.

**Topics:** Understanding Mobile Web Programming Concept; HTML 5, CSS, JavaScript; Database; Architecture and Design; User Interface; User Experience; Images and Media; Geolocation and Networks; Content Delivery; Debugging and Performance.

## **SUBJECT AREA: INTR**

### **INTR6001 - INDONESIA IN PERSPECTIVES (4 Credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Identify actors, issues, and systems of Indonesian political economy; Describe concepts and theories to explain Indonesian political economy; Explain important periods that define the Indonesian political economy; Analyze contemporary Indonesian political economy

**Topics:** Introduction to Indonesia in Perspective; Introducing politics; Basic political concepts; Approaches to understand politics; Types of political system; Indonesian political system; Distribution of power: horizontal and vertical; Trias politica; Political participation; Political party; General election: a journey towards democracy; Indonesian politics: Problems and Issues; Democratisation in Indonesia: Challenges and Opportunity; The optimist: Indonesia towards a mature democracy; Introduction to economics; Supply and demand; Market theory; Public goods and common resources; Introducing macroeconomics policy; Stabilisation policy; Influence of fiscal policy on economy; Debates over macroeconomic policy; Indonesian economic architecture; Indonesia and Asian economic crisis; Indonesian economy post Soeharto; Embracing globalisation: Indonesian economic policy

### **INTR6002 - INTRODUCTION TO INTERNATIONAL RELATIONS (4 Credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Identify the International Relations' basic concepts, perspectives, issues and actors; Describe the International Relations' basic concepts, perspective, issues and actors; Apply the acquired knowledge into case studies; Analyze the international affairs based on International Relations perspectives

**Topics:** Understanding International Relations; Actors in International Relations; Basic Concepts of International Relations; Group discussion on IR; Realism in International Relations; Group discussion on Realism; Liberalism in International Relations; Group discussion on Liberalism; Marxism in International Relations; Group discussion on Marxism; Group project; Nations and Nationalism as Issues in International Relations; Security and Arms Control as Issues in International Relations; War as Issues in International Relations; International Law and Diplomacy as Issues in International Relations; Global Trade as Issues in International Relations; Global Finance as Issues in International Relations; Global Poverty as Issues in International Relations; Globalisation as Issues in International Relations; Global Terrorism as Agendas in International Relations; Human Rights as Agendas in International Relations; Migration and Refugees as Agendas in International Relations; Global Environment Agendas in International Relations; Agendas in International Relations

### **INTR6003 - MODERN WORLD HISTORY (4 Credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Identify Identify the modern interstate politics and philosophies; Identify Identify a series of events before, during, and after the First and Second World War; Explain Explain the international relations during and after the First and Second World War; Analyze Analyse the contemporary international relations particularly the Cold War and post Cold War era

**Topics:** Introduction to modern world history; The Medieval Ages of Europe; The beginning of the Modern Ages: The Renaissance era; Inventing the modern world economy; Conceptualising the state's sovereignty; The 17th century's



politics and economy; The Enlightenment politics; World order: anarchy, contract and order; The road to the First World War; After the WW I: How it ended; The Twenty Years Crisis: International Relations during 1919-1939; On the Brink of the Second World War; The Battlefield: The Second World War; Picking of the Pieces: The World Post WW II; The Age of the Cold War; Into the Whirlwind: Cold War Heightened; Détente of the 1970-1990; Conflict in the Middle East; Discussion forum; The End of the Cold War; Movie screening; The Changing World Order: Politics and Socio-Economic; The World in the 21st Century

#### **INTR6004 - PHILOSOPHY OF SOCIAL SCIENCE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify basic concepts of philosophy of social science; Describe basic concepts of philosophy of social science; Analyze social phenomena based on social science approach

**Topics:** Introduction: Thinking as Social Scientist; Understanding Philosophy of Science and Social Science; Explanation of Human Action; Foundations of Sciences; Ontology; Epistemology; Axiology; Advantage of Philosophy of Social Science; Theory, Truth and Claims in Social Science; Selected Issue in Social Science; Rationalism and Empiricism; Perspectives in Philosophy of Social Science; Philosophy of Social Science and Social Scientist Responsibility

#### **INTR6005 - INTRODUCTION TO INTERNATIONAL TRADE AND BUSINESS (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the introduction toward trade and business aspects of international relations with emphasis on the impact and dynamics of socio-cultural, economic, and political and legal factors in the foreign trade environment. This course aims at providing understanding on various basic concepts on international trade and business, actors, such as state and MNC, and processes within which they interact.

**Topics:** Basic concepts on international trade and business, terms of trade, history of international trade, investment, and monetary systems, state's reason to conduct international trade, and foreign direct investment

#### **INTR6006 - INTRODUCTION TO SECURITY STUDIES (4 Credits)**

**Learning Outcome:** By the end of this course, students shall understand the introduction to security studies, a key aspect of international relations. Students will be familiarized with theoretical trends and developments in the field which are beneficial in understanding major security problems that dominate world affairs. Key concepts in security studies, including security dilemma, national security to name a few, will also be discussed in this course.

**Topics:** Key concepts in security studies such as security dilemma, national security, power, nation state, the changing nature of conflict: old and new.

#### **INTR6007 - INTERNATIONAL RELATIONS RESEARCH METHOD (4 Credits)**

**Learning outcomes:** This course provides an introduction to methodology and research methods in international relations, including discourse analysis, quantitative and qualitative methods, comparative case study approaches, and different modes of theoretical arguments. By the end of this course, students shall understand how to conduct scientific research, particularly undertaking research relevant to international relations topics. In addition, students will be equipped with statistical techniques, both descriptive and inferential, that compliment with their project.

**Topics:** Types of research method in international relations; Research design; Technique and method in conducting scientific research, both qualitative, quantitative, data triangulation and information; Hypothesis drafting, data analysis, and report writing.

#### **INTR6008 - MODERN THEORIES OF INTERNATIONAL RELATIONS (4 Credits)**

**Learning outcomes:** By the end of this course, students will be able to: Describe similarities and differences between major International Relations theories; Explain major theories of international relations; Apply theoretical frameworks to understand contemporary international relations issues; analyze the behaviour of actors in international politics in light of International Relations theories

**Topics:** Introduction to International Relations Theories; Realism (Classical); Liberalism; Neorealism; Neoliberalism; Anarchy; Hegemony and International Institutions; Power, Alliance and Cooperation; Structuralism/Globalism; North-South, East-West; Constructivism; Norms and Identities in International Relations; Case Simulation 1: The Fourth Secret World War; Feminism; Rational Choice Theory; Game Theory; Domestic Politics; Case Simulation 2: Korean Crisis; Non-Western International Relations Theories; The Development of International Relations Studies in Indonesia: An Invitation.

#### **INTR6009 - DIPLOMACY AND INTERNATIONAL POLITICS (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Describe historical development of diplomacy in international relations since the early age until the 21st century; Explain theoretical foundation of diplomacy in International Politics; Analyze diplomatic affairs and cases using theoretical approaches; Illustrate the acquired theories of diplomacy in practice through simulation and role play.

**Topics:** Introduction to Diplomacy and International Politics; The Emergence of Diplomacy in History; Politics and Diplomacy in Modern Europe; The Politics of Diplomacy in Present Day; Diplomacy in Present Day; Diplomacy and Foreign Policy; Ethics and Other Restraints on the Practice of Diplomacy in International Politics; The Art of Negotiation within International Political Context; Coercive Diplomacy; Multi-track Diplomacy; Public Diplomacy; Designing Position Paper 101; Role Play (UN General Assembly Model); Economic Diplomacy: Guest Lecture; Role Play (UN Security Council Model); Role Play (WTO Model); Role Play (ASEAN Model); Role Play (UN Model).

#### **INTR6010 - INDONESIA'S FOREIGN POLICY (4 Credits)**

**Learning outcomes:** This course focuses on the nature of Indonesia foreign policy and foreign policy-making and process. The unique feature of Indonesia's foreign policy, that is free and active, and the challenges the country faces abroad are also highlighted. By the end of the course, students shall understand the evolving Indonesia's foreign policy, how Indonesia's foreign policy is made and implemented and the role of major actors in shaping those policies.

**Topics:** A series of lectures and seminars will be directed to answer key questions such as the important factors that determine Indonesia's foreign policy and major goals or objectives of those policies. It also highlights Indonesia's foreign policy strategies toward countries or regions serving as concentric circles, particularly Indonesia's strategic partner countries such as the United State, China, Japan and member states of ASEAN.

#### **INTR6011 - WORLD STRATEGIC THOUGHTS (2 Credits)**

**Learning outcomes:** By the end of this course, students will be able to: Describe key concepts in the field of Strategic Studies; Identify key theories in the field of Strategic Thought; Examine a range of international security problems by applying strategic thinking

**Topics:** Introduction to strategic theory; Strategic Culture; Law, Politics, and the Use of Force; The Evolution of Modern Warfare; Geography and Strategy; Technology and Warfare; Intelligence and Strategy; Irregular Warfare; The Second Nuclear Age: Nuclear Weapons in the 21st century; The Control of Weapons of Mass Destruction; Conventional Power and Contemporary Warfare; Iraq, Afghanistan, and American Military Transformation; A new Agenda for Security and Strategy;

#### **INTR6012 - INTERNATIONAL POLITICAL ECONOMIC THOUGHTS (2 Credits)**

**Learning outcomes:** This course focuses on the politics of international economic relations, including how domestic and international factors influence countries economic relations across borders and vice versa. By the end of this course, students shall understand concepts and theoretical debates in the field of international political economy, particularly the main contesting paradigms namely realism, liberalism, and globalism/structuralism. Students are thus able to analyse and make sense the current political economy affairs.

**Topics:** This course conducts a broad survey of political economic concepts and theories of monetary system, trade, international trade regime by reading the seminal works of leading authors in the field. It also covers lectures on the implementation those theories into the relations between state and non-state actors such as MNC in global economic era.

#### **INTR8013- THE RISE AND FALL OF MULTINATIONAL CORPORATIONS (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the history of multinational corporations as well as their roles in international relations.

**Topics:** A series of lectures and discussions on topics including definition, reason behind the emergence of multinational corporations, motives of multinational corporations, theoretical approach and the impact of multinational corporation's presence for home country and host country.

#### **INTR8014 - GLOBAL ECONOMIC ARCHITECTURE (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the interaction between international relations actors in global economic context such as inter-state interaction, state-international financial institution, and between different financial institutions at global level. All those interactions, both separately as well as collectively are analyzed and their influences toward global economy are assessed.

**Topics:** Interaction between actors, global economic structure, big countries' interest in international financial institutions such as World Bank, International Monetary Fund, World Trade Organization, until new group initiatives such as G-8, G-77, and G-20, strategic issues between developed and developing countries at global level.

#### **INTR8015 - INTERNATIONAL COMMUNICATION AND MULTICULTURALISM (4 Credits)**

**Learning outcomes:** By the end of this course, student shall understand theories of international communication and the role of international communication with regard to multiculturalism in shaping international relations. Actors in international relations attempt to do effective international communication not only for domestic interest of a country but also for other countries/regions.

**Topics:** actor, background and communication techniques which influence international relations, issues pertaining to wide spectrum of problem such as socio-culture, politics, ethnic, gender, religion, etc, risk and crisis in international communication, inter-cultural conflict.

**INTR8016 - GLOBAL SECURITY ARCHITECTURE (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the inter-state interaction at global level and assess its influence on global security.

**Topics:** state and non-state actors in global security, interaction between big countries in the context of global security architecture making, strategic issues at global level (nuclear, energy, democratization, maritime, etc.), global traditional security agenda, multilateralism and security institution.

**INTR6017 - FOREIGN POLICY OF DEVELOPED COUNTRIES (4 Credits)**

**Learning outcomes:** This course examines the foreign policy of the old powers, referring to the United States, European countries, and Japan, toward other states. In addition, it also covers the foreign policy of emerging powers which are commonly referred to as BRIC (Brazil, Russia, India, and China) that challenge the domination of those states and shake the world's balance of power. By the end of this course, students shall understand the foreign policy of those states, including strategic competition between those two camps of countries and their influence to the world stability and peace.

**Topics:** Foreign policy of influential states notably the US, the United Kingdom, China, Japan, India and Russia. Relationship amongst those countries will be studied from both the international security and political economy perspectives.

**INTR6018 - INTERNATIONAL ORGANIZATION IN INTERNATIONAL RELATIONS\* (4 Credits)**

**Learning outcomes:** This course focuses on the influence and political processes of international organizations, both governmental and nongovernmental, which play an increasingly prominent role in determining the course of international relations. By the end of this course, students shall understand the definition and aspects of international organizations, from the initial development, dynamics, roles, and influence of international organizations in international relations.

**Topics:** A series of lectures and seminars cover major international organizations in international relations, most notably the UN and Bretton Woods organizations, i.e. IMF, World Bank, and GATT/WTO, as well as security organizations such as NATO. The course also discusses related concepts such as multilateralism, international institution and regime, international globalization and organization, international organization and sovereignty, international organization and sub-regional organizations.

**INTR8019 - ASEAN COMMUNITY: SECURITY, ECONOMIC, AND SOCIO-CULTURAL ASPECTS\* (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand ASEAN community as a form of regional cooperation and integration that rests on three pillars, namely economic, socio-cultural, and security.

**Topics:** Lectures and seminars on ASEAN history, integration processes of economic pillar, socio-cultural pillar and political security pillar of ASEAN; impact of ASEAN community for its member states and the community foreign relations. The course also discusses challenges and benefits of the community particularly Indonesia.

**INTR8020 - DYNAMICS OF STATE INTERACTION AND MULTINATIONAL CORPORATIONS IN GLOBALIZATION ERA (4 Credits)**

**Learning outcomes:** This course offers analyses on the complex relationships between states and MNC that create a tripartite model, i.e., MNC-host country, MNC-home country, and host vis a vis home country. Their dynamics interactions are interesting to scrutiny because each actor has different objectives. They also share mutual interests

sometimes. Hence, by the end of this course, students shall understand this dynamic yet complex relationship between MNC and states, both host and home, underpinned by lively discussions on case studies in developed and developing countries involving strategic industrial sectors such as oil and gas and manufacture.

**Topics:** This course is designed to address key questions such as the bargaining power a state has towards MNCs and factors that determine state's bargaining power which lead to cooperation and conflict relations. It further identifies the essence of state, the essence of market, state and market interests, strategic industries, and the type and nature of relationship between state and multinational company.

#### **INTR8021 - RISK ANALYSIS IN INTERNATIONAL RELATIONS (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the possible risks a country going to face while doing business activity in other country. This course will discuss about various kinds of the risks that may occur as consequence of doing such a business. In this course, students are asked to make scenario on the possible risk a country is going to face when it conducts business activity in another country.

**Topics:** Types of business risk, business in conflict zone, business in post-disaster area, approaches to address the risk.

#### **INTR8022 - THE ROLE OF INTERNATIONAL MEDIA IN A GLOBAL WORLD (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the role of international media in a more globalized world, including media's role on decision making process at national and international level. With the increasing number of international media and technological advance, abundant supply of information is happening, making it difficult to distinguish the right and valuable information appropriate to be used as the basis for decision making.

**Topics:** Communication and media in information age, international communication and international politics since 1945, media and international organization, global financial crisis and media news coverage, corruption in global media, the influence of media ideology, media and coverage of global disasters.

#### **INTR8023 - STRATEGIC INDUSTRY AND GLOBAL SECURITY (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the role of strategic industry in influencing global political constellation.

**Topics:** Strategic industries which have access toward decision making process at global level, main products of strategic industry and the products' performance in international market, international defense and security economy, strategic industry and defense transformation, defense transformation and arms race, private strategic industry and national security, strategic industry and conflict.

#### **INTR6024 - INTERNATIONAL LAW ISSUES AND INTERNATIONAL DISPUTE SETTLEMENT (2 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the role of international law in international relations and the use of international law in international dispute settlements, such as trade dispute and territory dispute. In this course, students will discuss about the level of state compliance to international law.

**Topics:** definition of international law, the role of state in international law, international peace and law, international conflict and the role of international law, sovereignty and international law, intervention and international law, genocide and international law, international law and war on terrorism, arms trade and international law.

**INTR6025 - NON-CONVENTIONAL ISSUES IN INTERNATIONAL RELATIONS (2 Credits)**

**Learning outcomes:** By the end of this course, students shall understand non-traditional issues in international relations dynamics such as human rights, environment, gender, poverty, epidemics, and development issues.

**Topics:** This course which is designed as a combination between lecture and seminar aims at enhancing students' understanding on theories and analysis of social phenomenon in international relations.

**INTR6026 - INDONESIA AND INTERNATIONAL DEVELOPMENT (4 Credits)**

**Learning Outcomes:** By the end of this course, students shall understand the context, actors, and issues related to international development.

**Topics:** This course explores the international development topic which is closely associated with issues such as foreign aid, governance, healthcare, education, poverty reduction, infrastructure, human rights, and economics. In a broader sense, the course takes into account the role of MNC in those issues particularly in supporting reconstruction in the conflict-torn regions and infrastructure. Indonesia and other developing countries' engagement with international development in their role as recipient countries are posed as case studies, especially their contribution in meeting the Millennium Development Goals and the effectiveness of foreign aid.

**INTR8027 - NATIONAL IDENTITY IN A GLOBAL WORLD (4 Credits)**

**Learning Outcomes:** By the end of this course, students shall understand the role of national identity in changing global environment. The role of national identity to the inter-state relations will also become the focus of this course.

**Topics:** The course mainly covers the basis of creation of national identity and the relevance of national identity with the development of international relations, nationalism, clash of civilizations, ethnic conflict, and internationalization of culture

**INTR6028 - THE ROLE OF INDONESIA IN THE GLOBAL GOVERNANCE (4 Credits)**

**Learning Outcomes:** By the end of this semester, students shall understand the context and role of Indonesia in the global governance.

**Topics:** This course is designed to analyse the role of Indonesia in strengthening global governance through its active participation particularly in ASEAN, Asia and beyond, G-20, United Nations, and UN Peace Keeping Operations.

**INTR8029 - THE INDONESIAN DEFENCE STRATEGY (4 Credits)**

**Learning Outcomes:** By the end of this course, students shall understand the Indonesian defense strategy guided by Indonesian Defense White Paper.

**Topics:** A series of lectures and seminars on topics such as definition of (military and defense) strategy and doctrine, posture and economic defense, trajectory of Indonesian defense strategy to deal with new threats, and history of military operation since 1945.

**INTR8030 - POLITICAL ECONOMY AND REGIONAL INTEGRATION IN EUROPE (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand regionalism in Europe, i.e. European Union, particularly with regard to economic and political aspects. The focus of this course includes the initial development of European Union (EU), EU expansion toward Central and Eastern Europe, as well as more recent issues having influence on EU's future.

**Topics:** History of regionalism development in Europe, regionalism theories and roles of influential actors, particularly Germany, France, and UK, as well as political and economic cooperation in the region.

#### **INTR8031 - POLITICAL ECONOMY AND REGIONAL INTEGRATION IN EAST ASIA (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand regionalism in East Asia, particularly in term of economic and political aspects.

**Topics:** Integration process; Theories on regionalism; The roles of influential actors, i.e. Japan and China, and South Korea; Political and economic cooperation and rivalry between countries in the region and; The role of big states such as US and Russia.

#### **INTR8032 - POLITICAL ECONOMY AND REGIONAL INTEGRATION IN AMERICA (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand regionalism in America region, particularly North America, which comprises US, Canada, and Mexico, all of which members of NAFTA, from economic and political perspectives.

**Topics:** Initial development of NAFTA; Political and economic cooperation, most recent and relevant issues; Theories on regionalism and roles of influential actors in the region, political and economic cooperation of South American countries, including Mercosur.

#### **INTR8033 – POLITICAL ECONOMY AND REGIONAL INTEGRATION IN AFRICA AND MIDDLE EAST (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand regionalism in Africa and Middle East, particularly in term of economic and political aspects.

**Topics:** Development of economic and political cooperation in Africa, most recent and relevant issues influencing the future of cooperation of African countries; History and development of inter-state relations in Middle East, including peace and conflict issues between Israel and Palestine, and the roles of influential countries in the region, namely Iran, Saudi Arabia and other Arab states.

#### **INTR8034 - MULTINATIONAL CORPORATIONS AND SOCIAL RESPONSIBILITY (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the role of multinational corporations in its relations with state and society, and also about how multinational companies investing and conducting operational activities in host country often being at the position against the community. The challenge that should be addressed is how to peacefully coexist with the community despite the fact that company's and community's interest often contradict each other. Multinational company wants profit which occasionally harms the local community's interest, while on the other hand the community need jobs but also to protect their place of living. Such a situation often becomes the trigger of conflict.

**Topics:** The concept of corporate social responsibility, motive of multinational company in conducting corporate social responsibility, relationship between multinational corporations, community and government, the impact of corporate social responsibility, community empowerment, sustainability.

#### **INTR8035 - INTERNATIONAL POLITICAL ECONOMY OF MULTINATIONAL CORPORATIONS (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the theoretical perspective in scrutinizing multinational corporations from the international political economy perspective.

**Topics:** Thoughts of Stephen Hymer (internalization, international capitalism), Peter Buckley, John Dunning (O-L-I paradigm), Oliver Williamson (Transaction Cost), Bruce Kogut and Udo Zander (Evolutionary of the Firm), Robert Gilpin (MNC and State) etc.

**INTR8036 - MULTINATIONAL CORPORATION'S GLOBAL STRATEGY (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand multinational corporation's global strategies which are generally divided into four: (1) strategic alliance); (2) corporate diversification; (3) merger and acquisition; and (4) internationalization strategy. All these four grand strategies are to be discussed by using sample issues such as the company's information technology, knowledge, and competitiveness both in developed and developing countries.

**Topics:** Strategic alliance; Corporate diversification; Merger and acquisition; Internationalization strategy, Reason in conducting alliance; Joint venture, and cross-border strategic alliance, Reason to do diversification; How diversification is conducted and management of diversified multinational company; Reason, types, process and result of merger and acquisition; Reason of multinational company invests in foreign/other country market; Challenges faced and kind of strategies applied.

**INTR6037 - RESEARCH PROPOSAL SEMINAR (4 Credits)**

**Learning outcomes:** By the end of this course, students shall be able to write a research proposal on a particular topic of their interest. The final result is research proposal that contains aspects existing in the first chapter of the thesis.

**Topics:** Preparing the plan for thesis writing; Research proposal presentation in class in order to get feedback from lecturer and other participants.

**INTR8038 - WTO AND TRADE DIPLOMACY (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand trade diplomacy at global level, particularly the one applied by big countries in WTO.

**Topics:** the role of WTO which is a forum from and through which member states try to assert their respective interests, certain trade conflict and its settlement, big countries' interest in WTO, third world countries' interest in WTO, and political economic aspect from trade.

**INTR6039 - INDONESIA'S TRADE POLICY IN AN ERA OF FREE COMPETITION (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the definition, types, and factors influencing Indonesia's trade policy making, the implications of Indonesia's trade policies, case samples addressing most updated issues such as regional free trade of ASEAN, ASEAN-China, and policies in WTO.

**Topics:** Definition; Type, Factors influencing trade policy making; Involved actors; Actors' interest; Indonesia's trade national interest; ASEAN states' interest; Big countries' interest.

**INTR8040 - ECONOMIC DIPLOMACY OF CHINA AND INDIA (4 Credits)**

**Learning outcomes:** This course accommodates the economic diplomacy of the rising China and India as emerging powers within the Asia region and beyond. By the end of this course, students shall understand China's and India's global strategy, both in politics, economy, security, and their influence on regional and global stability.



**Topics:** The rise of China and India are to be analyzed from various points of view, including foreign politics, diplomacy, economy and military, and diplomacy, as well as responses from certain countries toward the rising power of China and India.

#### **INTR6041 - DEVELOPMENT OF INFORMATION TECHNOLOGY AND WARFARE (4 Credits)**

**Learning outcomes:** By the end of this course, student shall understand the role of information technology and communication in international politics that are used by different actors in international relations to compete for spheres of influence.

**Topics:** Technology management by countries for supporting their national interest; Policies implemented; Particularly if in their competition with other states; The role of information technology as tool of propaganda in information warfare; Contemporary information operation; Information infrastructure; International implication of cyber warfare.

#### **INTR8042 - MEDIA, WAR AND PEACE (4 Credits)**

**Learning outcomes:** By the end of this course, student shall understand the role of media in war and peace.

**Topics:** Access of decision makers to media sources to support the former decision; Media as agent of peace building; Media as contributor of peace and war at regional and global scales; Media's role toward foreign policy; Negative effect of international media; Media as agent of change in international system; Exploitation of state by global media; Media and international diplomacy; War between media.

#### **INTR8043 - INTERNATIONAL MEDIA AND STATE ROLE (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the role of international media and its influence on state diplomacy process at international level. The role of international media as CNN, Al Jazeera etc are made as sample cases of the role of international media in inter-state diplomacy.

**Topics:** Media's global role; CNN in global political arena; Al Jazeera in regional political constellation; The role of individual of global media in developed and developing countries diplomacy; Global media's role in shaping the state's image; Conflict between global media and the state; Global media and key states collaboration; The role of global media in shaping civilization.

#### **INTR8044 - STRATEGIC LEADERSHIP (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand how decisions are made during war and peace.

**Topics:** Strategic planning both in war and peace; The influence of environmental change toward decision making process; Leadership values; Leadership requirements; Leader's commitment; Leader's courage; Leader's integrity.

#### **INTR8045 - CONFLICT AND PEACE STUDIES (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand peace and conflict in international world.

**Topics:** Main approaches in peace and conflict study; The cause of war; Phases of war; The ongoing of war and peace process in various national; Regional and global-scale conflicts/cases; Peace efforts/conflict resolution and its steps; Involved actors including through international organizations; Global factor; Regional factor; Domestic factor; Hegemony.

**INTR8046 - TERRORISM ERA: ECONOMIC, SOCIAL, POLITICAL AND SECURITY IMPACTS (4 Credits)**

**Learning outcomes:** By the end of this course, students shall understand the cause of terrorism and its implications toward the state and society.

**Topics:** Definition; Concept; Cause and pushing factor of terrorism; Ethnicity; Religion and terrorism; Transnational crime and terrorism, Anti-terrorism and counter-terrorism policy; International effort to overcome global threat from terrorism, both in economic, politics and security sectors; The role of international; Global and regional organizations in the war against terrorism; The impacts of terrorism.

**INTR6047 - INTERNSHIP (4 Credits)**

**Learning outcomes:** This course is designed for students to channel their acquired knowledge and understanding of international relations, including negotiation, diplomacy, and language skills, into practice by engaging in a short-term internship in places such as government institutions, for example Ministry of Foreign Affairs, non-governmental organization, both local and international, private sectors, multinational companies, and news agencies, both international and local. By the end of this course, students shall acquire valuable experience and insight into a real work environment for international relations graduates.

**INTR6048 - THESIS (6 Credits)**

**Learning outcomes:** Students shall be able to write an undergraduate thesis on international relations topics.

**SUBJECT AREA: ISYE**

**ISYE6001 – INTRODUCTION TO INDUSTRIAL SYSTEM (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic concepts of industrial engineering problems, domains, and methods; Apply simple data collection and analysis techniques in a broad range of industrial engineering problems; Describe the concept of other sciences relating to industrial engineering; Prepare project reports; Practice effectively in a group with other engineers

**Topics:** Introduction to Systems; System Process, CPM/PERT; Productivity; Operation Planning and Analysis; Quality; Human Integrated System; Queueing and Simulation; Project; Optimization; Economic Evaluation; Guest Speaker; Project/ Review Presentation

**ISYE6006 – SYSTEM MODELING AND SIMULATION (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify applications of the discrete-event simulation (DES) approach; Employ discrete simulation models; Estimate statistical distributions during data input process; Analyze output data from simulations and draw conclusion based on the analysis; Summarise major steps in simulation; Prepare simulation project report.

**Topics:** Introduction to discrete-event system simulation; Simulation examples in spreadsheet; General principles and introduction to a discrete-event simulation software; Introduction to a discrete-event simulation software; Statistics models in simulation; Queueing models; Review materials Chapter 1–6; Simulation project; Random-number generation; Random-variate generation; Input modeling; Verification, calibration, and validation of simulation models; Estimation of absolute performance; Estimation of relative performance; Simulation of manufacturing and material-handling systems.

**ISYE6024 – FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Practice Works effectively in a team project that includes managing the project, time and people (team members, other stakeholders); Define a problem considering the responsibilities, capabilities and constraints in time, budget, information, and other resources; Apply course material(s) studied in the curriculum in a cumulative and comprehensive manner to model and solve the problems empirically; Identify relevant factors and collect the related data and information via observations and communications; Use library, online and other resources to acquire knowledge not covered in the curriculum; Define evaluation criteria and apply them to the solution.

**Topics:** Tugas Akhir, known as Final Project and Senior Design; Concept and Implementation: Theory in Industrial Practice and Tugas Akhir ( Final Project/Senior Design); Concept and Implementation: Case Study in Industrial Practice and Tugas Akhir ( Final Project/Senior Design); Integration of Theory and Case Study in Industrial Practice and Tugas Akhir (Final Project/Senior Design); Working in team, exploring primary sources, evaluating and interpreting information, proposal and report, analytical report; Oral Presentation

**ISYE6030 – FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: compile a scientific writing as a final project in industrial engineering and information system studies program in the form of application of theories, principles, techniques and the methods of industrial engineering and information system in a title agreed by mentoring lecturer.

**Topics:** According to the title of the thesis.

**ISYE6039 – DETERMINISTIC OPTIMIZATION (4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Identify objectives and constraints based on problem descriptions; Create mathematical optimization models; Select and work through proper solution techniques; Use optimization software to conduct analyses and interpret the output; Express recommendations based on solutions, analyses and model's limitations.

**Topics:** Various Types of LP Models; Graphical Method for two variable LP; Sensitivity Analysis using Graphical Method; Simplex Algorithm; Duality Theory; Sensitivity Analysis; Transportation Problems; Assignment Problems; Transshipment Problems; Network Models; Modeling Integer Programming; Solving Integer Programming.

**ISYE6041 – ENGINEERING ECONOMY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Evaluate engineering economic decision criteria (future, present, annual worth, IRR, B/C Ratio, payback period); Generate cash flows to obtain equivalent values for a different time point or frame; Generate alternatives and derive valid IRR/ERR, BEP, payback period, benefit/cost estimations and replacement analysis from available data; Use after tax cash flow analysis, and depreciation accounting rules; Utilize commercial software tools to support economic decision making

**Topics:** Foundations of Engineering Economy & How Time and Interest Affect Money; Nominal and Effective Interest Rates; Present Worth Analysis; Annual Worth Analysis; Rate of Return Analysis; Benefit/Cost Analysis; Break Even and Payback Analysis; Replacement and Retention Decisions; Depreciation Methods; After-Tax-Economic Analysis; Project Presentation.

**ISYE6043 – QUALITY CONTROL (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate The understanding of why Quality is the key survival for business practice; Demonstrate How Statistical Process Control Work; Demonstrate Understanding how to use Control Chart for Attributes (Fraction of Nonconformities  $p$ , defects  $c$ , defects proportion  $u$ ); Demonstrate Understanding how to use X-Bar and R Chart and X-Bar and S Chart, and how they could improve the quality of a process and to which application; Demonstrate Understanding the Measurement Systems Capability and Tolerance; Demonstrate Understanding the application of acceptance sampling.

**Topics:** Statistics Review; Application of Statistical Quality control in Quality Improvement; Attributes control chart; Variable control Chart; Process Capability Index and Tolerance; Gage R&R; Acceptance sampling.

**ISYE6047 – DECISION SUPPORT SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze decision making problem and choose suitable method; Apply the principles of decision making process; Design the decision support system; Use some tools of decision making process.

**Topics:** Basic Principles of Decision Theory; Methods for Decision Making; Decision making system, models and support; Management Support Systems: An Overview; Framework of Decision Support System; Decision Support Systems: An Overview; Modeling and Analysis; Data Warehousing and Data Mining; Decision Support Systems Development; Collaborative Computing Technologies: Group Support Systems; Enterprise Information Systems; Intelligent Decision Support Systems; Intelligent Systems over the Internet; Integration, Impacts, and the Future of Management-Support Systems.

**ISYE6048 – SUPPLY CHAIN: LOGISTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the model for industrial logistics problems of its objectives, constraints and decision variables; Design logistics systems of its engineering design method; Distinguish major classes of industrial logistics systems, operations and most significant characteristics; Solve the variants of industrial logistics problems with basic solution algorithms

**Topics:** How Logistics Systems Work; Logistics Decision and Further Supply Chain Engineering; Demand Forecasting Methods; Causal Methods; The Constant Trend Case; The Linear Trend Case; The Seasonal Effect Case; Advanced Forecasting Methods; Selection and Control of Forecasting Methods; Transport Fundamentals; Transport Decisions; Planning and Managing Long Haul Freight Transportation; Planning and Managing Short Haul Freight Transportation; Inventory Policy Decisions; Supply Chain Systems and Models; Designing the Logistics Network; Global Logistics Systems

**ISYE6055 – E-SUPPLY CHAIN MANAGEMENT (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the business models and strategies of e-business to analyze value chains; Assess and recognize risk and security problem in virtual value chains and the methods available to minimize it; Evaluate and recommend improvements to the design and implementation of an e-SCM strategy for an organization; Appraise the use, abuse, and failure of electronic marketing for generating competitive advantage.

**Topics:** E-Commerce Standards; Dynamic Transshipment; Electronic Commerce for Supply Chain Management, Automated-Process Systems; Managing Modern E-Services; Service Value Networks; EDI; Cost/Benefit Analysis, Online Transactions, and Security Issues; Electronic Catalogs, Auctions, and Markets; E-Commerce Company

Related Experiences; MRO Production Part and Service Buying with E-Commerce; International Business and Legal Issues: ERP Systems; Buyer/Supplier Interfaces; Information Feedback Approach.

#### **ISYE6059 – HUMAN-INTEGRATED SYSTEMS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify ergonomics problem; Use anthropometric data in design, use basic of bio mechanical formulas, cognitive ergonomics concepts and formulas, and physiological concepts to analyze and solve human factor problem; Illustrate the relationships between the human and the machine at workplace environment; Recognize or Interpret what kind environment that affect work system efficiency; Write or create human factor analysis report.

**Topics:** Introduction; Human Body & Anthropometry; Workplace, Equipment, Tools Design; Manual Work Design; Biomechanics and Design of Manual Handling; Fatigue and Energy Consumption; Work Environment Design; Design Cognitive Work; Human- Machine System; Working Hour and Eat Habits; Body and Mind Working Together; Job Design to Avoid Monotonous Task.

#### **ISYE6060 – LEADERSHIP AND ORGANIZATIONAL BEHAVIOR (4 Credits)**

**Learning Outcomes:** Upon completion of the course, students will be able to: Understand people and organization's behaviors; Identify the reasons of organizational events take place; Work with, manage, and change people's behavior and motivation in organizations as well as forecast and influence organizational events; Understand work ethics in leadership.

**Topics:** Individual behavior, values, and personality; perception and learning in organization; workplace emotions and attitudes; motivation in a workplace; job satisfaction; applied performance practices; decision making and creativity; team dynamics; developing high performance team; communicating in teams and organization; power and influences in a workplace; conflict and negotiation in the workplace; leadership in organizational settings; organizational structure, structure, and change; transformational perspective of leadership; cross cultural and gender issues in leadership.

#### **ISYE6061 – MANUFACTURING PROCESS (4/2 Credits)**

**Learning Outcomes:** By the end of the course, students will be able to: Understand the product's manufacturing process; Integrate engineering principles to design manufacturing processes and systems; Interpret product requirements, manufacturing process capability data, and apply them to select and/or synthesize suitable manufacturing processes.

**Topics:** Materials and mechanical properties; taxonomy of manufacturing processes (casting, bulk deformation, sheet metal forming, material removal, polymer, joining, and micro manufacturing methods); economic modeling and cost analysis; process selection.

#### **ISYE6062 – FINANCIAL ENGINEERING (4 Credits)**

**Learning Outcomes:** At the end of the course, students will be able to: Explain the stock market efficiency and analyze financial statement; Use interest rate for business decision and assessing bond's riskiness; Valuing common stock and adjusting capital cost; Explain the basic portfolio theory and portfolio management process; Using derivative to manage risk and select the appropriate optimization technique for a given financial problem; Present the written and oral analysis report.

**Topics:** statement analysis, capital budgeting, financial asset, capital asset and dividend policy, working capital and financial forecasting, derivatives and risk management, Portfolio management and trading, option pricing and hedging; optimization techniques.

**ISYE6063 – INDUSTRIAL PRACTICE (4 Credits)**

**Learning Outcomes:** By completing this course, students are able to learn, grow, and see the linkage between what they learn in classroom, term projects, and practice.

**Topics:** Prospective industry and enterprise types for practical work; time study; data collection and analysis includes but not limited to the data validity and verification, alternative solution, sensitivity analysis; presentation.

**ISYE6064 – SUSTAINABLE ENGINEERING SYSTEMS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the elements of the sustainable design; Describe the whole system approach to sustainable design; Illustrate an example of the application of the whole system approach to sustainable design.

**Topics:** Introduction to Sustainability; Sustainable Design; Economic Valuation; Externalities; Water Resources Management; Water Quality; Sustainable Management Strategy; Soil and Groundwater Remediation; Industrial Ecology and Sustainability; Industrial Ecology and Sustainability (1); Green Building; Green Infrastructure; Energy Resources Management; Energy System Engineering; Sustainable Design for Operation; Sustainable Design for Operation (1); Sustainable Food Production; Sanitation and Solid Waste Management; Sustainable Engineering Application (Production); Sustainable Engineering Application (Procurement); Sustainable Engineering Application (Manufacturing); Sustainable Engineering Application (Logistics); Innovation and Technology Application in Sustainable Engineering (Group 1); Innovation and Technology Application in Sustainable Engineering (Group 2); Innovation and Technology Application in Sustainable Engineering (Group 3); Innovation and Technology Application in Sustainable Engineering (Group 4).

**ISYE6065 – DYNAMIC SERVICE FACILITY DESIGN (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Propose Optimally locating facilities; Estimate number of service facilities required; Calculate floor-space requirements; Propose layout of a facility

**Topics:** Introduction to Facilities Design; Model for Location problem; Product and Equipment Analysis; Process and Material Flow Analysis; Traditional Approaches to Facilities Layout; Model for the layout problem; Group Technology and Facility layout; Material Handling; Warehouse and Storage

**ISYE6066 – HUMAN INTERACTION IN SERVICE SYSTEMS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain foundational concepts of service science and type of service system; Summarise concept of operant resources are the fundamental source of competitive advantage; Explain customer-centered design concepts of service organization; Explain concept of a service-centered view is inherently customer oriented and relational; Differentiate value concepts offered by service with value offered by manufacturing company; Demonstrate critical problem-solving skills and thinking skills on service system setting

**Topics:** Introduction; Service Enterprise; Service Design; Service Operation; Customer Service and Service Quality; Innovation in Service Systems

**ISYE6067 – GLOBAL SUPPLY CHAINS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the concept of global supply chain; Solve proper calculation of supply chain problem with reasons and conclusions; Explain the application of strategic planning and transportation planning including inter-modalism and land transportation; Distinguish the application in facilities, customs, regulation, and security; Prepare reports and presentation by working effectively in a team of engineers; Propose benchmark on information systems and future issues in international logistics.

**Topics:** Overview of Global Supply Chain; Global Sourcing and Trade; Global Supply Chain Management; Strategic Planning; Transportation Planning; Intermodalism and Land Transportation; Air, Ocean, and Port Facilities; Customs, Regulations and Security; Trade Documents and Finance; Intermediaries and Inventory Management; Information Systems and Future Issues in International Logistics.

**ISYE6069 – PRODUCTION PLANNING AND INVENTORY CONTROL (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the hierarchy of production planning and inventory control decisions from long term planning to real-time batch control; Analyze key factors in various condition and select appropriate forecasting models to predict future demand; Create material plan for an MPS (Master Production Schedule), including understanding of MRP (Material Requirement Planning) system, inventory allocation and SCM (Supply Chain Management).

**Topics:** Forecasting Models; Aggregate Planning; Master Production Schedule; Inventory Management; Transportation Models; Material Requirement Planning; Capacity Planning; Lean Production System; JIT and Kanban System; Supply Chain Management; Scheduling and Sequencing; Flexible Manufacturing System.

**ISYE6070 – FACILITY PLANNING (2 credits)**

**Learning outcomes:** Students will be able to optimally locate facilities; Design services in a plant; Analyze parts-flow and calculate floor-space requirements; develop facility layout; use computer-based facility layout optimization tools; capacity planning

**Topics:** facility planning, facility location, facility layout, strategic facilities planning

**ISYE6072 – PROJECT MANAGEMENT (4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Explain project management terminology, concepts, and lifecycle; Explain project management concepts related to organizational workflow; Demonstrate the concepts of project planning and organization, budgeting and control of project management; Utilize project management tools, techniques, and skills; Apply project selection methods to evaluate feasibility of projects; Prepare project proposals and present it orally

**Topics:** Introduction to Project Management; New Product or Service Development; Project Life Cycle; Project Life Cycle (Design Process); Project Management Processes; Project Integration Management; Customer Insight and Market Analysis; Prototyping; Project Scope Management; Project Cost Management; Project Quality Management; Project Human Resources Management; Project Risk Management; Project Communication Management; Role and Responsibility of Project Manager; Making Decision in Project Management; Project in Global Environment (EXPO); Business Model Environment; Advising and Negotiation (Consultancy Task / Services); Managing Conflicts in Project; Project Monitoring; Evaluation Instruments; Evaluation of the Projects; Evaluating Business Model; Closing Project; Closing Project (2)

**ISYE6073 – SUPPLY CHAIN RISK AND NEGOTIATION\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concept and theories of supply chain risk and supply chain negotiation, Select proper method to solve specific type of supply chain risk, Interpret the application execution of competitive bidding, complex alliances, and development relationships, Classify the application of Negotiation in specific aspects, Assess the quantitative and qualitative risk, Propose benchmark, new trends and future issues on Supply Chain Risk.

**Topics:** Sourcing Strategies; Contract Issues and Philosophies; Execution of Competitive Bidding, complex Alliances and Development Relationships; New Trends in Risk Management; Negotiation plan components, execution, its related costs evaluation, and cross-cultural issues; Quantitative and Qualitative Risk Assessment and Management.

**ISYE6101 – PRODUCTION AND OPERATION ANALYSIS (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use forecasting techniques to forecast demand (e.g. exponential smoothing, regression); Apply aggregate planning models; Use basic deterministic and stochastic for inventory problem solving (e.g. EOQ, (Q,R), (s,S)); Use material requirements planning models including lot sizing for MRP (using Wagner-Whitin and heuristic methods) based on basic capacity planning concept in a manufacturing system; Explain kanban, CONWIP, other pull systems, and the principles of "factory physics," (how to use formulas for estimating cycle time, WIP and variability levels and its influence); Apply ob shop scheduling methods

**Topics:** Production/Operations Management; Forecasting; Aggregate Planning; Inventory Control Subject to Known Demand; Inventory Control Subject to Uncertain Demand; Supply Chain Management; Warehousing System; Push and Pull Production Control System: MRP, JIT; Operations Scheduling; Facilities Layout and Location; Reliability and Maintainability

**ISYE6102 – QUALITY ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain quality management concepts such as ISO, TQM, MBQA, Six Sigma, and Quality Cost; Differentiate quality tools (e.g. PDCA, Seven Tools, Quality Function Deployment (QFD), control charts, root cause analysis, FMEA, Kanban) in process improvement; Use quality control technique and related software for data analysis; Propose process improvement utilizing quality tools; Apply design of experiment for continuous improvement

**Topics:** Modern Quality Management and Improvement; Quality Management System; Statistical Process Control; Variable control Chart; Attributes control chart; Process Capability Index and Tolerance; Quality in Design; Continuous Improvement of Quality; Quality in Procurement.

**ISYE6103 – SPECIAL TOPICS (2 Credits)**

**Learning Outcomes:** Covers the complicated nature of practical industrial engineer problems, and how these problems can be attacked using industrial engineering tools. The topics of timely interest according to the profession and is conducted by resident or visiting faculty.



**SUBJECT AREA: ISYS****ISYS6018 – THESIS (6 Credits)**

**Learning Outcomes:** On successful of this course, student will be able to: Define the research problems, purpose and scope of research, basic theories and concepts of information system; Analyze the problems, gather and compile data; Create a sound solution of the problems.

**Topics:** Outlines discussions; Thories review; Data gathering; Submission and group presentations; Finishing, discussions and group presentations; thesis approval.

**ISYS6037 – MANUFACTURING INFORMATION SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define Processes Manufacturing; Describe Product Design: Dimensions, Tolerances, and surfaces; Interpret Aggregate Planning and Master Scheduling; Calculate Inventory Analysis and Control; Evaluate Project Planning.

**Topics:** What is Manufacturing ?; Materials in Manufacturing; Manufacturing Processes; Production Systems; Stress-Strain Relationships; Volumetric and Manufacturing Properties; Thermal Properties; Electrical Properties; Dimensions, Tolerances, and Related Atributes; Effect of Manufacturing Processes; Alloys and Phase Diagrams; Nonferrous Metals; The Role of Production Control; Production Control Information Flow; CAD/CAM and Production Control; Forecasting-The Key to PC; Aggregate Planning and Master Scheduling; Optimization Approaches to Aggregate Planning; Materials Requirement Planning; Inventory Analysis and Control; Fallcies and Realities for EOQ and EMQ; Sequencing and Scheduling; Project Planning; Scheduling with Resource Constraints; Personnel Scheduling.

**ISYS6050 – INFORMATION SYSTEM AUDIT FUNDAMENTAL (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify IT threats; Describe the audit process and procedures; Evaluate internal control plan.

**Topics:** Auditing and Internal Control; Auditing IT Governance Controls; Security Part II: Auditing Database Systems; Systems Development and Program Change Activities; Transaction Processing and Financial Reporting Systems Overview; Introduction to Computer-Assisted Audit Tools and Techniques.

**ISYS7052 – IS RISK MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze industry practices in the area of risk assessment and mitigation; Utilize well-known risk management approaches and methodologies; Design an IT portfolio addressing technological issues with its human resources within organization regarding risk management; Recommend effective risk assessment and mitigation practice.

**Topics:** Information Security Risk Management Imperatives and Opportunities; Information Security Risk Management Defined; Information Security Risk Management Standards; A Survey of Available Information Security Risk Management Methods and Tools; Methodologies Examples: Cobit and Octave; Risk Management Issues and Organization Specifics; Assessing Organization and Establishing Risk Management Scope; Identifying Resources and Implementing The Risk Management Team; Identifying Assets and Organization Risk Exposures; Remediation Planning and Compliance Reporting.

**ISYS6060 – ACCOUNTING INFORMATION SYSTEM MINOR PROJECT\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe problem to be research; Explain how to solve identified problem; Demonstrate presentation skill; Analyze alternative solution for problem; Create academic research proposal; Evaluate research output.

**Topics:** Proposal; Journal searching technique and writing scientific paper; Introduction and Theoretical Review; Presentation Concept; General Description of Research's Object for Accounting Information System Project; Discussion; Doing Presentation and Collecting of research result.

**ISYS8066 – BUSINESS PROCESS MANAGEMENT (4 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Understand about motivation for business process management from a high-level point of view; Understand about evolution of enterprise system architectures; Understand about business process modelling by investigating abstraction concepts and introducing the main subdomains of business process modelling; Understand about process orchestrations; Understand about process choreographies; Understand about properties of business processes; Understand about evaluating business process management architectures; Understand about development of business process management solution.

**Topics:** Foundation of business process; Evolution of enterprise system architectures; Business process modelling foundation; Process orchestrations; Process choreographies; Properties of business processes; Business process management architectures; Business process methodology.

**ISYS6078 - DATABASE DESIGN AND APPLICATION (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use RDBMSs: Office Access and Oracle; Create plans and designs of database as suitable with Database Life Cycle; Use Fact Finding Techniques; Create entity relationship modeling; Create normalization; • LO 6: Design database which are conceptual, logical, and physical.

**Topics:** Commercial RDBMSs: Office access and oracle; Database Planning, Design, & Administration; Fact Finding Techniques; Entity Relationship Modelling; Enhanced Entity Relationship Modelling; Normalization; Advanced Normalization; Methodology – Conceptual Database Design; Methodology – Logical Database Design for the relational model; Methodology – Physical Database for relational Databases; Case Studies.

**ISYS6079 – E-BUSINESS SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define e-business related terms; Explain e-business overview and its impact to business and society; Relate e-business to corporate strategies; Design e-business strategy.

**Topics:** Overview of E-Commerce and E-Business; The Impact of The Internet for Macro Environment and Corporate Competencies; E-Marketplaces; Internet Consumer Retailing; Consumer Behavior, Market Research, and Advertisement; B2B E-Commerce; Other EC Models and Application; EC Strategy and Implementation; E-Supply Chain Management; E-Customer Relationship Management; Web 2.0 and Social Network; EC Security and Payment Systems; Moving from Wired EC to Mobile EC

**ISYS6083 – E-CORPORATION MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify information technology in business organization; Explain information technology for business value; Describe information technology for eBusiness strategy; Apply information technology for eBusiness strategy.

**Topics:** Understanding information system for organizational; Data, text and document management; Network management and mobility; IT security, crime, compliance and continuity; eBusiness and eCommerce; Mobile computing and commerce; Web 2.0 and social media; Operational planning and control systems; Enterprise information systems; Business intelligence and decision support; IT strategic planning; Business process management and system development; Global ecology, ethics, and social responsibility

**ISYS6084 – DATABASE (2/2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Create database and prepare data and tables that appropriate to the requirement of organization.

**Topics:** Introduction to Database; Database Environment; The Relational Model; SQL: Data Definition; SQL: Data Manipulation; SQL: Data Manipulation; Commercial RDBMSs.

**ISYS6085 – ADVANCED TOPICS IN EBUSINESS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify e-business and other related items; Explain current issue in e-business; Illustrate current issue in e-business.

**Topics:** Paper Submission I, Special Topic based on Presenter; Paper Submission II.

**ISYS8086 - STRATEGIC INFORMATION SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the strategic information system issues; Analyze the strategic information system; Formulate the strategic information system; Choose the strategic information system

**Topics:** Introduction to Strategic Information System; Linking Systems to Strategy and the Organization; Strategic Use of Information Resources in a Global Economy; Organizational Strategy: Managerial Levers; Work Design: Enabling Global Collaboration; Building and Changing Global Business Processes; Information Systems Strategy: Architecture and Infrastructure; Sourcing Information Systems around the World; Governance of the Information Systems Organization; Ethical Guidelines for Information Use; Cost Recovery of Information Systems; Managing Projects in a Global Ecosystem; Business Analytics and Knowledge Management

**ISYS6087 – E-BUSINESS SEMINAR (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define e-business and other related terms, Describe structurally and able to explain about e-business, Construct presentation about e-business and present it in front of class, Analyze e-business problems and issues and present it properly.

**Topics:** Evolution and Strategy Framework of e-Business, External analysis of e-Business, Case Study and Presentation 1, Internal analysis of e-Business, Case Study and Presentation 2, Problem Solving Method 1, Strategy option in e-business markets, Case Study and Presentation 3, Sustaining a competitive advantage, Case Study and Presentation 4, Exploiting opportunities of new market spaces in e-business, Case Study and Presentation 5, Problem Solving Method 2, Creating and capturing value through e-business strategies, Case Study and Presentation 6, Choosing the appropriate strategy for internal organisation of e-business activities, Case Study and Presentation 7,

Choosing the appropriate strategy for interaction with suppliers, Case Study and Presentation 8, Choosing the appropriate e-business strategy for interacting with users, Case Study and Presentation 9, Moving from wired e-commerce to mobile e-commerce, Case Study and Presentation 10.

**ISYS6093 – INFORMATION SYSTEM CONCEPT (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Define the basic concepts of information systems; Explain the concepts of information system development ; Illustrate the application of information systems in the business world

**Topics:** The Modern Organization Functioning in a Global Environment; Information Systems and the Modern Organization; Managing Knowledge and Data; Electronic Commerce: Applications and Issues; Information Systems that Support Organizations; Case Study Discussion 1; Ethics and Privacy; Information Security; Customer Relationship Management and Supply Chain Management; Managerial Support Systems

**ISYS6094 – INFORMATION AND BUSINESS PROCESS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the model of business process; Integrate the whole model of business process; Outline the roles of Information Technology in Business Process and Organizational activities to achieve its goals.

**Topics:** Introduction about Information and System; Business Processes; System Documentation; Ethics, Fraud, and Internal Control; The REA Approach to Database Modeling; The Revenue Cycle; The Expenditure Cycle; Case Study Discussion; The Production Cycle; The HR Management and Payroll Cycle; The General Ledger and Financial Reporting Cycle; Enterprise Information Systems; Overall Course Review.

**ISYS6095 – INFORMATION SYSTEM DEVELOPMENT (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the system analyst role and skills in developing the information system; Demonstrate the system development life cycle and feasibility study ; Create the use case table and entity relational diagram; Create a Data Flow Diagram (DFD); Design a user interface; Design a structure chart data store and pseudo code

**Topics:** The Systems Analyst and Information Systems Development; Requirements Determination; Use Case Analysis; Data Modeling; Process Modeling; The Design Phase, Design Strategy, and Architecture Design; User Interface Design; Program Design; Data Storage Design; Moving into Implementation

**ISYS8108 – KNOWLEDGE MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Use a framework and a clear language for knowledge management concepts; Describe how valuable individual, group and organizational knowledge is managed throughout the knowledge management cycle; Explain different knowledge type and how they are addressed by knowledge management; Describe the major roles and responsibilities in knowledge management implementations; Identify some of the key tools and techniques used in knowledge management applications; Evaluate major KM issues such as ethics, knowledge ownership vs. authorship, copyright, intellectual property, and knowledge sharing incentives .

**Topics:** Introduction to Knowledge Management; The Knowledge Management Cycle; The Knowledge Management Models; Knowledge Capture and Codification; Case Study 1; Knowledge Sharing and Communities of Practice; Knowledge Application; The Role of Organizational Culture; Case Study 2; Knowledge Management Tools; KM

Strategy and The Value of KM; Organizational Learning, Organizational Memory, and the KM Team; The Future Challenges for KM

**ISYS6117 – THESIS (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the research problems, purpose and scope of research, basic theories and concepts of information systems; Analyze the problems, gather and compile data; Create a sound solution of the problems.

**Topics:** Outlines discussion; Theories review; Data gathering; submission and group presentations; Finishing, discussion and group presentations; Thesis approval.

**ISYS6118 – MANAGEMENT INFORMATION SYSTEMS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the concepts of Information Systems; Explain Information Technology for competitive advantage; Explain which Information Systems can solve the problem; Explain the methodology of system development; Illustrate the application of Information systems in the real business world.

**Topics:** Foundation Concepts: Information Systems in Business; Fundamentals of Strategic Advantage; Using Information Technology for Strategic Advantage; Computer Systems: End-User and Enterprise Computing; Computer Peripherals: Input, Output, and Storage Technologies; Application Software: End-User Applications & System Software: Computer System Management; The Networked Enterprise & Telecommunications Network Alternatives; Technical Foundations of Database Management; Managing Data Resources; e-Business Systems; Functional Business Systems; Customer Relationship Management: The Business Focus & Enterprise Resource Planning: The Business Backbone; Supply Chain Management: The Business Network; Electronic Commerce Fundamentals; e-Commerce Applications and Issues; Planning Fundamentals & Implementation Challenges; Developing Business Systems & Implementing Business Systems; Decision Support in Business; Artificial Intelligence Technologies in Business; Managing Information Technology; Managing Global IT; Security, Ethical, and Societal Challenges of IT; Security Management of Information Technology; Overall Course Review.

**ISYS6123 – INTRODUCTION TO DATABASE SYSTEMS (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe concepts, terminology, environment, and relational model in database system; Apply user role and right access to increase security in database system; Construct query of SQL that suitable with the problem; Design database using structure data model; Recognize database technology concept

**Topics:** Online Quiz 2; Security and Administration (2); SQL – Data Manipulation (2); SQL – Data Manipulation (3); Database Environment (2); Introduction to Databases; Database Environment (1); Database Planning, Design and Administration; SQL – Data Definition; Security and Administration (1); Normalization; Entity Relationship (ER) Modelling; Enhanced Entity-Relationship Modelling; SQL – Data Manipulation (1); Normalization & ERD; Online Quiz 1; Data Warehousing Concepts

**ISYS6125 – DATAWAREHOUSE (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic concepts, components, environment, architecture and technologies of data warehouse; Explain the requirements and how to

design data warehouse; Analyze collection of data and techniques for processing the data in data warehouse; Analyze the strategy of design and implement data warehouse appropriate to the need.

**Topics:** Data Warehousing Concepts; The Data Warehouse Environment; Data Warehousing Design; The Relational and the Multidimensional Models as a Basis for Database Design; The Data Warehouse and the ODS; Granularity in the Data Warehouse; The Data Warehouse and Technology; External/Unstructured Data and the Data Warehouse; OLAP; Migration to the Architected Environment; The Distributed Data warehouse; The Data Warehouse and the Web.

#### **ISYS6126 – ENTERPRISE SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic concept of enterprise system for management; Explain based on fact finding case study in group; Analyze to make decision case study in enterprise systems; Analyze to make decision topic/idea of integration enterprise system activities (ERP, SCM, CRM) needed on the Company; Analyze to make decision integration application and strategy in implementation ERP on the company.

**Topics:** Introduction to Enterprise Systems for Management; System Integration; Enterprise Systems Architecture; Development Life Cycle; Implementation Strategies; Software and Vendors Selection; Operations and Post-implementation; Program and Project Management; Organizational Change and Business Process Reengineering; Global, Ethics and Security Management; ERP and CRM Software; Supply Chain Management; Customer Relationship Management.

#### **ISYS6146 – INFORMATION SYSTEM SECURITY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the role of information system security in organization; Explain information security policy and security program; Describe security management and risk management; Identify protection mechanisms and skills for information security personnel.

**Topics:** Introduction to the Management of Information Security; Planning for Security; Planning for Contingencies; Information Security Policy; Developing the Security Program; Security Management Models; Security Management Practices; Risk Management: Identifying and Assessing Risk; Risk Management Case Study; Risk Management: Controlling Risk; Protection Mechanisms; Personnel and Security.

#### **ISYS6153 – MANAGEMENT INFORMATION SYSTEM (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the tight correlation between business and technology; Describe the tight correlation among Management Information System infrastructure and business operations, business professionals, and business decision; Use the critical relationship between the business with its employees, customers, suppliers, and partners.

**Topics:** Management Information Systems: Business Driven MIS; Decision and Processes: Value Driven Business; E-business: Electronic Business Value; Ethics and Information Security: MIS Business Concerns  
 Infrastructure: Sustainable Technologies; Data: Business Intelligence; Enterprise Applications: Business Communications; Systems Development and Project Management: Corporate Responsibility; Review all the materials in the semester

**ISYS7156 – APPLIED DATABASE II (4 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Use Jdeveloper and ADF as RAD Tools; Use Business Services in ADF; Create The ADF Model Layer; Use ADF Model Advanced Bindings; Create Application Design; Create Application Enhancements

**Topics:** J2EE Basics; Web Communications; Jdeveloper And ADF as RAD Tools; Required Web Languages and Java Language Basics; JavaServer Face Basics; Business Services in ADF; The ADF Model Layer; ADF Model Advanced Bindings; Your First JSF; Application Design Principles and Sample Application Overview; Home Page and Menus; Search Page; Edit Page; Adding Security; Sample Application Enhancements; Oracle JHeadstart

**ISYS7157 – APPLIED DATABASE III (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain memory and space the Database; Demonstrate the tools in Oracle; Explain architecture Oracle; Create the responsibility, backup, restore, and recovery in Oracle

**Topics:** Linux; Introduction & Installing the Oracle Database Software; Creating an Oracle Database & Managing the Instance; Managing Database Storage Structures & Administering User Security; Managing Schema Objects; Managing Data and Concurrency; Managing Undo Data & Implementing Oracle Database Security; Configuring the Oracle Network Environment; Proactive Maintenance; Performance Management

Backup and Recovery Concepts & Performing Database Backups; Performing Database Recovery; Performing Flashback & Moving Data; Introduction Admin II & Configuring Recovery Manager; Using Recovery Manager; Database Recovery & Flashback; Dealing with Database Corruption & Monitoring and Managing Memory; Automatic Performance Management; Managing Schema Objects & Managing Storage

Automatic Storage Management; Managing Resources; Automating Tasks with the Scheduler; Database Security; Using Globalization Support & Workshop

**ISYS7158 – APPLIED ERP I (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Describe the terminology used in SAP; Describe the concept of SAP business process; Connect principle module with specific module.

**Topics:** Introduction; Product Overview; mySAP Technology; Navigation; System Wide Concepts; Logistics; Accounting: Financial and Management Accounting; Human Capital Management.

**ISYS7159 – APPLIED ERP II (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain the process of making, changing and performing principle data in sales and distribution; Explain the relation between sales and distribution, material management, production, and accounting area; Make analysis and report of the processes of sales and distribution.

**Topics:** Enterprise structures in Sales and Distribution, Overview of Sales Processes, Master data in Sales and Distribution, Sales and Distribution processes - Data determination and collective processing, Availability check, Make – to – order, Complaints processing, Analysis for sales and distribution processes.

**ISYS7160 – APPLIED ERP III (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Create material master records, vendor master records, and purchasing information records; Create purchase requisitions, requests for quotations , contracts, and purchase orders; Create enter goods receipts and incoming invoices and display the documents generated when

they are posted; Analyze analyze the postings that occur when goods receipts and invoices are entered; Differentiate differentiate between the moving average price material valuation procedure and the standard price valuation procedure; Perform perform simple analyses price valuation procedure.

**Topics:** Navigation; Basics of Procurement; Master Data; Procurement of Stock Material; Procurement of Consumable Material; Procurement of External Services; Automated Procurement; Reporting and Analysis Functions.

#### **ISYS7161 – APPLIED ERP IV (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain human capital management in MySAP module; Demonstrate business function application of human resources management with MySAP; Explain the integration of business functions in the areas of Human Resources.

**Topics:** Structure in Human Capital Management; Personnel Administration; Time Management; Introduction To Payroll; Recruitment; Personnel Development; Learning; Enterprise Compensation Management; Personnel Cost Planning; End User Service Delivery; Analytics.

#### **ISYS7162 – APPLIED ERP V (2 Credits)**

**Learning Outcomes:** At the end of this course, student be able to: Connect business processes within the company which are related to financial accounting

**Topics:** Navigation; General Ledger Accounting; Accounts Payable; Accounts Receivable; Asset Accounting; Bank Accounting; Preparing Financial Statements.

#### **ISYS6163 – ADVANCED INFORMATION SYSTEM ANALYSIS AND DESIGN\* (4/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define user requirement activities; Demonstrate Use Case Realization , Design Principle with UP Interaction; Design the Data Access Layer; Design User Interface and System Interface, Control and Security; Create The System Operational Implementation.

**Topics:** Design Activities and Requirement; Use Case Realization , Design Principle with UP Interaction; Develop First-Cut Sequence Diagram In Use Case Realization; Develop First-Cut Sequence Diagram In Use Case Realization Case Study; Design communication Diagram; Designing the Data Access Layer; Designing System Interface, Control and Security; Making The System Operational.

#### **ISYS6169 - DATABASE SYSTEMS (4/2 credits)**

**Learning Outcomes:** On completion this course, students will be able to: Describe database system, database terminology, environment, new concept of database; Apply database language and SQL Programming language; Design database using structure data model; Evaluate database processing and security mechanism.

**Topics:** Introduction to Databases; Database Environment, Database Architecture and the Web, The Relational Model, Relational Algebra and Relational Calculus; SQL- Data Manipulation; SQL – Data Definition; Advanced SQL; Query Processing; Security and Administration; Transaction Management; Database System Development Live Cycle; Database Analysis; Normalization; Advanced Normalization; Entity Relationship (ER) Modeling; Enhanced Entity-Relationship Modeling; Distributed DBMSs—Concept and Design; Web Technology and DBMS; Data Warehousing Concept; Data Mining.



**ISYS6172 – DATABASE DESIGN (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Create ERD and EERD; Create a design of database system based on Database Lifecycle approach; Describe the development process of database systems according to user's specification and requirement.

**Topics:** Design of Relational Database Model; Design of Logical Database Model, Design of Conceptual Database Model; Design of Physical Database Model; Database Design for DDBMS and OODB; Database design for WEB application and Data Warehouse; Database design presentation with Lifecycle Database Approach; Database Requirement collecting and analysis; Operational System Monitoring and Tuning; Redundancy control on Operational system; Data Entity dictionary; Entity Relationship Diagram and Enhanced Entity Relationship diagram; Database Lifecycle.

**ISYS6173 – HOTEL MANAGEMENT INFORMATION SYSTEM (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concepts of information systems; Explain concepts of using modern information systems; Illustrate the application of information systems in the hospitality world.

**Topics:** The modern organization functioning in a global environment; Technology guide 1 basic of computer hardware; Technology guide 2 basic of computer software; Technology guide 4 basic of network; 1st Case Study; Information systems and the modern Organization; Information that support organizations; Network applications, distance learning and telecommuting; Electronic Commerce; 2nd Case Study; Information systems and decision making.

**ISYS8175 - EBUSINESS STRATEGY AND IMPLEMENTATION (4 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Demonstrate ability in analyzing aspects related to ebusiness strategy and its implementation.

**Topics:** All aspects of e-business including strategy, digital marketing and supply chain management, E-Business and E-Commerce Management

**ISYS6177 – DIGITAL DASHBOARD AND PERFORMANCE MANAGEMENT & MEASUREMENT (2/2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: know the framework and context for understanding performance dashboards; The type of performance dashboards and major characteristics of each in details.

**Topics:** (1) The landscape for performance dashboard: What are performance dashboard?; The context for performance dashboard; Assessing your organizational readiness; Assessing your technical readiness; How to align business and IT; (2) Performance dashboard in action:Types of performance dashboard; Operational dashboard in action; Tactical dashboard in action; Strategic dashboard in action; (3) Critical success factor: Tips from the trenches; How to launch, manage and sustain the project; How to create effective performance metrics; How to design effective dashboard display; How to architect a performance dashboard; How to deploy and integrate dashboard; How to ensure Adoption and drive positive change.

**ISYS6179 – HUMAN RESOURCES FUNCTION & INFORMATION SYSTEM (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the scope & rule of Human Resources Management in organization; 2. Describe each function of Human Resources Management in

organization; 3.Explain the process of developing Human Resources Information System in organization; 4.Recognize the right implementation of Human Resources Information System in organization

**Topics:** Introduction to human resource management and human resource information systems; Determining human resources information systems needs; Human resources information systems implementation and acceptance; Human resource information systems application; Special topics in human resource information systems

**ISYS6186 - BUSINESS PROCESS FUNDAMENTAL (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the model of business process; Integrate Connecting an integrated business process; Outline the roles of Information Technology in Business Process and Organizational activities to achieve its goals.

**Topics:** Introduction; Business Processes; System Documentation; Ethics, Fraud, and Internal Control; The REA Approach to Database Modeling; The Revenue Cycle; The Expenditure Cycle; The Production Cycle; The General Ledger and Financial Reporting Cycle; The HR management and Payroll Cycle; Enterprise Resource Planning Systems.

**ISYS6187 – BUSINESS WEB SOLUTION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify standards for web technology; Recognize infrastructure for website development and operation; Apply digital media for creating web content.

**Topics:** HTTP protocol; Presentation abstractions; Web-markup and display languages; Client-side programming Server-side programming; Web services; Web servers; Emerging technologies; Standards & standards bodies; Hypertext/hypermedia (Effective communication, Interfaces, Navigation schemes, Media types); Web design process (User modeling and user-driven design, Web design patterns, Information organization; Usability, N-Tier architectures); Digital libraries; Media formats; Capture, authoring and production tools; Compression; Streaming media.

**ISYS6188 - INFORMATION SYSTEMS ANALYSIS AND DESIGN (2/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to : Explain the activities of system analysis and design and explain the role of System Analyst ; Describe the techniques and methods for gathering user requirement and determine when each is best applied; Analysis the Business processes and identify the problems and propose the IT based solutions; Identify and model the system requirements ; Modeling the extended system requirements to explore the detailed system components and their relationships as well as their behaviors ; Build the system behavior model, to assure that the proposed system match the user requirement. Documenting the System Analysis, with International standard.

**Topics:** An Overview of Systems Analysis and Design; the Role of the System Analyst; Approaches to System Development; Investigating System Requirements; Business process analysis and modeling ; Use Cases modeling ; Domain Modeling; Extending the Requirements Models; Designing the User and System Interfaces. System Analysis documentation.

**ISYS6189 - MANAGEMENT INFORMATION SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the tight correlation between business and technology; Describe the tight correlation among Management Information System

infrastructure and business operations, business professionals, and business decision; Use the critical relationship between the business with its employees, customers, suppliers, and partners.

**Topics:** Management Information Systems: Business Driven MIS; Decision and Processes: Value Driven Business; E-business: Electronic Business Value; Ethics and Information Security: MIS Business Concerns Infrastructure: Sustainable Technologies; Data: Business Intelligence; Enterprise Applications: Business Communications; Systems Development and Project Management: Corporate Responsibility; Review all the materials in the semester.

#### **ISYS6190 - ADVANCE IN DATA & INFORMATION MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to : Describe security database management, overview of storage and indexing, and storing data - disk and files; Classify transaction management query processing, and crash recovery; Identify physical database design and tuning, Data Warehouse, OLAPS, and Data Mining, and Distributed Database; and Design replication, mobile databases, Parallel, and Distribution Databases.

**Topics:** Security and Administration; Overview of storage and indexing; Storing data - disk and files; Transaction Management; Query processing; Crash Recovery; Physical Database Design and Tuning; Data Warehouse, OLAPS, and Data Mining; Distributed Database – Concept; Distributed Database - Advanced Concept; Parallel and Distribution Databases; Replication and Mobile Databases;

#### **ISYS6191 - ADVANCED IN BUSINESS APPLICATION DEVELOPMENT (2/4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to : Explain business foundation and business objectives ; explain the business processes and related problems; create the business IT based solutions; select and use the best method for developing the information system proposed; create system development project plan and feasibility; Investigation and modeling the user requirements; design and specifying systems architectural; design and specifying the system components; build and test the system; demonstrate system capabilities ; create implementation and deployment plan.

**Topics:** Overview the business foundation and business objectives ; business-processes modeling and problems analysis; overview the business IT application ; Information System development methods ; Information system development project plan and feasibility; investigation and modeling the user requirements ; Selection IT support, software tools for building and running the system ; validation and verification of the system specification; Controlling the system construction and testing; System demonstration and Evaluation; Documenting System Development Project.

#### **ISYS6192 - APPLIED TOPICS IN IS I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Information system for organization; apply Information System tools/technology for organization.

**Topics:** Applied Topic in Information System (1); Paper writing for applied topics in IS (1)

#### **ISYS6193 - APPLIED TOPICS IN IS II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Information system for organization; apply Information System tools/technology for organization.

**Topics:** Applied Topic in Information System (2); Paper writing for applied topics in IS (2).

**ISYS6194 - APPLIED TOPICS IN IS 3 (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Information system for organization; apply Information System tools/technology for organization.

**Topics:** Applied Topic in Information System (3); Paper writing for applied topics in IS (3).

**ISYS6195 - APPLIED TOPICS IN IS 4 (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Information system for organization; apply Information System tools/technology for organization.

**Topics:** Applied Topic in Information System (4); Paper writing for applied topics in IS (4).

**ISYS6196 - BUSINESS ANALYTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain a collection of computer technologies that support managerial work— essentially, decision making; Classify business analytics activities; Analyze problems in business analytics; Design prototype strategy information system for business analytics.

**Topics:** The business analytics model; Business analytics at the strategic level; Development and deployment of information at the functional level; Business analytics at the analytical level; Business analytics at the datawarehouse level; The Company's collection of source data; Structuring of a Business Intelligence competency center; Assessment and prioritization of a BA projects; Business analytics in the future.

**ISYS6197 - BUSINESS APPLICATION DEVELOPMENT (2/2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to; Explain Object Oriented concept; Solve the algorithm problem using object oriented concept; Construct a simple application with object oriented concept; Explain the right GUI concept; Assess object oriented concept to GUI application.

**Topics:** Review Java Fundamental; Class & Object; Inheritance; Polymorphism; Interface; Package; Array List & Vector; Basic GUI; Component GUI; Layout Manager; Event Driven Programming;

**ISYS6198 - DATA AND INFORMATION MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to : Describe concept of Relational Database Management Systems, information architecture & data management ; Adobt database life cycle for database development process, Apply database management system for specific purposes;

**Topics:** Database approach; Types of database management systems; Basic file processing concepts; Physical data storage concepts; File organizations techniques; Conceptual data model; Logical data model; Physical data model; Database languages; Data and database administration; Transaction processing; Using a database management system from an application development environment; Use of database management systems in an enterprise system context; Data / information architecture; Data security management; Data quality management; Business intelligence.

**ISYS6199 - DATA & TEXT MINING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the basic concepts of data mining and text mining techniques; Analyze collection of data, text and techniques for pre-processing the data

and text before mining; Analyze case studies and design mining techniques to solve problems by extracting knowledge from data and text; Analyze trends and application related to data and text mining.

**Topics:** Introduction/Overview of Data Mining; Getting to Know Your Data; Data Pre-processing; Classification: Basic Concepts - Decision Tree Induction; Classification: Basic Concepts - Rule-Based Classification; Classification: Basic Concepts - Bayes Classification Methods; Mining Frequent Patterns, Associations, and Correlations: Basic Concepts and Methods; Cluster Analysis: Basic Concepts and Methods; Outlier Detection; Data Mining Trends and Research Frontiers; Introduction of Text Mining; Text mining pre-processing Technique; Categorization; Clustering; Information Extraction; Probabilistic models for IE; Link Analysis; Text mining application.

#### **ISYS6200 – DATA WAREHOUSE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify the basic concepts, components and architecture of data warehouse; Explain the requirements and how to design data warehouse; Describe the advantages of data warehouse utilization; Analyse data warehouse design and implementation strategy and the reason why data warehouse is the suitable solution.

**Topics:** Evaluation of Decision Support Systems; The Data Warehouse Environment; The Data Warehouse and Design; Granularity in the Data Warehouse; The Data Warehouse and Technology; The Distributed Data Warehouse; External/Unstructured Data and the Data Warehouse; Migration to the Architected Environment; Executive Information System and the Data Warehouse; ERP and the Data Warehouse; The Data Warehouse and the Web; Data Warehouse Design and Building Review; Data Warehouse in Retail Sales: A Case Study.

#### **ISYS6201 - DATA WAREHOUSE AND DATA MINING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the basic concepts and architecture of data warehouse and data mining concepts and techniques; Analyze collection of data and techniques for pre-processing the data before using in data warehouse and data mining; Design data warehouse and data mining model; Analyze the strategy of design and implement data warehouse and data mining that appropriate to the need.

**Topics:** The Data warehouse Environment; The Data Warehouse and Design; The Data Warehouse and Technology; The Distributed Data Warehouse; External/Unstructured Data and the Data Warehouse; Data Warehouse Design and Building Review; Introduction/Overview of Data Mining; Getting to Know Your Data; Data Pre-processing; Classification: Basic Concepts - Decision Tree Induction; Classification: Basic Concepts - Rule-Based Classification; Classification: Basic Concepts - Bayes Classification Methods; Mining Frequent Patterns, Associations, and Correlations: Basic Concepts and Methods; Cluster Analysis: Basic Concepts and Methods; Data Mining Trends and Research Frontiers.

#### **ISYS6202 – SOCIAL INFORMATICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic of strategic information system and corporate information systems concept; Classify management support systems activities; Analyze problems in management support systems; Design prototype strategy information system for decision support systems in business.

**Topics:** Decision Support Systems and Business Intelligence; Decision Making, Systems, Modeling, and Support; Decision Support Systems Concepts, Methodologies, and Technologies : An Overview; Modeling and Analysis; Data Mining for Business Intelligence; Data Warehousing; Business Performance Management; Collaborative Computer

Supported Technologies and Group Support Systems; Knowledge Management; Management Support Systems : Emerging Trends and Impacts.

**ISYS6203 – MOBILE APPLICATION DEVELOPMENT (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Discuss fundamental of e-commerce and e-business; Apply e-business strategy and applications; Design e-business implementation and maintenance.

**Topics:** Introduction to e-business & e-commerce; E-commerce fundamentals; E-Business infrastructure; E-environment; E-Business strategy; Supply chain management; E-procurement; E-Marketing; Customer Relationship Management; Change Management; Analysis and Design; Implementation and Maintenance.

**ISYS6204 - E-BUSINESS DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: describe e-commerce concept, technology and trends. Outline e-commerce core system for implementation , classify types of e-commerce and social issues. Analyze e-commerce implementation in the real world.

**Topics:** E-commerce Business Models and Concepts; E-commerce Infrastructure: The Internet, Web, and Mobile Platform; Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps; E-commerce Security and Payment Systems; E-commerce Marketing Concepts: Social, Mobile, and Local; E-commerce Marketing Communications; Ethical, Social, and Political Issues in E-commerce; Online Retailing and Services; Online Content and Media; Social Networks, Auctions, and Portals; B2B E-commerce: Supply Chain Management and Collaborative Commerce.

**ISYS6205 - ENTERPRISE ARCHITECTURE (4 Credits)**

**Learning Outcomes:** At the end of study the student will be able to describe how EA helps integrate strategy, business and technology; Will be able to demonstrate to design of the EA Cube Framework; Will be able to use the purpose of summaries of the current and future architecture; Will be able to apply an EA in Investment, Project Management, IT Security and Repository.

**Topics:** Overview of EA; The Structure and Culture of Enterprise; The Value and Risk of Creating an EA; the Implementation Methodology; Enterprise Architecture Artifacts; The Documentation Framework; The Components and Artifacts; Developing Current Architecture Views; Developing Future Architecture Views; Developing an Enterprise Architecture Management Plan; The Role of Investment Planning and Project Management; The Enterprise Architecture Repository and Support Tools.

**ISYS6206 - IS STRATEGY, MANAGEMENT AND ACQUISITION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Discuss IS Strategy for Organization, IS/Governance Frameworks and IS risk management; Recognize IS role and capabilities for organization; Illustrate IS/IT Performance for Organization.

**Topics:** The IS function; IS strategic alignment; Strategic use of information; Impact of IS on organizational structure and processes; IS economics; IS planning; Role of IS in defining and shaping competition; Managing the information systems function; Financing and evaluating the performance of information technology investments and operations; Acquiring information technology resources and capabilities; Using IS/IT governance frameworks; IS risk management.

**ISYS6207 - PROFESSIONAL ATTACHMENT PROGRAM 1 (8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: construct scientific writing related to professional attachment program (1); Apply information system competencies in organization.

**Topics:** Internship at industry/research/IS Business startup/study abroad/ Social and community empowerment.

**ISYS6208 - PROFESSIONAL ATTACHMENT PROGRAM 2 ( 8 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: construct scientific writing related to professional attachment program (2); Apply information system competencies in organization.

**Topics:** Internship at industry/research/IS Business startup/study abroad/ Social and community empowerment.

**ISYS6209 - USER EXPERIENCE (2/2)**

**Learning Outcomes:** On successful completion of this Course, students will be able to : Assess the usability of interactive software; Explain and use guidelines, principles and theories about the user interface; Explain interaction styles and assess the user requirements; Design the user interfaces of interactive software; evaluate the user interface design.

**Topics:** Usability of Interactive System; Guidelines, Principles and Theories; Managing Design Process; Interface Evaluation; Menu Selection, Form Fill-in, and Dialog Box; Correlations of User Needs and Interaction Style; Collaboration and Social Media Participation; Balancing Function and Fashion; User Documentation and Online Help; Information Search; Information Visualization

**ISYS6210 – DATA VISUALIZATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe Typical Documents in Large Collections of Documents, Data Mining Techniques for Outlier Detection, and Ontology-Based Framework; Classify Dimensionality Reduction for Interactive Visual Clustering and Database Analysis with ANNs by means of Graph Evolution; Identify An Optimal Categorization of Feature Selection Methods for Knowledge Discovery and Visual Survey Analysis in Marketing; and Design Assessing Data Mining Approaches for Analyzing Actuarial Student Success Rate, Web Mining and Social Network Analysis.

**Topics:** Towards the Notion of Typical Documents in Large Collections of Documents;Data Mining Techniques for Outlier Detection;Using an Ontology-Based Framework to Extract External Web Data for the Data Warehouse;Dimensionality Reduction for Interactive Visual Clustering: A Comparative Analysis; Database Analysis with ANNs by means of Graph Evolution; An Optimal Categorization of Feature Selection Methods for Knowledge Discovery;From Data to Knowledge: Data Mining;Patent Infringement Risk Analysis Using Rough Set Theory; Visual Survey Analysis in Marketing;Assessing Data Mining Approaches for Analyzing Actuarial Student Success Rate; A Robust Biclustering Approach for Effective Web Personalization; Web Mining and Social Network Analysis; iVAS: An Interactive Visual Analytic System for Frequent Set Mining; Mammogram Mining Using Genetic Ant-Miner; Use of SciDBMaker as Tool for the Design of Specialized Biological Databases; Interactive Visualization Tool for Analysis of Large Image Databases; Supercomputers and Supercomputing;

**ISYS6211 - WEB BASED APPLICATION DEVELOPMENT (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain website programming concepts; Choose appropriate programming language techniques to deal with user requirements; Build website applications.

**Topics:** Website-Introduction; Understanding HTML, XHTML, CSS, JavaScript; HTML-Basic; HTML-Tables and links; HTML-Colors, Images, and Multimedia; CSS; JavaScripts-Introduction; JavaScripts-Function and Objects; JavaScript-Conditions, Loops, and Events; JavaScript-Form Validation and Dialog Box; JavaScript-SubmitForm; JavaScript-Advanced Javascript Programming; PHP-Preview.

**ISYS6212 - ACCOUNTING INFORMATION SYSTEM DEVELOPMENT (2/2 Credits)**

**Learning Outcomes:** This course introduces structured methodologies for the development of an accounting information system. The course covers the key concepts, techniques, and methodologies relevant to the process of developing accounting information systems. Upon completion, students should be able to develop an appropriate solution of accounting information system using a combination of tools and techniques.

**ISYS6214 – ADVANCED INFORMATION SYSTEM AUDIT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the controls and elements associated with CAATs; Explain the data used and its relationship with CAATs; Identify the company's business processes and its elements; Relate between elements of CAATs with the systems and activities that are within the company.

**Topics:** Computer Assisted Audit Tools and Techniques; Data Structures and CAATs for Data Extraction; Auditing the Revenue Cycle; Auditing the Expenditure Cycle; Enterprise Resource Planning Systems; Business Ethics, Fraud, and Fraud Detection.

**ISYS6216 – COMPUTER ASSISTED AUDIT TECHNIQUES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the role of information technology on the audit process and perform data analysis operation using features of ACL; Identify audit objectives and internal control issues related to the accounting cycles and perform test of controls and substantive test related to the accounting cycles using ACL; Analyze fraudulent behavior, fraud motivation, and fraud schemes and perform techniques using ACL to detect fraud both in manual systems and computer systems

**Topics:** The Impact of Information Technology on The Audit; Computer-Assisted Audit Tools & Techniques (CAATs); Overview Software Audit ACL version 8; Access Data & Verify Data Integrity; Summarizing Data; Working with Multiple Table; Examining Sequential Data & Extracting, Exporting Records; ACL for Auditing the Revenue Cycle (ST, TOC, Test of Detail of Balances); ACL for Auditing the Expenditure Cycle (ST, TOC, Test of Detail of Balances); ACL for Auditing the Production Cycle & Inventory Systems (ST, TOC, Test of Detail of Balances); ACL for Auditing the Personal Cycle & Payroll Systems (ST, TOC, Test of Detail of Balances); Auditing with ACL for ERP Systems; Systems Development and Program Change Activities for Internal Control and Auditing.

**ISYS6225 - APPLIED TOPICS IN ACCOUNTING & INFORMATION SYSTEMS I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Accounting & Information system for organization; apply the accounting and Information Systems tools/technology for organization



**ISYS6226 - APPLIED TOPICS IN ACCOUNTING & INFORMATION SYSTEMS II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Accounting & Information system for organization; apply the accounting and Information Systems tools/technology for organization

**ISYS6230 - APPLIED TOPICS IN ACCOUNTING INFORMATION SYSTEMS I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Accounting Information system for organization; apply Information Systems tools/technology for organization.

**ISYS6231 - APPLIED TOPICS IN ACCOUNTING INFORMATION SYSTEMS II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Accounting Information system for organization; apply Information Systems tools/technology for organization.

**ISYS6232 - APPLIED TOPICS IN ACCOUNTING INFORMATION SYSTEMS III (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Accounting Information system for organization; apply Information Systems tools/technology for organization.

**ISYS6233 - APPLIED TOPICS IN ACCOUNTING INFORMATION SYSTEMS IV (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: report applied topics in Accounting Information system for organization; apply Information Systems tools/technology for organization.

**ISYS6234 - APPLIED TOPICS IN INFORMATION SYSTEMS AUDIT I (2 Credits)**

On successful completion of this course, student will be able to: utilize data collection and data analysis techniques, problem solving tools and techniques as well as computer assisted audit tools and techniques to obtain supporting data to create IS/IT Audit report.

IS/IT Audit Methodology; ACL Software (Advance Command Language); IDEA Software; etc

**ISYS6235 - APPLIED TOPICS IN INFORMATION SYSTEMS AUDIT II (2 Credits)**

On successful completion of this course, student will be able to: analyse business process; utilize Balance Scorecard techniques; evaluation of business information systems and assess of information systems control.

Information Systems development; Information and Business Process; Balance ScoreCard; IS Evaluation method; COSO

**ISYS6236 - APPLIED TOPICS IN INFORMATION SYSTEMS AUDIT III (2 Credits)**

On successful completion of this course, student will be able to: utilize IS Risk Assessment method; utilize International Standard Organization (ISO) series; utilize Information Security.

FRAAP; ISO 20000; ITIL v3; ISO 27001; ISO 31000; OCTAVE

**ISYS6237 - APPLIED TOPICS IN INFORMATION SYSTEMS AUDIT IV (2 Credits)**

On successful completion of this course, student will be able to: assess IT Governance using best practices standard/framework.

COBIT 5.0

**ISYS6256 – IS PROJECT MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the need of project management; Prepare the steps for project management; Identify problems that faced in project management; Use tools in preparing project Management; Calculate the cost, time and resources in project management.

**Topics:** An Overview of IT Project Management; The Business Case; The Project Charter; The Project Team; The Scope Management Plan; The Work Breakdown Structure; The Project's Schedule and Budget; The Risk Management Plan; The Project Communication Plan; The IT Project Quality Plan; Managing Change, Resistance, and Conflict; The Implementation Plan and Project Closure and Review.

**ISYS6264 – TESTING AND IMPLEMENTATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the foundation for testing project; Describe bug tracking database; Explain testing using spreadsheet; Manage execution testing process and testing team; Perform implementation testing plan.

**Topics:** The Foundation for Testing Project; Plotting and Presenting Your Course: The Test Plan; The System Architecture, Cases and Coverage; A Bug Tracking Database; Managing the Test Case: Using Spreadsheet; Managing the Dynamic; Stocking and Managing a Test Lab; Staffing and Managing a Test Team; Implementation.

**ISYS6265 – IT GOVERNANCE (4 Credits)**

**Learning Outcomes:** After finishing this course, Student will be able to: Show the relationship between the company's business success with the application of IT Governance.

**Topics:** IT Governance Simultaneously Empowers and Controls; Five Key IT Decisions: Making IT a Strategic Asset; IT Governance Archetypes for Allocating Decision Rights; Mechanisms for Implementing IT Governance; What IT Governance Works Best; Linking Strategy, IT Governance and Performance; Government and Not for Profit Organizations; Leadership Principles for IT Governance.

**ISYS6266 – BUSINESS CONTINUITY AND DISASTER RECOVERY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the Business Continuity and Disaster Recovery Plan Overview; Explain the Business Continuity and Disaster Recovery Plan Component; Design the Business Continuity and Disaster Recovery Plan Development; Appraise the Business Continuity and Disaster Recovery Plan Testing; Manage the Business Continuity and Disaster Recovery Plan Maintenance

**Topics:** Business Continuity and Disaster Recovery Overview; Project Initiation; Risk Assessment; Business Impact Analysis; Mitigation Strategy Development; Business Continuity/Disaster Recovery Plan Development; Emergency Response and Recovery; Training, Testing and Auditing; Business Continuity/Disaster Recovery Plan Maintenance

**ISYS6269 - PROFESSIONAL ATTACHMENT PROGRAM (8 Credits)**

**Learning Outcomes:** The professional attachment program, which will be experienced by students for a semester, students will be involved in projects or research and tasks, which are relevant to their competency and also based on their interest. Furthermore, at the end of each program (internship), students are required to report their internship activities through scientific writing, and achievement for performance review purpose, as the internship result will be transferred as credits.

**ISYS6278 - ADVANCED IN WEB BASED APPLICATION DEVELOPMENT (4 Credits)**

**Learning Outcomes:** On Successful completion of this course, students will be able to: Build dynamic Websites using HTML and PHP; Build E-commerce site and Security; Design, planning, creating web database with MySQL; Building Web Application large project with PHP and MySQL.

**Topics :** Using PHP Introduction; Array in PHP; Manipulation String in PHP; Object Oriented in PHP; Using MySQL; MySQL Database; Using MySQL and E-Commerce; E-Commerce and Security; Advanced PHP Techniques; Advanced PHP; Building Practical PHP and MySQL Project; Implementing PHP MySQL; Project PHP MySQL

**SUBJECT AREA: JAPN****JAPN6003 – CONVERSATION AND LISTENING COMPREHENSION I (KAIWA TO CHOOKAI I) (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Demonstrate conversation using their own ideas; Apply simple Japanese language in daily activities; Demonstrate simple expression in Japanese language; Retell material that have been listened through audio.

**Topics:** Hiragana and katakana; Hajimemashite; Hon no kimochi desu; Kore o kudasai; Sochira wa nanji kara nanji made desuka; Kooshien e ikimasu; Isshoni ikimasenka; Gomen kudasai; Sorosoro shitsurei shimasu; Zannen desu; Chiri soosu wa arimasenka; Kore o onegaishimasu; Omatsuri wa doo deshitaka; Betsu-betsu ni onegai shimasu.

**JAPN6004 – CONVERSATION AND LISTENING COMPREHENSION II (KAIWA TO CHOOKAI II) (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Apply Japanese language in daily activities; Explain the content of simple conversation; Retell the material that have been studied through audio.

**Topics:** Umeda made itte kudasai; go kazoku; Tsukaikatawo oshiete kudasai; Dou shimashitaka; Shumiwa nandesuka; Daiettowa ashita kara shimasu; Fukushu; Natsuyasumiwa dou suruno?; Watashimo sou omoimasu; Donna apaatoga ii desuka; Dou yatte ikimasuka; Bab 24 Tetsudatte kuremasuka; Bab 25 Iro iro osewani narimashita.

**JAPN6005 – CONVERSATION AND LISTENING COMPREHENSION III (KAIWA TO CHOOKAI III) (4 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Identify basic level the vocabulary and grammar; Explain vocabulary and grammar usage; Demonstrate vocabulary and sentence patterns in the real conversation

**Topics:** Chapter 26: Doko ni Gomi wo Dashitara Ii desuka?; Chapter 27: Nandemo Tsukururun desune; Chapter 28: Ocha Demo Nominagara...; Chapter 29: Wasuremono wo Shite Shimattan desu; Chapter 30: Chiketto wo Yoyaku Shite Okimasu; Chapter 31: Intaanetto wo Hajimeyou to Omotte Imasu; Chapter 32: Byouki Kamo Shiremasen; Chapter 33: Kore wa Douiu Imi desuka?; Chapter 34: Suru Toori ni Shite Kudasai; Chapter 35: Ryokousha e Ikeba, Wakarimasu; Chapter 36: Atama to Karada wo Tsukau youni Shite Imasu; Chapter 37: Umi wo Umetatete Tsukuraremashita; Chapter 38: Katadzukeru noga Suki nandesu

**JAPN6006 – CONVERSATION AND LISTENING COMPREHENSION IV (KAIWA TO CHOOKAI IV) (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify basic level the vocabulary and grammar; Explain vocabulary and grammar using; Demonstrate vocabulary and sentence patterns in the real conversation.

**Topics:** Okurete & sumimasen; Tomodachi ga dekitaka douka shimpai desu; Nimotsu wo azukatte itadakemesenka; Boonasu wa nani ni tsukaimasuka; Yasashisou desune; Kono shashin mitai ni shite kudasai; Isshoukenmei renshuu

shita noni; Mou sugu tsuku hazu desu; Konyaku shita sou desu; Yasumasete itadakemasenka; Yoroshiku otsutae kudasai; Kokoro kara kansha itashimasu; Fukushuu.

#### **JAPN6008 – THESIS (ROMBUN) (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Students are able to make scientific writing to fulfil one of the requirements in completing their study.

**Topics:** All of data that are relevant with preferred topic of the thesis that consists of Japanese study such as of society and culture, history, linguistics and literature.

#### **JAPN6013 – WRITING AND READING I (KAKIKATA TO YOMIKATA I) (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify basic kanji such as vocabulary and sentences, Summarize kanji for writing and reading, Use kanji for writing and reading.

**Topics:** hiragana, katakana, Kanji Made Pictures 1, Kanji Made Pictures 2, Numbers, Kanji Made from Signs, Kanji Made from Combination, Kanji Made from Pictures 3, Kanji Made from Pictures 4, Kanji for Adjectives 1, Kanji for Verbs 1, Kanji for Time, Radicals 1 (left and right).

#### **JAPN6014 – WRITING AND READING II (KAKIKATA TO YOMIKATA II) (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Apply several concepts related to Japanese kanji characters (radicals, affixes, etc); Write kanji characters learned from Basic Kanji Book I (Chapter 12 - 22); Read kanji characters learned from Basic Kanji Book I (Chapter 12 - 22).

**Topics:** Chapter 12: Bushu 2 (Kanmuri, Ashi); Chapter 13: Bushu 3 (Tare, Kamae); Chapter 14: Bushu 4 (Nyou); Chapter 15: Ningen Kankei no Kanji; Chapter 16: Keiyoushi no Kanji 2; Chapter 17: Doushi no Kanji 2 (Idou wo Arawasu Kanji); Fukushuu I; Chapter 18: Ichi wo Arawasu Kanji; Chapter 19: Setsuji no Kanji; Chapter 20: Nihon no Gyousei Kubun; Chapter 21: ~suru Kanji; Chapter 22: Futatsu no Kanji kara Dekita Meishi; Fukushuu II

#### **JAPN6015 – WRITING AND READING III (KAKIKATA TO YOMIKATA III) (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify basic kanji such as: vocabulary and sentences; Use kanji for writing and reading; Demonstrate kanji in writing and reading.

**Topics:** Hobbies; Opposite Actions; Wedding Ceremonies; Japan's Four Seasons; Jobs; Test Questions; An Entrance Examination; Fukushuu 1; Radicals 5; Travel; Means of Transportation; Signs; General Terms for Tools and Utensils; Fukushuu 2

#### **JAPN6016 – WRITING AND READING IV (KAKIKATA TO YOMIKATA IV) (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify basic kanji such as vocabulary and sentences; Use kanji for writing and reading; Demonstrate kanji in writing and reading

**Topics:** Economic Terminology; Kanji For Feelings; Verbs-5; Adjectives-3; Airport; Fukushuu 1; Geographical Features; Kanji Compounds-2; University Life; Verbs Of Change; Abstracts Ideas; Affixes-3; Fukushuu 2

#### **JAPN6017 – HISTORY OF JAPAN (NIHONSHI) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify Japanese history period; Explain process of the create of Japanese history periode; Describe politic and society condition in a period.

**Topics:** Origin of Japan; The Making of a Monarchy; Buddhism and Chinese Culture; The Ebbing of the Chinese Tide; Japanese Feodalism; Medieval Culture 1200-1450; The Unifiers; Relations with Asia and Europe 1500 -1700; Edo Society; Edo Culture; The Coming of The West 1840 -1873; The Modern State.

#### **JAPN6019 – IMAGES OF JAPAN (NIHON JIJOU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize Students are able to recognize Japanese geography, society and culture; Describe Students are able to describe Japanese life and culture; Explain Students are able to explain Japanese prefectures, life and culture

**Topics:** This is Japan; Japanese Clothing and Japanese Currency; Japanese Food; Japanese Housing; Japanese Transportation and Accommodation; Religion and Belief in Japan; Japanese Life Cycle; Annual Event and National Holidays; Japanese Culture and Sport; Hokkaido, Tohoku Region (Pref Aomori, Iwate, Yamaguchi, and Fukushima) and Kanto Region (Pref Chiba, Saitama, Kanagawa); Kinki Region (Pref Nara, Kyoto-fu, Osaka-fu, Hyogo); Chubu Region (Pref. Aichi, Gifu, Ishikawa and Toyama) and Chugoku-Shikoku Region (Pref Yamaguchi, Shimane, Hiroshima, Kochi); Kyushu Region (Pref Nagasaki, Oita and Fukuoka) and Okinawa

#### **JAPN6020 – CONTEMPORARY JAPANESE SOCIETY (GENDAI NIHONJIN SHAKAI) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize religions and thoughts that influence Japanese society; Describe Describe social structures and patterns of Japanese society; Explain Explain social phenomena that arise in modern Japanese society.

**Topics:** Modern Japanese Society; Japanese Thought and Religion; Shinto and Buddhism in Japan; Confucianism and Christianity in Japan; Bushido; Social Patterns of Japanese Society; Modern Japanese Education; Modern Japanese Woman; Social Problem in Japan : Ijime and Hikikomori; Social Problem in Japan: Shoushika; Social Problem in Japan: Koureika Shakai and Rojin Mondai; Social Problem in Japan: Homeless and Working Poor in Japan; Japanese Culture

#### **JAPN6022 – JAPANESE – INDONESIAN TRANSLATION (NICHU – I HONYAKU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concept of translation and the principle of translation; Translate all materials translated into Japanese from the most simple to the complex; Analyze problem in Japanese-Indonesian translation.

**Topics:** Translate the Material about the Culture of Students at Age 1 to 6 Years and Birth Culture in Japan; Translate the Material about the Lives of Students and Adults in Japan; Assignment Paper: cultural phenomenon in Japan (session 1 ~ 3); Translate the Material about the Early Life of Employees and Living Single in Japan; Translate the Material about the Expectations and the Fact of Marriage and the Family's Economic Needs after Getting Married in Japan; Assignment Paper: cultural phenomenon in Japan (session 5 ~ 7); Translate the Material about the Problems of Housing in Japan; Translate the Material about the Problems of the Elderly People in Japan; Translate the Material about the Traditional Culture of Japan; Translate the Material about the Work Ethic of Employees in Japan; Discussion and Presentation; Summary.

#### **JAPN6023 – INDONESIAN – JAPANESE TRANSLATION (I-NICHU HONYAKU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify idioms in Japanese; Apply idioms in Japanese; Translate all materials translated into Japanese from the most simple to the complex

**Topics:** Kinds of Translation; The Nature of Translating 1; The Nature of Translating 2; The Nature of Translating 3; Grammatical Analysis; Referential Meaning; Implicit Meaning; Idioms in advertisement; Idioms in newspaper articles and magazines; Idioms in conversation; Translation by using materials from Indonesia culinary recipes; The Translation of the Song; The Translation of Film, Animation or Television Talk Show

**JAPN6029 – JAPANESE PHONOLOGY AND MORPHOLOGY (NIHON NO ONSEIGAKU TO KEITAIGAKU) (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Adopt the Japanese vocal and consonant to produce good intonation in speaking; Build natural sentences which Japanese using in the formal and informal situation; Analyze Japanese sentences

**Topics:** Japanese Fonetice; Onsetsu to mora; Accent to intonation; Japanese Fonology; On'in; Japanese Marfology; Gorui/ Hinshi; Gokeisei

**JAPN6032 – JAPANESE WORK ETHICS (BIJINESU MANA-) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Compare factual problems about concept of Japanese management style which related with differences in culture and ways of thinking; Demonstrate actions as contribute employee in Japanese-Indonesia business world; Explain general concepts of Japanese management, Japanese work ethics and implement all of these theories in Japanese company or non Japanese company.

**Topics:** Concept of Japanese Work Ethics; Kaizen as Concept of Japanese Management Style; Gemba Kaizen; Management of Quality, Cost and Delivery at “Gemba”; Work Standar in Japanese Company; 5S; “Muda” “Mura” and “Muri” in Japanese Management Style; Visual Management.

**JAPN6035 – JAPANESE PUBLIC SPEAKING (NIHONGO NO SUPI-CHI NO SHIKATA) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify japanese conversation into real condition in the formal situation; Recognize Japanese in formal speech; Explain various topics in formal Japanese speech.

**Topics:** Introduction; Geography, people, region; My Job; History; The relations between my country and Japan; Industry and trade; Economy and people’s life; Contrast; Cause&effect 1; Explain the change; Analyze; Cause and effect 2; Narrate an episode.

**JAPN6036 – JAPANESE TOURISM\*\* (NIHON KANKOU) (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to demonstrate how to be a tour guide/tour leader for Japanese tourist who will visit Indonesia and vice versa.

**Topics:** Tourism and its elements; A tour guide; The technique of tour guiding; Tourism object; Transfer in and City Tour; Overland tourism; Tourism object in Indonesia; Tourism places and object in Japan; Tour leader to Japan.

**JAPN6041 – ADVANCED JAPANESE I (JOKYU NIHONGO I) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Design a power point presentation by using Microsoft Power Point in Japanese; Prepare their presentation in the group using Japanese with data from Japanese news paper; Write transcript for presentation using advanced level grammar and vocabularies; Examine the advanced Conversation/presentation in Japanese

**Topics:** Introduction about a Person; Making Questionnaire and use it as data; Reading Japanese newspapers; Choose and deepen topic

#### **JAPN6042 – ADVANCED JAPANESE II (JOKYU NIHONGO II) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Write academic paper/report using academic writing style in Japanese; Propose Presentation by him/herself in Japanese; Read academic paper written in Japanese; Discuss in Japanese; Build up their Vocabularies towards writing academic paper/report in Japanese.

**Topics:** Introduce about this class Discussion; Debate; Writing style; Japanese Essay; How to write on Genkoyoushi; How to summarize a thesis (Youyaku); Write a report with advanced Japanese vocabularies; give a presentation.

#### **JAPN6052 – JAPANESE I (NIHONGO I) (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Reproduce basic Japanese grammars and expressions from the text book orally as well as in forms of writing; Give examples of basic Japanese grammar and expressions; Use basic Japanese grammars and expressions learned not only from one particular chapter of the text book, but also by combining with other chapters to express their mind in longer sentences.

**Topics:** Chapter 1: Hajimemashite; Chapter 2 : Kore Kara Osewa ni Narimasu; Chapter 3 : Kore wo Kudasai; Chapter 4 : Sochira wa Nanji Made Desuka?; Chapter 5 : Kono Densha wa Koushien e Ikimasuka?; Chapter 6 : Isshoni Ikimasenka; Chapter 7 : Irasshai; Chapter 8 : Sorosoro Shitsurei Shimasu; Chapter 9 : Zannen Desuga; Chapter 10 : Nanpura, Arimasuka?; Chapter 11 : Kore, Onegai Shimasu; Chapter 12 : Gion Matsuri wa Dou Deshitaka?; Chapter 13 : Betsubetsu ni Onegai Shimasu

#### **JAPN6053 – JAPANESE II (NIHONGO II) (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Use sentence pattern that have been studied both oral and written in daily activities; Communicate with native speakers; Describe the correlation between language and culture; Explain simple sentence pattern of basic Japanese language.

**Topics:** Umeda made itte kudasai; Go kazokuwa; Tsukaikatawo oshiete kudasai; Dou shimashitaka; Shumiwa nandesuka; Daiettowa ashita kara shimasu; Fukushuu; Natsuyasumiwa dou suruno?; Watashimo sou omoimasu; Donna apatoga ii desuka; Dou yatte ikimasuka; Tetsudatte kuremasuka; Iro iro osewani narimashita.

#### **JAPN6054 – JAPANESE III (NIHONGO III) (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply basic Japanese sentence patterns; Use basic Japanese sentence patterns in daily conversation; Write sentence using basic Japanese patterns.

**Topics:** Doko ni gomi wo dashitara ii desu ka; Nandemo tsukurerun desu ne; Ocha demo nominagara; Wasuremono wo shite shimattan desu; Chiketto wo yoyakushite okimasu; Intaneeto wo hajimeyou to omotte imasu; Byouki kamo shiremasen; Kore wa dou iu imi desu ka; Suru toori ni shite kudasai; Ryokousha e ikeba wakarimasu; Atama to karada o tsukau you ni shite imasu; Umi o umetatete tsukuraremashita; Katazukeru no ga suki nan desu.

**JAPN6055 – JAPANESE IV (NIHONGO IV) (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Identify formal and informal sentences in basic Japanese; Apply basic Japanese patterns into a simple paragraphs; Use basic Japanese patterns in daily conversations appropriately.

**Topics:** Okurete Sumimasen; Tomodachi ga Dekita ka dou ka Shinpai Desu; Gokekkon Omedetou Gozaimasu; Boonasu wa Nani ni Tsukaimasu ka; Mainichi Tanoshisou Desu; Kono Shashin Mitai Ni Shite Kudasai; Koosu wo Machigaeta Baai wa, dou shitara ii desu ka; Senshuu Naoshite Moratta Bakari Nanoni, mata; Konyaku Shita Sou Desu; Yasumasete Itadakemasen ka; Yoroshiku Otsutae Kudasai; Kokoro Kara Kansha Itashimasu; Fukushuu.

**JAPN6057 – TEXT ANALYSIS I (TEKISUTO NO BUNSEKI I) (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand the writer's idea in a text; Appraise level text containing intermediate grammar and vocabulary; Make a sentences with intermediate grammar in the text; Distinguish various types of reading such as a description, explanation, narration; Combine the intermediate grammar and vocabulary in the text and daily conversation.

**Topics:** Bunpo; Dokkai; Dokkai: Fukushuu.

**JAPN6058 – TEXT ANALYSIS II (TEKISUTO NO BUNSEKI II) (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the writer's idea in a text; Appraise level text containing intermediate grammar and vocabulary; Make a sentences with intermediate grammar in the text; Distinguish various types of reading such as a description, explanation, & narration; Combine the intermediate grammar and vocabulary in the text and daily conversation to be used at presentation.

**Topics:** Ryokoo; Kombini; Matsuri; Okurimono; Masumedia: Haimeni, Joohoo 1 Guraf.

**JAPN6059 – INTERMEDIATE KANJI I (CHUUKYUU KANJI I) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: write intermediate level of kanji; Demonstrate reading intermediate Japanese reading and comprehend the meaning; Experiment making text in kanji and find the effective way to learn kanji.

**Topics:** Introduction Dai Ichi; Dai Ikka; Dai ni ka Hantai go no Kanji; Kanji Quiz Fukushuu; Dai san ka Kanji no Dooshi (1 ); Dai Yon ka Kango no Keiyooshi; Dai go ka Doo'on no Kanji.

**JAPN6060 – INTERMEDIATE KANJI II (CHUUKYUU KANJI II) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Write intermediate level of kanji; Demonstrate reading intermediate Japanese reading; Experiment making text in kanji.

**Topics:** Dai Rokka Kango No Gokousei; Dai Nanaka Kango No Doushi (2); Kanji Quiz , fukushuu 1; Dai Hachika Kanji No On Kun; Dai Kyuuka Doukun No Kanji; Kanji Quiz, fukushuu 2; Dai Juuka Ruigigo No Kanji; Kanji Quiz, fukushuu 3.

**JAPN6067 – SCIENTIFIC RESEARCH METHODS (KENKYUURIRON) (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify scientific research and the meaning of truth; Describe the steps of scientific research, scientific truth and examples of types of research method; Use the steps of scientific research and the types of research methods, and demonstrate how to quotation and create; Analyze data and relate to the theory.



**Topics:** The logic of research; Scientific Truth; Formulation of research problems; Background of research; Formulation of scope and limitation; The purpose of research and how to write the purpose of qualitative research; The purpose of research and benefits of research; Theoretical framework; Determining topic of research; Finding and analysing literature; Describes the formulation of the theoretical framework; How to write a source quotation; Explain about the research methodology; Examples of types of research methods; Determining research methods; The Meaning of Data; Analysis of Data; The results and conclusion of research; Conclusion and how to write a bibliography.

#### **JAPN6070 – JAPANESE TEACHING METHODOLOGY\*\* (NIHONGO KYOUJUHO) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create a syllabus and selecting language learning materials; Design learning materials with a variety of instructional media; Demonstrate a variety of approaches, techniques and methods of language teaching.

**Topics:** Tasks and role of teachers in the process of language learning; Course Design; Language learning media; Approach, methods and techniques; Micro teaching; Language testing and research.

#### **JAPN6071 – JAPANESE DRAMA\*\* (NIHON NO GEKI) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Japanese Drama; Explain the history of Japanese Drama; Perform Japanese Drama; Analyze Japanese Drama.

**Topics:** The Beginning; Kagura; Gigaku; Bugaku; Sangaku and Sarugaku; Nogaku; Kabuki; Bunraku/Joruri; Analyze Drama; Modern Theatre (Shimpa) and The New Drama (Shingeki); Modern Drama; Research of Japanese Theatre.

#### **JAPN6072 – THEORY OF TRANSLATION (HONYAKU RIRON) (2 Credits)**

**Learning Outcomes:** After completing this course, the Students are able to: Conclude the general theory of translation; Compare various types of texts and source language and relate theory as translation base; Translate various written text using support materials such as dictionary, encyclopedia, and other references

**Topics:** Translation based on meaning; Translation process; Types of translation; Semantics structure of language; Implicit meaning; Steps of translation project; Lexicon; Some relations of lexical elements

#### **JAPN6073 - JAPANESE LITERATURE (2 Credits)**

**Learning Outcome:** This course gives knowledge to the students about reading and understanding the meaning beneath in Japanese Literature. Students are required to define, classify, describe, translate, criticize, and analyze the Japanese Literature.

**Topics:** Identify the words in literature, translate the idiom in Japanese Literature, analyze the pun, analyze the words in literature, etc.

#### **JAPN6074 – NORYOKU SHIKEN III (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: describe The writing grammar, reading and conversation content N3 level, identify problems writing in accordance with grammar, reading content and content of conversation, apply the writing, grammar, reading and conversation content N3 level.

**Topics:** Gengo Chisiki, Moji goi N3, Gengo Chishiki, Bumpou N3, Gengo Chishiki, Dokkai N3, Choukai N3, Sougou Mondai I N3, Sougou Mondai II N3.

**JAPN6075 – NORYOKU SHIKEN IV (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the writing, grammar, reading and conversation content N4 level, Identify Writing in accordance with grammar, reading content and content of conversation and apply the writing, grammar, reading and conversation content N4 level.

**Topics:** Gengo Chisiki, Moji goi N4, Gengo Chishiki, Bumpou N4, Gengo Chishiki, Dokkai N4, Choukai N4, Sougou Mondai I N4, Sougou Mondai II N4.

**JAPN6076 – TRANSLATION OF JAPANESE COMICS AND ANIMATION (NIHON NO ANIME TO MANGA NO HONYAKU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concept of translation and the principle of translation; Translate Japanese Comic to Indonesian language ;Translate Japanese animation and film to Indonesian Language; Analyze problem in Japanese-Indonesian translation; Solve the problems occur in Translation.

**Topics:** Concept of Translation; The Nature of Translation; Idiom and regional dialect; Comic Genre Translation: Yon Koma Manga Fantasy Comic; Sports Comic; Romance Comic; Children Comic; Suspence Comic; Humour Comic; Horror Comic; Title's Of Comic; From Comic to Animation; Problem in Japanese comic translation; Japanese animation; Problem in Japanese animation translation; Japanese film/movie/drama; Japanese film; Problem in Japanese film translation; Problem Solving of film and animation translation.

**JAPN6080 – JAPANESE BUSINESS CONVERSATION I (NIHON NO BIJINESU KAIWA) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Japanese business conversation into real condition in the office; Recognize Japanese business customs; Apply Japanese business conversation in dealing business.

**Topics:** Company words and expressions; Introducing yourself; introducing oneself; business cards; greetings; shanai greetings; shagai greetings; asking permissions; requests.

**JAPN6081 – JAPANESE BUSINESS CONVERSATION II (NIHON NO BIJINESU KAIWA OUYOU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Japanese business conversation into real condition in the office; Recognize Japanese business customs; Apply Japanese business conversation in dealing bisnis.

**Topics:** Inviting; accepting; declining; telephoning; making appointment; proposals; offers of Help.

**JAPN6082– JAPANESE SEMANTICS AND SYNTAX (NIHON NO IMIRON-NIHON NO KOBUNHO) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Speak, hear, write and read in intermediate level Japanese sentences in such medias like newspaper, reaserch paper and magazine, and make a concept for presentation base on the story in medias.

**Topics:** Introduction to Japanese Phrase, Clause and sentences, introduction to meaning , Japanese idiom, Japanese quote.

**JAPN6083 – COMPOSITION AND PRESENTATION (SAKUBUN TO HAPYOU) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Write formal sentences in Japanese basic to intermediate level; Appraise level text containing grammar and vocabulary; Explain how to make

research plan; Create how to make presentation in Japanese; Combine the grammar and vocabulary in the text and daily conversation to be used at presentation.

**Topics:** Bunpoo/Bunkei; Moji/Hyooki; Goi/Imi; Bunsho/Danwa; Jissenhen; Purezente-shonsukiru

#### **JAPN6084 - TRANSLATION OF JAPANESE SONG LYRICS AND POETRY (NIHON NO UTA TO SHI NO HONYAKU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the philosophy of the word in the Japanese intermediate sentences which are written in the Japanese song and poetry; Explain the meaning of intermediate Japanese reading and comprehend the meaning; Create making a full Japanese text for presents the result of searching.

**Topics:** Introduction The Japanese Song Style; What is Semantic; Semiotic; Kigo, Hanakotoba, emoticon; Jissenhen

#### **JAPN6085 – TRANSLATION OF NEWSPAPER (SHINBUN HONYAKU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to translate any article in Japanese newspaper and Indonesian/bahasa newspaper.

**Topics:** idiom in newspaper; eufimisme; the meaning of the title; headline news translation; heading/editorial notes translation; entertainment/gossip article translation; culture article translation; political articles translation; criminal article translation; Social article translation.

#### **JAPN6086 – INTERPRETING FOR TOURISM\* (KANKOU NO TAME NO TSUYAKU) (3 Credist)**

**Learning Outcomes:** By the end of this course, the students will be able to Students will be able to translate and interpret properly using intermediate to advance Japanese about domestic and abroad tourism object to tourists/clients.

**Topics:** Introducing about Tourism Elements (A tour guide; The technique of tour guiding); Kinds of Tourism; Idioms in Tourism; Indoor City Tour Tourism object Translation: (Jakarta, Bogor, Bandung); Outdoor City Tour Tourism object Translation: (Jakarta, Bogor, Bandung); Overland tourism Translation: (Yogya, Surabaya, Solo, Bali, Lombok, Wakatobi; Raja Ampat); Tourism places and object in Japan (Kyoto, Osaka, Tokyo, Okinawa) Translation; Guiding Practice

#### **JAPN6087 – TRANSLATION OF ADVERTISING MEDIA (MEDIA NO HONYAKU) (2 Credits)**

**Learning Outcomes:** After completing this course, the Students are able to translate all kinds of media ads from print advertising media types and media advertisements on television/radio from Japan to Indonesia and from Indonesia to Japan language.

**Topics:** Types of ads; idioms in ads; newspapers ads translation; magazines ads translation; Radio ads translation; television ads translation; advertising in cinemas ads; billboards ads; exhibitions ads; Problem in Japanese ads translation; Problem Solving of ads translation.

#### **JAPN6088 – JAPANESE MANAGEMENT\* (NIHON NO KEIEI) (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Japanese Business Management style; Recognize Japanese management; Apply Japanese business management as role model in applying business.

**Topics:** special features of Japanese management, people centered management, harmony, consensus and decision making, general management, personnel management, production management.

**JAPN6089 – PRACTICAL JAPANESE CULTURE (NIHON BUNKA TAIKEN)\* (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the results of the Japanese culture; Explain the results of Japanese culture; Demonstrate how to make/ use the results of Japanese culture; Recognize the opportunity and idea for potential business project in related to Japanese Culture; Analyze the potential business project using business model framework; Propose the potential showcased business project

**Topics:** Origami; Oshibana; Customer Insight and Market Analysis; Shodo; Bon Odori; Business Environment; Anime; Product / Service Development; Nihon Ryouri; Washi Doll (3D); Prototyping Product; Furoshiki; Chanoyu; Design Process; Nihon no Kodomo no Uta; Nihon ningyou no origami; Manga; Kimono and Yukata; Evaluating Product/ Services Prototype; Kami Art-Kirigami

**JAPN6090 – TRANSLATION OF JAPANESE NOVEL AND SHORT STORY (SHOSETSU NO HONYAKU) (2 Credits)**

**Learning Outcomes:** By the end of this course, Students will be able to translate all genre novels and cerven in Japanese into bahasa Indonesia and Indonesia into Japanese from the classic to contemporary modern era.

**Topics:** types of idioms in the short story, types of idioms in novel, synopsis and characters analysis, translation of the classics children's short story, the translation of short stories of love, the classic novel Translation, contemporary novels translation such as: science fiction; crime; mystery; history; true story.

**JAPN6091 – INTERPRETING FOR INDUSTRY (SANGYOU NO TAMENO TSUYAKU) (2 Credits)**

**Learning Outcomes:** By the end of this course, Students are able to translate all related things in the industry, and articles about current issues in the industry.

**Topics:** standard of work, work procedures; instructions/safety signs; simple flowchart to hierarchy or organization structure; manual book; quality standards; Kaizen implementation; energy-efficient; solar technology; work ethic; foreign capital investment; Employment etc.

**JAPN6092 – INTERNSHIP (INTAANSHIPPU) (4 Credits)**

**Learning Outcomes:** By the end of this course, Students are able to feel the direct work on an industry, gaining work experience in the industry and know the real work environment within an industry. Students will be able to know the process of work in the company, comparing science earned in lecturing with the industry and apply skills obtained in the lecture to the industrialized world.

**Topics:** How to Choose and find a place of internship; preparing a CV and job interview; Knowing the intrenship place profiling; Internship implementation, How to create internship reports; internships results presentation.

**JAPN6093 – JAPANESE CORPORATE CULTURE (NIHON KIGYOU NO) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify cultures in Japanese company; Recognize Japanese management culture.

**Topics:** Office Ladies, Salaried Men, uchi soto, jogekankei, keiretsu, zaibatsu.

**JAPN6094 – INTERNSHIP (INTAANSHIPPU) (2 Credits)**

**Learning Outcomes:** This is a 2 (two) credits subject which aims for direct application of Japanese-related skills in the workplace. Students are required to do a part-time or full-time (only during the summer break) employment and give a working report in the end of the internship program.

**JAPN6095 - INTRODUCTORY JAPANESE I (2 Credits)**

**Learning Outcome:** By the end of this course, students undertaking Introductory Japanese I shall understand basic competencies in reading, listening, speaking, and writing.

**Topics:** An introduction to Japanese language covering the core vocabulary (up to 100 most commonly used words) and grammatical structures of the language, question-answer interaction and a practical command of commonly occurring conversational topics/situations.

**JAPN6096 - INTRODUCTORY JAPANESE II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Reproduce basic Japanese grammars and expressions from the text book orally as well as in forms of writing; Give examples of basic Japanese grammars and expressions; Use basic Japanese grammars and expressions learned not only from one particular chapter of the text book, but also by combining with other chapter to express their mind in longer sentences

**Topics:** Shumi wo Hanasu; Chuumon suru; Ima no Koto wo Hanasu; Kyoka wo Morau; Junban wo Iu; Tomodachi to Hanasu; Fukushuu

**JAPN60997 - INTERMEDIATE JAPANESE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Reproduce Intermediate Japanese grammars and expressions from the text book orally as well as in forms of writing; Give examples of Intermediate Japanese grammars and expressions; Use Use Intermediate Japanese grammars and expressions learned not only from one particular chapter of the text book, but also by combining with other chapter to express their mind in longer sentences

**Topics:** Yarikata wo Kiku; Yosou wo Iu; Kibou wo Iu; Setsumei suru; Hantai no Koto wo Iu; Kurabete Iu; Fukushuu

**JAPN6098 - INTERMEDIATE JAPANESE II (2 Credits)**

**Learning Outcome:** This course extends from Intermediate Japanese I. By the end of this course, students shall demonstrate a fair degree of language competency and accuracy, i.e, ability to write routine social correspondence employing active vocabulary and to comprehend short conversations.

**Topics:** This course covers more advanced vocabulary (up to 400 most commonly used words) and grammatical structures relating to international relations topics.

**JAPN6099 - ADVANCED JAPANESE I (2 Credits)**

**Learning Outcome:** This course continues the work undertaken in Intermediate Japanese II. By the end of this course, students will be able to express their idea, both orally and standard written Japanese, as well as to hold discussion in Japanese on a broader range of topics, including socio-historical, economics, and political texts.

**Topics:** The course is designed to provide advanced Japanese learners with a variety of topics related to international relations such as economy and political issues in the forms of diplomacy and negotiation practices as well as supervised discussions on relevant issues.

**JAPN6100 - ADVANCED JAPANESE II (2 Credits)**

**Learning Outcome:** This course extends from Advanced Japanese I which includes advanced oral and written practices. By the end of the course, students shall demonstrate advanced speaking, reading, listening, and writing skills comprehensible to native speakers.

**Topics:** Diplomacy and negotiation techniques will be practiced as well as supervised discussions on topics relevant to international relations, inter alia, economy and political issues.

**JAPN6101 - INTRODUCTION TO JAPANESE LITERATURE (NIHON BUNGAJU) (2 Credits)**

**Learning Outcome:** This course gives knowledge to the students about history of Japanese Literature to modern literature. Students are required to define, classify, and describe the Japanese Literature.

**Topics:** History of Japanese literature, identify the words in literature, classify the era of Japanese Literature, etc.

**JAPN6102 – JAPANESE BUSINESS CORRESPONDENCE I (NIHON NO BIJINESU RETA-) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Compare factual problems about concept of ordinary letters and business letters; practice to write business letters such as memo, announcement, internal letter and external letter.

**Topics:** Writing Letters in Japanese; Letter Format; Postcard, memo, announcement, internal letter, external letter.

**JAPN6103 - PHILOSOPHY OF SCIENCE AND KNOWLEDGE (2 Credits)**

**Learning Outcome:** Explain how to think philosophically, logically, and critically; Illustrate how to avoid from fallacies in thinking and reasoning.

**Topics:** Introduction to philosophy; Developing philosophy of science; Critical thinking; Logic: The art of thinking; Definition of classification, decision, categorical syllogism, fallacies.

**JAPN6104 - JAPANESE INDUSTRY AND TECHNOLOGY (2 Credits)**

**Learning Outcome:** This course gives knowledge to the students about define, classify, summarize, and analyze the Japanese industry and technology. Students are required to learning in class and field trip to define, classify, summarize, and analyze the Japanese company.

**Topics:** History of Japanese Industry and Technology, Type of Industries in Japan, the flow chart of process, The Idea of Making a Product, etc.

**JAPN6106 – JAPANESE BUSINESS CORRESPONDENCE II (NIHON NO BIJINESU RETA-OUYOU) (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain general concepts of Japanese business mail, Compose business letters and mails.

**Topics:** Specifications of Email; The right ways to compose and send an email; Expressions in Emails; Email for requesting; Email for Greetings; Email for apologyze; Email for asking; Email for Declining.

**SUBJECT AREA: LANG**

**LANG7001 – KOREAN LANGUAGE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Recognize about Korea alphabets; Describe simple sentences using Korean grammar; Develop simple and complete story for reading; Compose some letter with complete hanggeul.

**Topics:** Korea basic introduction vowel and consonant; Greetings; Korea Basic Grammar; Particle; Basic Listening; Basic Reading; School & Campus; Simple Sentences; Film; Number; Time; Planning

#### **LANG7002 - KOREAN LANGUAGE II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Create more complex sentences using Korean grammar; Use correct grammar and vocabulary while using proper pronunciation and tone when talking about familiar topics; Discuss and participate on daily and business conversation using the Korean language

**Topics:** Eating out at Korean Restaurant: Discussing Likes and Dislikes; Eating out at Korean Restaurant: Ordering in a Cafe or Restaurant; Dream; Daily activities; Weather; Seasons; Transportations; Invitations.

#### **LANG7003 - KOREAN LANGUAGE III (2 Credits)**

**Learning Outcomes:** Express more complex ideas in Korean cultural and business context. (Involving cause and effect, reason, purpose, condition, concession, intention, etc.); Infer speaker's stance in judgment, evaluation, confirmation, and subjective assessment on variety of topics; Deploy listening and speaking skills at the level of intermediate Korean; Deploy reading and writing skills at the level of intermediate Korean.

**Topics:** Weather and Seasons; Clothing and Fashion; Travel; Life in Korea I; Life in Korea II; Public Transportation; At a store.

#### **LANG6004 - INTRODUCTORY ARABIC I (2 Credits)**

**Learning Outcome:** By the end of this course, students undertaking Introductory Arabic I shall understand basic competencies in reading, listening, speaking, and writing.

**Topics:** An introduction to Arabic language covering the core vocabulary (up to 100 most commonly used words) and grammatical structures of the language; Question-answer interaction and a practical command of commonly occurring conversational topics/situations.

#### **LANG6005 - INTRODUCTORY ARABIC II (2 Credits)**

**Learning Outcomes:** This course extends from Introductory Arabic I. Students will develop their skills in writing and conversation and undertake translation from and into Arabic at higher introductory level. At the end of this course, students will have achieved sufficient language competencies in reading, listening, speaking, and writing skills.

**Topics:** An introduction to Arabic language covering the core vocabulary (up to 200 most commonly used words) and grammatical structures of the language, question-answer interaction and a practical command of commonly occurring conversational topics/situations.

#### **LANG6006 - INTERMEDIATE ARABIC I (2 Credits)**

**Learning Outcomes:** This course continues the work undertaken in Introductory Arabic II. It introduces students to more advanced texts in Arabic. By the end of this course, students will be able to discuss a range of non-technical topics with a fair degree of fluency in reading, listening, speaking, and writing.

**Topics:** This course covers more advanced vocabulary (up to 300 most commonly used words) and grammatical structures relating to broader topics particularly international relations topics.

**LANG6007 - INTERMEDIATE ARABIC II (2 Credits)**

**Learning Outcome:** This course extends from Intermediate Arabic I. By the end of this course, students shall demonstrate a fair degree of language competency and accuracy, i.e, ability to write routine social correspondence employing active vocabulary and to comprehend short conversations.

**Topics:** This course covers more advanced vocabulary (up to 400 most commonly used words) and grammatical structures relating to international relations topics.

**LANG6008 - ADVANCED ARABIC I (2 Credits)**

**Learning Outcome:** This course continues the work undertaken in Intermediate Arabic II. By the end of this course, students will be able to express their idea, both orally and standard written Arabic, as well as to hold discussion in Arabic on a broader range of topics, including socio-historical, economics, and political texts.

**Topics:** The course is designed to provide advanced Arabic learners with a variety of topics related to international relations such as economy and political issues in the forms of diplomacy and negotiation practices as well as supervised discussions on relevant issues.

**LANG6009 - ADVANCED ARABIC II (2 Credits)**

**Learning Outcome:** This course extends from Advanced Arabic I which includes advanced oral and written practices. By the end of the course, students shall demonstrate advanced speaking, reading, listening, and writing skills comprehensible to native speakers.

**Topics:** Diplomacy and negotiation techniques will be practiced as well as supervised discussions on topics relevant to international relations, inter alia, economy and political issues.

**LANG6010 - INTRODUCTORY SPANISH I (2 Credits)**

**Learning Outcome:** By the end of this course, students undertaking Introductory Spanish I shall understand basic competencies in reading, listening, speaking, and writing.

**Topics:** An introduction to Spanish language covering the core vocabulary (up to 100 most commonly used words) and grammatical structures of the language, question-answer interaction and a practical command of commonly occurring conversational topics/situations.

**LANG6011 - INTRODUCTORY SPANISH II (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the specific grammatical structures and vocabulary covered in the course; Demonstrate reading basic Spanish; Demonstrate knowledge of the Hispanic culture, traditions and history.

**Topics:** El fin de semana; Estados físicos y anuncios; Al teléfono Espectáculos; Acciones habituales (2); Hablar del trabajo o los estudios; Las comidas en España (Spanish Food); Hablar del futuro: planes y proyectos; Pedir productos alimenticos en una tienda; Hablar de lo que se ha hecho recientemente; Hablar de experiencias personales; Decir que ropa lleva otra persona; Decir lo que está haciendo; Review

**LANG6012 - INTERMEDIATE SPANISH I (2 Credits)**

**Learning Outcomes:** This course continues the work undertaken in Introductory Spanish II. It introduces students to more advanced texts in Spanish. By the end of this course, students will be able to discuss a range of non-technical topics with a fair degree of fluency in reading, listening, speaking, and writing.



**Topics:** Hablar del trabajo o los estudios; Preguntar y decir con qué frecuencia; Hablar del futuro: planes y proyectos; Expresar obligación y necesidad; Descubre España y América Latina; Pedir productos alimenticios en una tienda; Pedir algo en un restaurant; Gramática; Hablar de lo que se ha hecho; Disculparse; Review.

#### **LANG6013 - INTERMEDIATE SPANISH II (2 Credits)**

**Learning Outcome:** This course extends from Intermediate Spanish I. By the end of this course, students shall demonstrate a fair degree of language competency and accuracy, i.e. ability to write routine social correspondence employing active vocabulary and to comprehend short conversations.

**Topics:** This course covers more advanced vocabulary (up to 400 most commonly used words) and grammatical structures relating to international relations topics.

#### **LANG6014 - ADVANCED SPANISH I (2 Credits)**

**Learning Outcome:** This course continues the work undertaken in Intermediate Spanish II. By the end of this course, students will be able to express their idea, both orally and standard written Spanish, as well as to hold discussion in Spanish on a broader range of topics, including socio-historical, economics, and political texts.

**Topics:** The course is designed to provide advanced Spanish learners with a variety of topics related to international relations such as economy and political issues in the forms of diplomacy and negotiation practices as well as supervised discussions on relevant issues.

#### **LANG6015 - ADVANCED SPANISH II (2 Credits)**

**Learning Outcome:** This course extends from Advanced Spanish I which includes advanced oral and written practices. By the end of the course, students shall demonstrate advanced speaking, reading, listening, and writing skills comprehensible to native speakers.

**Topics:** Diplomacy and negotiation techniques will be practiced as well as supervised discussions on topics relevant to international relations, inter alia, economy and political issues.

#### **LANG6016 – FRENCH LANGUAGE I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate how to welcome the guests in the hotel and restaurant in French; Demonstrate how to direct the guest to the place and show the place which is asked by the guests in the hotel in French; Demonstrate how to direct the guest to the table and show the table which is asked by the guests in the hotel in French; Demonstrate how to make sure someone's identity and give something to the guest in the hotel in French; Demonstrate how to serve the guests when they ask the room in the hotel in French; Demonstrate how to serve the guests in the restaurant in French.

**Topic:** Welcome the guests in French; Direct the guests to the place and show the place in the hotel in French; Direct the guests to the table and show the table in the restaurant in French; Make sure someone's identity and give something to the guest in the hotel in French; Serve the guests when they ask the reservation for a room in the hotel in French; Serve the guests in the restaurant in French.

#### **LANG6017 – FRENCH LANGUAGE II (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the available place in the restaurant in French; Take the reservation by phone in the restaurant in French; Explain the general information about: operating time, time schedule, colour, season, weather in French; Explain to the guest what they can and can't

do in French; Welcome the guest (with reservation) at the hotel's reception desk in French; Fill in the guest's reservation form in French.

**Topics:** Take a Reservation by Phone in the Restaurant; Explanation about the Available Place in the Restaurant; General Information about: Operating Time, Time Schedule, Colour, Season, Weather; Explanation about What the Guest can and can't do; Welcome the Guest (already made a reservation) at the hotel's Reception Desk; Fill in the Guest's Reservation Form.

### **LANG6018 – FRENCH LANGUAGE III (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use oral and written French explaining and asking general information, such as: the entrance fee, the local currency, the distance, the transportation in oral and written French, Use oral and written French in explaining about hotel's equipments and facilities in oral and written French, Design the hotel's brochure in French, Use oral and written French in explaining the information about the facilities and equipments in the hotel's room in oral and written French, Use oral and Written in explaining the direction in oral and written French, Apply the terminologies of simple correspondence in written French.

**Topics:** General information such as the entrance fee; local currency; distance; transportation, Information about hotel: situation; number of the floors, room; categories; and the other facilities and equipments, Creation of the hotel's brochure, Information about the facilities and equipments in the hotel's room, Direction, Introduction to the correspondence.

### **LANG6019 – FRENCH LANGUAGE IV (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Practice how to Handle the problem (in the hotel's room) in oral and written French; Practice how to take order for a breakfast in a room (room service) in oral and written French; Practice how to take order directly in the restaurant in oral and written French; Practice how to explain about the food in oral and written French; Practice how to handle the payment in the restaurant in oral and written French; Practice how to handle the payment in the hotel and how to handle the formalities before leaving in oral and written French.

**Topics:** Handling the problem (in the hotel's room); Room service; Taking order directly in the restaurant; Explanation about the food; Handling the payment in the restaurant; Handling the payment in the hotel and the formalities of the hotel's guest before leaving.

### **LANG6021 - INTRODUCTORY FRENCH I (2 Credits)**

**Learning Outcome:** By the end of this course, students undertaking Introductory French I shall understand basic competencies in reading, listening, speaking, and writing.

**Topics:** An introduction to French language covering the core vocabulary (up to 100 most commonly used words) and grammatical structures of the language, question-answer interaction and a practical command of commonly occurring conversational topics/situations.

### **LANG6022 - INTRODUCTORY FRENCH II (2 Credits)**

On successful completion of this course, student will be able to: Use the appropriate expression in oral and written French in identifying someone as well as asking and answering the inquiries in the registration process in conference situation; Use the appropriate expression in oral and written French in characterizing someone in the conference

situation; Use the appropriate expression in oral and written French in accepting as well as rejecting the invitation; Use the appropriate expression in oral and written French in asking and answering the direction, the general information such as: the distance, the transportation, the local currency, as well as the weather and the season

**Topics:** Fill in the form In French; Characterize someone in French; Accept and reject the invitations in French; Ask and explain the direction in French; Ask and explain the distance, the transportation, the local currency; Ask and explain the weather, the season

#### **LANG6023 - INTERMEDIATE FRENCH I (2 Credits)**

**Learning Outcomes:** This course continues the work undertaken in Introductory French II. It introduces students to more advanced texts in French. By the end of this course, students will be able to discuss a range of non-technical topics with a fair degree of fluency in reading, listening, speaking, and writing.

**Topics:** This course covers more advanced vocabulary (up to 300 most commonly used words) and grammatical structures relating to broader topics particularly international relations topics.

#### **LANG6024 - INTERMEDIATE FRENCH II (2 Credits)**

**Learning Outcome:** This course extends from Intermediate French I. By the end of this course, students shall demonstrate a fair degree of language competency and accuracy, i.e. ability to write routine social correspondence employing active vocabulary and to comprehend short conversations.

**Topics:** This course covers more advanced vocabulary (up to 400 most commonly used words) and grammatical structures relating to international relations topics.

#### **LANG6025 - ADVANCED FRENCH I (2 Credits)**

**Learning Outcome:** This course continues the work undertaken in Intermediate French II. By the end of this course, students will be able to express their idea, both orally and standard written French, as well as to hold discussion in French on a broader range of topics, including socio-historical, economics, and political texts.

**Topics:** The course is designed to provide advanced French learners with a variety of topics related to international relations such as economy and political issues in the forms of diplomacy and negotiation practices as well as supervised discussions on relevant issues.

#### **LANG6026 - ADVANCED FRENCH II (2 Credits)**

**Learning Outcome:** This course extends from Advanced French I which includes advanced oral and written practices. By the end of the course, students shall demonstrate advanced speaking, reading, listening, and writing skills comprehensible to native speakers.

**Topics:** Diplomacy and negotiation techniques will be practiced as well as supervised discussions on topics relevant to international relations, inter alia, economy and political issues.

#### **LANG6027 – INDONESIAN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify accurate wording in composing sentences and paragraphs; Compose good academic essays using effective sentences; Perform paper presentation in accurate and polite manner.

**Topics:** Introduction: Bahasa Indonesia as Unity Language; Diction; Terms and Definitions; Effective Sentence; Scientific Writing; Paragraph; Quotation, footnotes, and bibliography; Punctuation; Paper; Paper Presentation.

**LANG6030 – INDONESIAN (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Identify accurate wording in composing sentences and paragraphs; Compose academic essays using effective sentences; Perform paper presentation in accurate, polite manner, article presentation using effective sentences, and good paragraphs

**Topics:** Introduction; Spelling and Punctuation for Scientific Writing; Diction; Definition, Operational Definition for paragraph writing; Word Class, Pattern Base Sentence; Pattern Complex Sentence; Effective Sentence; Mistaken Effective Sentence Analysis: Structure, Diction and Spelling; Effective Sentence for Paragraph; Scientific Writing; Paragraph: Inductive, Deductive; Description; Expository; Paragraph persuasion, argumentation, and refusal; Paragraph and Essay; using cohesion, and coherence; Footnote and endnote for scientific writing; Paper 1: proposal; Paper 2: paper; Writing From paper to article; Writing Article; Article Presentation 1; Article Presentation 2; Speech: Introduction, Method, Ethics, Criteria Writing speech; Writing Formal Speech; Make a speech in Context 1; Make a speech in Context 2; Write a Review (Resensi) 1; Write a Review (Resensi) 2

**LANG6034 – BUSSINESS ETHICS AND COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Differentiate multi modal (written, oral, visual, electronic, and nonverbal) communication strategies; Employe informative and persuasive approaches to speech and writing; Propose the potential showcase of business project; Examine ethical and linguistic problems in workplace communication using multimodal media

**Topics:** Customer Insight and Market Analysis; Business Environment; New Product Development; Process Design; Prototyping Products or Services; Evaluate Product or Services Prototype; Introduction to Technical Communication; Preparing an Effective Technical Document; Visual, Design, and Usability Elements; Oral Presentation; Research Process

**SUBJECT AREA: LAWS**

**LAWS6001 - THEORY OF STATE (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will have comprehensive insights and views the basic ideas of state and to prepare students in learning other courses related to state, such as constitutional law, administrative law, and international law.

**Topics:** Notion of state, elements of state, type of state, objectives of state, functions of state, pillars of government, state and constitution, concept of sovereignty, interstate collaboration.

**LAWS6008 - CRIMINAL LAW (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of criminal law in general as well as those of Indonesian criminal law in particular.

**Topics:** Notion of criminal law, characteristics of criminal law, types of criminal action, crimes as regulated inside and outside the Indonesian Criminal Code, legal sources of criminal law, the regulation of criminal law in Indonesia, material aspects of crime, and connection between criminal law and business activities.

**LAWS6009 - ISLAMIC LAW (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the position of Islamic law and its contribution to develop the Indonesian legal system.

**Topics:** Elements of Islamic law, historical backgrounds of Islamic law in Indonesia, Islamic legal sources, schools of Islamic law, religious court and its function to address certain legal issues.

#### **LAWS6016 - LABOR LAW (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of labor law and how to protect the rights of both laborer and employer in order to create conducive industrial relation.

**Topics:** Notion of labor law, industrial relation, employment agreement, termination of the agreement, labor union, and specific issues in labor law.

#### **LAWS6017 - INTELLECTUAL PROPERTY RIGHTS (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain intellectual property rights (IPR) and how to protect the right holder according to the national law and international conventions on IPR.

**Topics:** Notion of IPR, types of IPR, the tenure of IPR protection, agreements on IPR, legal cases on IPR.

#### **LAWS6021 - CONSUMER PROTECTION LAW (2 credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the rights of consumer and how to protect those rights by using both national and international legal instruments.

**Topics:** Notion of consumer and business actor, legal principles of consumer protection, types of consumer transaction such as in advertising, standardized contract, after-sales services, class action, NGO's legal standing, citizen lawsuit, government action, international consumer.

#### **LAWS6048 - THESIS (6 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to compose a comprehensive research report comprising of in-depth analyses based on legal theories and practices.

#### **LAWS6058 - ADMINISTRATIVE LAW (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of administrative law in general as well as those of Indonesian administrative law in particular.

**Topics:** Notion of administrative law, characteristics of administrative law, legal sources of administrative law, legal subjects in administrative law, good governance, public policy, local government, and connection between administrative law and business activities.

#### **LAWS6071 – INTRODUCTION TO COMMERCIAL AND PRIVATE LAWS (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain theory of civil and commercial law; Define type of business entities; Explain requirements in specific business; Describe treatment of commercial contracts and how to settle a business dispute.

**Topics:** Introduction to civil and business law; Types of business entities; Indonesian business entities; Broker in Indonesia; Business contracts in Indonesia; Insurance business in Indonesia; Financial institutions; Sharia banking; Settlement of business dispute.

**LAWS6074 - LAW IN INTERNATIONAL BUSINESS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic idea [background, development, subject & courses] of international trade law; analyze the issue L/C as payments system in international business, including CISG, TRIPS; Analyze the GATT as the main regulation in international trade law, including the settlement dispute in WTO.

**Topics:** An Introduction to International Trade Law; Development and Principles of International Trade Law; Unification and Harmonization of International Trade Law; Subjects International Trade Law; Sources International Trade Law; Letter of Credit [L/C] in International Trade Law; UN Convention on Contracts for the International Sale of Goods 1980; TRIPS in International Trade Law; GATT in International Trade Law; Arbitration: Law of Overview 30 of 1999; Dispute Resolution International Trade Law; Trade in the WTO Dispute Settlement

**LAWS6075 – LEGAL ASPECT IN ECONOMICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the law and ethic; Apply type of the law and legal basis; Analyze about legal aspect in economic

**Topics:** Introduction to Law; Property Law; Contract; Types of companies; Intellectual Property Right; Industrial Relation; Capital Market Law; Antitrust; Consumer Law; Bankruptcy; Alternative Dispute Settlement

**LAWS6076 – E-BUSINESS-LAW (4 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: familiarise students with Business over the Internet is becoming more and more common and even the most traditional businesses are finding that they must offer an Internet service to remain competitive. E-business is a new and unusual environment that creates a variety of new legal problems and interesting twists on old problems. E-business Law addresses the commercial law issues arising from carrying on a business over the Internet. It not only examines traditional law in a new setting, but the new laws that are needed to deal with the special problems that online businesses create.

**Topics:** A brief history of information technology and the Internet, Legal issues arising from E-business and the Internet, Contractual Liability for defective hardware and software, Terms of the Internet contract, Exclusion of liability, Unfair Contract Terms Directive, Mistakes on the website, Basic structure of e-business regulation, Taxation problems on the Internet, Criminal liability, Electronic contracting, online agreement and payment, Managing and enforcing rights on the internet and litigation.

**LAWS6080 - INTRODUCTION TO JURISPRUDENCE (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to understand the fundamentals of law as an important foundation for students to take any other courses in the following semesters.

**Topics:** Notion of law, legal system, legal discipline, legal objectives, legal sources, branches of law, parents legal system, legal principles.

**LAWS6081 - INTRODUCTION TO INDONESIAN LEGAL SYSTEM (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to understand the fundamentals of Indonesian legal system as an important foundation for students to review the Indonesian positive law.

**Topics:** Elements of Indonesian legal system, historical backgrounds of Indonesian legal system, Indonesian legal codifications, legal pluralism, legal sources and hierarchy in Indonesian positive law, application of legal principles in Indonesian positive law.

**LAWS6082 - EMPIRICAL LEGAL SCIENCES (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the constellation of legal discipline in broader scope that includes branches of empirical sciences and how those sciences contribute their analyses in enriching the study of dogmatic legal science.

**Topics:** The general overview and importance of sociology of law, anthropology of law, politics of law, history of law, comparative law, criminology, and legal semiotics.

**LAWS6083 - CONSTITUTIONAL LAW (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the interaction among elements of states and the relationship between state and its citizens.

**Topics:** Separation and division of power in a state, state organization, human rights, judicial review, position and function of Constitutional Court, procedural law of the Indonesian Constitutional Court.

**LAWS6084 - PRIVATE LAW (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of private law in general as well as those of Indonesian private law in particular.

**Topics:** Notion of private law, characteristics of private law, legal sources of private law, the regulation of private law in Indonesia, personal and family law, property law, contract law, inheritance law, and connection between private law and business activities.

**LAWS6085 - INTERNATIONAL LAW (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of [public] international law as mentioned in doctrines, applied in customs, and regulated in international conventions.

**Topics:** Notion of international law, characteristics of international law, legal sources of international law, legal subjects in international law, important international agreements/conventions, and connection between [public] international law and business activities.

**LAWS6086 - PROCEDURAL LAW (6 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to implement the principles of procedural laws addressing private, criminal, and administrative legal problems in their respective courtroom.

**Topics:** legal standing, legal jurisdiction, law of evidence, legal documents, line of actions, and role-playing in moot court.

**LAWS6087 - ADAT & AGRARIAN LAW (2 credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the existence and functions of adat law in the Indonesian legal system, especially as the basic of agrarian law; and the application of agrarian legal principles and norms in the context of contemporary situation in Indonesia.

**Topics:** Notions of adat and agrarian law, elements of adat law, characteristics of adat law, connection between adat and agrarian law, characteristics of adat law, historical backgrounds of agrarian law, principles of agrarian law, subjects of agrarian law, entitlement, land tenure, land procurement, and connection between agrarian law and business activities.

**LAWS6088 - PRINCIPLES OF BUSINESS LAW (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of business/trade/commercial laws in general as well as those applied in Indonesian positive laws in particular.

**Topics:** notions, legal sources, legal principles of business/trade/commercial laws, fundamentals of the Indonesian Commercial Code, corporate law, commercial paper, insurance law and freight, bankruptcy law.

**LAWS6089 - ISLAMIC BUSINESS LAW (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of Islamic law applied in current business activities.

**Topics:** Halal and non-halal business concepts in Islam, Islamic banking, takaful and other Islamic finance, Islamic pawnshop, Islamic capital market, baitul maal wa tanwil.

**LAWS6090 - INVESTMENT LAW (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of investment law and what kinds of right and obligation the parties have in investment contract.

**Topics:** Notion of investment, types of investment (direct and indirect investments, foreign and domestic investments), national policies in investment, capital market, and some legal disputes on investment in Indonesia.

**LAWS6091 - BANKING & FINANCIAL LAW (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of banking and financial law, and how the institutions should be operated according to the law.

**Topics:** Notion of banking and financial law, types of banking and financial institutions, bank and non-bank financing, bank guarantee, leasing, venture capital, factoring, business credit cards, consumer finance institutions, and cases on banking and financial activities.

**LAWS6092 - BUSINESS COMPETITION LAW (2 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of business competition law and how those principles are applied in promoting fair business climate in the market.

**Topics:** Notion of monopoly and monopolistic practice, type of monopoly, dominant position, relevant market, prohibited agreements, per se illegal, rule of reason, prohibited actions, corporate strategies in business, and procedural law in the Business Competition and Supervision Commission.

**LAWS6093 - ALTERNATIVE BUSINESS DISPUTE RESOLUTION (4 Credits)**

**Learning outcomes:** On successful completion of this course, students will be able to apply the mechanism on dispute resolution as the alternatives from conventional private procedures in the courtroom.

**Topics:** Notion of ADR, characteristics of ADR, concepts and practices of negotiation, mediation, conciliation, arbitration, and cases that can be settled in ADR mechanism.

**LAWS6094 – CYBER LAW (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Computer Crimes Activity; Analyze cyber law in different country; Explain and analyze forensic for cyber crimes activity



**Topics :** Computer Crimes Introduction; Computer Laws in Country; Hacker Profiling; Cyber Attack Terrorism & Warfare; Internet Gambling and Pornography; Digital Piracy; Cyber Victimization; Online Social Networking & Cyber Crimes; Cyber Bullying Crimes; Human Right Infringement in Digital Ages.

#### **LAWS6095 - PRIVATE INTERNATIONAL LAW (2 CREDITS)**

**Learning outcomes:** On successful completion of this course, students will be able to explain the legal principles of private international law and any legal instruments in addressing the conflict of laws.

**Topics:** Notion of private international law (conflict of laws), choice of law clause, choice of forum clause, applicable law, jurisdiction, recognition and enforcement of foreign judgements.

#### **LAWS6096 - E-COMMERCE & DATA PRIVACY LAW (4 Credits)**

Learning outcomes: On successful completion of this course, students will be able to explain the legal principles of e-commerce and how to protect data privacy as new technologies and new institutional practices emerge.

Topics: Notion of e-commerce and data privacy, telematics, fair information practices, media law, electronic evidence, security procedure.

#### **LAWS6098 - LEGAL PHILOSOPHY & LEGAL ETHICS (4 Credits)**

Learning outcomes: On successful completion of this course, students will be able to recognize various main schools of legal thought based on the ontological, epistemological, and axiological points of view; and to analyze the morality consequences in certain actions of legal practitioners.

Topics: Notion of legal philosophy, characteristics of legal philosophy, classical schools of legal thought, main issues in legal philosophy, theory of ethics, types of ethics, legal professional ethics.

#### **LAWS6099 - LEGAL REASONING (4 Credits)**

Learning outcomes: On successful completion of this course, students will be able to apply the principles of legal reasoning in analyzing certain legal issues emerged in fundamental legal documents such as regulation and/or court decisions.

Topics: Notion of legal reasoning, characteristic of legal reasoning, structure of legal norms, structure of facts, theory of interpretation, types of interpretation, types of argument, decision making, fallacies in legal reasoning.

#### **LAWS6100 - CAPITA SELECTA (4 Credits)**

Learning outcomes: On successful completion of this course, students will be able to up-date information regarding the latest development in selected various areas of law.

Topics: law related to current business activities, such as environment law and natural resources, corporate responsibility, accountancy related to law, taxation, etc.

#### **LAWS6101 - INTERNSHIP I (8 Credits)**

Learning outcomes: On successful completion of this course, students will be able to apply appropriate and relevant theories into legal cases emerged in the work place.

**LAWS6102 - LEGAL PROBLEM IDENTIFICATION IN INDUSTRY (2 Credits)**

Learning outcomes: On successful completion of this course, students will be able to report in a seminar where they show that they can identify and rewrite the legal problem come out during the internship program.

**LAWS6103 - LEGAL SOURCES ANALYSIS IN INDUSTRY (2 Credits)**

Learning outcomes: On successful completion of this course, students will be able to report in a seminar where they show that they can employ and analyze the relevant legal sources as legal instruments in addressing the identified legal problem.

**LAWS6104 - TEAM WORK & COMMUNICATION IN INDUSTRY (4 Credits)**

Learning outcomes: On successful completion of this course, students will be able report in a seminar where they show that they have supportive behaviors to their team-work during the first semester of their internship program.

**LAWS6105 - INTERNSHIP II (8 Credits)**

Learning outcomes: On successful completion of this course, students will be able to develop/reconstruct the application of legal theories that have been enforced during the previous semester into legal cases emerged in the work place.

**LAWS6106 - LEGAL PROBLEM SOLVING IN INDUSTRY (2 Credits)**

Learning outcomes: On successful completion of this course, students will be able to report in a seminar where they show that they can solve the legal problem by offering alternatives of legal solution completed with appropriate and relevant arguments.

**LAWS6107 - LEGAL DECISION MAKING IN INDUSTRY (2 Credits)**

Learning outcomes: On successful completion of this course, students will be able to report in a seminar where they show that they can make the best decision as legal solution.

**LAWS6108 - TEAM WORK & COMMUNICATION IN INDUSTRY (4 Credits)**

Learning outcomes: On successful completion of this course, students will be able to report in a seminar where they show that they have supportive behaviors to their team-work during the second semester of their internship program.

**SUBJECT AREA: MATH**

**MATH6004 – LINEAR AND DISCRETE MATHEMATICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basics concepts of logic , mathematical induction, recursion, set theory and function; Evaluate the counting and probability problems; Explain representation of graph, tree and matrices; Solve the system of linear equation, determinan, vector, and eigenvalue problems.

**Topics:** The Logic of Compound Statements; The logic of Quantitative Statements; Sequences, Mathematical Induction, and Recursion; Set Theory; Relation and Function; Counting and Probability; Graph and Trees Matrices; Systems of Linear Equation; Determinant; Vector; Eigenvalues and Eigenvectors; Applications of Linear Algebra.

**MATH6005 – ENGINEERING MATHEMATICS I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Understand basic concepts of linear algebra; Understand basic concepts of Multivariable Calculus and its application; Understand basic concepts of Complex Function and its application.

**Topics:** Linear Algebra: Matrix, Vector, Determinant, Inverse, Eigen Value, Eigen Vector; Multivariable Calculus: Vector Derivative, Grad, Div, Curl, Vector Integral, Teorema Green, Theorem Stokes; Complex Function: Complex Number, Elementary Function, Complex Derivative, Complex Integral.

**MATH6006 – CHEMISTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the usefulness of macroscopic, microscopic and symbolic perspectives in understanding chemical system; Define the terms atom, molecule, isotope, ion, compound, polymer and functional group; Integrate between mass, volume, moles, number of atoms/ molecules and fundamental laws of stoichiometry in chemical reactions; Identify several gaseous compounds that are important in urban air pollution; Calculate the rate of reaction and equilibrium constanta from experimental data; Calculate the amount of metal plated , current neded and the time required for an electrolysis process

**Topics:** Introduction to chemistry; Atoms and Molecules; Molecules, moles and chemical equations; Stoichiometry; Gases; Chemical Bonding and molecular structure; Chemical Kinetics; Chemical equilibrium; Electro chemistry; Chemical Safety And security

**MATH6007 – ENGINEERING MATHEMATICS II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Solve ODE of mathematical modeling; Use Laplace transform to solve ODE and system of ODE; Use special function and Z transform to solve difference equation; Analyze partial differential equation for some applications

**Topics:** First-Order ODEs; Higher Order Linear ODEs; Systems of ODEs; Laplace Transforms; Special Function; z-Transform; Fourier Series; Wave Equations; Heat Equations

**MATH6008 – MATHEMATICAL STATISTICS I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the concept of Probability, Random Variables and Distribution of Random Variables; Analyze Conditional Probability, Expectation of a Random Variable, Independent Random Variables, and Transformations of Several Random Variables; Evaluate probability of the events that have Binomial, Poisson and Normal Distribution.

**Topics:** Set Theory and Probability; Random Variables; Expectation of Random Variables; Distribution of Two Random Variables; Conditional Distribution and Expectations; Independent Random Variables; Transformations for Several Random Variables; The Binomial and Related Distributions; The Poisson Distribution; The Normal Distribution.

**MATH6009 – MATHEMATICAL STATISTICS II (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Select proper hypothesis testing; Find point estimator and interval estimator from population parameter; Find array limit random variable; Describe the techniques of statistical inferences; Conclude statistics' hypothesis.

**Topics:** Sampling and sampling distribution; Limit distribution; Central limit theorem; Point estimation; Interval estimation; Hypothesis testing.

**MATH6014 – CALCULUS I (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Apply the basic concept of limit and derivative for some real problem; Explain the function of two or more variables; Illustrate integral by geometrically and physically; Construct some function by infinite series

**Topics:** Preliminaries; Limits; The derivatives; Application of the derivatives; Indeterminate forms and L'Hopital Rule's; Function of two or more variable; The definite integral and Techniques of Integration; Application of integral; Improper Integral; Infinite series

**MATH6015 – APPLIED LINEAR ALGEBRA (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain System of Linear Equation and its application; Explain Algebra Matrix Operations and its application; Explain Determinant and Inverse Matrix and its application; Explain vector and its application; Explain vector spaces and Inner Product Spaces and its application; Explain Eigenvalues and Eigenvectors and its application.

**Topics:** System of Linear Equation; Algebra Matrix Operations; Determinant and Inverse Matrix; Vector; Vector Space, Inner Product Spaces; Eigenvalues and Eigenvectors.

**MATH6016 – CALCULUS II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain elementary signal; Use laplace transform and inverse laplace; Build state variable and state equation; Adopt Fourier series and Fourier transform; Use Discrete-Time Systems and the Z Transform.

**Topics:** Elementary Signals; Laplace Transform; Laplace Transform Application; Inverse Laplace Transform; State Variable and State Equation; Fourier Series; Fourier Transform; Fourier Application; Discrete-Time Systems and the Z Transform.

**MATH6018 – MODERN ALGEBRA (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recognize several ways to prove mathematical expressions and will be able to determine divisibility, prime factor, GCD, and their applications.; Identify the structure of sets with binary operations.; Explain the concept of algebraic structures, mainly about group and ring theory.; Apply the concept of algebraic structure in coding theory and cryptography.; Demonstrate to determine divisibility of polynomials, to find the GCD of polynomials, to factorize polynomials, and to find zeroes of polynomials.

**Topics:** The Set of Integers and Its Properties; Group Theory; Homomorphism and Factor Groups; Group of Permutations; Rings and Fields; Ideals and Quotient Rings; Rings of Polynomials; Introduction to Coding Theory and Cryptography

**MATH6019 – CALCULUS III (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Geometry in Space and Vectors; Solve Several Variables Function; Analyze Multiple Integrals; Evaluate Vector Analysis.

**Topics:** Geometry in Space and Vectors; Functions of Several Variables; Multiple Integrals; Vector Analysis.

**MATH6021 – REAL ANALYSIS (4 Credits)**

**Learning Outcomes:** After finishing this course, the students should be able to: Explain the concepts of number series and its applications; Understand the concepts of series and function and its applications; Explain the concepts

of topology and its applications; Demonstrate exponential, logarithmic and trigonometric functions; Create metric space; Connect the concept of improper and lebesgue integral; Explain the concepts of Riemann integral and generalized Riemann Integral and its applications; Understand the concepts of limit and its applications.

**Topics:** Series and number series of real number; Limit; Continuous functions; Differential; Riemann Integral; Series and functions; Infinite series; Generalized Riemann integral; Introduction to topology.

#### **MATH6022 – ENGINEERING MATHEMATICS I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain first order differential equation with one-degree and its application; Explain first order differential equation with n-degree and its application; Explain higher order differential equation and its application; Explain differential equation system and its application

**Topics:** Basic Concept of Differential Equation (DE); First Order Differential Equation With One Degree As A Separable Equation; Linear and Non-Linear Differential Equation With One Degree-1; Exact Differential Equation; Integrating Factor; Linear and Non-Linear Differential Equation With One Degree-2; First Order Differential Equation With N-Degree; Application of First Order Differential Equation; Higher Order Differential Equation; The Method of Undetermined Coefficient; The Method of Variation of Parameters; Application of Linear Differential Equation; System of Differential Equations.

#### **MATH6023 – COMPLEX VARIABLE FUNCTION (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Make transformation pattern by elementary function; Select theorem to calculate complex function integral, Describe various elementary functions and its properties; Calculate and apply residue and pole into integral calculation, Describe the types, operation and properties of algebra at complex number; Describe the definition of complex function, limit, continuity, differentiation, analytic and harmonic function.

**Topics:** Complex number algebra; Complex function; Elementary function; Complex function integral; Complex series; Residue and pole; The use of residue and pole; Mapping and transformation.

#### **MATH6024 - ENGINEERING MATHEMATICS II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Basic Knowledge of PDE and its application; Explain An Analytical and Numerical Solution of The Heat Equation and its application; Explain An Analytical and Numerical Solution of The Wave Equation and its application; Explain Poisson Equation in Two Space Dimensions and its application; Explain Fourier Series and Sturm Liouville Problems and its application

**Topics:** Setting The Scene; Two-Point Boundary Value Problems; The Heat Equation; Finite Difference for The Heat Equation; The Wave Equation; Poisson's Equation in Two Space Dimensions; Fourier Series; Problem Solving; Sturm-Liouville Problems; Final Exam-Review.

#### **MATH6025 – DISCRETE MATHEMATICS (4 Credits)**

**Learning Outcomes:** On successful of this Course, students will be able to: Explain the logic of compound and quantified statements and how do to proof; Applying and explain counting method; Solve set theory, function, recursion, fuzzy set and relations; Analyze graph theory and its application; Explain Automata and its application; Connect the application of discrete mathematics as a fundamental of science and technology especially in the field of computer.

**Topics:** The logic of compound statement; The logic of quantified statements; Methods of proof; Counting; Set Theory; Function, recursion, and fuzzy set; Relations; Graphs and Trees; Finite Automata.

**MATH6026 – MATHEMATICS PROGRAMMING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain optimization problems and situations; Explain model linear programming problems and duality and post optimal analysis to the problem; Calculate network model problems i.e. transportation problems, the critical path methods, minimal spanning tree problems, the maximum flow problem and introduction of fuzzy programming; Analyze non-linear programming, integer programming, dynamic programming problems.

**Topics:** Introduction to the optimization problems; Linear programming; Duality and post optimal analysis; Network models; Introduction to fuzzy programming; Introduction to non-linear programming; Integer programming; Dynamic programming.

**MATH6030 – LINEAR ALGEBRA (2 Credits)**

**Learning Outcomes:** On successful of this Course, students will be able to: Solve system of linear equation; Explain Algebraic Matrix Operation; Evaluate Determinant and Inverse Matrix and its application; Define vector and its application in line or plane equation; Calculate Eigen values and eigenvectors of matrix and its application.

**Topics:** Matrix; System of Linear Equation; Determinant of Matrix; Inverse of Matrix; Elementary Row Operation; Vector; Line Equation; Plane Equation; Eigenvector and Eigen value.

**MATH6031 – CALCULUS (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Understand basic concepts of calculus such as limits, derivatives, integrals, infinite series and differential equations, together with their applications in real problems.

**Topics:** Functions, Limits and Continuity, Derivatives, Applications of Derivative, Integrals, Techniques of Integration, Applications of Integral, Functions of Two or More Variables, Infinite Series, First Order Differential Equations.

**MATH6036 – DISCRETE MATHEMATICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the logic of compound and quantified statements, Explain and applying counting method, Explain set theory, Explain Function, recursion, fuzzy set and relations, Explain Graph and its application.

**Topics:** The Logic of Compound Statements, The Logic of Quantified Statements, Counting, Set Theory, Function, Recursion, and Fuzzy Set, Relations, Graphs and Trees.

**MATH6038 – CALCULUS I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand basic concepts of single variable calculus; Interpret formulations geometrically and physically; Understand basic concepts of Infinite Series; Use single variable calculus for simple real problems.

**Topics:** Preliminaries; Limits; The Derivatives; Transcendental Functions; Applications of the derivatives; The Integral; Techniques of Integration; Application of the Integral; Infinite Series.

**MATH6039 – CALCULUS II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Solve ODE of mathematical modeling; Use Laplace transform to solve ordinary differential equation; Analyze vector differential calculus for some applications; Analyze vector integral calculus for some applications

**Topics:** First-Order ODEs; Higher Order Linear ODEs; Systems of ODEs; Laplace Transforms; Vector Differential Calculus; Vector Integral Calculus

**MATH6040 – QUANTITATIVE METHODS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Select the decision alternatives by quantitative analysis; Solve the transportation, inventory and waiting line models; Apply the quantitative methods for solving the real problems.

**Topics:** Decision analysis; Utility and game theory; Forecasting; Linear programming and sensitivity analysis; Linear programming application; Transportation and assignment problem; Inventory models; Waiting line models; Multicriteria decisions; Presentation.

**MATH6043 – SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define basic concepts of the scientific research and thesis proposal; Select research topics to make the thesis proposal; Write the thesis proposal using guidelines of research proposal methods; Demonstrate the thesis proposal in front of class with good presentation technique

**Topics:** Introduction of Thesis; Research Topics; Research Statement; Literature Study; Research Design; Research Methodology; Guidelines to Writing Research Thesis Proposal; Presentation

**MATH6044 – NUMERICAL METHODS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Estimate error and systems of Linear Algebraic Equations by numerical method; Calculate solution of polynomial equation; Compute numerical integration and differentiation; Analyze an initial and boundary value problem by numerical technique; Solve Symmetric Matrix Eigenvalue Problems by numerical technique.

**Topics:** Introduction to Numerical Method; Systems of Linear Algebraic Equations; Interpolation and Curve Fitting; Root of Equations; Numerical Differentiation; Numerical Integration; Initial Value Problems; Two-Point Boundary Value Problems; Symmetric Matrix Eigenvalue Problems.

**MATH6045 – CALCULUS I (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Give examples of number series and limits; Use the concept of limit and infinite series; Use the concept of derivatives; Use the concept of Indefinite and definite integral; Use Integration Techniques; Calculate Improper Integral; Explain the concept of function and limit; Explain the concept of Transcendental Functions.

**Topics:** Function and Limit; Derivative; Transcendental Functions; Derivative application; Integral; Integral application; Integration Techniques; Function of two variables; Infinite Series.

**MATH6046 – CALCULUS II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain System of linear equation using algebra matrix operation; Solve Matrix eigenvalue problem; Analyze vector differential calculus for some application; Analyze vector integral calculus for some application

**Topics:** Matrices and Vectors; Linear Systems of Equations; Determinants and inverse matrix; Vector Spaces and Linear Transformations; Matrix eigenvalue problem; Vector Differential Calculus; Vector Integral Calculus.

**MATH6048 – BUSINESS MATHEMATICS (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the basic concept of mathematics; Apply formula of mathematics concept properly; Analyze the problem of economic and business using formula in basic concept mathematics.

**Topics:** Review of Algebra; Applications and More Algebra; Functions and Graphs; Lines, Parabolas, and Systems; Exponential and Logarithmic Functions; Mathematics of Finance; Matrix Algebra; Differentiation; Additional Differentiation Topics; Curve Sketching; Multivariable Calculus; Integration; Applications of Integration.

**MATH6049 – MATHEMATICS OF FINANCE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain basic knowledge about Basic Statistics, Cash flows, Bonds, Interest Rates, Futures and Options; Interpret the results of basic calculations of Cash flows, Bonds, Interest Rates, Futures and Options; Analyze and evaluate a real problem in financial industries.

**Topics:** Introduction & Basic Statistics; Basic Financial Arithmetic; Cash Flows; Bonds Calculations; Bonds Risks; Amortization and Depreciation; Forward Interest Rates; Futures; Options; Real Options.

**MATH6050 - ACTUARIAL MATHEMATICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the time value of money and probability concept used in insurance; Analyze the concept of deterministic model of annuities, life annuities and their relationship with interest, present and future value; Analyze the concept of life insurance, annual premium and net premium.

**Topics:** Principles of Financial Mathematics; Brief Review of Probability; Life Annuities; Life Insurance; Net Premium; Life Table and Annuities; Exercises and Quiz 1; Exercises and Quiz 2; Exercises and Quiz 3.

**MATH6056 – SCIENTIFIC COMPUTING LAB (2 Credits)**

**Learning Outcome:** On successful completion of this course, student will be able to: Describe basic programming using Python; Explain data structure and object oriented design using Python; Express good program design and testing using Python; Apply programming skills in solving real-world problems using computer

**MATH6057 – ORDINARY DIFFERENTIAL EQUATIONS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Calculate mathematical modeling using first order, second order, & higher order ODE analytically and using software; Solve system of differential equation and nonlinear ODE analytically and using software; Apply all kind of ODE to some real problems; Analyze the solutions of ODE from differential model of the real problems.



**Topics:** First order differential equation; Second and higher order differential equation; System of differential equation; Nonlinear Differential Equation

#### **MATH6058 – NUMERICAL METHOD I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Solve the systems of linear algebraic equations, curve fitting and root equations by numerical method; Calculate the definite integrals and derivatives by numerical methods; Analyze an initial and boundary value problem and symmetric matrix eigenvalue problem

**Topics:** Introduction to Numerical Methods; Systems of Linear Algebraic Equations; Interpolation and Curve Fitting; Root of Equations; Numerical Differentiation; Numerical Integration; Initial Value Problems; Two-Point Boundary Value Problems; Symmetric Matrix Eigenvalue Problems

#### **MATH6059 – GEOMETRIC ALGEBRA (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of plane and space geometry; Explain relation between geometric objects; Explain the concept of geometric algebra; Describe geometrical objects using linear algebra approach; Interpret algebraic equations as geometric objects

**Topics:** Preliminaries; Vectors and Coordinates in R<sup>2</sup>; Straight Lines in a Plane; Linear and Affine Transformations in R<sup>2</sup>; Conics; Vectors and Coordinates in R<sup>3</sup>; Lines and Planes in Space; Linear and Affine Transformations in R<sup>3</sup>; Quadrics; Geometric Algebra and Computer Graphics

#### **MATH6063 – CODING THEORY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describes basic definition on coding theory; Use simple error detection methods; Describes linear codes and its bounds.

**Topics:** Introduction; Error detection; Hamming distance; Minimum distance decoding; Finite Fields; Polynomial Rings; Linear codes; Bases for linear codes and generator matrix; Encoding with linear codes; Decoding with linear codes; Bounds on coding theory; Reed-Muller code.

#### **MATH6064 – APPLIED PROJECTIVE GEOMETRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe basics of the Projective Geometry; Discuss the algorithms of the Projective Geometry and its application in Computer Vision; Implement the application of the Projective Geometry using Open CV.

**Topics:** 2D and 3D Vision Formation; Basics of the Projective Geometry; Division Ratio and Cross Ratio; Group of Projective Transformations; Projective Invariants; Image Warping Procedures; Projective Algorithms; Programming Techniques for Computer Vision using Open CV.

#### **MATH6066 – COMPUTATIONAL GEOMETRY (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the Coordinate-Free Geometry and basics of Differential Geometry; Discuss Coordinate-Free Geometric Computing and its application in Solid Modeling; Implement the application of the Geometric Computing in CGAL.

**Topics:** Coordinate-Free Geometry; Representation of Curves and Surfaces; Differential Geometry of Curve & Surfaces; Nonlinear Polynomial Solver; Distant Function; Curve & Surfaces Interrogation; Introduction to CGAL.

**MATH6067 – CRYPTOGRAPHY (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the basic principles of modern cryptography; Use the RSA cryptography system by applying it to practical problems; Implement some modern cryptographic algorithms in high-level programming languages.

**Topics:** Introduction to Cryptography; Block Cipher; Block Cipher Modes; Hash Function; Message Authentication Codes; The Secure Channel; RSA; Cryptography Protocols; Key Negotiation.

**MATH6068 – PARTIAL DIFFERENTIAL EQUATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain Basic knowledge of PDE and its application; Explain An Analytical and Numerical Solution of The Heat Equation and its application; Explain An Analytical and Numerical Solution of The Wave equation and its application; Explain Poisson Equation in Two Space Dimensions and its application; Explain Fourier Series.

**Topics:** Introduction to PDE; Poisson Equation in One Dimension; The Heat Equation; Finite Difference for The Heat Equation; The Wave Equation; Poisson's Equation in Two Space Dimensions; Fourier Series.

**MATH6072 – NUMERICAL ANALYSIS (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain the strength and limitations of numerical methods to be applied in a variety of mathematical problems; Solve mathematical problems that can not be solved analytically.

**Topics:** Error analysis and its propagation; Roots of equations; Linear Algebra equation systems (Elimination method); Application in Civil Engineering field; Linear Algebra equation systems (Iteration method); Numerical integrations; Numerical Solution of Differential Equations; Curve Fitting; Interpolations; Partial differential equations.

**MATH6073 – INTERNSHIP (8 Credits)**

**Learning Outcomes :** On successful completion of this course, students will obtain working experience in the real field work to apply the theory given in the class, so they will be more ready to apply the theory for job. They will be able to acquire highly marketable knowledge, specific skills and construct mathematics model both manually and using computer and implement the mathematics models to solve the real problems.

**Topics :** Field of Information Technology and Mathematics workplace.

**MATH6074 - MATHEMATICAL MODELING SOLUTION (2 Credits)**

**Learning Outcome:** By the end of this course, students will be able to determine and interpret solutions of mathematics models.

**Topics:** Mathematical Modelling in Industry, Modelling Techniques, Methods for Finding Solutions, Interpretation of Solutions, Some Practical Applications

**MATH6075 - APPLIED PROGRAMMING IN INDUSTRY (2 Credits)**

**Learning Outcome:** By the end of this course, students will be able to design program to solve problems in industries using mathematical methods approach.

**Topics:** Review of Mathematics Programming, Mathematics Computations, Mathematical Models Programming, Some Mathematical Softwares, Some Practical Applications

**MATH6076 - EES in Industry (4 Credits)**

**Learning Outcomes :** On successful completion of this course, students will obtain working experience in the real field work to apply and enhance the soft skills.

**Topics :** Team work; problem solving; interpersonal skill.

**MATH6081 - MATHEMATICS (2 Credits)**

**Learning Outcomes :** Explain counting method; Interpret Function and relations; Operate Matrices and applications; Interpret System of Linier Equations and applications.

**Topics :** Counting; Function and Relations; Matrices; System of Linier Equations.

**MATH6092 – NUMERICAL METHOD II (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Construct and implement One-Dimensional and Multidimensional Unconstrained Optimization; Use software package such as Python to solve numerical problems; Apply Fourier Approximation and Finite Difference; Construct finite-Element Method.

**Topics:** Introduction of Finite Difference; Finite Difference: Elliptic Equations; Finite Difference: Parabolic Equations; Finite Difference: Hiperbolic Equations; Finite-Element Method; Numerical Analysis.

**MATH6093 – CALCULUS (4 Credits)**

**Learning Outcomes:** On successful of this Course, students will be able to: Describe basic concepts of single variable calculus; Describe multi variable calculus for simple real problems; Interpret formulations geometrically and physically; Use single variable calculus for simple real problems; Describe basic concepts of Infinite Series

**Topics:** Preliminaries; Limits; The derivatives; Application of the derivatives; Function of two or more variables; The definite integral; Techniques of Integration; Improper integrals; Application of integral; Infinite series

**MATH6095 – APPLIED MATHEMATICS MODELING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand several mathematics models; Construct mathematics models both manually and using computer; Implement the mathematics models to solve the real problems.

**Topics:** Introduction to model; Quantitative modeling; Decision-making; Decision terminology; Decision making with principle data; Networking project planning model; Critical path method project; Work analysis path project; Game model; Graphic Method; Brown method; Forecasting model; Forecasting solution method; Inventory control model; EOQ model; Deterministic model; Queueing model; Single and multiple queueing model; Markov model and its applications; Simulation model; Probabilistic simulation; Simulation model applications.

**SUBJECT AREA: MDIA****MDIA6003 – MULTI MEDIA (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define an integrated scheme of architectural presentation; Demonstrate computerized methods of presentation; Analyse presentation techniques that are useful for architectural design; Demonstrate animation and interactivity creation using combination of software tools; Create architectural presentation from conceptual to implementable form.

**Topics:** Basic principles of computer graphics and interactive multimedia; Introduction to Photoshop; Introduction to presentation slides; Introduction to interactivity; Basic Movie Making; Variations in Flash Animation; Importing images, sound and video; Use of Symbols in Flash Movie; Introduction to Action in Movie; Making Interactions in Movie (1); Making Interactions in Movie (2); Transformation animation; Camera animation; Walkthrough animation; Modifier animation; Path animation; Introduction to Premiere; Transition; Special effects; Video effects; Audio effects; Publish Movie; Web Design; Introduction to Dreamweaver; Final presentation 1; Final presentation 2.

**MDIA7012 – NEW MEDIA I (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create simple multimedia interactive & website; Choose suitable application to deal website & multimedia elements; Analyze structure of website & multimedia interactive; Describe web and multimedia principles and development in the future; Use multimedia elements in a website; Score many famous website & multimedia interactive related with design aspect

**Topics:** Understanding the Adobe Flash CS5 & Exploring Web Technologies; Drawing in Flash; Symbol, Instances, Library & Color; Working with Text & Modifying Graphics; Timeline Animation & Motion Editor; Integrating Media Flash with Flash; Integrating Media Flash with Flash (2); Understanding Actions & Event Handlers; Building Timelines & Interactions; Making your Flash CS 5 Project; Distributing Flash Movies; Creating Adobe AIR application using Flash CS 5; Using Flash to create iPhone applications .

**MDIA7013 – NEW MEDIA II (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Reproduce professional website; Recognize suitable application to deal website elements; Use web and multimedia principles and development in the future; Experiment many famous website; Compose multimedia elements in a website; Score many famous website related with design aspect.

**Topics:** Web Basic; Defining Your Web Site's Role; Storyboarding Your Site; Design Basics; HTML Basics; Registering Domain Name; Gathering Your Web Content; Information Architecture & Page Layout; Color & Graphics; Evaluating Web Design Software & Tools; HTML Intermediate; Typography; Texture; Imagery; Grid; Controlling Page Style; Layout & Composition.

**MDIA7017 - NEW MEDIA (4 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to : Design interactive multimedia with various software; Create variation of website design based on an idea or a concept; Design a personal website completed with explanation, concept, storyline and flowchart.

**Topics:** Introduction; The principles of interactive multimedia; The principles of animation; Layout interface; Combining element; Web hosting; Upload and maintenance.

**MDIA6018 - AUDIO VISUAL (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Select production steps of audio visual; Apply pre-production steps of audio visual; Identify the character of audio visual media; Combine audio visual production with its supporting tools; Describe the symbols of audio video communication; Design audio visual production, select how to produce audio visual program referring to requirement; Design and produce audio visual program referring to the procedure; Use the principles of editing; Operate editing instruments; Operate video camera.

**Topics:** The Character of Audio Visual Media; Communication Symbols of Audio Visual; Program Format of Audio Visual (Television); Production Preparation of Audio Visual Program; Pre-Production of Audio Visual (Script Writing); Pre-Production (Script to Storyboard); Production and its Steps; Camera and its Operational, audio Visual Program – Production and Post Production; Proposal of Audio Visual Program production; TVC and PSA; Preview TVC dan PSA; Short film.

**MDIA6019 - ADVERTISING MEDIA (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to : Describe the deference of media; Find appropriate media concepts and strategy; Manage effective advertising plans; Describe the role of ethics in advertising.

**Topics:** Introduction to basic media strategy (mass media, intra-personal, and interactive); Media Planning; Unique characteristics and function of media; Media effectivity and efficiency; Relation between media and creative concept/strategy; Unconventional and alternative media; The future of media; Social norms in advertising; Culture through formal legislation in force in the world of advertising.

**MDIA6020 – DIGITAL COMPOSITING I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify process of footages in video production; Explain 2D motion artwork with compositing technique; Apply 2D motion artwork combine with keying method in compositing technique; Create 3D motion artwork combine with all method in compositing technique.

**Topics:** Digital Compositing Application in post production process; Layer base and node base in composition workflow; Multi layer composition based on lighting and camera theory; Colour Correction for better quality improvement; Grading Colour for creating precise colour mood; Approaches Keyframe for animation and Curve; 3D compositing; 3D camera in compositing scene; 3D Motion Graphic; 3D Projection Camera; Creative Visual Effect; Experimental media and live action; Compositing skills in the industry.

**MDIA6022 - DIGITAL COMPOSITING II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the shot for visual effects certain concept.; Evaluate camera work and greenscreen setup for visual effects production; Analyze integration between 3D software and compositing software for certain; Analyze 3D motion artwork or animation combine with visual effects shot.

**Topics:** Visual Effects in industry and breakdown; Greenscreen Setup in Production for VFX post-production treatment; Greenscreen productions to create VFX footages; Advance keying and shot manipulation; Color correction and mood color; Visual effects treatment and categories; 3D Camera tracking and match movement; 3D Object tracking, compositing & Visual effects implementation; 3D Graphic elements; Multi pass Rendering & Render

Elements; Particles manipulation and detail enhancements; Advanced Masks & alpha Channel Using 3D; Matte painting for VFX environment and background set

## **SUBJECT AREA: MGMT**

### **MGMT6008 – HUMAN RESOURCE MANAGEMENT (2 Credits)**

**Learning outcomes:** On successful completion of this course, student will be able to: Explain the basic concept of Human Resource Management & its Challenges; Explain Human Resource functions & its concepts; Apply Human Resource functions that fit to organize's needs.

**Topics:** The Challenges of HRM; Job Design; Job Analysis; Human Resource Planning; Recruitment; Selection; Training and Development; Career Management; Performance Management and Appraisal; Organizational Reward System; A Safe and Healthy Work Environment; HR Separation; Global HRM.

### **MGMT6009 – PROJECT MANAGEMENT (2 Credits)**

**Learning Outcomes:** Students will be able to examine project management roles and environments, the project life cycle and various techniques of work planning, and control and evaluation to achieve project objectives.

**Topics:** Project management concepts, project organizational structures, project organizational behaviors, applied project planning, resource allocation, cost estimating and budgeting, project measurement and control, project evaluation and termination.

### **MGMT6011 – INTRODUCTION TO MANAGEMENT AND BUSINESS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the principles of management, making decisions, business environment, economic condition, social responsibility in business and basic forms of business ownership; Explain challenges for the global manager, the decision making process, setting goals and plans, competitive strategies and mechanistic and organis ctructure, production processes, marketing and financial management; Analyze goals and plans, the strategic management process, contemporary organizational design, the changing workplace, group development, and current issues in motivation, leadership, type of control, marketing mix and financial management; Apply innovation process, workplace diversity, effective teams and interpersonal communication, contemporary theories of motivation and leadership and tools for measuring organizational, different markets, financial planning and function of securities markets.

**Topics:** Foundations of Management and Organizations; Global Management; Decision Making; Foundations of Planning; Strategic Management, Foundations and Contemporary of Organizational Design; Change and Innovation; The Diverse Workforce; Human Resource Management; Groups and Teams; Communication; Motivation; Leadership; Foundations of Control; Taking risks and Making Within the Dynamic Business Environment; Understanding How Economics Affects Business; Demanding Ethical and Socially Responsible Behaviour; How to Form a Business; Entrepreneurship and Starting a Small Business; Production and Operations Management; Marketing: Helping Buyers Buy; Developing and Pricing Goods and Services; Distributing Products; Using Effective Promotions; Financial Management; Using Securities Markets for Financing and Investing Oppurtunities

**MGMT6012 – HUMAN RESOURCES MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the basic concept of human resource management; Identify the human resource function; Apply human resource functions that match to organizations' need.

**Topics:** HRM: A Strategic Functions; The Challenges of HRM; Business Ethics & Corporate Social Responsibility; Equal Employment Opportunity & Workforce Diversity; Job Design; Job Analysis; Human Resource Planning; Recruitment (I); Recruitment (II); Selection; Training and Development (I); Training and Development (II); Management and Organization Development; Career Management; Performance Management and Appraisal; Organizational Reward System (I); Organizational Reward System (II); Base Wage and Salary System; Incentive Reward; Employee Benefit and Non-Financial Compensation; A Safe and Healthy Work Environment; Internal Employee Relation; Collective Bargaining; HR Separation; Global HRM; HR Audit.

**MGMT7013 – STRATEGIC MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Apply the basic model, the benefits of good strategic management, role and the process of developing vision and mission statements in strategic management; Design vision-mission statement, key success factors for external-internal scanning, the industrial organization and RBV view, Porter's Five generic strategies, 16 types of business strategies and three-stage framework for choosing among alternative strategies; Analyze strategic management as TOWS, SPACE, IE, Grand Strategy, BCG Matriks and QSPM; Design of the business strategy, annual objectives, policies, and implementation-evaluation strategy

**Topics:** The Nature of Strategic Management; Business Ethics/Social Responsibility/Environmental Sustainability; The Business Vision and Mission; The External Assessment; The Internal Assessment; Strategies In Action; Strategy Analysis and Choice; Implementing Strategies: Marketing, Finance/Accounting, R & D, and MIS Issues; Implementing Strategies: Management and Operations Issues; Strategy Review, Evaluation, and Control; Global/International Issues; Cases in Strategic Management

**MGMT6015 – BUSINESS QUANTITATIVE METHODS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: describes the character of a business problem proportionally; apply mathematical principles to solve a business problem; outlining a quantitative model of the operations of a production process with regard to decision-making; compare and analyze business results and quantitative calculations relate to the benefits that will be achieved; Outlining a quantitative model of the operations of a production process with regard to decision-making; Describes the character of a business problem proportionally; Describes the character of a business problem proportionally; compare and analyze business results and quantitative calculations relate to the benefits that will be achieved.

**Topics:** 1. Introduction, Course rules and sanctions; 2. Introduction to Quantitative Analysis; 3. Linear Programming Model (Programasi Matematis); 4. Transport Model (Programasi Matematis); 5. Assignment Model (Programasi Matematis); 6. Net working models: PERT and CPM (Probability Models); 7. Queue Model (Probability Models); 8. Inventory Model (Probability Models); 9. Forecasting methods

**MGMT6017 – THESIS (6 Credits)**

**Learning Outcomes:** After finishing thesis, students are expected to obtain experiences to solve the problems that appear in international trade, entrepreneurship, and e-business by using appropriate methodology and then create a scientific writing based on those experiences.

**Topics:** International trade, entrepreneurship and e-business.

**MGMT6018 – OPERATIONAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** Identify principles of Operations Management; Describe how products and services are designed by Operations Management; Interpret how products and services are managed by Operations Management.

**Topics:** Introduction to Operations Management; The Global Environment and Operations Strategy; Product Design; Quality Management and Statistical Process Control; Process Design and Capacity Planning; Capacity Planning; Location Decision; Layout Decisions; Managing the Supply Chain; Managing Inventory; Aggregate Scheduling; Material Requirements Planning (MRP) and ERP; Scheduling for the short Term; JIT and Lean Operations; Maintenance and Reliability Decisions

**MGMT6019 – CHANGE MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of organization theory and behaviour; Describe the concept of strategy development and change management; Apply the model of change management and challenge of change; Analyze the case of managing change

**Topics:** From trial and error to the science of management: the rise of organisation theory; Developments in organisation theory: from certainty to contingency; In search of new paradigms; Critical perspectives on organisation theory: postmodernism, realism and complexity; Culture, power, politics and choice; Approaches to strategy: managerial choice and constraints; Applying strategy: models, levels and tools; Approaches to change management; Developments in change management: the emergent approach and beyond; A framework for change: approaches and choices; Organisational change and managerial choice; Management – roles and responsibilities

**MGMT6021 – THESIS (6 Credits)**

**Learning Outcomes:** After finishing their thesis, students are expected to obtain the experiences to finish the problems in the field of e-business and information system by using appropriate method that can be justified scientifically, and then present the result in the form of scientific writing.

**Topics:** Field of e-business and information system.

**MGMT6022 – MANAGEMENT AND ORGANIZATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic concept of organization theory, Identify the elements of an organization, Choose the elements of an organization suitable to the organization's need.

**Topics:** Organizations and Organization Theory, Organization and Organizational Effectiveness, Strategy, Organization Design, and Effectiveness, Fundamentals of Organizational Structure, Fundamentals of Organizational Structure, Interorganizational Relationships, Designing Organizations for The Internal Environment, Manufacturing and Service Technologies, Information Technology and Control, Organization Size, Lifecycle, and Decline, Organizational Transformation, Birth, Growth, Decline, and Death, Organizational Culture and Ethical Values,



Innovation and Change, Decision Making Process, Decision Making, Learning, Knowledge Management, and Information Technology, Conflict, Power, and Politics, Case Study.

#### **MGMT6023 – MANAGING ENTREPRENEURIAL ORGANIZATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the importance of understanding the organizational behavior and culture, Explain the importance of understanding and managing individual and group behavior, Sketch the organizational processes such as communication in organization and decision making, Sketch the organizational design, change, and innovation, Appraise the global dimension of the entrepreneurial organization and several state of the art organizational entrepreneurship.

**Topics:** 1. Introduction to Organizational Behavior; 2. Organizational Culture; 3. Organizational Entrepreneurial; 4. The Evolution of Organizational Entrepreneurial; 5. Individual Difference and Work Behavior; 6. Perception, Attribution, and Emotion; 7. Job Design, Work, and Motivation; 8. Evaluation, Feedback, and Rewards; 9. Managing Misbehavior, Individual Stress, Conflict, and Negotiation; 10. Power, Politics, and Empowerment; 11. Communication and Decision Making; 12. Organizational Structure and Design; 13. Managing Organizational Change and Innovation; 14. The Global Dimension of The Entrepreneurial Organization; 15. State of the Art of organizational Entrepreneurship;

#### **MGMT6024 – LEADERSHIP & MANAGING HUMAN CAPITAL IN ORGANIZATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of leadership; Explain the concept of human capital; Measure the effect of leadership; Measure human resources value added; Analyze the human capital contribution; Analyze human capital measurement

**Topics:** Leadership is Everyone's Business; Leadership Involves an Interaction Between The Leader, The Follower, and The Situation; Leadership is Developed Through Education and Experience; Assessing Leadership and Measuring Its Effects; Power and Influence; Leadership and Value; Leadership Traits; Human Leverage; How to Measure Human Capital's Contribution to Enterprise Goals; How to Measure Human Capital's Impact on Process; How to Measure Human Resources' Value Added; Human Capital Analytics: The Leading Edge of Measurement; How to measure and value improvement initiative results; Outsourcing: A New Operating Model

#### **MGMT6025 - GLOBAL ENTREPRENEURIAL LEADERSHIP (2 Credits)**

**Learning Outcomes:** After finishing this course, student will be able to: Compare leadership methods in team diversity using strategy in global business; Prove the model of participatory leadership and the use of influence on the global business; Demonstrate the ethical of charismatic transformational leadership on the global business change; Design a learning model of global business organizations; Identify the leadership and managerial development in the global business.

**Topics:** Leadership and managerial; Development of Managerial and Leadership Ability; Effective Leadership Behavior and contingency theory; Participative Leadership, Delegation, and Development; Global Leadership Development; Power and Influence; Transformational and Charismatic Leadership; Ethics and the Spirit of Leadership; Leading Change In Organizations; Intercultural and Diversity Leadership Attribution; Leadership in Teams and Groups; Strategic and Executive Leadership; Organizational Learning in the Era of Global Business.

**MGMT6029 - KNOWLEDGE MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define Knowledge Management and other related terms; Explain factors needed in designing Knowledge Management; Relate Knowledge Management to organization strategy; Design Knowledge Management implementation in organization.

**Topics:** Introduction to Knowledge Management; The Nature of Knowledge and Its Aspects; Intellectual Capital; Strategic Management Perspectives; Creating Competitive Advantage with Knowledge Management; Organization Learning; KM in Products Industries: Case Study; The Learning Organization; Knowledge Management Tools; Knowledge Management Systems; KM in Services Industries: Case Study; Enabling Knowledge Contexts and Networks; Implementing Knowledge Management.

**MGMT6030 - SUSTAINABILITY MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the term of sustainability and sustainable business application in current situation integrated into global economy; Identify the basic economic, social, and environmental factors that companies must accommodate; Design a framework for understanding sustainability challenges and opportunities to setting strategic sustainable objective in development of competitive advantage; Employ in-depth knowledge and provide specific recommendation of sustainable industrial performance; Explain key sustainability management terms, concepts, and fundamental strategies; Apply good communication in application of management.

**Topics:** Sustainable Business Fundamentals; Sustainability Models, System Thinking, and Decision Making; The New Ethics in Business; The Ecological Sustainability and Effectiveness; The Social Sustainability and Effectiveness; The Economic Sustainability and Effectiveness; The Perils of Green Washing; Environmental Management System; International Standardisations; Lean Thinking and Performance Methods; Understanding the Importance of Customers; Human Factors and Management Sustainability; Leadership for a Sustainable Enterprise; Financial Performance; Green Product; Sustainable Industry and Innovation; Sustainability BSC & Clean Production; Managing the Change to a Sustainable Enterprises; CSR and Social Responsibility; Valuing CSR; CSR and Firm Performance; Non Financial Report and CSR; Sustainable Competitive Advantage and Sustainable Value; Sustainability Indicator and Measurement; Sustainable Management in Indonesia; Environmental Audit.

**MGMT7032 - CORPORATE GOVERNANCE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the history, concept and principles of good corporate governance; Describe the boards and the difference between governance and management; Explain the benefit of good corporate governance practices against the company and the economy; Apply the practices of the board in realizing the good corporate governance; Explain the importance of the risk assessment and CSR in realizing good corporate governance

**Topics:** Corporations and History of Corporate Governance; Governance and Management; Directors and Board Architecture; The Governance of Private Companies and Other Corporate Entities; Case Study of The Governance of Private Companies and Other Corporate Entities; Functions of the Board; Corporate Governance Codes; Models of Corporate Governance; Director's Capabilities and Responsibilities; The Reality of the Boardroom; Case Study of The Reality of the Boardroom; Corporate Risk Assessment; Corporate Social Responsibility (CSR) and Sustainability

**MGMT6033 – ADVANCED TOPICS IN BUSINESS AND ORGANIZATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the major issues and concepts in business intelligence; Explain the importance understanding virtual enterprises as organizational form in the modern economy; Sketch the Scheme for process based organizational Analysis; Appraise the relationship between Business Process Orientation and supply chain business performance.

**MGMT6036 – QUANTITATIVE BUSINESS ANALYSIS (4/2)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of quantitative business analysis; Apply mathematic concept properly and mathematical concept in solving a business problem; Analyze the mathematic methods to solve economic and business problems.

**Topics:** Introduction to Quantitative Analysis; Linear Programming Models: Graphical and Computer Methods; Linear Programming Applications; Transportation and Assignment Methods; Inventory Control Models; Forecasting Models; Waiting Line and Queuing Theory Models; Project Management; Markov Analysis; Decision Analysis; Simulation Modeling.

**MGMT6038 - CROSS CULTURAL MANAGEMENT (2 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Explain cross cultural concept and its implication towards overall organization.

**Topics:** Cross Cultural Concept; Eastern and Western Culture; Cultural Dimension and Dilemmas; Culture and Styles of Management; Cultural and its relationship with corporate structure, leadership, strategy, marketing and change in organization.

**MGMT6040 - THESIS (6 Credits)**

**Learning Outcomes:** After finishing thesis, students are expected to obtain experiences to solve the problems that appear in international trade, entrepreneurship, and e-business by using appropriate methodology and then create a scientific writing based on those experiences.

**Topics:** International trade, entrepreneurship and e-business.

**MGMT7041 - GLOBAL SUPPLY CHAIN MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of Supply Chain Management (SCM); Apply the concept of Supply Chain practically; Analyze the concept of Supply Chain Management to solve economic and business problems.

**Topics:** Supply Chain Management: An overview; Global Dimension of supply chain; Role Of Logistic in Supply Chain; Supply Chain Relationships; Supply Chain Performance measurement and financial analysis; Operations: Producing Goods and Services; Order management and customer service; Supply Chain technology - Managing information Flow; Distribution - managing fulfilment operations; Demand Management; Transportation - Managing in the flow of the supply chain; Sourcing materials and services; Supply chain network analysis and design; Supply Chain Sustainability; Strategic challenges and charge for supply chains.

**MGMT6042 - CROSS-CULTURAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Explain cross cultural concept and its implication towards overall organization.

**Topics:** Cross Cultural Concept; Eastern and Western Culture; Cultural Dimension and Dilemmas; Culture and Styles of Management; Cultural and its relationship with corporate structure, leadership, strategy, marketing and change in organization.

**MGMT7043 - STRATEGIC ALLIANCES MANAGEMENT (4 Credits)**

**Learning Outcomes:** This course is designed to equip student with ability to consider the rationale of alliance and the ability to manage and control single and multiple alliances.

**Topics:** Rationale and concept for alliances; Partner identification; Negotiating the alliance; Implementing the alliance; Alliance evolution; Controlling and managing the alliance; Multiple alliances.

**MGMT6044 – THESIS (6 Credits)**

**Learning Outcomes:** After finishing thesis, students are expected to obtain experiences to solve the problems that appear in international trade, entrepreneurship, and e-business by using appropriate methodology and then create a scientific writing based on those experiences.

**Topics:** International trade, entrepreneurship and e-business.

**MGMT6045 – ORGANIZATIONAL BEHAVIOUR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define organizational behavior and diversity and describe the effects of diversity in the workforce; Describe the factors that influence the formation of individual attitudes and values, the factors influencing individual decision making in organizations, the importance of individual moods and emotions in the workplace; Apply the study of perception and attribution to the workplace; Summarise the major theories of learning & the techniques of behavior modification, and the major theories of motivation and relate them to organizational performance; Describe best practices for utilizing groups and work teams in organizations, the nature of conflict and the negotiation process; Discuss the influence of culture on organizational behavior, the factors that influence decisions about organizational structure, the effects and method of stress in the workplace

**Topics:** What is Organizational Behaviour?; Diversity in Organization; Attitudes and Job Satisfaction; Emotions and Mood; Personality and Values; Perception and Individual Decision; Motivation Concepts; Motivation: From Concepts to Applications; Foundations of Group Behavior; Understanding Work Teams; Conflict and Negotiation; Organizational Culture; Organizational Change and Stress Management

**MGMT6046 – MANAGEMENT SCIENCE (4 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Apply the concept of problem solving based on management science approaches.

**Topics:** Linear programming; integer programming; transportation, network flow models; project management; nonlinear programming; probability and statistics; decision analysis; queuing analysis; simulation; forecasting; and inventory management.

**MGMT6047 - INTERNATIONAL HUMAN RESOURCE MANAGEMENT (2 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Examine a clear and contemporary issues in managing the human resource aspects in international organizations.

**Topics:** International HRM, multinational corporation: staffing, labour relationship, HRM in develop and developing companies.

#### **MGMT7048 – STRATEGIC HUMAN RESOURCE MANAGEMENT (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: Identify the right strategy to be implemented in a complete human resources process both local and globally.

**Topics:** Introduction To Strategic HRM; Human Resource Environment; Recruitment and Retention Strategies; Training and Development Strategies; Performance Management Strategies; Reward and Compensation Strategies; Retrenchment Strategies; Human Factors of Strategy Implementation; Global Hr Strategies.

#### **MGMT6049 – ORGANIZATION CULTURE AND POWER\* (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the need of cultural change for organization; Explain the definition and types of culture and organizational culture; Manage conflict and power in the organization effectively; Identify elements and dimensions of culture to implement the best organizational culture.

**Topics:** The Importance of Understanding Culture; What is Culture Anyway; Organizational Culture; Elements and Dimensions of Organizational Culture; Deeper Assumptions; When and How to Assess Your Culture; Cultural Learning, Unlearning, and Transformative Change; Culture Creation, Evolution, and Change in Start-Up Companies; Culture Dynamics in the Mature Company; Mid-Life Crisis and Potential Decline; An Introduction to Changing Organizational Culture; Form the Strategic Management Team; The Competing Values Framework; Individual Change as A Key To Cultural Change; When Cultures Meet; Cultural Realities for the Serious Culture Leader; Managing Conflict and Negotiation; Influence, Empowerment, and Politics.

#### **MGMT6050 - BUSINESS AND ORGANIZATION SEMINAR\* (5 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify steps in analysing and solving case, Explain the concepts of human resource management, strategic management, and management and organization, Analyze the cases selected correctly, Choose the suitable concepts of HRM, strategic management, and management and organization to solve case selected.

**Topics:** Introduction to Case Analysis, Review of HRM, Strategic Management, and Organizational Changes, Case: Google, Case: Muffler Magic, Case: BP Texas City, Case: Angelo's Pizza, Case: Bandag Automotive, Case: MacDonald's and the McCafé Coffee Initiative, Case: Coca Cola's Re-Entry & Growth in China, Case: Renault-Volvo Strategic Alliance - Strategic Alliance, Case: Wal-Mart, Case: Air Asia: The Skys's The Limit, Case: Circus Oz, Case: L'oréal Thailand.

#### **MGMT6051 – INTRODUCTION TO BUSINESS PROCESS MODELING\* (4 Credits)**

**Learning Outcomes:** This course provide design of business processes from a broad quantitative modeling perspective; Multitude of analytical tools that can be used to model, analyze, understand and ultimately, to design business processes.

**Topics:** Introduction to Business Process Design; Process Management and Process Oriented Improvement Programs; A Simulation Based Methodology for Designing Business Processes; Basic Tools for Process Design; Managing Process Flows; Introduction to Queuing and Simulation; Introduction to Extend; Modeling and Simulating

Business Processes; Input and Output Data Analysis; Optimizing Business Process Performance; Process Benchmarking with Data Envelopment Analysis.

**MGMT7052 – PERFORMANCE MANAGEMENT & MEASUREMENT SYSTEM\* (4 Credits)**

**Learning Outcomes:** This course provide extensive theoretical knowledge with practical overtones to the students, and application based knowledge to the professionals to successfully implement performance management systems and strategies. With such comprehensive knowledge and practical skills HR students would be able to develop their capabilities as future manager to manage performance in any organization.

**Topics:** Introduction to Performance Management Performance Planning; Performance Appraisal; Performance Management Review; Performance Management Systems; Strategic Performance Management; Competency-Based Performance; Performance-Based Compensation; Performance-Based Career Planning; Team Performance Management; Performance Measurements through Balanced and HR Scorecards; Performance Management and Mentoring; Performance Measurement; International Performance Management; Performance Audit, Human Resource Valuation, and Accounting and Audit; Ethical and Legal Issues of Performance Management; Contemporary Issues in Performance Management.

**MGMT6053 - COMPENSATION AND PERFORMANCE MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define the compensation and pay model; Explain factors needed in designing pay structure; Relate compensation strategy to performance management; Design compensation strategy.

**Topics:** The Pay Model; Strategy: The Totality of Decision; Defining Internal Alignment; Job Analysis; Evaluating Work: Job Evaluation; Defining Competitiveness; Designing Pay Level, Mix, and Pay Structures; Pay for Performance-The Evidence; Performance Appraisal; The Benefit Determination Process; Union Role in Wage & Salary Administration; International Pay System; Management: Making It Work.

**MGMT7054 - SERVICE MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the concept of service markets; Apply the 7Ps of marketing to services; Explain the profitable service strategies.

**Topics:** New Perspective on Marketing in the Service Economy; Consumer Behaviour in a Services Context; Positioning Services in Competitive Markets; Developing Service Products: Core and Supplementary Elements; Distributing Services Through Physical and Electronic Channels; Setting Prices and Implementing Revenue Management; Promoting Services and Educating Customers; Designing and Managing Services Processes; Crafting the Service Environment; Managing People for Service Advantage; Managing Relationships and Building Loyalty; Complaint Handling and Service Recovery; Improving Service Quality and Productivity; Striving for Service Leadership.

**MGMT6055 – BUSINESS PROCESS MODELING, ANALYSIS AND DESIGN (4 Credits)**

**Learning Outcomes:** After completing this course, students will be able to establish a valid understanding of the business as it is and as it might be in the future. He/she will be understand validity-driven approach to business analysis and can use design thinking and concept mapping to enable creative, new business concepts and processes.

**Topics:** (1) Design thinking business analysis: Understanding the business; Design thinking for business analysis; Business analysis redefined; (2) Business concept mapping: Where to find meaningful business information; How to do concept mapping (3) Business innovation using mapped business concept: Concept mapping and the next generation IT paradigms; Opportunity: Reliable business information and MDM; Opportunity: Information valuation, Meaningful business intelligence.

#### **MGMT6056 – ADVANCED TOPICS IN PERFORMANCE EXCELLENCE (2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to address in particular emerging issues in business performance management, be they related to financial planning, operational planning, business modeling, consolidation and reporting, analysis, and monitoring of key performance indicator, or combinations of these. In recent years, the business performance management landscape has been changed by technologies such as systems development, workflow automation, and other emerging technologies. A number of these topics, not necessarily all of those listed above, will be covered in the course in an attempt to identify their structural characteristics and their applicability in the world of business.

#### **MGMT7057 – BUSINESS PROCESS MEASUREMENT AND METRICS (4/2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: developing the process inventory; drawing and verifying the process map; applying improvement techniques, creating and testing internal controls, tools, and metrics.

**Topics:** Develop the Process Inventory; Establish the Foundation; Draw the Process Map; Estimate Time and Cost; Verify the Process Map; Apply Improvement Techniques; Create Internal Control, Tools and Metrics; Test and Rework; Implement the Change; Drive Continuous Improvement; The Process Inventory; Process Prioritization (Developing Criteria, Scale, Applying Weighting)

#### **MGMT8061 – LEADERSHIP ORGANIZATION BEHAVIOR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the main concept of organization's behavior; Analyze effective organization structure; Compare effective leadership skills in organization; Demonstrate leadership communication in organization

**Topics:** Organization Behavior; Perception of Employee; Leadership in Organization; Motivation of Employee; Problem Solving & Decision Making; Organization Structure; Conflict & Negotiation; Managing Conflict; Team Building

#### **MGMT6066 – HOTEL FINANCIAL MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the nature and the importance of value creation and the manager's role in creating Value for the firm's owners; Analyse the financial market and financial statements, including the balance sheet, income statement, and statement of cash flow, and ratio analysis; Examine how risk affects value and how the timing of cash flows affects their value; Examine the capital budgeting concepts; Examine financial planning for hospitality entrepreneur and how to manage an enterprise's working capital; Examine the concepts of assets management, leasing and franchising for the hospitality business.

**Topics:** Syllabus Explanation; Financial Markets and Raising Financial Capital; A Brief Review of Financial Statements; Financial Statement Analysis; Financial Statement Analysis (cont.); Risk and Value in the Hospitality Firm; The Timing and Value of Cash Flows; Valuation & Required Rates of Returns & Capital Expenditure Analysis; Other Project Valuation Criteria & Issues in Capital Structure Management; Financial Planning for the Hospitality

Entrepreneur; Managing an Enterprise's working Capital; Asset Management in the Hospitality Industry & Leasing; Expansion Via Franchising & Via Management Contracts.

**MGMT6073 - CSR AND SOCIAL MARKETING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze Strategic Marketing Planning Process, Segmentation, Targeting and Positioning in Social Marketing; Design Marketing Mix (Product, Place, Promotion and Price) in Social Marketing Area; Evaluate the Strategic Implementation in Social Marketing Area.

**Topics:** Understanding Social Marketing; Strategic Marketing Planning Process & Success Tips in Social Marketing Determining Research Needs&Option and Choosing a Purpose&Focus For Your Plan&Conducting a Situation Analysis; Segmentaing, Evaluating & Selecting Target Audiences; Setting Behaviour Objectives & Goals; Identifying Barriers, Benefits, The Competition and Influential Others; Crafting a Desired Positioning and Product Platform Determining Monetary&Non-Monetary Incentives & Disincentives; Making Access Convinient and Pleasant Deciding on Messages, Messangers &Creative Strategies and Selecting; Communication Channels; Developing a Plan for Monitoring and Evaluations; Establishing Budgets and Finding Funding; Creating an Implementation Plan and Sustaining Behaviour.

**MGMT6074 – INTRODUCTION TO MANAGEMENT AND BUSINESS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the principles of management, making decisions, business environment, economic condition, social resposibility in business and basic forms of business ownership; Explain challenges for the global manager, the decision making process, setting goals and plans, competitive strategies and mechanistic and organis ctructure, production processes, marketing and financial management; Analyze goals and plans, the strategic management process, contemporary organizational design, the changing workplace, group development, and current issues in motivation, leadership, type of control, marketing mix and financial management; Apply innovation process, workplace diversity, effective teams and interpersonal communication, contemporary theories of motivation and leadership and tools for measuring organizational, different markets, financial planning and function of securities markets.

**Topics:** Foundations of Management and Organizations; Global Management; Decision Making; Foundations of Planning; Strategic Management, Foundations and Contemporary of Organizational Design; Change and Innovation; The Diverse Workforce; Human Resource Management; Groups and Teams; Communication; Motivation; Leadership; Foundations of Control; Taking risks and Making Within the Dynamic Business Environment; Understanding How Economics Affects Business; Demanding Ethical and Socially Responsible Behaviour; How to Form a Business; Enterpreneurship and Starting a Small Business; Production and Operations Management; Marketing: Helping Buyers Buy; Developing and Pricing Goods and Services; Distributing Products; Using Effective Promotions; Financial Management; Using Securities Markets for Financing and Investing Oppurtunities

**MGMT6156 - INTRODUCTION TO LEADERSHIP AND MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concepts of leadership and management, Identify leadership and managerial skills required in certain contexts, Analyze cases in which certain leadership and managerial skills are required, Integrate theories and development method of leadership with diverse contexts, Discover personal leadership quality and integrate it with managerial skills in solving leadership and managerial issues.



**Topics:** The Nature of Leadership, The nature of managerial Work, Perspective on Effective Leadership Behaviour, Participative Leadership, Delegation, and Empowerment, Power and Influence, Managerial traits and skills, Contingency Theories of Effective Leadership, Charismatic and Transformational Leadership, Ethical, Servant, and Authentic Leadership, Leadership in Teams and Decision Groups, Gender, Diversity, and Cross cultural leadership, Leading Change in Organization, Developing the Leader Within You.

## **SUBJECT AREA: MKTG**

### **MKTG8005 – MARKETING MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Construct marketing process and strategic planning; Analyze market and opportunities in the changing marketing environment; Analyze marketing strategy comprehensively in the market competition and ICT era; Create competitive advantages through brand strategy and communication; Analyze competition on global market and sustainable marketing

**Topics:** Understanding Marketing Management; Customer Relationship Management; Segmenting, Targeting, Positioning and Differentiation; Consumer Markets and Consumer Buyer Behaviour; Business Market and Business Buyer Behaviour; Product and Service; Brand; Pricing Strategy; Distribution Channel; Product and Brand Communication; Integrated Marketing Communication; Social Media and e-Marketing; Creating Competitive Advantage; Sustainable Marketing: Social Responsibility and Ethics; The Global Market Place

### **MKTG8006 – CONSUMER BEHAVIOR (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define Perspective on Consumer behavior; Explain essentials of Affect, Cognition, attention, attitude; Apply various aspects of environment; Analyse the influence of consumer behavior; Create the marketing Strategy.

**Topics:** Consumer Behavior and Marketing Strategy; Behavior; Affect and Cognition; Customer Product Knowledge and Involvement; Attention and Comprehension; Attitudes and Intentions; Conditioning and Learning Process; Influencing Consumer Behaviors; Consumer Decision Making; Environment; Cultural and Cross-Cultural Influences; Sub Culture and Social Class; Reference Groups and Family; Market Segmentation and Product Positioning; Consumer Behavior and Product Strategy; Consumer Behavior and Promotion Strategy; Consumer Behavior and Pricing Strategy; Consumer Behavior, Electronic Commerce, and Channel Strategy.

### **MKTG6068 - INTEGRATED MARKETING COMMUNICATION & PROJECT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the basic theory of Integrated Marketing Communication; Explain the advertising and media tools; Identify the strategy to make a proper promotional strategy using the promotional tools; Identify The IMC Ethics, Regulation and Evaluation.

**Topics:** The IMC Foundation; IMC Advertising Tools; IMC Media Tools; IMC Promotional Tools; IMC Ethics, Regulation, and Evaluation.

### **MKTG6070 - RETAIL AND MERCHANDISING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the world of retailing; Describe the international retailing strategy; Explain the concept of merchandise management and store management.

**Topics:** Introduction to The World of Retailing; Types of Retailers and Multichannel Retailing; Customer Buying Behaviour; Retail Market Strategy; Retail Locations; Information System and Supply Chain Management; Customer Relationship Management; Managing The Merchandise Planning Process; Buying Merchandise and Retail Pricing; Retail Communication Mix; Managing The Store; Store Layout, Design, and Visual Merchandising; Customer Service.

**MKTG6009 – MARKETING STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain market driven strategy and development; Identify the right marketing strategy for the right segmentation and targeting; Design strategies to build customer loyalty through customer relationship management; Analyse the brand and IMC programs to support the main strategy and principles learnt before.

**Topics:** Imperatives for Market-Driven; Market, Segments, and Customer Value; Strategic Marketing Segmentation; Strategic Customer Relationship Management; Capabilities for Learning About Customers and Markets; Market Targeting and Strategic Positioning; Strategic Relationship; Innovation and New Product Strategy; Strategic Brand Management; Value Chain Strategy; Pricing Strategy; Promotion, Advertising, and Sales Promotion Strategy; Sales Force, Internet and Direct Marketing Strategies

**MKTG6021 – CUSTOMER RELATIONSHIP MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain CRM theory and development; Apply database which appropriate case; Compile the CRM, impact, sales, and marketing strategy; Combine tools and measurement to evaluate CRM strategy.

**Topics:** 1. Introduction to Customer Relationship Management; 2. History and Development of CRM; 3. Relationship Marketing and Customer Relationship Management; 4. Organizational and CRM Elements of a CRM System; 5. CRM & Data Management; 6. Technology and Data Platforms; 7. Database and Customer Data Development; 8. Sales Strategy and CRM; 9. CRM Technology and Sales; 10. Marketing Strategy and CRM; 11. CRM, Marketing Automation, and Communication; 12. CRM Program Measurement and Tools; 13. Privacy, Ethics, and Future of CRM

**MKTG6030 – E-MARKETING MANAGEMENT (4 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Define the development of E-Marketing; Analyze the E-Marketing Plan; Examine segmentation, targeting, positioning and differentiation strategy; Create the strategy to make a proper promotional strategy using Internet

**Topics:** E-Marketing in Context: Past, Present and Future; Strategic E-Marketing; Performance Metrics; The E-Marketing Plan: Creating an E-Marketing Plan; The E-Marketing Plan: Budgeting an E-Marketing Plan & Reviewing and Evaluating an Marketing Plan; A World of E-Marketing Opportunities; Ethical and Legal Issues; E-Marketing Research; Consumer Behaviour Online; Segmentation and Targeting Strategies; Differentiation and Positioning Strategies; Product: The Online Offer; Pricing: The Online Value; The Internet for Distribution; E-Marketing Communication Tools (IMC); New Digital Media; Branding Goals in Digital and Physical Media; Customer Relationship Management

**MKTG6032 - GLOBAL BRAND MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze Identifying and Establishing Brand Positioning and Values; Design Planning and Implementing Brand Marketing Programs Interpret Measuring and Interpreting Brand Performance; Evaluate the growing and sustaining Brand Equity

**Topics:** Brands and Brand Management; Customer-Based Brand Equity And Brand Positioning; Brand Resonance And Brand Value Chain; Choosing Brand Elements And Designing Marketing Program to Build Brand Equity; Integrating Marketing Communications to Build Brand Equity; Leveraging Secondary Brand Associations to Build Brand Equity; Developing a Brand Equity Measurement and Management System; Measuring Sources of Brand Equity: Capturing Customer Mind-Set; Closing Perspectives; Measuring Outcomes of Brand Equity: Capturing Market Performance; Designing and Implementing Branding Strategies; Introducing and Naming New Products and Brand Extensions; Managing Brands over Time And Over Geographic Boundaries and Market Segments

#### **MKTG6033 – INTERNATIONAL MARKETING (4 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: The course of advanced issues in international marketing is given to aid students with the latest challenges and updates in international markets. The issues given match to the competencies designed for students. The focus on how to deal with these issues is stressed on during the lecture.

**Outcomes:** to provide students with the current topics, to introduce students with the challenges in the global marketplace, to help students to prepare themselves with those challenges, to gain knowledge and skills in designing international marketing strategies and programs.

**Topics:** Global versus Local, standardized versus adaptation, how global products contain local items?, pricing for the whole world, distribution in foreign markets, bundling products to attract international markets, cultures: right or wrong?

#### **MKTG6034 – INTERNATIONAL MARKETING SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the marketing management and marketing concept in International Perspective; Explain essentials issues and problems of marketing management in International market; Apply general and ethical cases in marketing specially for International Business; Analyze the marketing strategy in International Market; Identify the appropriate strategies to manage people to be ready in International competition.

**Topics:** Marketing Management and Marketing Concept; Marketing Environment; Competitive Strategy and Competitive Advantage; Strategic Alliances; Product and Pricing Strategy; Marketing Communication and Distribution Strategy; STP and Differentiation Strategy; Service Marketing; Managing People for Service Advantage; Branding Management; Consumer Behavior; Marketing and Society; Global Marketing.

#### **MKTG6036 - ENTREPRENEURIAL MARKETING (5 Credits)**

**Learning Outcomes:** Explain the term of entrepreneurial marketing and marketing plan application in current situation; Identify the markets, customer, segments, competitive position, and potential target markets; Construct framework for understanding marketing challenges and opportunities to setting strategic marketing objective in development of competitive advantage; Construct in-depth knowledge and provide specific recommendation of the four P's of strategic marketing: Product, Price, Place, and Promotion; Apply key entrepreneurial marketing terms, concepts, and fundamental strategies; Arrange a marketing plan for business case.

**Topics:** Introduction to Marketing Plan; Analyzing The Current Situation; Understanding Markets and Customers; Planning Segmentation, Targeting, and Positioning; Planning Direction, Objectives, and Marketing Support; Developing Product and Brand Strategy; Developing Pricing Strategy; Developing Channel and Logistics Strategy; Developing Marketing Communications and Influence Strategy; Planning Metrics and Implementation Control; Case

Study 1; Case Study 2; Sample marketing Plan; Group Presentation; Case Study 3; Group Presentation 2; Customer Insight and Market Analysis; Business Model Environment; New Product Development; Prototyping Products or Services; Reevaluate Product or Services Prototype; Design Process.

#### **MKTG6037 – SALESMANSHIP AND MERCHANDISING\* (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Develop strategic salesmanship and merchandising; Analyze market and Evaluation Opportunities in The Changing Marketing Environment; Analyze sales people and merchandising elective; Create competitive advantages through selling and merchandising strategies; Analyze competition on global market and business environment through merchandising.

**Topics:** Introduction to Sales Management; The Sales Function and Multi-Sales Channels; Leadership and the Sales Executive; Ethics, the Law, and Sales Leadership; Business-to-Business (B2B) Sales and Customer Relationship Management; Designing and Organizing the Sales Force; Recruiting and Selecting the Right Salespeople; Training and Developing the Sales Force; Supervising, Managing, and Leading Salespeople Individually and in Teams; Setting Goals and Managing the Sales Force's Performance; Visual Merchandising and Where to Display; What to Use for Successful Displays and Display Techniques; Visual Merchandising and Planning.

#### **MKTG6038 - E-MARKETING AND E-CRM\* (5 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Review environmental scan factors both internal and external and at the same time evaluating the quality of online data; Implement marketing concepts such as new product and branding strategies, and pricing strategy both online and offline environments; Identify new types of brokers, agents, and retailers, as well as describing how supply chain management is enhanced by Net technology, determine the suitable promotion mix elements and their electronic extensions for different occasion; Explain how CRM and its related technologies may maintain customers and make profit; Create an e-marketing program, a springboard for creative Internet marketing ideas; Discuss issues such as privacy, copyright, trademarks, data ownership, and freedom of expression online.

**Topics:** Introduction to E-Marketing; Internet User Characteristics and Behaviour; Marketing Knowledge; Product and Pricing; Distribution; E-Marketing Communication; E-CRM; E-Marketing Communication and E-CRM; E-Marketing Plan; Leveraging Technology; Ethics and Law.

#### **MKTG6044 – CHANNEL MARKETING MANAGEMENT (4/2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: Understand marketing distribution business models which is critical to business success; Use numerous real-life examples, *Distribution Channels* explores the chain that makes products and services available for market; Explains how to make the most of each step of the process; Explain channel partners' business models and how to engage with them for effective market access.

**Topics:** The role and significance of the various partners involved, including distributors, wholesalers, final-tier channel players, retailers and franchise systems, Understanding of the entire go-to-market process; *Distribution Channels* covers both the tactical and strategic dimensions of channel economics as well as containing information on accessing and servicing markets and customers, controlling brands, integrating web and online channels, building the value proposition and creating differentiation.

**MKTG6059 - INTEGRATED MARKETING COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to:

Explain the importance marketing communication in business, the concept of integrated marketing communication, marketing communication psychology, the role of media in marketing communication.

Apply e-media, marketing communication ethics, image and brand management, audience relationship management, Analyse the marketing communication environment, international context of marketing communication, regulation and legal control. Create the concept of IMC Mix in a new business.

**Topics:** What is integrated marketing communication? Creating shared meaning in marketing communications; marketing communication psychology; media-the carriers of the message; E-media; The changing marketing communications environment; the international context of marketing communications; Regulation and legal controls; Marketing communication ethics; Image and brand management; Customer/audience relationship management; Managing Integrated Marketing Communication; The Integrated Marketing Communication Mix : PR, Sponsorship, Advertising, Direct marketing communications, Sales promotion-merchandising and point of sale; Packaging, Exhibition and trade shows, Personal Selling and sales management.

**MKTG6064 - MARKETING AND CONSUMER BEHAVIOR (3 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to : Describe definition of marketing program in advertising; Understand the key concepts of advertising; Manage marketing programs which use for advertising; Integrate complete marketing communication program; Explain behaviour as a reference target to produce a design of a user-centered; consumer psychology as an important part of a communication design consideration; Understand the importance of collaboration in creating value;

**Topics:** Introduction to Marketing; paradigm shift in the history of marketing (from product era to digital era); Contemporary Marketing Approaches; Customer Orientation, Marketing Research; Basic Understanding of Consumer Psychology; Study of Consumer Behavior; Consumer Behavior Models; Factors affecting Consumer Behavior; Collaborative value creation;

**MKTG6065 – INTERNATIONAL MARKETING (4 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: The course of advanced issues in international marketing is given to aid students with the latest challenges and updates in international markets. The issues given match to the competencies designed for students. The focus on how to deal with these issues is stressed on during the lecture.

Outcomes: to provide students with the current topics, to introduce students with the challenges in the global marketplace, to help students to prepare themselves with those challenges, to gain knowledge and skills in designing international marketing strategies and programs.

**Topics:** Global versus Local, standardized versus adaptation, how global products contain local items?, pricing for the whole world, distribution in foreign markets, bundling products to attract international markets, cultures: right or wrong?

**MKTG6066- MARKETING RESEARCH (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the fundamental principles of marketing research; Demonstrate the marketing research activities; Analyze the marketing research result in order to help in marketing decision making

**Topics:** Introduction to Marketing Research; Defining the Marketing Research Problem and Developing An Approach; Research Design; Secondary Data and Qualitative Research; Survey and Observation; Experimentation; Measurement and Scaling; Questionnaire and Form Design; Sampling; Data Collection and Data Preparation; Data Analysis: Hypothesis Testing Related to Differences and Correlation-Regression; Data Analysis: Multivariate Data Analysis; Report Preparation and Presentation.

**MKTG6067 – PRODUCT STRATEGY AND PROJECT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: manage the translation of ideas into new products and services and get them to market cheaper, better and faster using advanced project management tools and technique

**Topics:** Create and Ideas & Innovations; New Product Portofolio; Set up The New Project Plan; Communication Strategy Risk; Project Integration & Set Up.

**MKTG6068 - INTEGRATED MARKETING COMMUNICATION & PROJECT (4 credits)**

**Learning Outcomes:** Define the basic theory of Integrated Marketing Communication; Explain the advertising and media tools; Identify the strategy to make a proper promotional strategy using the promotional tools; Identify The IMC Ethics, Regulation and Evaluation.

**Topics:**The IMC Foundation; IMC Advertising Tools; IMC Media Tools; IMC Promotional Tools; IMC Ethics, Regulation, and Evaluation.

**MKTG6069 – PRICING AND PROJECT (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: Manage market strategically in order to improve their competitiveness and the profitability of their offers.

**Topics:** Strategic Pricing; Value creation; Price structure; price and value communication; pricing policy; price level; pricing over the product life cycle; pricing strategy implementation; costs; financial analysis; competition; measurement of price sensitivity; ethics and the law.

**MKTG6070 - RETAIL AND MERCHANDISING (4 Credits)**

**Learning Outcomes:** Define the world of retailing; Describe the international retailing strategy; Explain the concept of merchandise management and store management

**Topics:** Introduction to The World of Retailing; Types of Retailers and Multichannel Retailing; Customer Buying Behaviour; Retail Market Strategy; Retail Locations; Information System and Supply Chain Management; Customer Relationship Management; Managing The Merchandise Planning Process; Buying Merchandise and Retail Pricing; Retail Communication Mix; Managing The Store; Store Layout, Design, and Visual Merchandising; Customer Service.

**MKTG6071 - SELLING MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify the sales strategic and how to development selling in marketing; Describe consumer buyer behaviour, sales setting, international selling and personal selling skills; Design key account management and IT applications in selling and sales management; Measure sales forecasting, budgeting and sales evaluation.

**Topics:** Development and role of selling in marketing 1; Sales Strategies; Consumer and Organizational Buyer Behaviour; Sales Setting; International Selling; Sales Responsibilities and Personal Selling Skills; Key Account

Management; Relationship Selling; Internet and IT Applications in Selling and Sales Management; Recruitment, Selection, Motivation and Training; Organization and Compensation; Sales Forecasting and Budgeting; Sales Force Evaluation.

### **MKTG6112 - LANGUAGE INNOVATIONS IN MARKETING AND ADVERTISING (2 Credits)**

**Learning Outcomes:** After a successful completion of this course, students would be able analyze and produce the linguistic trends of marketing tools and advertisements.

**Topics:** Linguistic studies in marketing and advertising ; The Vocabulary of marketing and advertising; The rhetorical language of marketing and advertising; Pragmatics in Marketing and advertising 1; Pragmatics in Marketing and advertising 2; Figures of speech and advertisement 1; Figures of speech and advertisement 2; Text and Visual metaphors; The Language of marketing and advertisement in Radio and TV; The Language of marketing and advertisement in New Media; “Australasian” The art of word mashing in Marketing and Advertising; Case Study : The linguistic trends in Marketing and Advertising; Seminar : The linguistic trends in Marketing and Advertising

### **SUBJECT AREA: MOBI**

#### **MOBI6002 – MOBILE OBJECT ORIENTED PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain general game theories; Explain game development process; Create game design documentation

Create an appropriate game design; Create a simple game based on the design

**Topics:** Introduction to Game Design; Game Genre; Design Component and Process; Game Concept; Game Worlds; Creative and Expressive Play; Character Development; Storytelling and Narrative; User Interface; Game Play; Core Mechanics; Game Balancing; Level Design.

#### **MOBI6003 – INTRODUCTION TO MOBILE APPLICATION AND TECHNOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the fundamental & terminologies of mobile application Technology; Demonstrate the utilization of mobile application technology in daily processes; Examine the recent of mobile application technologies and their usage; Recognise each components of mobile application technology; Recognise several systems and software of mobile application technology.

**Topics:** A Brief History of Mobile; The Mobile Ecosystem; The Mobile Ecosystem (Continued); Why Mobile? Why Mobile (Continued); Designing for Context; Developing a Mobile Strategy; Developing a Mobile Strategy (Continued); Types of Mobile Applications; Types of Mobile Applications (Continued); Mobile Information Architecture; Mobile Design; Mobile Design (Continued); Mobile Web Apps Versus Native Applications; Mobile Web Apps Versus Native Applications (Continued); Mobile 2.0; Mobile Web Development; Mobile Web Development (Continued); iPhone Web Apps; iPhone Web Apps (Continued); Adapting to Devices; Adapting to Devices (Continued); Making Money in Mobile; Supporting Devices; Supporting Devices (Continued);The Future of Mobile.

#### **MOBI6006 – MOBILE COMMUNITY SOLUTION (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the Java programming language concept on Android; Describe the main features of Android Platform and Android Software Development; Produce simple Mobile Application using the main features of Android; Construct Mobile Application based on Android platform

**Topics:** Introduction to Android; Designing User Interface; Multiple User Interface; Menu, Themes and Setting; Display Orientation; Data Persistence; Content Provider; Messaging; Location Based Services; Networking; Publishing Android Applications; Developing Android Services; Multimedia

**MOBI6008 – MOBILE GAME CREATIVE DESIGN (2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: Produce a game design documentation; produce a correct creative design of a game, produce creative game; explain the process of making game; describe the general overview of game.

**Topics:** Introduction to Mobile Game Development, Game Design, Characters Design, World Design, Game Multimedia, Mobile 3D Graphics, Mobile 3D Graphics 2, Multiplayer Game Concept, Adding a Professional Look and Feel, Creating a GUI, Game Testing, Game Project Versioning, Deployment and Compilation, Market Presentation

**MOBI6009 – MOBILE MULTIMEDIA SOLUTION (2/2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to demonstrate programming capability using iOS Platform in solving problem.

**Topics:** Getting Started with iPhone Programming + Testing on an Actual iPhone or iPod Touch, Crash Course in Objective-C + Write Your First Hello World Application ,Outlets, actions, and View Controllers, Exploring The Views + Keyboard Inputs + Screen Rotations, View Controllers + Tab Bar and Navigation Applications Utility Applications, Using The Table View, Application Preferences, Database Storage using SQLite 3, File Handling Programming Multi Touch Applications, Simple Animations , Accessing built-in Applications + Accessing the Hardware.

**MOBI6015 – MOBILE TESTING AND IMPLEMENTATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describes principle of testing, white box and black box testing, management, execution and reporting.

**Topics:** Principle Of Testing, White Box Testing, Black Box Testing, Integration Testing, System and Acceptance Testing, Performance Testing, Regression Testing, Internationalization Testing, Testing of Object-Oriented Systems, Usability and Accessibility Testing, Common People Issues and Organizations, Test Planning, Management, Execution, and Reporting.

**MOBI6021 – MOBILE PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the Android Language Concept; Describe the main features of Android Language and Development; Demonstrate Simple Android Programs using the main features of Android Language; Construct Mobile Application based on Android Platform.

**Topics:** Quick Start + Java vs. the Android Language and APIs; Key Concepts; Designing User Interface; Exploring 2D Graphic; Multimedia; Storing Local Data; The Connected World; Locating and Sensing; Putting SQL to Work; 3D Graphics in OpenGL; Multi-touch; Write Once, Test Everywhere; Publishing to the Android Market.

**MOBI6023 - MOBILE USER EXPERIENCE (2 Credits)**

**Learning Outcomes:** Explain the usability of interactive mobile application; Use guidelines, principles and theories about mobile application interface design pattern; Assess the user requirements with interaction styles for mobile application control and widget; Design the user interfaces of interactive mobile application.



**Topics:** Mobile Design Composition; Mobile Display Information; Mobile Control and Confirmation; Mobile Extra Information Revealed; Mobile Lateral Access; Mobile Drilldown; Mobile Labels and Indicator; Mobile Information Control; Mobile Text and Character Input; Mobile General Interactive Controls; Mobile Input and Selection; Mobile Audio and Vibration; Mobile Screen Light and Sensors.

#### **MOBI6024 – THESIS (6 Credits)**

**Learning Outcomes:** On successful completion of this subject the students will get experiences in solving the problems of computer science, particularly in Mobile Application & Technology field, by using the correct scientific methodology and produce a scientific methodology and procedure a scientific writing based on those experience.

**Topics:** Field of Computer Science, particularly in Mobile Application & Technology.

#### **MOBI6025 - MOBILE APPLICATION SECURITY (2 Credits)**

**Learning Outcomes:** Explain the Mobile Issue and Security; Describe Fundamental knowledge of mobile issue and security; Create Simple Application by using platform to build secure application; Build secure mobile application

**Topics:** Top Mobile Issues and Development Strategies; Android Security; The Apple Iphone; Windows Mobile Security (1); BlackBerry Security (1); Windows Mobile Security (2); BlackBerry Security (2); Quiz and Review 1; Java Mobile Edition Security; Symbian OS Security; WebOS Security; WAP and Mobile HTML Security (1); Bluetooth Security (1); WAP and Mobile HTML Security (2); Bluetooth Security (2); SMS Security; Mobile Geolocation; Enterprise Security on the Mobile OS; Quiz 2; Review and Group Project Presentation

#### **MOBI6026 - MOBILE CLOUD COMPUTING (2/2 Credits)**

**Learning Outcomes:** Explain the Mobile Cloud Computing; Describe Fundamental knowledge of Mobile Cloud Computing; Create Simple Mobile Apps by Applying Error-Handling; Build mobile application, by covering key topics in mobile app development and cloud computing

**Topics:** Introduction Cloud-Based Mobile Apps; Mobilizing Your App; Building Mobile Web Apps; Enhancing Your App; Building Apps in the Cloud; Use the Cloud; Enhancing the User Experience; Working with the Cloud; Creating Hybrid Apps that Run Natively; Building a Photo-Blogging App; Working with Cloud Development Services; Going Social, App Stores and Selling Your App; Review and Group Project Presentation

#### **MOBI6027 - WEB DESIGN (HTML 5)\* (2/2 Credits)**

**Learning Outcomes:** Explain the HTML 5 Concept; Demonstrate simple HTML 5 program using the main features of HTML 5; Describe user interface component and the main features of HTML 5; Construct mobile web application based on HTML 5

**Topics:** Introduction to HTML 5; HTML 5 for Mobile; A new way to Structure Pages; Meaningful Markup; Web form, Refined; JavaScript; JavaScript in Mobile; Audio and Video; Basic drawing with the canvas; Deeper in Canvas; HTML 5 Web SQL Database (1); HTML 5 Web SQL Database (2); Review and Group Presentation

#### **MOBI6028 - INTERNSHIP 1 (8 Credits)**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real field work especially on mobile application & technology field work to apply the theory given in the class, so they will be more ready to apply the theory for job. They will be able to acquire highly mobile application technical knowledge, specific skills and experience to innovative and creative mobile application & technology development.

**Topics:** Field of Mobile Application & Technology workplace

**MOBI6029 - MOBILE APPS. & TECH PRACTICE IN INDUSTRY I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students obtain working experience in the real field work to learn and implement various of design mobile apps ; build solution using current mobile programming platform and to summarize the future technologies.

**Topics:** The internship will give the students the opportunity to start directly as mobile apps. programmer, mobile user experience designer and mobile entrepreneur.

**MOBI6031 - MOBILE EES IN INDUSTRY 1 (4Credits)**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real mobile application & technology field work to apply soft skills.

**Topics:** Team work; problem solving; interpersonal skill.

**MOBI6032 - INTERNSHIP 2 (8 Credits)**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real field work especially on mobile application & technology field work to apply the theory given in the class, so they will be more ready to apply the theory for They will be able to have experience in using mobile programming to create real mobile project and have experience about mobile testing & mobile monetizing.

**Topics:** Field of Mobile Application & Technology workplace.

**MOBI6030 – MOBILE APPS. & TECH PRACTICE IN INDUSTRI II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students obtain working experience in the real field work to build solution using current mobile programming platform and testing mobile apps; learn and apply how to monetize the mobile application.

**Topics:** The internship will give the students the opportunity to start directly as mobile apps. programmer, mobile user experience designer and mobile entrepreneur

**MOBI6033 - MOBILE EES IN INDUSTRY 2 (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real mobile application & technology field work to enhance the soft skills.

**Topics:** Team work; problem solving; interpersonal skill.

**SUBJECT AREA: PSYC**

**PSYC6004 - INTRODUCTION TO SOCIAL PSYCHOLOGY (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define the principles and theories of psychology; Identify the scope of study in psychology; Give examples of events or situations related to principles and theories of psychology; Analyze the events or situations with principles and theories of psychology

**Topics:** What Is Psychology; Psychology's Scientific Method; Sensation and perception; Learning; Memory; Thinking; Social psychology; Motivation; Emotion

**PSYC6018 - METHODOLOGY OF OBSERVATION AND INTERVIEW (4 CREDITS)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain basic principles and procedures of observation and interview; Apply techniques of observation and interview in various settings; Infer the result of observation and interview assessment's application based on its data

**Topics:** Using Observational Methods; Narrative Recording; Interval Recording; Event Recording; Ratings Recording; An Introduction to Interviewing; An Interpersonal Communication Process; Questions and Their Uses; Structuring the Interview; Preparing the Interview; Dealing with Client

**PSYC6022 – METHODS OF EXPERIMENTAL PSYCHOLOGY (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Analyze evidence, tolerate ambiguity, act ethically, and reflect other values that are the underpinnings of psychology as a discipline; Apply basic research methods in psychology, including research design, data analysis, and interpretation; Use critical and creative thinking, sceptical inquiry, and, when possible, the scientific approach to solve problems related to behaviour and mental processes; Evaluate "scientific evidence" (the adequacy of research findings) that is communicated / reported in journals, magazines, newspapers, and news programs; Compose experimental research proposal and result in accordance with APA (American Psychological Association) style; Demonstrate ICT competence by using SPSS for analysing experimental research data.

**Topics:** History of Experimental Psychology; The Component of Experimental Research; Research Designs, Methodological Issues, and Analytic Procedures [Overview]; Threats to Experimental Validity; Control of Extraneous Variables; Designs which had Better be Avoided; Designs without Repeated Measures; Designs with Repeated Measures; Single-Case Experimental Designs; Quasi Experimental, Correlational, and Ex Post Facto Designs; Selected Content Areas in Experimental Psychology.

**PSYC6030 – CLINICAL PSYCHOLOGY (4 Credits)**

**Learning Outcomes:** Describe the basic concepts in Clinical Psychology; Classify adult psychological disorders based on DSM V; Apply Clinical Psychology in various settings; Analyze various adult psychological disorders.

**Topics:** Introduction to Clinical Psychology; History of Clinical Psychology & Psychopathology; Paradigm in Psychopathology; Diagnosis & Classification; Research Methods in Clinical Psychology; Clinical Assessment : Interview; Clinical Intervention; Sexual Disorder; Late Life & Neurocognitive Disorders; Mood Disorder; Anxiety Disorders; Obsessive Compulsive Related & Trauma Disorders; Dissociative Disorders & Somatic Symptom Disorder; Schizophrenia; Substance Use Disorders; Eating Disorders; Personality & Personality Disorder; Neuropsychology; Forensic Psychology; Community Psychology

**PSYC6050 – CONSUMER PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Discuss the origin, methods, facts, and principles of psychology to people as consumer also idea and opportunity about business project which suitable; Analyze knowledge in marketing strategies setting and potential business project; Integrate knowledge in the marketing strategies and the showcased potential business project.

**Topics:** Introduction to Consumer Psychology; Consumer Research Process; Market Segmentation and Strategies; Business Model Environment; Consumer as an Individual (1); Product/ Services Development; Consumer as Individual (2); Consumer as Individual (3); Prototyping Product or Service; Consumers In Their Social and Cultural

Settings; Design Process; Consumer Decision Making, process and ethical dimension; Evaluating Product/ Service (Presentation).

**PSYC6053 – INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Analyze basic theories in industrial & organizational psychology; 2. Explain the application of industrial & organizational psychology's theories in the industrial areas

**Topics:** Definition and History of I/O Psychology, Job Analysis, Employee Selection & Psychological Testing, Evaluating Employee Performance, Employee Training & Development, Motivation, Employee Satisfaction & Commitment, Organizational Communication, Worker Stress (quality of work life) and Negative Employee Attitudes & Behaviors, Human Factors and Occupational Health Psychology, Union/management Relation (plus specific issues on Indonesian Labors), Related Issues (Consumer Behavior, Engineering Psy, Technology in Human Resources Management)

**PSYC8054 - PSYCHOLOGY OF INSTRUCTIONAL DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic concepts of educational instructional design; 2. Design the instructional design in educational area; 3. Evaluate the implementation of instructional design in educational area

**Topics:** Introduction (reviews on educational psychology), ADDIE Overview, and basic principles of instructional design, Analysis (Introductory to analyze phase), Analysis (Identify required resources), Design (Introduction to design phase), Design (Instructional goals), Development (Introduction to develop phase), Development (Develop guidance for students), Development (Develop guidance for teacher), Implementation (Introduction to implement), Creating learning strategy, Evaluation (introduction to evaluation phase), Evaluation (evaluation tools)

**PSYC8055 - PSYCHOLOGY OF SOCIAL INTERVENTION\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Discuss the intellectual and applied traditions that provide a foundation for psychological interventions; 2. Design and refine intervention experiment grounded in psychological theory based on a workshop model; 3. Implement initial processes for gathering information and evaluating the success of an intervention.

**Topics:** Applying Social Psychology, The Problem Phase: From A Problem to A Problem Definition, The 5Cs of Social Action, The Analysis Phase: Finding Theory-based Explanations for Problems, The Test Phase: Developing and Testing The Process Model, The Help Phase: Developing The Intervention, Looking Backward and Forward

**PSYC8056 - PSYCHOLOGY OF TRAINING & DEVELOPMENT\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe the role, challenges, of Training in Organization; 2. Describe steps, factors, and component affecting the Analysis Phase; 3. Design training Programme based on Need Assessment; 4. Select appropriate training methods & Audio-Visual Selection (Traditional / CBT); 5. Develop and deliver Training Session; 6. Develop evaluation tools for measuring training effectiveness

**Topics:** 1. Goals of Training & Development; 2. Basic Theories & Principles of Training & Development; 3. analysis of organization, person and task; 4. designing training & development; 5. developing training & development; 6. techniques of training & development [games, role play, case studies]; 7. evaluating training & development

**PSYC6057 - GENERAL PSYCHOLOGY 1 (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe definition, approaches, and scientific method in psychology; Explain basic concept in psychology; Apply basic concept of psychology in different setting; Analyze phenomenon using concept-concept in psychology.

**Topics:** What Is Psychology ?; Psychology's Scientific Method; Sensation and Perception; States of Consciousness; Thinking, Intelligence, and Language; Developmental of Psychology : Human Development; Motivation and Emotion; Gender, Sex, and Sexuality; Personality; Social Psychology; Industrial and Organizational Psychology; Clinical of psychology : Psychological Disorders; Psychology of learning : Learning; Psychology of cognitive : Memory.

**PSYC6058 - INTRODUCTION TO URBAN PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe key elements of Urban Psychology as stated in "Report of the Task Force on Urban Psychology Toward an Urban Psychology" (APA); 2. Discuss the nature and changing character of the city and the urban experience - including the larger social, political, and economic dynamics of urban change; 3. Explain present-day urban phenomena contextualized in Jakarta.

**Topics:** Definition of Urban, Urgency on Urban Psychology, Citizens as Individual and Group, Environmental Psychology, Private and Public Space, Lifestyle of Urban Population

**PSYC6059 - PHILOSOPHY OF SCIENCE, LOGIC AND SCIENTIFIC WRITING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Demonstrate how to think philosophically, logically and critically; Express how to avoid fallacies in thinking and reasoning; Explain the jargon researcher use (in good Indonesian and English) and some of the major issues in research (e.g. types of questions, the role of time, types of relationships); Examine psychology journal articles fast and summarize the content in student's own words; Employ ethical conduct in academic writing by avoiding plagiarism and/or other academic cheating; Apply citing recourses used in the body and the reference list of research document using the Publication Manual of the American Psychological Association (6th ed.)

**Topics:** History of Philosophy of Science and Logics; Evaluating Arguments; Informal Fallacies; Formal Logic; Ejaan Bahasa Indonesia Yang Disempurnakan (EYD); The Language of Research and Different Types of Scientific Publications; How to Read a Psychology Journal Article; Citing Sources Using APA (American Psychological Association) Publication Manual; Plagiarism: Ethical Issues and How to Avoid It.

**PSYC8060 – PSYCHOLOGY OF PUBLIC POLICY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe conceptual frameworks for analyzing public policy and policy research; 2. Discover social psychological foundation of institutional analyses; 3. Apply social psychological research in shaping public policy proposal.

**Topics:** What Social Problems Are, Social Psychological Perspectives on Social Problems, Social Cognitive Perspectives on Social Problems, Sociological Perspectives on Social Problems, What Public Policy Is, Psychologist as Policy Advocates, Social Problems and Public Policy, Political Psychology and Public Policy, Economic Psychology and Public Policy, Cultural Psychology and Public Policy, Policy Analyses

**PSYC6061 – GENERAL PSYCHOLOGY (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe philosophical foundation of psychology posited by prominent figures in history of psychology; Explain various approaches and perspectives in psychology in historical context; Explain perspective in developmental, social psychology, psychotherapy, and psychology of differences.

**Topics:** Introduction: History & System of Psychology; The Emergence of Modern Science; Psychology: Physiological Roots; Psychology as a Science: Structuralism & Functionalism; Gestalt Psychology; Psychoanalysis; Behaviorism; Humanistic Psychology; Cognitive Psychology; Perspective on Developmental Psychology; Perspective on Social Psychology; Perspective on Psychotherapy; Psychology of Differences: Personality & Intelligence

**PSYC6062 – DEVELOPMENTAL PSYCHOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain major theories of development and developmental concepts across the life course; Describe physical, psychosocial, and cognitive development from birth to late adulthood; Discuss researches and contemporary issues on various topics in developmental psychology; Analyze case studies using developmental concepts and theories.

**Topics:** The life span perspective; Beginnings; Infancy; Early childhood; Middle and late childhood; Adolescence; Early adulthood; Middle adulthood; Late adulthood; Endings.

**PSYC6063 – SOCIAL SCIENCES FOR PSYCHOLOGY: PHILOSOPHICAL ANTHROPOLOGY, SOCIOLOGY, AND ANTHROPOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the essential features of the social and human science in understanding human behaviour in social context; Explain major philosophical, sociological and anthropological paradigms or perspectives that enrich social scientific discourse; Apply social and human science perspective when looking at everyday life, particularly local and national social life.

**Topics:** Human Realities in the light of Sociology, Anthropology, Philosophical Anthropology, and Psychology; Human Diversities 1: Language, Gender, Ethnicity, and Culture; Human Diversities 2: Religion and Arts; Human Philosophical Reflections 1: Greece and Rome Philosophy, Changing Concepts of the Body, and the Games; Human Philosophical Reflections 2: Knowledge, Intelligence, Affection, and Freedom; Human Organizations: Groups, Families, Communities, Cities, and States; Human Socialities: Socialization, Social Interaction, and Social Mobility; Human Life Domains 1: Economy, Work, Politics, and The Modern World System; Human Life Domains 2: Education, Health, and Environment; Human Social Problems: Deviance, Crime, Social Control, and Global Inequality; Globalization, Technology, Mass Media, and Social Change; Colonialism and Development, Cultural Exchange and Survival; Collective Behavior and Social Movements .

**PSYC6064 – METHODOLOGY OF PSYCHOLOGICAL RESEARCH (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the characteristics, language and logic of research methods; Define research designs in psychology; Apply research designs in psychology; Analyze the strengths and limitations of research methods; Compose research proposal in accordance with APA (American Psychological Association) style.

**Topics:** Preliminary Considerations; Methods for Acquiring Knowledge and Finding Research Ideas; Research Ethics; Measuring Variables; Sampling Techniques; Approaches to Research: Internal and External Validity; Descriptive Research and Correlational Research; True Experiments; The Non-experimental and Quasi-Experimental;

Research Strategies; Research Report and Proposal; Designing a Qualitative Study; Five Different Qualitative Studies; Five Qualitative Traditions of Inquiry; Philosophical and Theoretical Frameworks; Introducing and Focusing the Study; Data Collection; Data Analysis and Representation; Writing The Narrative Report; Standards of Quality and Verification.

#### **PSYC6065 – LEARNING AND COGNITIVE PSYCHOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the basic concepts of classical conditioning, reinforcement and punishment and observational learning; Give examples of classical conditioning, reinforcement and punishment and observational learning in daily life; Explain the concepts of cognitive psychology and its relation to learning process; Explain the application of cognitive psychology theories in daily life.

**Topics:** Introduction; Classical Conditioning; Operant Conditioning: Reinforcement; Operant Conditioning: Punishment & Observational Learning; Cognitive Psychology; Perception and Attention; Memory; The Organization of Knowledge in The Mind; Language; Problem Solving and Creativity; Decision Making and Reasoning.

#### **PSYC6066 – PERSONALITY PSYCHOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe basic principle of personality theory; 2. List various theory of personality; 3. Explain basic concept in various theories of personality; 4. Compare personality theories from major paradigms in psychology; 5. Analyze case with appropriate theory of personality

**Topics:** Introduction to Theories of Personality, Approach and Paradigm of Personality Theory, Psychodynamic Theories: Overview, Freud, Jung, Adler, Horney, Klein, Sullivan, From, Erikson; Behavioral & Social Learning Theories: Overview, Skinner, Bandura; Dispositional/Trait Theories: Overview, Allport, Eysenck, Costa & McRae; Humanistic/Existential Theories: Maslow & Carl Rogers

#### **PSYC6068 – EDUCATIONAL PSYCHOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the scope of educational psychology and its application in the classroom; Define the individual differences and also the types of special needs students; Explain student's learning process and factors that influence the learning process; Identify instructional methods to help students learn in classroom; Explain the assessment strategies and how to determine grades.

**Topics:** Educational Psychology; Development and Diversity; Special Education Needs; Learning and Cognitive Processes; Complex Cognitive Processes; Behaviorist and Social Cognitive Views of Learning; Motivation and Affect; Planning, Instruction and Technology; Instructional Strategies; Creating a Productive Learning Environment; Classroom Assessment Strategies; Summarizing Student Achievement.

#### **PSYC6069 – SOCIAL PSYCHOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe the understanding of how we think about and study human behaviour in social context; 2. Explain and critically examine social psychological research methods; 3. Integrate findings of and evaluate application of social psychological empirical research; 4. Plan real-world social problems solving based on theories and principles underlying social psychology.

**Topics:** Introducing Social Psychology, Methodology: How Social Psychologists Do Research, Social Cognition: How We Think about the Social World, Social Perception: How We Come to Understand Other People, The Self:

Understanding Ourselves in a Social Context, The Need to Justify Our Actions, Attitudes and Attitude Change: Influencing Thoughts and Feelings, Conformity: Influencing Behavior, Group Processes: Influence in Social Groups, Interpersonal Attraction: From First Impressions to Close Relationships, Prosocial Behavior: Why Do People Help?, Aggression: Why Do We Hurt Other People? Can We Prevent It?, Prejudice: Causes and Cures, Social Psychology in Action, Social Psychology in Action: Social Psychology and Health, Social Psychology in Action: Social Psychology and the Law

**PSYC6072 – PSYCHOLOGY OF CREATIVITY AND GIFTEDNESS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic theories of creativity and giftedness; 2. Explain the psychological instruments that been used to measure creativity and giftedness; 3. Administer the use of psychological instruments that been used to measure creativity and giftedness.

**Topics:** Basic Concepts of Creativity, Identification and Measurement of Creativity, The Role of Family and School in the Development of Talent and Creativity, The Role of Society in the Development of Talent and Creativity, Barriers in developing Creativity, Creative Teaching and Learning Methods, Creative Problem Solving Techniques, Introduction to Gifted and Talented Concept, Characteristics of Giftedness, Social Emotional Characteristics of Giftedness, Identifying Gifted Students, Teaching strategies for gifted students, Underachiever Gifted

**PSYC6073 – PSYCHOLOGY OF EARLY CHILDHOOD EDUCATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic theories of early childhood education; 2. Analyze the application of psychological principles in early childhood education; 3. Evaluate the existing curriculum for early childhood education.

**Topics:** Scope and Need for Early Childhood Education, Rationale Supporting Early Childhood Education, Accountability, Standards, and Assessment, The Children and The Families, The Teachers and Caregivers, The Physical Environment, Scheduling and Curriculum Planning, Creative Development through Curriculum, Social Development through Curriculum, Helping Children Cope with Stress, Cognitive Development through Curriculum, Language Development through Curriculum, Physical Development through Curriculum

**PSYC6074 – PSYCHOLOGY OF SOCIAL NETWORKS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe fundamental concepts and distinctive features of social networks; 2. Discuss substantive researches that use the social psychological approach to social networks; 3. Apply psychological based social networks theories in inspecting social situations.

**Topics:** Definition of Social Networks, Individuals as Member of Social Network, Structures of Social Network, Effectiveness of Social Network, Networks, Influence, and Diffusion, Social Media, Application of Basic Concepts & Principles of Social Psychology on Social Network

**PSYC6075 – INDIGENOUS PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: describe how culture influences human behavior; explain how the creation of theories of Psychology and the identification of problems and issues is culturally determined; formulate concept of intelligence, creativity, self, etc. within/between cultures; discuss ethical issues within multicultural research in Psychology.



**Topics:** Contributions to Indigenous and Cultural Psychology: Understanding People in Context; The Scientific Foundation of Indigenous and Cultural Psychology: The Transactional Approach; The Importance of Constructive Realism for the Indigenous Psychologies Approach; Constructive Realism and Confucian Relationalism: An Epistemological Strategy for the Development of Indigenous Psychology; From Decolonizing Psychology to the Development of a Cross-Indigenous Perspective in Methodology; Family and Socialization: Indigenous Psychological Perspective; Cognitive Processes: Indigenous Psychological Perspective; Self and Personality: Indigenous Psychological Perspective

#### **PSYC6077 – HUMAN PERFORMANCE TECHNOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic concepts of human performance; 2. Analyze the application of industrial & organizational psychology's principles in improving performance; 3. Create the intervention design to improve performance in industrial area.

**Topics:** Foundation of Human Performance Technology, the performance technology process, intervention at the worker and work team levels, intervention at the workplace and organizational levels, performance measurement and assessment, performance technology in action

#### **PSYC6078 – PSYCHODIAGNOSTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain basic principles & theories of psychological assessment, Identify psychological assessment based on its purpose, Apply psychological assessment, Analyze application of psychological assessment

**Topics:** Basic principles psychological assessment, Ethical issues, Assessment in educational psychology, Assessment in clinical & developmental psychology, Assessment in industry & organization psychology.

#### **PSYC6079 – PSYCHOMETRICS AND PSYCHOLOGICAL TEST CONSTRUCTION (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define principles and methods of psychometric theory; Explain what measurement is and be able to associate related terms e.g. test, scale, etc; Distinguish different types of psychological test or scale and their classification; Analyze the test or scale items critically and make comparison of test or scale items.

**Topics:** Introduction to psychological test construction, Attribute, Scale, Test construction, Test construction based on norm, Test construction based on criteria, Reliability, Item analysis, Validity, Finalization of test construction, Norm, Analyze others' psychological test, Writing analyses report

#### **PSYC8080 – ASSESSMENT CENTER METHODS (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1 Recognize working processes of assessment center and assessor assessment center; 2 Explain basic theory and methods of assessment center; 3 Applies principles of assessment center and working processes of assessment center and assessor assessment center; 4 Analyse issues of assessment center

**Topics:** Assessment centers in human resources management, Basic requirement of an assessment center, Developmental assessment center, Case studies of assessment center in operation; Behavioral Dimensions as the building blocks of assesment center; Simulation exercises; The role of individual assessors; The role of group of assessors: integration of assessment information; Exercise for integration of assessment information; Providing feedback of assessment center results; Exercise for giving feedback; Assessment center, human resource

management and organization strategies Integrating assessment with business strategy; Assessment center: a look back and look forward

**PSYC6082 – PSYCHOLOGY OF SPECIAL NEEDS EDUCATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic concepts of special needs; 2. Analyze the application of psychological principles in special needs education; 3. Evaluate the existing special needs education’s curriculum.

**Topics:** Introduction to Special Education, Parents, Families, and Exceptionality, Policies, Practices, and Programs (GSLC), Individual with Hearing Impairment, Individual with Visual Impairment, Individual with Physical Disabilities, Health Disabilities, and Related Low-Incidence, Individual with Speech and Language Impairment, Individual with ADHD, Individual with Autism Spectrum Disorder, Individual with Intellectual Disabilities or Mental Retardation, Individual who are Gifted and Talented (GSLC), Individual with Learning Disabilities, Individual with Emotional or Behavioral Disorder

**PSYC6083 – E-LEARNING PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic concepts of e-learning; 2. Analyze the application of psychological principles in e-learning; 3. Evaluate the existing e-learning curriculum

**Topics:** Definition of e-Learning, pedagogy, andragogy and cybergogy, collaborative & social media, using ICT in supporting learning, technology mediated learning, Basic Theories in e-Learning, Pedagogy Concepts in e-Learning; Strategies of e-Learning

**PSYC6085 – URBAN PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the influence of urbanization and urbanized areas on populations, communities, ecosystems and human societies; Explain the dynamic of interactions within and between humans (and societies) and nature in urban environments; Identify and illustrate context-responsive research methods, which are useful in complex urban environments characterized by interpenetration among multiple systems, heterogeneity of cultural contexts, and rapid changes.

**Topics:** Urban Populations and Intergroup Relations; Urban Social Issues; Urban Physical Environments: Challenges, Assets, and Initiatives; Psychology and Urban Institutions; Methodological Approaches to Urban Psychology; New Directions for Urban Research; New Practice and Social Intervention Opportunities

**PSYC8087 – PSYCHOLOGICAL APPROACH ON KNOWLEDGE MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. implement measures used in knowledge management; 2. explain how to manage knowledge creation; 3. describes the knowledge management; 4. shows that organizations are using knowledge management

**Topics:** Introduction To Knowledge In Organization; Knowledge and Management; Organizational Knowledge Creation Theory; Creating Knowledge In Practice; Middle Up Down Management Process For Knowledge Creation; A New Organizational Structure; Global Organizational Knowledge Creation; Managerial And Theoretical Implications; Supporting Culture; Knowledge Management Performance Assessment; Knowledge Management in the context of Learning Organization; Three Pillars of Learning Organization; Building Learning Organization

**PSYC6088 – COUNSELING AND PSYCHOTHERAPY (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe basic principles of counseling & psychotherapy; Explain various approaches in counseling & psychotherapy; Apply counseling & psychotherapy technique

**Topics:** Foundations of psychotherapy; Ethical issues; Psychoanalysis therapy; Behavior therapy; Cognitive therapy; Humanistic therapy; Family therapy

**PSYC6095 – THESIS (6 Credits)**

This course requires students to conduct psychological research in the area of educational psychology and write research reports in accordance with the theory and ethical codes of psychology.

**PSYC6096 – THESIS (6 Credits)**

This course requires students to conduct psychological research in the area of community psychology and write research reports in accordance with the theory and ethical codes of psychology.

**PSYC6097 – THESIS (6 Credits)**

This course requires students to conduct psychological research in the area of industrial & organizational psychology and write research reports in accordance with the theory and ethical codes of psychology.

**PSYC6098 – BIOLOGICAL PSYCHOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the biological roots of physiological psychology, homeostatis concept and methods of research; Describe the structure and function of sensory and nervous system and sensory system; Explain the physiological mechanisms of sleep, reproduction, and emotion; Describe the cause and symptoms of neurological disorders.

**Topics:** Origins of Physiological Psychology; Concept of Homeostatis; Structure and Function of Cells of The Nervous System; Structure of The Nervous System; Methods and Strategies of Research; Vision; Audition, the Body senses and the chemical senses; Sleep and Biological Rhythms; Reproductive Behaviour; Emotion; Neurological Disorders.

**PSYC6100 - INDUSTRIAL AND ORGANIZATION PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain methods, facts, and principles of psychology to people at work; Conduct concept and basic research in organizational settings; Describe key factors in affecting employees well being; Apply knowledge to solve the problems in organizational setting (e.g. recruitment, training, enhancing work motivation, promoting occupational health, etc.).

**Topics:** Principles, Practices, and Problems; Techniques, Tools, and Tactics; Employee Selection Principles and Techniques; Psychological Testing; Performance Appraisal; Training and Development; Leadership; Motivation, Job Satisfaction, and Job Involvement; Organization of the Organization; Working Condition; Safety Violence, and Health in the Workplace; Stress in the Workplace; Engineering Psychology.

**PSYC6102 - ETHICAL CODE OF PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: describe the basic ethical theory in ethical code of psychology; describe the development of codes of ethics for psychologist; identify ethical code of psychology; identify codes of ethics for Indonesia psychologist.

**Topics:** Introduction to ethical reasoning; precondition of ethical reasoning; Four ethical principles; The Development of code of ethics for psychologist; Ethical code of psychology; Ethical Code of Indonesian Psychologist.

**PSYC6103 - INTERNSHIP IN EDUCATIONAL PSYCHOLOGY (8 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify psychological variables of phenomena that exist in workplace; Design an nonclinical psychology intervention; Design an evaluation program for nonclinical psychology intervention.

**Topics:** Internship in industry; school or other educational institutions or government/non-government organization

**PSYC6104 - EMPLOYABILITY AND ENTREPRENEURIAL SKILL IN INDUSTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will enhance their soft skill, such as: Self Management; Problem solving & Decision Making; Planning & Organizing.

**Topics:** Internship in industry; school or other educational institutions or government/non-government organization.

**PSYC6105 – CURRENT ISSUES IN EDUCATIONAL PSYCHOLOGY (2 Credits)**

This course provide the current issues related in the educational psychology

**PSYC6106 - RESEARCH PROPOSAL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify psychological variables from phenomena in education area; Explain variable of educational psychology with an appropriate theory; Demonstrate writing using APA style; Construct a research proposal.

**Topics:** Psychological phenomena in education; From phenomena to psychological variables; From variable to theory; Quotating with APA format; Planning research design; References.

**PSYC6107 – CURRENT ISSUES IN SOCIAL PSYCHOLOGY (2 Credits)**

This course provide the current issues related in the community psychology

**PSYC6108 - RESEARCH PROPOSAL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify psychological variables from phenomena in community area; Explain variable of community psychology with an appropriate theory; Demonstrate writing using APA style; Construct a research proposal.

**Topics:** Psychological phenomena in community; From phenomena to psychological variables; From variable to theory; Quotating with APA format; Planning research design; References.

**PSYC6109 – CURRENT ISSUES IN INDUSTRIAL AND ORGANIZATION PSYCHOLOGY (2 Credits)**

This course provide the current issues related in the industrial & organizational psychology

**PSYC6110 - RESEARCH PROPOSAL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify psychological variables from phenomena in industrial and organizational area; Explain variable of industrial and organizational psychology with an appropriate theory; Demonstrate writing using APA style; Construct a research proposal.

**Topics:** Psychological phenomena in industry and organization; From phenomena to psychological variables; From variable to theory; Quoting with APA format; Planning research design; References.

**PSYC6111 - ORGANIZATIONAL BEHAVIOR AND LEADERSHIP (2 Credits)**

**Learning Outcomes:** Choose leadership concept that suitable to situation; Describe leadership complexity some variables or aspects that influence leadership effectiveness; Demonstrate solving the problem or leadership phenomenon in some different organization's situation; Identify facts, find some aspects factors or leadership Variables, Connecting related factors and variables.

**Topics:** Introduction (What Is Organizational Behavior?); The Individual (Diversity in Organizations, Attitudes and Job Satisfaction, Emotions and Moods, Personality and Values, Perception and Individual Decision Making, Motivation: From Concepts to Applications); Group: Foundations of Group Behavior; Group: Understanding Work Teams; Group: Communication; Group: Leadership, Policies, and Decision Making; Group: Power and Politics, Conflict and Negotiation; Organization System: Foundations of Organization Structure (+ GSLC); Organization System: Organizational Culture; Organization System: Organizational Change and Stress Management

**PSYC6113 – PSYCHOLOGY OF INTELLIGENCE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the basic theories of intelligence; 2. Explain the psychological instruments that been used to measure intelligence; 3. Administer the use of psychological instruments that been used to measure intelligence.

**Topics:** definition of Intelligence, structures of intelligence (fluid & crystallized ability, Guttman's, Guilford's, Gardner's), Introduction for measurement of intelligence, Introduction & the administration of TIKI, Introduction & the administration of Weschler, Introduction & the administration of WISC, Application in the concept of intelligence (including artificial intelligence)

**SUBJECT AREA: RSCH****RSCH8003 – RESEARCH METHODOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of research methodology; Identify the steps in the research process; Demonstrate operationalize concepts; Outline the various data collection methods; Interpret the computer results of tests of various hypotheses; Explain the fact that both qualitative and quantitative investigations have their place in business research

**Topics:** Introduction to Research; Technology and Business Research; The Research Process; Analysing The Final Project-1; Discuss about The Result of Analysing The Final Project; Measurement of Variables: Operational Definition and Scales, Scalling, Reliability and Vliidity; Data Collection Methods; Sampling; Analysing The Final Project-2; Discuss about The Result of Analysing The Final Project; Data Analysis and Interpretation; The Research Report.

**RSCH6005 – BUSINESS RESEARCH METHOD (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of research methodology; Identify the steps in the research process; Apply the research methodology.

**Topics:** Introduction to Research; Scientific Investigation; The Research Process: The Board Problem Area and Defining The Problem Statement; The Research Process: Theoretical Framework and Hypothesis Development; Analysing The Board Problem Area and Theoretical Framework; The Research Process: Elements of Research Design; Measurement of Variables; Data Collection Methods; Sampling; Analyzing The Research Design; Quantitative Data Analysis; Qualitative Data Analysis; The Research Report.

**RSCH8006 - RESEARCH METHODS FOR INTERNATIONAL BUSINESS (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: understand and implement a systematic approach to international business research.

**Topics:** (1) Challenges and ambiguities if business research: Introduction, research in business. (2) The research process: the process perspective, research problems, research design, measurement, data sources, data collection, sampling in empirical research, preparation and analysis of data (3) Implementation: quantitative data analysis, qualitative data analysis, writing the final report.

**RSCH6009 - METHODS IN LANGUAGE AND SOCIAL RESEARCH (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe intention of research; Select the specific method and research tools for his/her research activities/proposal; Write a clear steps for his/her research design/proposal; Write a clear and focused research report (mini thesis) which include basic elements of research.

**Topics:** What is research; social research; language research; methods in research.

**SUBJECT AREA: SCIE**

**SCIE6004 - PHYSICS I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Utilize the system units and convert units of physical quantities; Use vectors to describe physical observations; Explain concept of motion along straight line; two-dimensional motion, force and motion, energy and conservation of energy, rotational motion, equilibrium and elasticity, and its application; Identify concept of center of mass and linear momentum, fluids, oscillations, waves and temperature, and its application.

**Topics:** Introduction; Vectors; Motion Along Straight Line; Two- Dimensional Motion; Force and Motion; Energy and Work; Potential Energy and Conservation of Energy; Joint Class 1 (Industrial, Civil & Computer Engineering); Center of Mass and Linear Momentum; Rotational Motion; Equilibrium and Elasticity; Gravitation; Fluids; Oscillations; Joint Class 2 (Industrial, Civil & Computer Engineering); Waves; Temperature, Heat and the First Law of Thermodynamics.

**SCIE6005 - PHYSICS II (4/2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Use physics to study other field such as engineering.

**Topics:** Coulomb's Law; Electric fields; Gauss' Law; Electric potential; Capacitor and capacitance; Electric current; Electric circuits; Magnetic force; Magnetic fields; Induction and Inductance; AC and DC circuits; Electromagnetic waves; Interference; Diffraction; Polarization.

#### **SCIE6007 – INDUSTRIAL CHEMISTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Analyze the mole concept in chemical reactions; Calculate the concept of stoichiometry in the reaction gas; Identify various kinds of chemical bonds; Calculate the energy reaction, rate of reaction and equilibrium constant; Calculate the amount of metal plated, amount of current needed or the time required for an electrolysis process; Explain of chemical compounds that are harmful to the environment and how to prevent it

**Topics:** Molecul, mol and Chemical equation; Stoichiometry; Gases; Chemical Bonding and Molecular Structure; Thermodynamics; Chemical Kinetics; Chemical Equilibrium; Electrochemistry; Chemical Safety and Security; Environmental Chemistry

#### **SCIE6013 – PHYSICS II (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify basic concept of electric charge; electric field; Gauss' law, and its application; Explain basic concept of electric potential; magnetic field; Faraday's law of induction; and its application; Solve capacitance, current and circuits, alternating current, mirrors and lenses, and its application

**Topics:** Electric Charge; Electric Fields; Gauss's Law; Electric Potential; Capacitance; Current and Circuits; Magnetic Fields; Faraday's Law of Induction; Alternating Current; Mirrors; Lenses

#### **SCIE6014 – CHEMISTRY FOR CIVIL ENGINEERING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain purpose, basic concept, and roles of Chemical in Civil Engineering; Recognize the construction material that widely use in construction field; Interpret the concrete chemical technologies that widely use in construction field; Analyze the corrosion and understand the impact of corrosion; Integrate with the water and environmental issue.

**Topics:** Introduction to Chemical for Civil Engineering; Environmental Pollution; Construction Material; Concrete Chemical Technology; Ceramics in Civil Engineering; Glass Industry Related to Civil Engineering; Introduction to Corrosion; Galvanic Corrosions; Corrosion Protection; Water and Environmental Issue.

#### **SCIE6017 – BIOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify neuro system and psychological behavior; Describe structure and function of the brain, nervous system, limbic system, and the sensorimotor system; Explain structure and function and the process of sensing; Explain various causes of brain damage and neurological disease; Interpret genetic factors of human experience on the development of behavior; Analyze control of movement

**Topics:** Introduction: Understanding Human Consciousness; Structure and Functions of Cells of the Nervous System; Central Nervous System; Neural Condition and Synaptic Transmission; Vision; Audition; Somatosenses; Olfaction; Brain Damage and Neuroplasticity; Genetics; Limbic System; Sensorimotor System; Control of Movement

**SCIE6020 - CHEMISTRY (2/2 Credits)**

**Learning Outcomes:** Students are expected to understand the basic concepts of chemistry, to understand the properties of materials, measurement and recognition and other atoms.

**Topics:** History of the development of chemistry, basic understanding of the substance, composition, structure, substance, and compound. Atomic and elements theory: the development of the atomic theory, quantum theory, atomic number, and the mole number, isotopes and isobars, and electron configuration, periodic structure and properties general properties, ionization potential, electron affinity, electronegativity. Solution and concentration: understanding the solution, a mixture of solute, solvent and solution, concentration, equivalent weight, molarity, normality and molality. Acid-base theory: according to Arrhenius, acid-base ionization constants and calculations. pH: theory and calculation of pH in the solution of a strong acid, strong base, weak acid, weak base, salt, and buffer solution, oxidation-reduction reactions. Stoichiometric: stoichiometric in volumetric analysis, gravimetric. Volumetric analysis: a standard solution, asidi-alkalimetric, precipitation, permanganometric, kromatometric, iodometric.

**SCIE6021 - ORGANIC CHEMISTRY (2/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Provide information to students about the fundamental concepts of chemical bonding, reactions of organic molecules, isomers and stereoisometri, based on the function of the compound, the compound of biomolecules, and other compounds.

**Topics:** The concept of the chemical bonding: the definition of chemical bonding, ionic, covalent, coordinate covalent, polarity and understanding others. Reactions in organic molecules (substitution, elimination, esterification, etherification, hydrolysis, amidation, etc.), isomers and stereoisometri, class of compounds based on functional groups, compounds biomolecules (carbohydrates, proteins, fats) and other natural compounds (alkanes, alkenes,alkynes, alcohols, organic acids, esters, ethers, etc.) including a description of each structure.

**SCIE6022 - ANALYTICAL CHEMISTRY (2/1 Credits)**

**Learning Outcomes:** Students are expected to develop and implement methods, instrumentation, and strategies for information composition and properties of materials in space and time so as to get information on the type, number, and a better structure for various types of materials or systems with more efficient in terms of materials , time, effort, and economics.

**Topics:** Definition, classification and analysis perspective, discusses the technique of component extraction, method qualitative and quantitative analysis of component (acid-alkalimetry, oxidi-reductometry, chelating agent, UV-VIS spectofotometry), the principles technique of component separation by electrophoresis and chromatography (thin layer chromatography, gas chromatography, and HPLC).

**SCIE6023 - PHYSICAL CHEMISTRY (2/1 Credits)**

**Learning Outcomes:** Students are expected to Studying Physical properties and structure of the substance and the Theory of Law Changes in Physical and Chemical, and able Organizing, Developing, and systematize the Basic Law and the Theory of Chemical Sciences Related to Physical Chemistry.

**Topics:** The scope of physical chemistry (form and structure of atoms, molecules, bonding between atoms or molecules). Discussion of states of matter (gas, liquid, solid), the nature of the solution (electrolyte and non-electrolyte) and colloidal systems and thermodynamic aspects of the system solution. Order reaction kinetics, the half-life and its relation to future expired food products. Basic concepts of rheology and its applications along with nature.



Characteristics of mechanical damage. Discussion system adsorption, absorption, surface tension, emulsion and foam formation, osmosis, diffusion, aggregate/precipitate, nucleation and crystallization as well as the glass transition.

#### **SCIE6024 - BIOLOGY (2/1 Credits)**

**Learning Outcomes:** Students are expected to explain the basic principles of biology ranging from the cellular level to the organism and relation with the environment.

**Topics:** Organizational of life, classification in biology. Function and structure of plants and animals. Reproductive systems, molecular biology, Biosphere. Organism and its environment. The role of biology in the agricultural, industrial and natural resources, environmental impact assessment. Conservation and development.

#### **SCIE6026 - BASIC MICROBIOLOGY (2/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Provide the basic concepts of microbiology, microbial taxonomy and classification organism, and important things about microbes, microbial properties and effects on the environment and life.

**Topics:** Classification of organisms and microbial taxonomy, cell structure, cell growth, microbial growth, metabolism, microbial ecology, microbial aspects of food and industrial sector, and the introduction of genetic engineering. The introduction of the coverage areas of microbiology, prokaryotic and eukaryotic cells, microbial metabolism, microbial growth (growth curve, microbial growth factor), the isolation and identification of microbes, microbial classification, preservation of microbes, microbial interactions, microbial biotechnology.

#### **SCIE6027 – PHYSIC (2/1 Credits)**

**Learning Outcomes:** Demonstrate the scientific method in a laboratory experience; Use vectors to describe physical observations; Identify basic concepts, terminology and theories of kinematics; force, energy, work; and others for

**Topics:** Scientist and Engineers; Select natural science concepts and theories of mechanics, Temperature, Thermodynamics, Fluids and others to contemporary issues; Introduction and Measurement and Vectors; Kinematics; Mechanics; Kinetic Energy & Work; Potential Energy & Conservation of Energy; Rolling, Torque, & Angular Momentum; Electricity I; Electricity II; Oscillations; Waves I & II; Temperature, Heat, & The First Law of Thermodynamics; Fluids; Equilibrium and Elasticity

### **SUBJECT AREA: SOCS**

#### **SOCS6001 - POLITICAL ECONOMY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe perspectives and cases in political economy world; Explain the theories and issues in global political economy; Analyze cause and impact of political economy situations.

**Topics:** What is International Political Economy?; “Laissez-Faire”: The Economic Liberal Perspective; Wealth and Power: The Mercantilism Perspective; Economic Determinism and Exploitation: The Structuralist; Alternative Perspective on International Political Economy; The Production and Trade Structure; The International Monetary and Finance Structure; International Debt and Financial Crises; The Global Security Structure; The Knowledge and Technology Structure; The Development Conundrum: Choices Amidst Constraints; Moving into Position: The Rising Powers; Transnational Corporation: The Governance of Foreign Investment.

**SOCS6005 - LITERATURE AND EVENT: THE NATURE OF FICTION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define what literature is and its significant characteristics; Explain the basic elements of English prose, poetry and drama; Analyze English prose, poetry and drama based on the theory given; Explain the functions of literature and its relation to society.

**Topics:** What is literature?; Functions of literature; Fiction and non-fiction; Kinds of literature: prose, poetry and drama; Prose and elements of prose; How to read and analyze prose; Poetry and elements of poetry; How to read and analyze poetry; Drama and elements of drama; How to read and analyze drama; Theatre and performance; Genre and sub-genre; Literature and society; Review.

**SOCS6006 - WESTERN CULTURE AND SOCIETY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain essential factors that influence the characteristics of American, British and Australian culture and society, Appraise the diversity of identities and experiences, particularly with respect to issues of race, class, gender, and region, Recognize a range of cultural artefacts that one can utilize in the study of the countries experience and cultural values, Summarize the typical characteristics of each country compared with other countries.

**Topics:** Snapshots of America, Britain and Australia, Region and Environment; Government and politics, history, the people, economy and work, Modern Society: gender, family, race, multiculturalism, education, art, literature and media.

**SOCS6007 - SURVEY OF ENGLISH PROSE, POETRY AND DRAMA (4 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Explain basic elements of fiction, poetry and drama; Compare the elements of a fiction, poetry and drama; Analyze a specific literary work in the form of prose, poetry and drama.

**Topics :** Introduction to fiction and literature; Elements of fiction: Plot, Character, point of view, etc; Other Elements: symbol, allegory, Irony; Studying fiction: Analysis of short story, novel, film; Elements of Drama; Drama and theatrical conventions; Elements of a play; Modes of drama: Tragedy & Comedy; Studying drama; Elements of poetry; Sound and word; Saying, Suggesting, and figurative languages; Studying poetry.

**SOCS6008 - INTRODUCTION TO LANGUAGE AND PHILOSOPHY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic foundation of philosophy and critical thinking; Explain the different traditions of philosophy in the western orientation; Relate social phenomenon in everyday life with philosophical concepts; Relate philosophy to the study of language

**Topics:** The Origin of Philosophy; Natural Philosophers (PreSocratic); Classical Greek Philosophers; Medieval Philosophy; Renaissance Philosophy; Enlightenment and Feminism; Industrial Revolution; Marxism; Psychoanalysis; Postmodernism

**SOCS6009 - LITERARY CRITICISM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain background and key principles of each literary theory; Identify what the literary critics do in each theory; Give examples of literary work relevant to each theory; Apply each theory on the analysis of a particular literary or creative cultural work.

**Topics:** Liberal Humanism or Formalism; Structuralism; Post Structuralism and Deconstruction; Postmodernism; Psychoanalytic Criticism; Feminist Criticism; Lesbian/Gay Criticism, Marxist Criticism, New Historicism, Cultural Materialism, Postcolonial Criticism, Stylistics, Narratology, Eco-criticism, Reader Response Theory.

#### **SOCS6015 - HISTORY OF ENGLISH LANGUAGE AND LITERATURE (4 Credits)**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Differentiate commercial-non-commercial theatres; Explain aspects of interaction between literature and industry; Analyze possibilities of literary industry; Plan a literary project (especially drama) for industry.

**Topics :** Key differences between Commercial & Not-for-Profit theatres; Commercial Theatre on and off-Broadway; Risk and Return in the Commercial Theatre; The Road and Las Vegas; Ticket Pricing; The not-for-profit professional theatre; Shall we dance? The commercial and not-for-profit theatre relationship; Project planning and production.

#### **SOCS6020 - IMAGINING ME: INTERPERSONAL COMMUNICATION IN THE DIGITAL WORLD (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to comment and further discuss current issues in Performing Arts, from the point of view of the literary elements.

**Topics:** There will be various current topics delivered in the form of seminar, talk or performances.

#### **SOCS6021 - SOCIAL AND DIGITAL MEDIA WRITING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify the key elements in producing writing for digital media; Use appropriate media to write for a writing task; Compose a written that incorporate digital media

**Topics :** Foundations of good writing; Digital media vs. Analog media; Screen Writing: Online Style and Techniques; Headlines and Hypertext; Designing Places and Spaces; Workshop 1; Getting It Right: Online Editing, Designing and Publishing; Blogito, Ergo Sum: Trends in Personal Publishing; We the People, Part I: Citizen Journalism; We the People, Part II: News as Conversation; Getting Down to Business: Intranets, Extranets, Portals; Learning the Legal Landscape: Libel and Privacy in a Digital Age; Workshop 2.

#### **SOCS6022 - CURRENT ISSUES IN CREATIVE WRITING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to comment and further discuss current issues in Creative Writing, from the point of view of the language used and socio-cultural phenomena.

**Topics:** There will be various current topics delivered in the form of seminar or workshop.

#### **SOCS6029 - INDONESIAN LANGUAGE, CULTURE AND SOCIETY (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Use Indonesian language effectively through identification of accurate wording in composing sentences and paragraphs for practical academic and everyday uses; be able to describe the cause and effect due to the alteration of Indonesian culture; Describe the characteristics of each ethnic group; Describe the alteration of Indonesian culture both in society and ethnic groups.

**Topics:** Effective Sentence; Scientific Writing; Paragraph; Quotation, footnotes, and bibliography; Punctuation; Culture, Identity and National Identity, The Development of Indonesian Language, Multiculturalism in Indonesian Society, Cultural Identity and Cross-Cultural Communication, Globalization, The Effects of Globalization to Indonesia, Indonesian Literature (Classic and Contemporary), Indonesian Popular Culture, Indonesian Mass Media, Youth

Culture in Indonesia, Youth and Internet; Culture identity and communication inter-culture; Equality and culture right in complex society; Cultures in Indonesia: Minang, Betawi, Java, Aceh, Papua, Bali; Tionghoa culture in Indonesia.

### **SOCS6030 - INTRODUCTION TO PRAGMATICS AND DISCOURS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the study of language in use; Discuss critically existing language issues.

**Topics:** Introduction: Concepts in Pragmatics and Discourse; Development: Studies in Pragmatics and Discourse; Exploration: Data for investigation; Extension: Readings.

### **SOCS6010- STUDIES IN MODERN LITERATURE (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able: To explain the characteristics of modern literature; To compare and contrast American and Asian Modern Narratives; To analyze critical issues in contemporary American and Asian novels.

**Topics:** Literary Modernism; Issues in Modern American novels; Literary topics in Asian contexts; Chinese literary narratives; Japanese literary narratives; Korean literary narratives; Indian literary narratives; Arabian literary narratives; Pakistani literary narratives; Philippineliterary narratives; Indonesian literary narratives; Why compare?; Insights from American and Asian literary narratives in comparison

## **SUBJECT AREA: STAT**

### **STAT6002 – RESEARCH METHODOLOGY (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Describe the basic concepts of research; Choose appropriate sampling design and data collection methods; Construct questionnaire, measurement, scaling, and research report; Apply quantitative data analysis.

**Topics:** Introduction to Research Methodolgy; The Research Process; Measurement of Variables; Measurement: Scaling, Reliability, Validity; Data Collection Methods; Experimental Designs; Sampling; Quantitative Data Analysis; The Research Report.

### **STAT6003 - PROBABILITY THEORY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand data and population; Interpret data problem to statistical terminology; Analyze suitable statistical tools for the problem; Use statistical interpretation for future situation.

**Topics:** Probability Theory; Random Variables; Discrete Probability Distribution; Continuous Probability Distribution; The Normal Distribution; Descriptive Statistics; Statistical Estimation and Sampling Distribution; Inference on a Population Mean.

### **STAT6006 – APPLIED STATISTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply mathematics, science and engineering to the Industrial Engineering domain; Collect and analyze the data used in designing and conducting experiments; Explain problems through Industrial Engineering approaches; Evaluate of contemporary Industrial Engineering related issues.

**Topics:** Inferences on a Population Mean; Comparing Two Population Means; Discrete Data Analysis; The Analysis of Variance; Simple Linear Regression and Correlation; Cases Some Problems 1; Multiple Linear Regression and Non Linear Regression; Multifactor Experimental Design and Analysis; Non Parametric Statistical Analysis; Quality Control Methods; Reliability Analysis and Life Testing; Cases Some Problems 2.

#### **STAT6011 – DESIGN AND ANALYSIS OF EXPERIMENTS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create of experiment design, Analyze data using the statistics, Interpret the result of data analysis.

**Topics:** Introduction, Simple Comparative Experiments, Experiments with A Single Factor: The Analysis of Variance, Randomized Blocks, Latin Squares and Related Designs, Factorial Designs, The 2k Factorial Design, Blocking and Confounding in The 2k Factorial Design, Two Level Fractional Factorial Designs, Three Level and Mixed Level Factorial and Fractional Factorial Designs, Nested and Split-Plot Designs.

#### **STAT6016 – SIMULATION TECHNIQUES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the simulation techniques and this concept for statistical analysis; Demonstrate the random variable generation; Demonstrate the input modelling and estimation; Apply the modelling logic in programming language.

**Topics:** Introduction to Simulation; Discrete-Event Simulation; Statistical Models in Simulation; Random-Number Generation; Random-Variates Generation : Inverse Transform Technique; Random-Variates Generation :Acceptance-Rejection Technique; Input Modelling; Multivariate and Time-Series Input Models; Verification, Calibration, and Validation; Estimation of Absolute Performance; Estimating of Relative Performance

#### **STAT6018 – STATISTICAL THEORY I (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the concept of probability and its application; Apply the concept of discrete and continuous random variables and their probabilities to solve practical problems; Analyze multivariate probability distributions, probability of a function of random variables, sample distribution and the central limit theorem

**Topics:** Probability; Discrete Random Variables and Their Probability Distributions; Continuous Variables and Their Probability Distributions; Multivariate Probability Distributions; Functions of Random Variables; Sampling Distributions and The Central Limit Theorem

#### **STAT6020 – STATISTICAL THEORY II (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand and able to derive basic concepts of sampling distribution; and Limit distribution; Able to apply basic concepts of Central limit theorem in real problems; Able to compute Point estimation and Interval estimation; Understand the techniques of statistical inferences and nonparametric statistics.

**Topics:** Sampling and sampling distribution; Limit distribution; Central limit theorem; Point estimation; Interval estimation; Hypothesis testing; Optimal Tests of Hypotheses; Inferences about Normal Models; Nonparametric Statistics.

**STAT6021 – RESEARCH METHODOLOGY (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the basics of research methodology and the research report; Choose appropriate sampling and research design; Construct questionnaires, measurement and scaling, and research proposal; Interpret the results of statistics calculation

**Topics:** Introduction to Research Methodology; Problem Definition: The Foundation of Business Research; Qualitative Research Tools; Survey Research; Measurement and Scaling Concepts; Sampling Designs and Sampling Procedures; Basic Data Analysis; Communicating Research Results.

**STAT6026 – STATISTICS AND PROBABILITY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify basic statistics (data, sample, population, symbolism, and definition); Calculate probability, expectation, and variance; Calculate sampling distribution and estimation; Demonstrate a hypothesis test; Interpret the result of the calculation.

**Topics:** Introduction; Presenting data in tables and charts; Numerical descriptive measures; Basic probability; Random variables and probability distribution; Some important discrete probability distributions; The normal distribution and other continuous distributions; Sampling and sampling distributions; Confidence interval estimation; Fundamental of hypothesis testing: one-sample tests; Two-sample tests.

**STAT6030 – THESIS/FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Compile a scientific writing as final requisite of study period by applying some research method such as determining topic; Make research design according to concentration field that consist of data collection, data selection, description and analysis; Combine mathematics or statistics with computer studies in scientific writing.

**Topics:** Review and application of accepted theory to solve the research problems; Determining the topic relevant to the study program; Determining the right problem solving method; Preparing the implementation and solution of research problem; Designing and writing method of thesis report; Making a final report.

**STAT6037 – NON PARAMETRIC STATISTICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the methods of nonparametric statistics, Apply the methods of nonparametric statistics, Interpret the result of the calculation using nonparametric methods.

**Topics:** Introducing Nonparametric Methods, Centrality Inference for Single Samples, Other Single-Sample Inferences, Methods for Paired Samples, Methods for Two Independent Samples, Three or More Samples, Correlation and Concordance, Regression, Categorical Data.

**STAT6040 - SCIENTIFIC COMPUTATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain data mining and statistical data mining concept; Demonstrate data exploration; Demonstrate building models; Interpret the results of exploration data and building models; Apply data mining in R and Rattle Software

**Topics:** Introduction to Data Mining; Exploration; Building Models : Cluster Analysis; Building Models : Association Analysis; Building Models : Decision Trees; Building Models : Random Forests; Building Models : Boosting; Building Models : Support Vector Machines; Building Models : Neural Networks

**STAT6043 – LINEAR MODEL (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the concepts of linear models; Choose the types of the appropriate linear models to solve real problem; Analyze the linear models and its application

**Topics:** Introduction : Linear Models; Quadratic Forms in Normal Variables; Full-Rank Linear Models; Less-Than-Full-Rank Linear Models; Balanced Linear Models; Unbalanced Fixed-Effects Models; Unbalanced Random and Mixed Models.

**STAT6044 – CATEGORICAL DATA ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Recognise data as being categorical data and summarise data as categorical data where appropriate; Explain the need for, the structure, and the usefulness of generalized linear model; Explain the need for, the structure, and the usefulness of logistic regression; Explain the need for, the structure, and the usefulness of contingency tables; Apply the method which are appropriate with data; Interpret the results of the method for categorical data.

**Topics:** Introduction; Contingency Tables; Generalized Linear Model; Logistic Regression; Building and Applying Logistic Regression Model; Multi-Category Logit Models; Log-Linear Models for Contingency Tables; Model for Matched Pairs; Modelling Correlated; Random Effects: Generalized Linear Mixed Models.

**STAT6047 – NUMERICAL METHODS FOR STATISTICS (2 Credits)**

**Learning Outcome:** On successful completion of this course students will be able to: Select the proper numerical methods for statistical analysis; Compute operational of matrices and eigenvalue; Solve the equation system, numerical interpolation, differentiation, integration, and optimization

**Topics:** Introduction to Numerical Methods; Matrices and Linear Equation; Regression Computations; Eigen problems; Interpolation and Smoothing; Numerical Differentiation; Introduction to Optimization; Maximum Likelihood; Numerical Integration and Monte Carlo Methods

**STAT6051 – TIME SERIES ANALYSIS (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Calculate and interpret the fundamental concepts of time series; Applied the methods of time series to data set; Describe the methods of time series; Operate the methods of time series using R; Interpret the output of R.

**Topics:** Introduction (Fundamental Concepts); Trends; Model for Stationary Time Series; Models for Nonstationary Time Series; Model Specification; Parameter Estimation; Model Diagnostics; Forecasting; Seasonal Models; Time Series Regression Models.

**STAT6053 - MULTIVARIATE STATISTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Explain the methods of multivariate statistics; Applied the methods of multivariate statistics in data set; Interpret the result of multivariate statistics analysis; Operate the methods of multivariate statistics in analyzing data using R; Interpret the output of R

**Topics:** The Multivariate Normal Distribution; Tests on One or Two Means Vector; MANOVA; Principal Component Analysis; Factor Analysis; Canonical Correlation; Conjoint Analysis; Discriminant Analysis; Logistic Regression; Cluster Analysis; Multidimensional Scaling; Correspondence Analysis.

**STAT6054 – ECONOMETRICS (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Understand econometrics theory and its application; Use Statistics software to analyse econometrics model; Analyse econometric model using real data.

**Topics:** Introduction: An Overview of Econometrics: The nature of econometrics; Types of Data; Short history of econometrics; The Nature of Regression Analysis. Two-Variable Regression Analysis: Some Basic Ideas: Basic Data Handling; Basic Data Analysis; Understanding correlation; Correlation and causality; Correlation between several variables; An Introduction to Simple Regression: Regression as a best fitting line; Derivation of least squares estimators; Interpreting OLS estimates; Measures the fit of a Regression Model; Nonlinearity in regression. Statistical Aspects of Regression: Which factors affect the accuracy of the estimate?; Calculating the confidence interval; Testing the significance of regression coefficients: the t test; Hypothesis testing involving R<sup>2</sup>: the F test; Multiple regression: estimation and hypothesis tests; Regression as a best fitting line; OLS estimation of the multiple regression model; Statistical aspects of multiple regression; Interpreting OLS estimates; Pitfalls of using simple regression in a multiple regression context; Omitted variables bias; Multicollinearity. Extensions of the Two-Variable Linear Regression Model: Regression Through the Origin; Scaling and Units of Measurement; Functional Forms of Regression Models such as Double-log, Semilog, and Reciprocal Models. Regression with Dummy Variables: Simple regression with a dummy variable; Multiple regression with dummy variables; Multiple regression with dummy and non-dummy explanatory variables; Interacting dummy and non-dummy variables; What if the dependent variable is a dummy?; Applications.

**STAT6055 – STRUCTURAL EQUATION MODELING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain and calculate the fundamental concepts of SEM; Construct and interpret the model specification; Determine the category of model solutions; Interpret the result of estimation and the hypothesis testing; Operate structural equation modeling using Lisrel and interpret the output.

**Topics:** Introduction to SEM; Fundamental concepts; Data preparation; Specification; Identification; Estimation; Hypothesis testing.

**STAT6057 – STATISTICAL QUALITY CONTROL (2/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand quality system problem; Interpret quality data problem to statistical quality terminology; Analyze suitable statistical tools for the problem; Use statistical quality methods.

**Topics:** Introduction: The Meaning of Quality; The DMAIC Problem Solving Process; Important Discrete Distribution; Important Continuous Distribution; Methods and Philosophy of Statistical Process Control; Control Charts for Variables; Control Charts for Attributes; Process Capability Analysis; Gauge and Measurement System Capability Studies; Cumulative Sum Control Charts; Statistical Process Control for short Production Runs; Lot by Lot Acceptance Sampling.2.

**STAT6058 – SAMPLING TECHNIQUES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the elements of sampling problem; Calculate statistical measurements for sampling techniques; Interpret the results of calculation for statistical measurements; Distinguish types of sampling techniques



**Topics:** Elements of the Sampling Problem; Some Basic Concepts of Statistics; Simple Random Sampling; Stratified Random Sampling; Systematic Sampling; Cluster Sampling; Ratio Estimation; Estimating the Population Size

#### **STAT6062 – STATISTICAL METHOD (4/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify basic statistics (data, sample, population, symbolism, and definition); Calculate probability, expectation, and variance; Calculate sampling distribution and estimation; Demonstrate a hypothesis test; Use statistical tools for computation; Interpret the result of the calculation

**Topics:** Descriptive Statistic; Data Presentation; Probability Theory; Random Variables; Discrete Probability Distributions; Continuous Probability Distributions; Statistical Estimation and Sampling Distributions; Inferences on a Population Mean; Discrete Data Analysis; The Analysis of Variance; Simple Linear Regression and Correlation.

#### **STAT6065 – ECONOMICS STATISTICS (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Identify the concept of statistic; Apply statistical concept properly; Solve economic and business problems

**Topics:** Data and Statistics; Descriptive Statistics: Tabular and Graphical Presentations; Descriptive Statistics: Numerical Measures; Interval Estimation; Hypothesis Tests; Tests of Goodness of Fit and Independence; Simple Linear Regression; Index Numbers; Forecasting

#### **STAT8066 – ECONOMICS STATISTICS (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of statistic; Apply statistical concept properly; Analyze the statistical methods to solve economic and business problems.

**Topics:** Data and Statistics; Descriptive Statistics: Tabular and Graphical Presentations; Descriptive Statistics: Numerical Measures; Interval Estimation; Hypothesis Tests; Simple Linear Regression; Introduction to Probability; Inference about Population Variances; Test of Goodness of Fit and Independence; Experimental Design and Analysis of Variance; Non Parametric Methods; Index Numbers; Forecasting; Review and Quiz.

#### **STAT8067 – BUSINESS STATISTICS I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of statistic; Apply statistical concept properly; Analyze the statistical methods to solve economic and business problems

**Topics:** Data and Statistics; Descriptive Statistics: Tabular and Graphical Presentations; Descriptive Statistics: Numerical Measures; Interval Estimation; Hypothesis Tests; Tests of Goodness of Fit and Independence

#### **STAT6079 – BUSINESS STATISTICS II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify and explain the concept of statistic; Apply the statistical concept properly; Analyze the statistical methods to solve economic and business problems.

**Topics:** Experimental design and Analysis of Variance; Simple Linear Regression; Multiple Regression; Index Numbers; Nonparametric Methods.

**STAT8069 – STATISTIC FOR BUSINESS EXCELLENCE (4 Credits)**

**Learning Outcomes:** After completing this course, students will be able to know: how to extract meaningful information from piles of raw data ; how to make inferences about the nature of population based on observations of a sample taken from that population; how to predict the rates of occurrences of random events; how to understand and interpret statistical calculations performed by others.

**Topics:** Why statistics ?; Descriptive Statistics; Introduction to Probability and Hypothesis Testing; Calculating Probabilities; Conditional Probability; Random Variables; The Binomial, Poisson, and Hypergeometric Distributions; The normal distribution and related distribution; Distributions with two random variables; Statistical Estimation; Confidence Intervals; Polls and Sampling; Hypothesis Testing; Analysis of Variance; Simple Linear Regression; Multiple Linear Regression; Nonparametric methods; Business Data; Decision Theory.

**STAT6071 - STATISTICS FOR PSYCHOLOGY I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the role of statistic in psychological research; Apply the methods in descriptive statistics; Apply the methods in inferential statistics

**Topics:** Introduction to statistics, Frequency distributions, Central tendency, Variability, z-scores: location of scores and standardized distributions, Probability, Probability and samples: the distribution of sample means, Introduction to hypothesis testing

**STAT6072 – STATISTICS FOR PSYCHOLOGY (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the methods in inferential statistics; Apply the methods in inferential statistics; Analyze data based on the results of statistical procedures and tests.

**Topics:** Introduction to hypothesis testing; Introduction to the T statistic; The T-test for two independent samples; The T-test for two related samples; Introduction to Analysis of Variance; Repeated-measure Analysis of Variance; Two-factor Analysis of Variance; Correlation; Introduction to Regression; The Chi-Square Statistic; The Binomial Test

**STAT6073 – STATISTICS FOR PSYCHOLOGY (3/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Operated SPSS based on methods in descriptive and inferential statistics; Interpret results of the statistical procedures and test from SPSS.

**Topics:** Introduction, Data entry in SPSS, Exploring data in SPSS, Data handling, Test of difference for two sample designs, Tests of correlation, Tests for nominal data, Analysis of variance, Bivariate, multiple regression and factor analysis, Reliability and dimensionality of scales

**STAT8076 – QUANTITATIVE BUSINESS ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Quantitative model in business environment; Discuss basic concept and research method; Analyze proper model of project management and forecast to solve business problems; Formulate model of statistic quality control to solve business problems

**Topics:** Overview of Quantitative Business Analysis; Hypothesis and Research Instrument; Research Design and Method; Marketing Research; Project Management; Forecasting Models; Inventory Analysis; Statistic Quality Control; Decision Analysis.

**STAT6078 – BUSINESS STATISTICS I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of statistic; Apply statistical concept properly; Analyze the statistical methods to solve economic and business problems

**Topics:** Data and Statistics; Descriptive Statistics: Tabular and Graphical Presentations; Descriptive Statistics: Numerical Measures; Interval Estimation; Hypothesis Tests; Tests of Goodness of Fit and Independence

**STAT6081 - STATISTIC (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the statistical data; Explain the results of statistical measurements; Apply statistical method to the real problem; Analyse the suitable decision from statistical method solution.

**Topics:** Introduction : Data and Statistics; Descriptive Statistics; Introduction to Probability; Discrete Probability Distributions; Continuous Probability Distributions; Sampling and Sampling Distributions; Interval Estimation; Hypothesis Tests; Analysis of Variance; Simple Linear Regression.

**STAT6085 – REGRESSION ANALYSIS (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Describe basic concepts of regression; Analyze data using regression method; Use Software in regression analysis.

**Topics:** Simple Linear Regression; Diagnostics and Transformations for Simple Linear Regression; Multiple Linear Regression; Diagnostics and Transformations for Multiple Linear Regression; Variable Selection.

**STAT6090 – INTERNSHIP (8 Credits)**

**Learning Outcomes :** On successful completion of this course, students will obtain working experience in the real field work to apply the theory given in the class, so they will be more ready to apply the theory for job. They will be able to acquire highly marketable knowledge, specific skills and construct statistics model both manually and using computer and implement the statistics models to solve the real problems.

**Topics :** Field of Information Technology and Statistics workplace.

**STAT6091 – DATA ANALYSIS IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize industrial problem, Apply statistical method to solving industrial problem, Interpret the result of statistical method application.

**Topics:** Exploring Data, Probability and Decision Making under Uncertainty, Statistical Inference, Regression Analysis and Time Series Forecasting, and Optimization and Simulation Modeling.

**STAT6092 – STATISTICAL PROGRAM IN INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create statistical program to solving industrial problem, Use statistical software, Interpret the output of statistical software.

**Topics:** Programming Structures, Object-Oriented Programming, Input / Output, String Manipulation, Graphics, Debugging, Performance Enhancement: Speed and Memory, Interfacing R to Other Languages.

**STAT6093 - EES IN INDUSTRY (4 Credits)**

**Learning Outcomes :** On successful completion of this course, students will obtain working experience in the real field work to apply and enhance the soft skills.

**Topics :** Team work; problem solving; interpersonal skill.

**STAT6094 - STATISTICAL COMPUTING LAB (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Explain the basic concept of R; Operate R for loading data, R object, R syntax and R function; Construct R syntax and R function for statistical programming; Execute R syntax and R function

**Topics:** Introduction to R; The R User Interface and Package; R Object; R Syntax; R Syntax : Control Structures; Symbols and Environments; R Functions; Object-Oriented Programming (OOP); Working with Data; Graphics; Lattice Graphics.

**STAT6095 - STATISTICS METHOD (2 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Provide the basics of statistics that can help the students to college to collect outcome data interpretation and decision making.

**Topics:** Fundamentals of statistics, Descriptive Statistics, Random Variables, Random Variables Typical Distribution, Theory Withdrawal Example, Parameter Estimation, Hypothesis Testing, Introduction to Simple Linear Regression Data Analysis, Data Analysis Introduction to Experimental Design RAL, RAK, Factorial, and Pairwise Comparison Test.

**STAT6096 – STOCHASTIC PROCESSES (4 Credits)**

**Learning Outcomes:** Apply the concept of probability theory and random variable in stochastic problem; Distinguish the concept of Discrete Time-Markov Chains, Poisson Process, Continuous-Time Markov Chains, Renewal Process, Queuing Theory and Reliability Theory; Apply the techniques of stochastic processes to solve a real problem and interpret the results

**Topics:** Probability and Random Variables; Discrete-Time Markov Chains; Poisson Process; Continuous-Time Markov Chains; Renewal Process; Queuing Theory; Reliability Theory.

**STAT6105 - STATISTICAL MARKETING RESEARCH (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the concepts in marketing research; Construct and perform reports and presentation; Analyze data in marketing research using R.

**Topics:** Nature of Marketing Research; Customer Behaviour Research; Branding Research; Segmentation Research; Product Research; Advertising Research; Distribution Research; Customer Satisfaction Research; Evaluation, reports and presentation.

**STAT6106 - STATISTICAL QUALITY CONTROL (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand quality system problem; Interpret quality data problem to statistical quality terminology; Analyze suitable statistical tools for the problem; Use statistical quality methods.

**Topics:** Introduction : The Meaning of Quality; The DMAIC Problem Solving Process; Important Discrete Distribution; Important Continuous Distribution; Methods and Philosophy of Statistical Process Control; Control Charts for Variables; Control Charts for Attributes; Process Capability Analysis; Gauge and Measurement System Capability Studies; Cumulative Sum Control Charts; Statistical Process Control for short Production Runs; Lot by Lot Acceptance Sampling.2

**SUBJECT AREA: TAXN****TAXN6006 – TAXATION ACCOUNTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the difference between accounting and tax accounting, and also basic principles of tax accounting; Explain tax accounting for assets; Explain tax accounting for liabilities and equities; Explain tax accounting treatment for specific transactions; Prepare fiscal reconciliation for annual tax return reporting

**Topics:** Accounting vs taxation regulation; Accounting and basic principles of tax accounting; Current assets accounting; Fixed assets accounting; Revaluation and business combination; Intangible assets accounting; Liabilities, investments and equities accounting; Foreign currency accounting and income taxes accounting; Income taxes accounting; Rent and construction accounting; VAT and tax on luxury goods accounting; Expenses and loss compensation; Fiscal reconciliation

**TAXN6007 – SALES TAX AND OTHER INDIRECT TAXES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain basic concept of VAT and indirect tax in Indonesia; Analyze which are VAT/other indirect tax subject and object, and which are not; Calculate how much VAT must be paid by taxable tax-payer; Calculate how much tax on Sale of Luxury Goods and indirect taxes.

**Topics:** Overview of VAT; VAT Mechanism; Taxable Goods and Services; VAT Subject and Taxable tax-payer; VAT in; Tax Invoice; VAT Restitution; Deemed VAT in; VAT Facility; Tax on Sale of Luxury Goods; Bea Meterai

**TAXN6009 – TAXATION LABORATORY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain income tax article 21/26, Explain income tax article 4(2), 22, 23, 24, Prepare monthly tax return 21/26, 23/26, 4(2), Explain concept of calculating corporate tax and prepare corporate annual tax return, Explain concept of VAT and tax on sale of luxury goods; and prepare monthly tax return VAT and Tax on Sale of Luxury Goods.

**Topics:** Income tax article 21/26, Calculating income tax article 21/26, Tax return for income tax article 21/26, Income tax article 4(2), 22, 23, 24, Corporate Tax, Calculation of corporate tax, Corporate annual tax return, VAT and Tax on Sale of Luxury Goods, Tax return for VAT and tax on sale of luxury goods.

**TAXN6010 – TAX AUDIT, TAX COLLECTION, OBJECTION, AND APPEAL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain about tax return, Explain requirements for submitting tax return correctly, Explain and understand tax audit clearly, Explain and understand tax audit procedures and guideline, Apply tax audit techniques on specific tax return, Explain tax decision, tax collection, objection, and appeal.

**Topics:** Tax Return (SPT), Control of tax return, Tax audit, Bookkeeping (accounting/pembukuan) and recording (pencatatan), Tax audit procedures, Rights and obligations in tax audit, Tax audit guideline, Law enforcement and its resistance, Tax audit techniques: monthly VAT tax return, Tax audit techniques: annual income tax return, Tax audit guideline on taxpayer with special relationship, Tax decision (ketetapan) and tax collection, Tax objection and appeal.

**TAXN6012 – PBB, BPHTB, BM AND REGIONAL TAXES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Land and Building Tax and Land and Building Title Transfer Duty, Calculate how much Land and Building Tax must be paid, Calculate how much Land and Building Title Transfer Duty must be paid, Explain Stamp duty, Explain Regional taxes, Explain Regional charges.

**Topics:** Introduction to Land and Building Tax, Calculation of Land and Building Tax, Land and Building Tax Payable and Sanction, Administrative of Land and Building Tax, Introduction to Land and Building Title Transfer Duty, Land and Building Title Transfer Duty Payable and Sanction, Administrative of Land and Building Title Transfer Duty, Introduction to Stamp Duty, Postdated Duty Stamp and Sanction, Introduction to Regional Taxes, Administrative of Regional Taxes, Introduction to Regional Charges, Administrative of Regional Charges.

**TAXN6019 - TAXATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the difference between accounting and tax accounting, and also basic principles of tax accounting; Explain tax accounting for assets; Explain tax accounting for liabilities and equities; Explain tax accounting treatment for specific transactions; Prepare fiscal reconciliation for annual tax return reporting.

**Topics:** Accounting vs taxation regulation; Accounting and basic principles of tax accounting; Current assets accounting; Fixed assets accounting; Revaluation and business combination; Intangible assets accounting; Liabilities, investments and equities accounting; Foreign currency accounting and income taxes accounting; Income taxes accounting; Rent and construction accounting; VAT and tax on luxury goods accounting; Expenses and loss compensation; Fiscal reconciliation.

**TAXN6020 - TAXATION MANAGEMENT AND STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of tax planning; Explain method and concept of transfer pricing; Prepare fiscal reconciliation for tax planning; Calculate deferred tax asset and deferred tax liability; Explain strategies could be used both in domestic and intl tax planning.

**Topics:** Overview of Tax Planning; Depreciation; Revaluation; Leasing; Transfer Pricing; Fiscal Financial Statement; Deferred Tax Asset and Deferred Tax Liability; Tax audit and Tax Investigation; Domestic Tax Planning; International Tax Planning.

**TAXN6021 - TAX REPORT PREPARATION IN PRACTICE I (2 Credits)**

On successful completion of this Course, students will be able to: gain experiences in preliminary survey for preparing tax reports; gain experiences in understanding risk exposure of the engagements; gain experiences in preparing monthly/annual tax return for all related taxes

**TAXN6022 - TAX RETURN SUBMISSION IN PRACTICE I (2 Credits)**

On successful completion of this Course, students will be able to: gain experiences in communicate tax obligation and liabilities to stakeholders; gain experiences in preparing complete documents of tax report ; gain experiences in submitting monthly/annual tax return to tax offices

**TAXN6023 - TAX REPORT PREPARATION IN PRACTICE II (2 Credits)**

On successful completion of this Course, students will be able to: gain experiences in preliminary survey for preparing tax reports; gain experiences in understanding risk exposure of the engagements; gain experiences in preparing monthly/annual tax return for all related taxes

**TAXN6024 - TAX RETURN SUBMISSION IN PRACTICE II (2 Credits)**

On successful completion of this Course, students will be able to: gain experiences in communicate tax obligation and liabilities to stakeholders; gain experiences in preparing complete documents of tax report; gain experiences in submitting monthly/annual tax return to tax offices

**SUBJECT AREA: TRSM****TRSM6029 – FOOD NUTRITION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the value and function of Food Nutrition; Create food with special dietary requirement; Formulate Lifecycle nutrition; Estimate nutrition needs

**Topics:** Introduction to Food, Nutrition and Health; Introduction to Human Nutrition; Macronutrient, Dietary Reference Intake; The Vitamins, general concept, sources, function, deficiency; Minerals and Trace Elements, bioavailability of nutrients; Inhibitors (trypsin, phytate in foods); Measuring Food Intake; Food Composition; Food and Nutrition : Policy and Regulatory Issues; Nutrition Research Methodology; Food Safety : A Public Health Issue of Growing Importance : from farm to table; Food and Nutrition - Related Diseases : The Global Challenge

**TRSM6042 - CATERING MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Manage Catering Operation, Food, Beverage, and Equipment; Design menu and proposal; Calculate menu pricing and control

**Topics:** Historical Banqueting; Styles of Catering Operations; Catering Food Service Development; Catering sales and Marketing and Computer Software Support; Catering Menu Program; Food and Beverage Operational Controls; Catering Menu Pricing and Controls; Catering Menu Design; Catering Beverage Management; Quality Service and Standards Training; Managing Catering Equipment; Review; Catering Project.

**TRSM6048 - FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Develop and execute an appropriate time plan based project aligned with the Hotel Operation Streaming Program and deal with the inevitable changes which occur during the project period; Undertake a literature survey of the background information relevant to the project using library and other resources; Execute a project producing progress reports and meeting necessary deadlines; Deliver a presentation which summarises

the essential scientific and practical aspects and outcomes of the project to the appropriate deadline; Produce a final project report which details the essential scientific and practical aspects and outcomes of the project to the appropriate deadline; The student will be aware of ethical issues in relation to plagiarism.

**Topics:** Trend Issues in Hotel, Restaurant and Bar; Food and Beverages cost control; Food and Beverages services; Mixology and experimental research; Service Quality in hotel and restaurant industry; HRD in hotel and restaurant; Marketing and Finance in Hotel and Restaurant; Purchasing and Inventory in Hotel and Restaurant; Business Plan for Hotel and restaurant.

#### **TRSM6049 - FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Develop and execute an appropriate time plan based project aligned with the Culinary Arts Streaming Program and deal with the inevitable changes which occur during the project period; Undertake a literature survey of the background information relevant to the project using library and other resources; Execute a project producing progress reports and meeting necessary deadlines; Deliver a presentation which summarises the essential scientific and practical aspects and outcomes of the project to the appropriate deadline; Produce a final project report which details the essential scientific and practical aspects and outcomes of the project to the appropriate deadline.

**Topics:** HACCP; Food cost control; Food product innovation; Kitchen tools equipment; Menu engineering; HRD in kitchen department; Storing and inventory in kitchen; Business plan in catering management; Standard recipe analysis.

#### **TRSM6051 – WORKPLACE HYGIENE, SAFETY AND SECURITY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify basic knowledge of hygiene, health and safety in the workplace; Demonstrate procedures of hygiene, health and safety in the workplace; Categorize current occupational health and safety issues; Select the best practice to prevent injuries and illness in relation to hygiene, health and safety in the working environment

**Topics:** Introduction to Occupational Safety & Health; Legislative Framework; Health & Safety Management; Company Internal Responsibilities; Workplace Injury Management; Worker's Compensation; Workplace Injuries; Documentation & Record Keeping; Accident Causation & Prevention; Ergonomics & Safety; Risk Management System; Specific Hazard Management; Industrial Hygiene; Personal Health & Hygiene; OHS Training; OHS Issues for Specific Areas ; Workplace Environment; Workplace Layout and Design; Food Safety; HACCP; Emergency Management; Fire Safety; Improving Safety; Consultation and Communication



**TRSM6064 – STRATEGIC MANAGEMENT AND CONTEMPORARY ISSUES IN EVENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify basic cooking methods; Explain basic gastronomy terminology and food safety; Use primary kitchen equipment, utensils and machinery's in a safe and hygienic way; Analyze basic knowledge of the preparation of soups, stocks, sauces, cutting and cooking techniques, food quality and characteristics; Create new menu for their own restaurant

**Topics:** Basic Principles of Food Production; Basic Principles of Cooking; Larder Cookery; Basic Stocks, Sauces and Soups; Vegetables Cookery; Meats and Game Cookery; Poultry and Game Birds; Fish and Shellfish; Breakfast Preparation; Food Presentation and Garnish; Bakeshop Production: Basic Principles and Ingredients; Patisserie; Legumes, Grains, Pasta and Vegetarian Diets.

**TRSM6074 - FINAL PROJECT (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Develop and execute an appropriate time plan based project aligned with the Event Management Streaming Program and deal with the inevitable changes which occur during the project period; Undertake a literature survey of the background information relevant to the project using library and other resources; Execute a project producing progress reports and meeting necessary deadlines; Deliver a presentation which summarises the essential scientific and practical aspects and outcomes of the project to the appropriate deadline; Produce a final project report which details the essential scientific and practical aspects and outcomes of the project to the appropriate deadline.

**Topics:** Trend Issues in Showbiz management , Meeting, Incentive, Conference and Exhibition; Event design and Production; Marketing and PR in Event; Operation and Handling Event; Event Project.

**TRSM6075 - PERSONAL GROOMING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Understand the impact of grooming and its importance to well being and success; Identify tips on developing diets for a healthy lifestyle and incorporating exercise in one's daily routine; Understand and know the art of office and social etiquette; Apply professional attitude in hospitality industry effectively.

**Topics:** Appropriate professional appearance; Body Building and shaping for success; Use of Correct manners and etiquette; Appropriate personal behavior; Clothing care and maintenance; Appropriate styles for your individual body; Overall cleanliness and grooming; Making introductions and appropriate greetings; Being able to initiate and maintain conversations; Respecting the customs of others; Knowing appropriate dining rules and protocol; Extending courteous behaviour to others; Knowing how to behave professional in difficult situations.

**TRSM6077 - PHILOSOPHY OF TOURISM, LAW AND ETHICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Philosophical Issues in Tourism industry; Identify Truth: Reality, Knowledge and Disciplines in tourism; Critically evaluate and apply relevant Law, ethical theories, well being, aesthetic and art in tourism; Demonstrate a critical understanding of moral reasoning and the process and consequences of ethical decision-making in tourism management for tourism sustainability.

**Topics:** The significance of ethics in tourism management, philosophical terminology and concepts; The applications of ethics; Tourism human rights and Law; Environmental ethics, tools and management systems for the implementation of ethical values in the tourism industry; The opportunities and challenges to implementation of ethical principles in the tourism sector.

**TRSM6078 - FOOD PRODUCTION, PASTRY AND BAKERY INTRODUCTION (2/4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Organize what kind of skill you must have at the kitchen; Operate tools and equipment at the kitchen; Apply the concepts and operational procedures for food; Describe basic knowledge about food plating and garnish, stock, sauce, meat, poultry and game birds, Pastry and Bakery; Produce menu, organize, and display the food processing related to the Continental menu; Explain about food hazard and food safety.

**Topics:** The Organization of Modern and Classical Kitchen, with Tools and Equipment; Basic Cooking Principles - Mise en Place and Herbs; Potato and other starches; Salad and Dressings; Larder Cookery; Pasta; How to Make Stock; Vegetables Cookery; Food presentation and Garnish; Understanding Meat, poultry, game, Fish and Shellfish; Understanding Pastry; Understanding Bakery.

**TRSM6083 - FACILITY AND DESIGN PLANNING FOR TOURISM RESORT, HOTEL & RESTAURANT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Examine values, attitudes and facilities trends, as well as concept design concerns including hotels, resort and restaurant; Evaluate principles of contemporary Green Concept of Sustainability in Hospitality Facilities Planning Design and architectural plans; Identify basic design considerations for hotel and restaurant using appropriate analysis for the market segment; Apply all concept in business plan for hospitality facilities and explain the design and development process commonly experienced for hospitality facilities, as well the activities that occur during each phase of this process.

**Topics:** Introduction to Hospitality Facilities Planning and Design; Organization and Marketing; Facility Programming and Cost Analysis; Building Plan; Hotels Facilities Building and Exterior; Guestrooms and Suites Design; Restaurant Design; Public Facilities, Back-of-The House and Technical Installation; Environment Sustainability (Green Concept Facilities Planning and Design); Business Plan.

**TRSM6079 – FOOD & BEVERAGES SERVICE OPERATIONS INTRODUCTION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify types of restaurant and its organization, layouts and types of service; Demonstrate basic skills and knowledge of servers in restaurant operations; Use restaurant and bar equipments according to their proper functions; Recognize the importance of product knowledge and menu in restaurant operations; Apply the types of serving techniques in food service operations; Demonstrate the basic knowledge of restaurant policy

**Topics:** The Restaurant; The Server; Restaurant Service Equipments; Types of Services in Restaurants; Cover Set-Up; Restaurant Procedures; Bar Service; Food Production; The Menu; Banquet; Room Service; Hygiene and Sanitation in Restaurants; Service Competencies and Attitude

**TRSM6081 – EVENT MANAGEMENT INTRODUCTION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Defend all aspects of the tourism industry; Analyze the principles of tourism sustainability related to environmental and cultural impact and the concept of future tourism / including forecasting and future issues affecting the global nature of tourism; Demonstrate to gather information to plan a special event or conference; Design a variety of promotional techniques in relation to a specific special event/conference

**Topics:** Tourism today; Transporting the tourist I; Accommodation and hospitality services (Tour operating and travel retailing); Visitor attractions (The management of tourism); The public sector and tourism, Managing the visitor and their impacts; The future of tourismion (presentation and project); Event Management Trends in Asia; Event tourism; The event concept; Event planning and logistic; Integrated Marketing communications in event management; Research and evaluation approaches; Presentation event or Project.

**TRSM6082 – RESEARCH METHODOLOGY FOR TOURISM AND HOSPITALITY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the steps of research and explain step by step; Make or write a proposed research; Create the instrument for collecting data; Choose the collecting data methods for research; Analyze and interpret data results; Understand how to write report research.

**Topics:** Introduction to Research; Scientific Investigation; The Broad Problem Area; Theoretical Framework; Elements of Research Design; Measurement of Variables; Measurement; Data Collection Methods; Experimental Design; Sampling; Quantitative Data Analysis (Descriptive Statistics); Quantitative Data Analysis (Hypothesis Testing); The Research Report.

**TRSM6084 – FRONT OFFICE ADMINISTRATIONS AND OPERATIONS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Name the types of Hotel, Hotel Organization and Front Office Organization; Explain the job description of each section in Front Office and the managerial role; Apply the Front Office standard operation procedure; Calculate the revenue, room occupancy.

**Topics:** Types of Hotel, Hotel Organization and Front Office Organization; Interdepartmental Communications; Property Management System; Reservation; Guest Registration; Managing the Financials; Guest Check-out; Night Audit; Revenue Management; Managing hospitality; Training for hospitality; Promoting in-house sales; Security.

#### **TRSM6086 – HOUSEKEEPING OPERATIONS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define Housekeeping Department in Hotel Industry; Explain all of Housekeeping Sections with their duties and responsibilities; Practice basic cleaning duties in Housekeeping Operations.

**Topics:** Introduction to Housekeeping Department; Introduction to Public Area Section; Public Area Section; Introduction to Room Section; Room Section Assignment; Room Assignment; Supervisory Housekeeping; Housekeeping Administration and Order Taker; Butler, Turn Down Services and VIP Treatment; Introduction to Laundry Section; Laundry Washing Method; Safety and Security in Housekeeping Department.

#### **TRSM6088 - EXPO AND EXHIBITION MANAGEMENT (2/4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain a various knowledge and concepts of exhibition management applicable to the hospitality industry; Analyze existing and proposed exhibitions, and justify solutions to inherent problems; Create creative and analytical skills in managing exhibition assignments; Propose the potential showcase business project.

**Topics:** Summary; Customer Insight and Market Analysis; Collaboration; Advocacies and Action Steps; Advocacy for the Institution; Business Model Environment; Advocacy for the Subject Matter; Advocacy for Visitor Experiences; Advocacy for Design; Advocacy for Project and Team; Building and Maintaining relationship; New Product / Service Development; Design Process; Methods and Techniques; Prototyping Product; Process and Phases; Evaluating Product/ Services Prototype.

#### **TRSM6089 - PASTRY, BAKERY AND CHOCOLATE (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the functionality of the equipment and basic materials used in making bread, Chocolate and cakes; Describe the processing of bread, cakes, Chocolate and desserts; Demonstrate how to make bread and cakes.

**Topics:** Equipment and Utensil; Ingredient; Bread; Cream and Custard; Cookies; Cakes; Pastry and Chocolate

#### **TRSM6092 - INDONESIAN CUISINE (2/4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify Indonesian cooking methods; Use Indonesian authentic kitchen equipment and utensils; Demonstrate preparation and cooking techniques, food quality and characteristics.

**Topics:** Home of Exotic Spices; Ingredients of Indonesia; Taste of the Feast; The Indonesian Chillies; Traditional Beverages; Snack & Street Foods; Sumatran Dishes; Javanese Dishes; Madura & Bali Dishes; Kalimantan Dishes; Sulawesi Dishes; Eastern Indonesia Dishes; Taste of Indonesia.

#### **TRSM6099 - HOSPITALITY & SERVICE EXCELLENCE (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the importance of hospitality and service excellence in business, the DNA of Service Excellence. Demonstrate the knowledge of customer service techniques in dealing with the public. Apply the concept of customer service and service delivery system. Create the concept of service excellence in a new business.

**Topics:** The DNA of Service Excellence; The Leadership Actions; The Service Improvement Team; Developing the Service Improvement Core Tools; Communication; Training and Education; Measurement; Recognition; Service Obstacle System; Accountability.

#### **TRSM6104 – INDUSTRIAL WORK PLACEMENT I (8 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the task of student internship in Hospitality Industry; Apply hospitality Industry knowledge in professional practice; Analyze differences between theories and professional practice

**Topics:** Introduction to Internship; The Scope of Work in Internship; Working System; The Task of Student Internship in Project; Job Description; Job Analysis

#### **TRSM6108 - INDUSTRIAL WORK PLACEMENT I (8 Credits)**

**Learning Outcomes:** This course is internship in Hotel Management professional practice. The aims of this course are to give experiences in campus and to compare the Hospitality knowledge between in campus and professional practices.

**Topics:** Introduction to Internship; The Scope of Work in Internship; Firm Working System; The Task of Student Internship in Project; Job Description; Job Analysis.

#### **TRSM6112 - INDUSTRIAL WORK PLACEMENT II (8 Credits)**

**Learning Outcomes:** This course is internship in Hotel Management professional practice. The aims of this course are to give experiences in campus and to compare the Hospitality knowledge between in campus and professional practices.

**Topics:** Introduction to Internship; The Scope of Work in Internship; Firm Working System; The Task of Student Internship in Project; Job Description; Job Analysis.

**TRSM6116 - INDUSTRIAL WORK PLACEMENT II (8 Credits)**

**Learning Outcomes:** This course is internship in Hotel Management professional practice. The aims of this course are to give experiences in campus and to compare the Hospitality knowledge between in campus and professional practices.

**Topics:** Introduction to Internship; The Scope of Work in Internship; Firm Working System; The Task of Student Internship in Project; Job Description; Job Analysis.

**TRSM6120 - INDUSTRIAL WORK PLACEMENT II (8 Credits)**

**Learning Outcomes:** This course is internship in Hotel Management professional practice. The aims of this course are to give experiences in campus and to compare the Hospitality knowledge between in campus and professional practices.

**Topics:** Introduction to Internship; The Scope of Work in Internship; Firm Working System; The Task of Student Internship in Project; Job Description; Job Analysis.

**TRSM6130 – ASIAN CUISINE (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify general and Asian Cuisine specific kitchen equipment, utensils and their uses; Define Asian culinary terms used in basic Asian cuisine; Describe Various Styles of Asian cuisine; Identify the presentation techniques used in variety of Asian cooking

**Topics:** Basic Principles of Asian Cuisine; India & Pakistan; Srilanka; Indonesia; Malaysia; Singapore; China; Korea; Japan; Burma, Cambodia & Laos; Vietnam; Thailand; The Philippines

### 3. Student Creativity Development Center

To improve the reasoning, interest, talent, activity, prosperity and service of the students to their community and to student affairs in the university, BINUS UNIVERSITY established the students affairs organization which was arranged by Decree of the Minister of Education and Culture No 155/U/1998 which legalized, on 30 June 1998, the General Guidelines of Student Affairs and Rector decree of BINUS UNIVERSITY No: 2019/SK/ORG-MHS-UBN/XI/2002 and Establishment Guidelines of Student Affairs Organization of BINUS UNIVERSITY.

SCDC coordinates several organizations as follows:

#### **Student Department Association/Himpunan Mahasiswa Jurusan (HMJ)**

There are 21 HMJ:

1. Student Association of Informatics Engineering/Himpunan Mahasiswa Teknik Informatika (HIMTI)
2. Student Association of Computer Engineering/Himpunan Mahasiswa Teknik Komputer (HIMTEK)
3. Student Association of Informatics management/Himpunan Mahasiswa Sistem Informasi (HIMSISFO)
4. Student Association of Computerized Accounting/Himpunan Mahasiswa Komputerisasi Akuntansi (HIMKA)
5. Student Association of Mathematics/Himpunan Mahasiswa Matematika (HIMMAT)
6. Student Association of Statistics/Himpunan Mahasiswa Statistik (HIMSTAT)
7. Student Association of Industrial Engineering/Himpunan Mahasiswa Teknik Industri (HIMTRI)
8. Student Association of Civil Engineering/Himpunan Mahasiswa Teknik Sipil (HIMTES)
9. Student Association of Architecture/Himpunan Mahasiswa Arsitektur (HIMARS)
10. Student Association of Visual Communication Design/Himpunan Mahasiswa Design Komunikasi Visual (HIMDKV)
11. Student Association of Economics Management/Himpunan Mahasiswa Manajemen Ekonomi (HIMME)
12. Student Association of Accounting/Himpunan Mahasiswa Akuntansi (HIMA)
13. Student Association of English/Himpunan Mahasiswa Sastra Inggris (HIMSI)
14. Student Association of Japanese/Himpunan Mahasiswa Sastra Jepang (HIMJA)
15. Student Association of Mandarin/Himpunan Mahasiswa Sastra Mandarin (HIMANDA)
16. Student Association of Marketing Communication/Himpunan Mahasiswa Marketing Communication (HIMMARCOMM)
17. Student Association of Psychology/Himpunan Mahasiswa Psikologi (HIMPSIKO)
18. Student Association of Hotel Management (HOME)
19. Student Association of Interior Design (HIMDI)
20. Student Association of Business Law (HIMSLAW)
21. Student Association of International Relation (HIMHI)

**Student Activity Unit (UKM)**

There are 41 UKM that consists of:

**4 UKM of intellectual activity:**

1. *Bina Nusantara Computer Club* (BNCC)
2. *Bina Nusantara English Club* (BNEC)
3. *Bina Nusantara Mandarin Club* (BNMC)
4. *Nippon Club* (NC)

**5 UKM of Arts:**

1. Band
2. Klub Pecinta Fotografi Bina Nusantara (KLIFONARA)
3. Paduan Suara Mahasiswa Bina Nusantara (PARAMABIRA)
4. Seni Teater Mahasiswa Bina Nusantara (ST Manis)
5. Seni Tari Mahasiswa Bina Nusantara (STAMANARA)

**17 UKM of Sports:**

1. Aikido
2. Bangau Putih
3. Badminton
4. Basketball
5. Bina Nusantara Tennis Club (BNTC)
6. Bina Nusantara Swimming Club (BASIC)
7. Bina Nusantara Softball-Baseball Club (BNSC)
8. Bina Nusantara Automotive Club (BNAC)
9. Capoeira
10. Football
11. Karate
12. Mahasiswa Bina Nusantara Pencinta Alam (SWARANAPALA)
13. Merpati Putih (MP)
14. Table Tennis
15. Taekwondo
16. Wushu
17. Volleyball

**6 UKM of Spirituality:**

1. Keluarga Besar Mahasiswa Khonghucu (KBMK)
2. Keluarga Mahasiswa Buddhis Dhammavaddhana (KMBD)
3. Keluarga Mahasiswa Hindu (KMH)
4. Keluarga Mahasiswa Katholik (KMK)
5. Majelis Ta'lim (MT)
6. Persekutuan Oikumene (PO)



**8 Community:**

1. AIESEC
2. Fopasbin (Forum Pasukan Pengibar Bendera Bina Nusantara)
3. TFI Volunteer
4. BSSC (Binus Square Student Committee)
5. BSLC (Binus Student Learning Community)
6. Binus TV Club
7. BGDC (Binus Game Development Community)
8. CSC (Cyber Security Club)

**1 Information Media:**

Bina Nusantara Voice (B-Voice)

Student Creativity Development Center at BINUS UNIVERSITY conducts training to improve the management and leadership skills of the students (Latihan Keterampilan Manajemen Mahasiswa/LKMM) several times in one year to promote management and leadership skills to the potential activists who have capability to become future leader.

## Achievement List From November 2013 until June 2014

No.	Faculty/UKM/HMJ	Events	Achievements	Level
1	Psikologi	Lomba Karya Tulis bertemakan "Dialog Lintas Agama"	JUARA III	Nasional
2	Sistem Komputer	Kompetisi tingkat Asia Pacific Demo-It Competition	10 Besar	Internasional
3	Accounting & Finance	CIMA Global Business Challenge 2013	Juara III	Nasional
4	Accounting & Finance	CIMA Global Business Challenge 2013	Juara III	Nasional
5	Accounting & Finance	CIMA Global Business Challenge 2013	Juara III	Nasional
6	Accounting & Finance	CIMA Global Business Challenge 2013	Juara III	Nasional
7	BNEC	1st Penang Internasional Scrabble Championship 2013 (PISC 2013)	Runner Up (Juara II)	Internasional
8	HIMTRI	Institute of Industrial Engineers (IIE) Student Chapter pertama di Indonesia	2013 Gold Award	Internasional
9	-	kejuaraan HongKong Challenge Cup	Ranking 18	Internasional
10	BNEC	1st Penang Internasional Scrabble Championship 2013 (PISC 2013)	6th Rank	Internasional
11	BIPEDS	BAWOR CUP WUPID Indonesia 2013	1th best speaker	-
12	BIPEDS	BAWOR CUP WUPID Indonesia 2013	7th best speaker	-
13	BIPEDS	BAWOR CUP WUPID Indonesia 2013	2nd best N1 adjudicator	-

No.	Faculty/UKM/HMJ	Events	Achievements	Level
14	School of Business Management	X-Culture Mercedes Benz Challenge	1st Winner & Best Project	-
15	School of Business Management	Plenary Assembly of the Pontifical Council of Culture	Invitational Speaker	-
16	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
17	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
18	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
19	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
20	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
21	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
22	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
23	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
24	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
25	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
26	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
27	UKM Sepakbola Alsut	Liga Merah Maroon	Juara 1	Kota
28	UKM Badminton	Liga Merah Maroon Universitas Bakrie	Juara 1	Jabodetabek
29	UKM Badminton	Liga Merah Maroon Universitas Bakrie	Juara 1	Jabodetabek
30	UKM Badminton	Liga Merah Maroon Universitas Bakrie	Juara 1	Jabodetabek
31	UKM Badminton	Liga Merah Maroon Universitas Bakrie	Juara 2	Jabodetabek
32	UKM Badminton	Liga Merah Maroon Universitas Bakrie	Juara 2	Jabodetabek
33	UKM Badminton	Liga Merah Maroon Universitas Bakrie	Juara 3	Jabodetabek
34	Akuntansi dan Keuangan	Paper Competition - Indonesia Accounting Fair 15	Second Runner Up	Nasional
35	Akuntansi dan Keuangan	Paper Competition - Indonesia Accounting Fair 15	Second Runner Up	Nasional
36	Akuntansi dan Keuangan	Deloitte Grand Ambassador	Top 10	Nasional
37	UKM BNEC	The 2014 Asian English Olympics	Juara 2	Asia
38	UKM BNEC	The 2014 Asian English Olympics	High Game	Asia
39	UKM BNEC	The 2014 Asian English Olympics	Juara 4	Asia
40	UKM BNEC	The 2014 Asian English Olympics	Juara 6	Asia
41	DKV New Media	Wakai Art Engine	Top 3 Winners	Internasional
42	DKV New Media	Wakai Art Engine	Top 3 Winners	Internasional
43	-	The third UI Studentpreneurs	Juara 3	Nasional

No.	Faculty/UKM/HMJ	Events	Achievements	Level
44	-	The third UI Studentpreneurs	Juara 3	Nasional
45	-	The third UI Studentpreneurs	Juara 3	Nasional
46	Psikologi	Kampung Seni Psikologi (KASEP) UNISBA	Juara 2	Nasional
47	B-Voice	Communication Avenue: radio Announcing Competition	Juara 1	Jabodetabek
48	B-Voice	Communication Avenue: radio Announcing Competition	Juara 1	Jabodetabek
49	B-Voice	Communication Avenue: radio Announcing Competition	Juara 1	Jabodetabek
50	B-Voice	Communication Avenue: radio Announcing Competition	Juara 2	Jabodetabek
51	B-Voice	Communication Avenue: radio Announcing Competition	Juara 2	Jabodetabek
52	B-Voice	Communication Avenue: radio Announcing Competition	Juara 2	Jabodetabek
53	Hotel Management	Bali Salon Culinaire	BRONZE	Nasional
54	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
55	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
56	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
57	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
58	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
59	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
60	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
61	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
62	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
63	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
64	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
65	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
66	Sepak Bola	ASA Friendship Cup 2014	Juara 1	Jabodetabek
67	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
68	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
69	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
70	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
71	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
72	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
73	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
74	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional

No.	Faculty/UKM/HMJ	Events	Achievements	Level
75	Sastra Inggris	The ICON 2014	Juara 3	Nasional
76	BNEC	The ICON 2014	Juara 1	Nasional
77	BNEC	The ICON 2014	Juara 1	Nasional
78	BNEC	The ICON 2014	Juara 3	Nasional
79	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
80	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
81	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
82	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
83	-	Kejuaraan Nasional Kartika Cup VII	Juara 1	Nasional
84	DKV New Media	Lomba Desain Packaging Ice Cream Diamond	Juara 1	Nasional
85	DKV New Media	Lomba Desain Packaging Ice Cream Diamond	Juara 1	Nasional
86	SOBM	ANZ Global Enterprise Experience	ANZ Highly Commended Team Award	Internasional
87	SOBM	ANZ Global Enterprise Experience	ANZ Highly Commended Team Award	Internasional
88	Psikologi	Psychosmart - Psychovillage V	Juara 2	Nasional
89	Psikologi	Psychosmart - Psychovillage V	Juara 2	Nasional
90	Psikologi	Psychosmart - Psychovillage V	Juara 2	Nasional
91	Karate	KASAD Cup 2014	Juara 3	Nasional
92	SOCS	Software Development Competition TechnoCorner 2014	Juara 3	Nasional
93	SOCS	Software Development Competition TechnoCorner 2014	Juara 3	Nasional
94	SOCS	Software Development Competition TechnoCorner 2014	Juara 3	Nasional
95	Teknik Industri	Industrial Statistic Poster Competition 2014	Juara 3	Nasional
96	Teknik Industri	Industrial Statistic Poster Competition 2014	Juara 3	Nasional
97	Akuntansi dan Keuangan	Parahyangan National Accounting Challenge 2014	Juara 1	Nasional
98	Akuntansi dan Keuangan	Parahyangan National Accounting Challenge 2014	Juara 1	Nasional
99	Akuntansi dan Keuangan	Parahyangan National Accounting Challenge 2014	Juara 1	Nasional
100	DKV New Media	Eggster Design Competition	Juara 1	Jabodetabek
101	DKV New Media	Eggster Design Competition	Juara 2	Jabodetabek
102	Arsitektur	Arbbi Desain Awards 2013	Juara 1	Nasional
103	Arsitektur	Arbbi Desain Awards 2013	Juara 1	Nasional
104	-	61 Japan Roller Skating Speed Championship 2014	Peringkat 4	Asia

No.	Faculty/UKM/HMJ	Events	Achievements	Level
105	BNEC	ASTAR Scrabble Challenge International 2014	3rd Runner up	Internasional
106	Band	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
107	Band	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
108	Band	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
109	Band	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
110	-	Kejurnas Sepatu Roda Piala Bupati Sidoarjo XI	Juara 1	Nasional
111	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Wilayah Propinsi DKI Jakarta	Juara 1	Jabodetabek
112	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Wilayah Propinsi DKI Jakarta	Juara 3	Jabodetabek
113	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Wilayah Propinsi DKI Jakarta	Best Speaker	Jabodetabek
114	BNCC	Techno Update - Let's Update It	Juara 1	Jabodetabek
115	BNCC	Techno Update - Let's Update It	Juara 2	Jabodetabek
116	BNCC	Techno Update - Let's Update It	Juara 3	Jabodetabek
117	BNCC	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
118	BNCC	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
119	BNCC	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
120	BNCC	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
121	BNCC	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
122	DKV Animasi	Speed Painting Competition	Juara 3	Jabodetabek
123	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Tingkat Nasional	Juara Harapan	Nasional
124	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Tingkat Nasional	Juara Harapan	Nasional
125	Sistem Informasi	Himsisfo Competition 2014 - EXPLODE	Juara 3	Jabodetabek
126	Sistem Informasi	Himsisfo Competition 2014 - EXPLODE	Juara 3	Jabodetabek
No.	Sistem Informasi	Himsisfo Competition 2014 - EXPLODE	Juara 3	Jabodetabek
127	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2014	Mendapat Hibah	Nasional
128	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2015	Mendapat Hibah	Nasional
129	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2016	Mendapat Hibah	Nasional
130	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2017	Mendapat Hibah	Nasional
131	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2018	Mendapat Hibah	Nasional
132	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2019	Mendapat Hibah	Nasional
133	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2020	Mendapat Hibah	Nasional
134	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2021	Mendapat Hibah	Nasional

No.	Faculty/UKM/HMJ	Events	Achievements	Level
135	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2022	Mendapat Hibah	Nasional
136	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2023	Mendapat Hibah	Nasional
137	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2024	Mendapat Hibah	Nasional
138	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2025	Mendapat Hibah	Nasional
139	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2026	Mendapat Hibah	Nasional
140	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2027	Mendapat Hibah	Nasional
141	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2028	Mendapat Hibah	Nasional
142	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2029	Mendapat Hibah	Nasional
143	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2030	Mendapat Hibah	Nasional
144	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2031	Mendapat Hibah	Nasional
145	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2032	Mendapat Hibah	Nasional
146	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2033	Mendapat Hibah	Nasional
147	Sistem Informasi	Microsoft Intern - Microsoft Academy for College Hires (MACH) Program	Intern to MACH	Internasional
148	Sistem Informasi	Microsoft Intern - Microsoft Academy for College Hires (MACH) Program	Intern to MACH	Internasional
149	Sistem Informasi	Google Student Ambassador	Google Student Ambassador	Internasional
150	Psikologi	Psychompilation Maranatha	Juara 2	Nasional
151	Psikologi	Psychompilation Maranatha	Juara 2	Nasional
152	Psikologi	Psychompilation Maranatha	Juara 2	Nasional
153	Psikologi	Psychompilation Maranatha	Juara 3	Nasional
154	Psikologi	Psychompilation Maranatha	Juara 3	Nasional
155	Psikologi	Psychompilation Maranatha	Juara 3	Nasional
156	Stamanara	UNJ Dance Competition	Juara 1	Jabodetabek
157	Stamanara	UNJ Dance Competition	Juara 1	Jabodetabek
158	Stamanara	UNJ Dance Competition	Juara 1	Jabodetabek
159	Stamanara	UNJ Dance Competition	Juara 1	Jabodetabek
160	Stamanara	UNJ Dance Competition	Juara 1	Jabodetabek
161	Stamanara	UNJ Dance Competition	Juara 1	Jabodetabek
162	BSLC	Lomba Marketing Case	Juara 2	Nasional
163	BSLC	Lomba Marketing Case	Juara 2	Nasional
164	BSLC	Lomba Marketing Case	Juara 2	Nasional
165	BNMC	Sinofest XIII (Lomba Pidato Berbahasa Mandarin)	Juara 1	Nasional

No.	Faculty/UKM/HMJ	Events	Achievements	Level
166	BNMC	Sinofest XIII (Lomba Menyanyi Lagu Berbahasa Mandarin)	Juara 1	Nasional
167	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
168	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
169	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
170	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
171	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
172	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
173	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
174	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
175	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
176	Stamanara	Prasmul Olympics	Juara 2	Jabodetabek
177	Stamanara	REVOIIIUTION Dance Competition	Juara 3	Jabodetabek
178	Stamanara	REVOLUTION Dance Competition	Juara 3	Jabodetabek
179	Stamanara	REVOLUTION Dance Competition	Juara 3	Jabodetabek
180	Stamanara	REVOLUTION Dance Competition	Juara 3	Jabodetabek
181	Stamanara	STP Motion Dance	Juara 2	Jabodetabek
182	Stamanara	STP Motion Dance	Juara 2	Jabodetabek
183	Stamanara	STP Motion Dance	Juara 2	Jabodetabek
184	Stamanara	STP Motion Dance	Juara 2	Jabodetabek
185	Stamanara	SPARTA Dance Competition	Juara 1	Jabodetabek
186	Stamanara	SPARTA Dance Competition	Juara 1	Jabodetabek
187	Stamanara	SPARTA Dance Competition	Juara 1	Jabodetabek
188	Stamanara	SPARTA Dance Competition	Juara 1	Jabodetabek
189	BNMC	Lomba Mading 3D "Dragon Boat Festival	Juara 1	Jabodetabek
190	BNMC	Lomba Mading 3D "Dragon Boat Festival	Juara 1	Jabodetabek
191	BNMC	Lomba Mading 3D "Dragon Boat Festival	Juara 1	Jabodetabek
192	-	Kejurda Anggar DKI Jakarta	Gold Medal Women's Foil Individual Senior Category	Jabodetabek
193	-	Pekan Seni Mahasiswa Daerah (PEKSIMIDA)	Juara 1	Jabodetabek
194	-	Pekan Seni Mahasiswa Daerah (PEKSIMIDA)	Juara 2	Jabodetabek
195	-	Pekan Seni Mahasiswa Daerah (PEKSIMIDA)	Juara 1	Jabodetabek
196	BNEC	National University Debating Championship	Juara 3	Jabodetabek
197	BNEC	National University Debating Championship	Juara 3	Jabodetabek

No.	Faculty/UKM/HMJ	Events	Achievements	Level
198	Information System Audit	Prasmul Olympics	Juara 2	Jabodetabek
199	Komputerisasi Akuntansi	UNJ Dance Competition	Juara 1	Jabodetabek
200	Komputerisasi Akuntansi	REVOIIIUTION Dance Competition	Juara 3	Jabodetabek
201	Komputerisasi Akuntansi	STP Motion Dance	Juara 2	Jabodetabek
202	Komputerisasi Akuntansi	Prasmul Olympics	Juara 2	Jabodetabek
203	Komputerisasi Akuntansi	SPARTA Dance Competition	Juara 1	Jabodetabek
204	Sistem Informasi	Liga Merah Maroon Universitas Bakrie	Juara 3	Jabodetabek
205	Sistem Informasi	Microsoft Intern - Microsoft Academy for College Hires (MACH) Program	Intern to MACH	Internasional
206	Sistem Informasi	Microsoft Intern - Microsoft Academy for College Hires (MACH) Program	Intern to MACH	Internasional
207	Sistem Informasi	ASA Friendship Cup 2014	Juara 1	Jabodetabek
208	Sistem Informasi	61 Japan Roller Skating Speed Championship 2014	Peringkat 4	Asia
209	Sistem Informasi	Kejurnas Sepatu Roda Piala Bupati Sidoarjo XI	Juara 1	Nasional
210	Sistem Informasi	UNJ Dance Competition	Juara 1	Jabodetabek
211	Sistem Informasi	Techno Update - Let's Update It	Juara 2	Jabodetabek
212	Sistem Informasi	STP Motion Dance	Juara 2	Jabodetabek
213	Sistem Informasi	Prasmul Olympics	Juara 2	Jabodetabek
214	Sistem Informasi	SPARTA Dance Competition	Juara 1	Jabodetabek
215	Sistem Informasi	Kejurda Anggar DKI Jakarta	Gold Medal Women's Foil Individual Senior Category	Jabodetabek
216	Sistem Informasi	Google Student Ambassador	Google Student Ambassador	Internasional
217	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2014	Mendapat Hibah	Nasional
218	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2015	Mendapat Hibah	Nasional
219	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2016	Mendapat Hibah	Nasional
220	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2017	Mendapat Hibah	Nasional
221	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2018	Mendapat Hibah	Nasional
222	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2019	Mendapat Hibah	Nasional
223	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2020	Mendapat Hibah	Nasional
224	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2021	Mendapat Hibah	Nasional
225	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2022	Mendapat Hibah	Nasional
226	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2023	Mendapat Hibah	Nasional



No.	Faculty/UKM/HMJ	Events	Achievements	Level
227	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2024	Mendapat Hibah	Nasional
228	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2025	Mendapat Hibah	Nasional
229	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2026	Mendapat Hibah	Nasional
230	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2027	Mendapat Hibah	Nasional
231	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2028	Mendapat Hibah	Nasional
232	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2029	Mendapat Hibah	Nasional
233	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2030	Mendapat Hibah	Nasional
234	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2031	Mendapat Hibah	Nasional
235	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2032	Mendapat Hibah	Nasional
236	Sistem Informasi	Program Kreativitas Mahasiswa (PKM) didanai di tahun 2033	Mendapat Hibah	Nasional
237	Sistem Informasi - Akuntansi	Himsisfo Competition 2014 - EXPLODE	Juara 3	Jabodetabek
238	Sistem Informasi - Akuntansi	Himsisfo Competition 2014 - EXPLODE	Juara 3	Jabodetabek
239	Sistem Informasi - Akuntansi	Himsisfo Competition 2014 - EXPLODE	Juara 3	Jabodetabek
240	Teknik Informatika	Liga Merah Maroon	Juara 1	Kota
241	Teknik Informatika	The 2014 Asian English Olympics	Juara 2	Asia
242	Teknik Informatika	The 2014 Asian English Olympics	High Game	Asia
243	Teknik Informatika	The 2014 Asian English Olympics	Juara 6	Asia
244	Teknik Informatika	Communication Avenue: radio Announcing Competition	Juara 1	Jabodetabek
245	Teknik Informatika	Communication Avenue: radio Announcing Competition	Juara 2	Jabodetabek
246	Teknik Informatika	ASA Friendship Cup 2014	Juara 1	Jabodetabek
247	Teknik Informatika	ASA Friendship Cup 2014	Juara 1	Jabodetabek
248	Teknik Informatika	ASA Friendship Cup 2014	Juara 1	Jabodetabek
249	Teknik Informatika	The ICON 2014	Juara 1	Nasional
250	Teknik Informatika	The ICON 2014	Juara 3	Nasional
251	Teknik Informatika	Software Development Competition TechnoCorner 2014	Juara 3	Nasional
252	Teknik Informatika	Software Development Competition TechnoCorner 2014	Juara 3	Nasional
253	Teknik Informatika	Software Development Competition TechnoCorner 2014	Juara 3	Nasional
254	Teknik Informatika	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
255	Teknik Informatika	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
256	Teknik Informatika	Techno Update - Let's Update It	Juara 3	Jabodetabek

No.	Faculty/UKM/HMJ	Events	Achievements	Level
257	Teknik Informatika	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
256	Teknik Informatika	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
257	Teknik Informatika	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
258	Teknik Informatika	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
259	Teknik Informatika	HIMSISFO Competition EXPLODE	Juara 2	Jabodetabek
260	Teknik Informatika	UNJ Dance Competition	Juara 1	Jabodetabek
261	Teknik Informatika	Sinofest XIII (Lomba Menyanyi Lagu Berbahasa Mandarin)	Juara 1	Nasional
262	Teknik Informatika	Prasmul Olympics	Juara 2	Jabodetabek
263	Teknik Informatika-Statistika	Communication Avenue: radio Announcing Competition	Juara 1	Jabodetabek
264	International Business Management	ANZ Global Enterprise Experience	ANZ Highly Commended Team Award	Internasional
265	International Business Management	ANZ Global Enterprise Experience	ANZ Highly Commended Team Award	Internasional
266	International Business Management	The third UI Studentpreneurs	Juara 3	Nasional
267	International Business Management	The third UI Studentpreneurs	Juara 3	Nasional
268	International Business Management	The third UI Studentpreneurs	Juara 3	Nasional
269	International Marketing	Communication Avenue: radio Announcing Competition	Juara 2	Jabodetabek
270	International Marketing	Prasmul Olympics	Juara 2	Jabodetabek
271	International Marketing	Lomba Marketing Case	Juara 2	Nasional
272	International Marketing	Lomba Marketing Case	Juara 2	Nasional
273	International Marketing	Lomba Marketing Case	Juara 2	Nasional
274	Manajemen	Liga Merah Maroon	Juara 1	Kota
275	Manajemen	Liga Merah Maroon	Juara 1	Kota
276	Manajemen	Liga Merah Maroon	Juara 1	Kota
277	Manajemen	Liga Merah Maroon	Juara 1	Kota
278	Manajemen	Liga Merah Maroon	Juara 1	Kota
279	Manajemen	Liga Merah Maroon	Juara 1	Kota
280	Manajemen	Liga Merah Maroon Universitas Bakrie	Juara 1	Jabodetabek
281	Manajemen	Liga Merah Maroon Universitas Bakrie	Juara 1	Jabodetabek
282	Manajemen	Liga Merah Maroon Universitas Bakrie	Juara 1	Jabodetabek
283	Manajemen	Liga Merah Maroon Universitas Bakrie	Juara 2	Jabodetabek

No.	Faculty/UKM/HMJ	Events	Achievements	Level
284	Manajemen	Liga Merah Maroon Universitas Bakrie	Juara 2	Jabodetabek
285	Manajemen	Kejuaraan Nasional Kartika Cup VII	Juara 1	Nasional
286	Manajemen	ASA Friendship Cup 2014	Juara 1	Jabodetabek
287	Manajemen	ASA Friendship Cup 2014	Juara 1	Jabodetabek
288	DKV New Media	Eggster Design Competition	Juara 1	Nasional
289	DKV New Media	Eggster Design Competition	Juara 2	Nasional
290	DKV New Media	Wakai Art Engine	Top 3 Winners	Internasional
291	DKV New Media	Wakai Art Engine	Top 3 Winners	Internasional
292	DKV New Media	Lomba Desain Packaging Ice Cream Diamond	Juara 1	Nasional
293	DKV New Media	Lomba Desain Packaging Ice Cream Diamond	Juara 1	Nasional
294	DKV New Media	Pekan Seni Mahasiswa Daerah (PEKSIMIDA)	Juara 1	Jabodetabek
295	DKV New Media	Pekan Seni Mahasiswa Daerah (PEKSIMIDA)	Juara 1	Jabodetabek
296	DKV Creative Advertising	Pekan Seni Mahasiswa Daerah (PEKSIMIDA)	Juara 2	Jabodetabek
297	DKV Animasi	Speed Painting Competition	Juara 3	Jabodetabek
298	Desain Interior	Lomba Mading 3D "Dragon Boat Festival"	Juara 1	Jabodetabek
299	Business Law	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
300	Psikologi	Psychosmart - Psychovillage V	Juara 2	Nasional
301	Psikologi	Psychosmart - Psychovillage V	Juara 2	Nasional
302	Psikologi	Psychosmart - Psychovillage V	Juara 2	Nasional
303	Psikologi	Psychompilation Maranatha	Juara 2	Nasional
304	Psikologi	Psychompilation Maranatha	Juara 2	Nasional
305	Psikologi	Psychompilation Maranatha	Juara 2	Nasional
306	Psikologi	Psychompilation Maranatha	Juara 3	Nasional
307	Psikologi	Psychompilation Maranatha	Juara 3	Nasional
308	Psikologi	Psychompilation Maranatha	Juara 3	Nasional
309	Psikologi	Kampung Seni Psikologi (KASEP) UNISBA	Juara 2	Nasional
310	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Wilayah Propinsi DKI Jakarta	Juara 1	Jabodetabek
311	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Wilayah Propinsi DKI Jakarta	Juara 3	Jabodetabek
312	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Wilayah Propinsi DKI Jakarta	Best Speaker	Jabodetabek
313	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Tingkat Nasional	Juara Harapan	Nasional
314	Sastra China	Lomba Chinese Bridge ke-13 Seleksi Tingkat Nasional	Juara Harapan	Nasional
315	Sastra Inggris	The 2014 Asian English Olympics	Juara 4	Asia

No.	Faculty/UKM/HMJ	Events	Achievements	Level
316	Sastra Inggris	The ICON 2014	Juara 3	Nasional
317	Sastra Inggris	The ICON 2014	Juara 1	Nasional
318	Sastra Inggris	ASTAR Scrabble Challenge International 2014	3rd Runner up	Internasional
319	Sastra Jepang	REVOIIIUTION Dance Competition	Juara 3	Jabodetabek
320	Sastra Jepang	UNJ Dance Competition	Juara 1	Jabodetabek
321	Sastra Jepang	STP Motion Dance	Juara 2	Jabodetabek
322	Sastra Jepang	Prasmul Olympics	Juara 2	Jabodetabek
323	Sastra Jepang	SPARTA Dance Competition	Juara 1	Jabodetabek
324	Arsitektur	Arbbi Desain Awards 2013	Juara 1	Nasional
325	Arsitektur	Arbbi Desain Awards 2013	Juara 1	Nasional
326	Sistem Komputer	Festival Band-Funtastic III "Fun with Acoustic"	Juara 2	Jabodetabek
327	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
328	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
329	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
330	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 4	Nasional
331	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
332	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
333	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
334	Teknik Industri	Lomba Keilmuan Teknik Industri	Juara 5	Nasional
335	Teknik Industri	Industrial Statistic Poster Competition 2014	Juara 3	Nasional
336	Teknik Industri	Industrial Statistic Poster Competition 2014	Juara 3	Nasional
337	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
338	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
339	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
340	Teknik Sipil	Earthquake Resistant Building Competition 2014	Juara 1	Nasional
341	Akuntansi dan Keuangan	Liga Merah Maroon	Juara 1	Kota
342	Akuntansi dan Keuangan	Liga Merah Maroon	Juara 1	Kota
343	Akuntansi dan Keuangan	Liga Merah Maroon	Juara 1	Kota
344	Akuntansi dan Keuangan	Liga Merah Maroon	Juara 1	Kota
345	Akuntansi dan Keuangan	Deloitte Grand Ambassador	Top 10	Nasional
346	Akuntansi dan Keuangan	ASA Friendship Cup 2014	Juara 1	Jabodetabek
347	Akuntansi dan Keuangan	ASA Friendship Cup 2014	Juara 1	Jabodetabek

No.	Faculty/UKM/HMJ	Events	Achievements	Level
348	Akuntansi dan Keuangan	ASA Friendship Cup 2014	Juara 1	Jabodetabek
349	Akuntansi dan Keuangan	ASA Friendship Cup 2014	Juara 1	Jabodetabek
350	Akuntansi dan Keuangan	ASA Friendship Cup 2014	Juara 1	Jabodetabek
351	Akuntansi dan Keuangan	ASA Friendship Cup 2014	Juara 1	Jabodetabek
352	Akuntansi dan Keuangan	Parahyangan National Accounting Challenge 2014	Juara 1	Nasional
353	Akuntansi dan Keuangan	Parahyangan National Accounting Challenge 2014	Juara 1	Nasional
354	Akuntansi dan Keuangan	Parahyangan National Accounting Challenge 2014	Juara 1	Nasional
355	Akuntansi dan Keuangan	KASAD Cup 2014	Juara 3	Nasional
356	Akuntansi dan Keuangan	UNJ Dance Competition	Juara 1	Jabodetabek
357	Akuntansi dan Keuangan	Sinofest XIII (Lomba Pidato Berbahasa Mandarin)	Juara 1	Nasional
358	Akuntansi dan Keuangan	Techno Update - Let's Update It	Juara 1	Jabodetabek
359	Akuntansi dan Keuangan	REVOIIIUTION Dance Competition	Juara 3	Jabodetabek
360	Akuntansi dan Keuangan	Prasmul Olympics	Juara 2	Jabodetabek
361	Akuntansi dan Keuangan	Paper Competition - Indonesia Accounting Fair 15	Second Runner Up	Nasional
362	Akuntansi dan Keuangan	Paper Competition - Indonesia Accounting Fair 15	Second Runner Up	Nasional
363	Hotel Management	Bali Salon Culinaire	BRONZE	Nasional
364	Komunikasi Pemasaran	Liga Merah Maroon	Juara 1	Kota
365	Komunikasi Pemasaran	Communication Avenue: radio Announcing Competition	Juara 1	Jabodetabek
366	Komunikasi Pemasaran	Communication Avenue: radio Announcing Competition	Juara 2	Jabodetabek
367	Komunikasi Pemasaran	ASA Friendship Cup 2014	Juara 1	Jabodetabek
368	Komunikasi Pemasaran	UNJ Dance Competition	Juara 1	Jabodetabek
369	Komunikasi Pemasaran	REVOIIIUTION Dance Competition	Juara 3	Jabodetabek
370	Komunikasi Pemasaran	STP Motion Dance	Juara 2	Jabodetabek
371	Komunikasi Pemasaran	Prasmul Olympics	Juara 2	Jabodetabek
372	Komunikasi Pemasaran	Prasmul Olympics	Juara 2	Jabodetabek
373	Komunikasi Pemasaran	Prasmul Olympics	Juara 2	Jabodetabek
374	Komunikasi Pemasaran	SPARTA Dance Competition	Juara 1	Jabodetabek
375	Komunikasi Pemasaran	Lomba Mading 3D "Dragon Boat Festival	Juara 1	Jabodetabek
376	Komunikasi Pemasaran	Lomba Mading 3D "Dragon Boat Festival	Juara 1	Jabodetabek

## 4. BINUS INTERNATIONAL

### **Vision**

A World-class Knowledge Institution

...in continuous pursuit of innovation and enterprise.

### **Mission**

We are committed to developing people with the knowledge, skills, and attitudes attained by delivering international quality education and relevant research for the advancement of our stakeholders.

Pursuant to this Mission, we are continuously striving to:

- Meet stakeholders expectations
- Provide academic, professional and service excellence
- Promote high quality research
- Build strong corporate connections
- Gain international recognition and accreditations

### **Values**

- Tenacious Focus
- Freedom to Innovate
- Far-sighted
- Embrace Diversity

### **Culture**

- Integrity
- Teamwork
- Creativity
- Professionalism
- Respect

## 4.1 Introduction and Disclaimer

This catalog aims to help you make an informed decision about your studies.

We make every effort to ensure that programs and courses are offered as described, and that any unpublished changes enhance your learning opportunities. However, circumstances may occasionally make this impossible, and we therefore reserve the right to add, alter or withdraw particular programs or courses, to adjust the level of fees and to review and amend other areas, for example, arrangements for the provision of financial help.

## 4.2 History of BINUS INTERNATIONAL

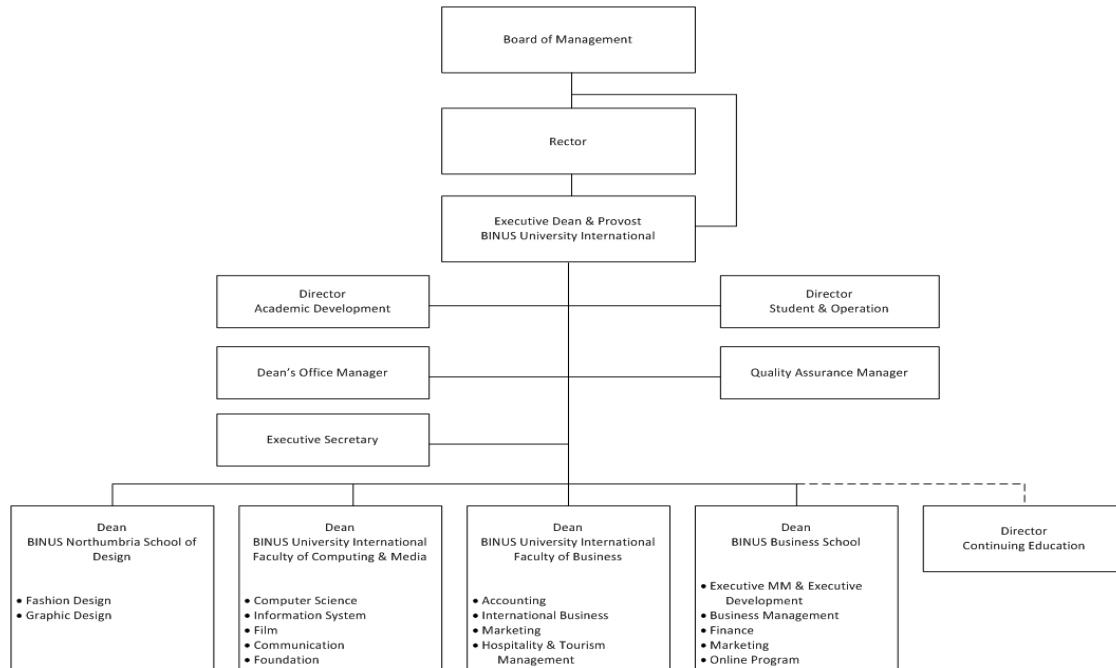
In the year 2000, Yayasan BINA NUSANTARA (BINA NUSANTARA Foundation) decided to move the Graduate School to a new location. Within less than a year, the foundation acquired a piece of land and started construction of a new modern facility at Jalan Hang Lekir I No. 6, right in the middle of Jakarta's Business District. The plan was that the new location should house not only the Graduate School, but also two new business units: BINUS INTERNATIONAL (International Undergraduate Program) and an adult continuing education program called the Executive Development Program.

### *Joseph Wibowo Center for Advanced Learning*

The first Executive Director of the new business unit suggested that the name of the building should be dedicated to Bapak Joseph Wibowo, the founder of Yayasan BINA NUSANTARA, who passed away in 2001; hence, The Joseph Wibowo Center for Advanced Learning became the third campus of the university.

In September 2001, BINUS INTERNATIONAL began its operations by launching its first program, Computer Science. Starting with only one partnership with an Australian university in 2001, BINUS INTERNATIONAL currently offers several programs to its students, all with streams, minors, dual degrees and partnerships with universities in Australia, Europe, Asia and New Zealand. BINUS INTERNATIONAL students can currently choose programs with single or dual degrees in the areas of Accounting & Finance, Computer Science, Information Systems, Marketing, Art & Design, Hospitality & Tourism Management, and International Business; as well as a fast track Masters program in Business or Commerce. In 2013, the JWC campus is extended to accommodate growing body of students. The FX campus is then operated to complement teaching and learning activities in Binus International.

### 4.3 BINUS INTERNATIONAL Organizational Structure



All Heads of programs, faculty members and management of BINUS INTERNATIONAL and BINUS BUSINESS SCHOOL are accessible to students at the Joseph Wibowo Center for Advanced Learning. Students are encouraged to contact their respective Head of program to discuss academic issues. Another key function at BINUS INTERNATIONAL and BINUS BUSINESS SCHOOL is English Language Services (ELS), which also has both manager and faculty available to help students in academic areas, especially in Academic English.

### 4.4 BINUS INTERNATIONAL Teaching and Learning Process

#### 4.4.1 Education System

##### Partners

BINUS INTERNATIONAL has a strong commitment towards providing quality education for all of our students. For our dual degree students in particular, the learning experience may even extend beyond the walls of our campus and national borders. It is because of that commitment that BINUS INTERNATIONAL carefully selects its partners to ensure our students obtain the full benefit of having courses taught by our partners, and thereby acquire the second degree.

The quality of our partners have grown over the years, and students can now choose to study in partners listed as top 200 in the world, or have excellent international reputation. We are confident that our students will gain the benefit of the exposure to and experience in learning in a multi-cultural environment. We hope that from that experience our



students will acquire not only the hard-skills needed to compete in the job market, but also the soft-skills, such as interpersonal skills in a culturally diverse environment - a necessary competency in this era of globalization.

***Our partners at a glance:***

**1. Auckland University of Technology**

AUT is the youngest of the 8 New Zealand universities and the only one to be founded since the 1960s. It is the third largest University in New Zealand and the fastest growing. Offering degrees from Bachelor up to Doctorate levels, AUT now has over 25,000 full time students including over 2,000 international students coming from 85 different countries. AUT provides close links with industry and the professions and as a result has the highest graduate employment rate of any New Zealand university.

BI Program(s): Double degree in Information System.

**2. Bournemouth University**

BU is a youthful and innovative international institution offering a range of high-quality academic courses geared to the professions. BU is dedicated to delivering professionally-focussed education. Its aim is to prepare students effectively for their future careers. BU provides a great working and studying environment, a positive and dynamic atmosphere, all in a wonderful location. BU has grown rapidly in recent years and now has nearly 18,000 students including more than 1,700 international students representing nearly 130 countries from around the world. BU's professional teaching is cutting edge and is closely linked to modern industry. BU values creativity, innovation, partnership and enterprise, has an attitude that is friendly, professional, inclusive and supportive with a truly global outlook. BU offers a warm welcome and friendly environment to students from all over the world including Indonesia. There are currently more than 15 Indonesian students studying at BU. BU is a proud partner of Binus International and has been working with BINUS since 2008.

BI Program(s): Double degree in International Business and Hospitality and Tourism Management.

**3. Cologne Business School**

Founded in 1993, CBS was one of the first schools in Germany to introduce a Bachelor of Arts degree in International Business. CBS is the business school of the European University of Applied Sciences (EUFH) Rhein/Erft, which was recently rated as one of Germany's top institutions of higher education in the area of business studies. CBS is officially accredited by the German authorities and in addition we received our bachelor program accreditation from the FIBAA (i.e. Foundation for International Business Administration Accreditation, the accreditation board for Germany, Austria and Switzerland).

BI Program(s): Double degree in International Business, Information System, Marketing, Accounting.

**4. Kinki University**

*Kinki University or Kindai* in short, is a private non-sectarian and coeducational university based in Higashiosaka, Osaka, Japan with campuses in five other locations: Nara, Nara; Ōsakasayama, Osaka; Uchita, Wakayama; Higashihiroshima, Hiroshima; and Iizuka, Fukuoka. In 1949, Osaka Technical College (founded in 1925) merged with Osaka Science and Engineering University (started in 1943) to establish Kinki University. These 90 years of history have witnessed the creation of a comprehensive educational organization with a growing reputation.

Kinki University is now one of western Japan's largest universities, comprising 13 faculties with 48 departments, 11 graduate schools, a graduate law school, 20 research facilities, two junior colleges, 18 associated primary and

secondary schools, and three teaching hospitals. Committed to meeting the needs of today's rapidly changing society, the university aims to continue expanding its educational programs and facilities.

BI Program(s): Student Exchange and Study Abroad Program.

**8. Inholland University of Applied Sciences**

Inholland University of Applied Sciences is an ambitious institution of higher education in the western part of the Netherlands. Its vibrant learning and working community and particularly its scale is ideal for students who are keen to develop their theoretical knowledge as well as their practical skills. Offering competence-based learning, Inholland University of Applied Sciences is professionally involved both with the student, the market and society as a whole. In order to develop the quality of all higher education programmes offered by Inholland it has many strategic cooperation agreements with educational institutions both within the Netherlands and with more than 60 universities and higher education institutions abroad. The campus sites all have excellent ICT facilities and state-of-the-art purpose built accommodation. A large number of lecturers conduct applied research in a range of fields.

BI Program(s): Double degree in International Business and Computer Science.

**9. La Trobe University**

La Trobe has been one of Australia's pioneering universities for forty years. In 1967, 552 students enrolled at La Trobe University, the third University to open in Victoria. It has grown to accommodate more than 26,000 students including approximately 3,500 international students from over 90 countries.

The University's courses and research programs are highly respected by industries and academic institutions both within Australia and internationally. Its research strategy promotes innovation, specialization and collaboration. All faculties have extensive and diverse research programs and the University is home to over 30 research centres and institutes.

BI Program(s): Double degree in Hospitality and Tourism Management.

**10. Macquarie University**

Macquarie University was established in 1964, with an aim to forge a bold new direction for Australian higher education: to explore new possibilities in teaching methods, research and technology, and to prepare students for success in a rapidly changing world. Now, over 40 years later, Macquarie is a thriving community of over 30,000 students—including 8,000 international students—located on 135 hectares of parkland, 30 minutes drive north-west of Sydney Harbor. As Australia's Innovative University, Macquarie continues to lead the way.

BI Program(s): Double degree in Marketing and Accounting.

**11. Northumbria University**

With more than 50 years of history, Northumbria University has a well-earned reputation as one of the leading modern universities in the world and has been named 'UK's most IT-enabled Organisation' at the Computing Awards for Excellence 2006. Moreover, School of Design Northumbria University is one of the Best Design Schools in Europe and Asia voted by US Business Week. Northumbria is rated "excellent" for its teaching quality and research. Its curriculum continuously evolves to embed new knowledge and respond to the changing needs of industry and the world we live in.

BI Program(s): Double degree in Graphic Design, Fashion Management, Fashion Design, Information System, Communication, and Film.

**12. Queensland University of Technology**

Queensland University of Technology (QUT) is a highly successful Australian university with an applied emphasis in courses and research. Based in Brisbane with a global outlook, it has 40,000 students, including 6000 from overseas. QUT aims to provide outstanding learning environments and programs that lead to excellent outcomes for graduates, enabling them to work in, and guide, a world characterized by increasing change. Courses are in high demand and its graduate employment rate is well above the national average for Australian universities.

BI Program(s): Double degree in Information System and Marketing as well as Student Exchange and Study Abroad Program.

**13. RMIT University**

RMIT University offers a wide range of programs and study levels to give student the basis for a successful career and make the most of life's opportunities. RMIT offers high quality teaching and innovative learning experiences provided by expert lecturers. A wide range of facilities and the latest of technologies assist students to reach their utmost educational goals. From diploma to doctoral studies, RMIT's programs link theory with practice. Work placement or research in industry-linked projects is an integral part of the RMIT experience.

BI Program(s): Double degree in Computer Science.

**14. Saxion University of Applied Sciences**

Saxion University of Applied Sciences is one of leading university in the Netherland. The three main campuses located in Deventer, Enschede and Appeldorn offers a high excellence innovative and entrepreneurial programs. Saxion is committed to develop international competency for its graduates, professors and researchers through research projects, internship, student and faculty exchange. More than 24,000 students study at Saxion and as many as 2,500 international students comes from 55 different nationalities. Students will have a great opportunity living through in a multi diverse culture, they can compare experiences with and learn from fellow students of different nationalities and background. Most of the courses are taught in English language so the programs are highly accessible for international students.

BI Program(s): Double degree in Marketing and Student Exchange Program.

**15. SolBridge International School of Business**

SolBridge International School of Business is a unique international business school located in Daejeon, the Silicon Valley of South Korea. SolBridge was established with a vision to prepare students to be globally employable with its world-class business program which focuses on Asian Business. At SolBridge students are prepared to be the next generation of business leaders in the rapidly growing Asian economy. SolBridge is unique among business schools which teaches all courses in English and employs 100% international professors; It follows an American curriculum teaching model striving to maintain a balance of theory and practice in its teaching, and focusing on business in Asia through academic and cultural/language programs. SolBridge has an International student body from 28 countries.

BI Program(s): Student Exchange and Study Abroad Program.

**16. University of New South Wales (UNSW)**

UNSW is renowned for the quality of its graduates and its commitment to new and creative approaches to education and research. Its motto – *Scientia Manu et Mente* ("Knowledge by Hand and Mind") – encapsulates the

University's central philosophy of balancing the practical and the scholarly. UNSW is a founding member of the prestigious Group of Eight research intensive universities in Australia and is a member of the Universitas 21 International Consortium. Established in 1949, UNSW has expanded rapidly and now has close to 40,000 students, including more than 7000 international students from over 130 different countries. The University offers more than 300 undergraduate and 600 postgraduate programs, and has developed an extensive network of alumni chapters throughout Asia.

BI Program(s): Double degree in International Business and Study Abroad Program.

#### **17. University of Nottingham**

The University of Nottingham shares many of the characteristics of the world's great universities. However, Nottingham is distinct not only in its key strengths but in how its many strengths combine: the university is financially secure, campus based and comprehensive; the university is research-led and recruit top students and staff from around the world; the university is committed to internationalize all its core activities so the students can have a valuable and enjoyable experience that prepares them well for the rest of their intellectual, professional and personal lives.

BI Program(s): Double degree in Computer Science.

#### **18. University of the Thai Chamber of Commerce**

The University of the Thai Chamber of Commerce (UTCC) is the oldest private non-profit higher education institution offering degrees in Business Administration, Accounting, Economics, Humanities, Science, Communication Arts, Engineering and Law. It is a place where academic theories and business experiences are integrated to produce graduates who can successfully meet today's business challenges. Since its foundation, the University has maintained its close relationship and cooperation with the Thai Chamber of Commerce. Many of our part-time lecturers are successful and outstanding businessmen and executives with invaluable knowledge and experiences. In the highly competitive and rapidly changing environment, its curriculums are incessantly improved and developed; furthermore, new curriculums such as Logistics Management and Global MBA are offered to meet the demands of the new economy.

BI Program(s): Student Exchange and Study Abroad Program.

#### **19. University of Wollongong**

Established in 1951, the University has conferred more than 62,000 graduate degrees and diplomas since its foundation. The University has presently over 722 full-time academic and teaching staff; 21,000 enrolled students, of which 7,500 are international students (with 2,500 of those international students enrolled in UOW offshore locations in Singapore, Hong Kong, Malaysia and Dubai).

UOW has been ranked as one the top 200 universities in the world published by QS Quacquarelli Symonds Limited.

BI Program(s): Double degree in Computer Science.

#### **20. Victoria University of Wellington**

Over the past century, Victoria has established a proud international reputation for academic excellence in teaching and research across all of Faculties. The University teaches 21,000 students every year, including over 2,800 international students from 80 countries. It is a leading research centre in a number of key areas including

law, psychology, music, philosophy, literature, geophysics, human geography, logic and computation, biosciences, materials science, management, architecture, politics, international relations and IT. Victoria Business School (Faculty of Commerce) of VUW is among just 58 business schools worldwide that hold the 'Triple Crown' of international accreditations of EQUIS, AACSB (in business and accounting), and AMBA.

BI Program(s): Double degree in International Business and Study Abroad Program.

#### 21. Ningbo University of International College

Ningbo University, one of the public universities in China, is a dynamic, young and comprehensive university with a wide range of disciplines. The University is located in the historical and cultural city of Ningbo of Zhejiang Province, bordering on the East China Sea. The university is featured by its emphasis on the development of academic disciplines with its mission "seeking truth from facts and applying knowledge to the service of the nation". Ningbo University maintains close links and intercollegiate cooperation with 47 well-known institutions of higher learning in Canada, Germany, France, Britain, USA, Sweden, Japan, South Korea and Australia. Currently, this university accommodates more than 45,000 students, 2,400 full-time academic and administrative staff, and over 200 international students.

BI Program(s): Double degree in International Business.

### 4.4.2 Method of Education Delivery

#### English Language

To develop the quality of students to an international standard, and to educate students in the language of international academia and global business, BINUS INTERNATIONAL uses English as the medium of instruction and communication. Textbooks, class delivery, discussions, student presentations, quizzes, tests and exams are all in English. Additionally, assignments, papers and theses are all written in English.

To be accepted as a student of BINUS INTERNATIONAL, a potential student has to have a TOEFL score of at least 550 and a TWE score of at least 4.0 or their equivalents. If their TOEFL and/or TWE scores are below the requirement, students have to take a pre-session English course (Pre-University English) of 150 hours. BINUS INTERNATIONAL organizes these pre-session English classes especially to enhance the student's ability to deal with an international academic English environment. Students still having difficulty with English on entry are given further help by being enrolled in a Pre-Academic English course which prepares them for late entry to Academic English I from semester 2.

As our current international university partners are in Australia, New Zealand, The United Kingdom, Germany, The Netherlands, Switzerland, and China, English is their medium of communication. Since BINUS INTERNATIONAL students study in an English only medium of instruction environment, the current policy of some of our partners is that our students can be accepted without having to go through an international English language test such as IELTS that would normally determine a student's acceptance by that particular university.

### **Semester Credit Unit (SCU)**

The Semester Credit Unit (SCU) system is a way of organizing higher education programs in order to explain their academic weight. The semester is a unit of time that describes the duration of courses in an academic year. The SCU system offers some degree of flexibility for students to design their pace of study. Some benefits of SCU system are:

1. Give credibility to students who are clever and diligent, and who can complete their studies within a shorter than normal minimum duration.
2. Give an opportunity to students to choose courses according to the interest, talent and capacity of the individual.
3. Create possibilities within the education system for plural input and output.
4. Facilitate the adaptation of curricula to the rapid development of knowledge and technology.
5. Enable the evaluation system of the higher learning of the students to be conducted optimally.

### **Credit characteristics**

In the credit system, each course has a weight, that is to say, a credit value. The number of credit values for specific courses may differ. It is determined by the effort to finish the tasks presented in lecture programs, job training, practical work, and other tasks.

In the semester system, each course is completed in one semester that runs for 13 weeks. In addition to quantitative grading, the semester credit system allows that the completion of a study course means it can be valued in a quantitative manner, by giving a weight to the relevant course. The weight of each course is measured in credit units.

One credit is made up of a weekly commitment of:

1. An academic hour of scheduled face-to-face learning in the classroom with academic staff. This is defined as 50 minutes in BI.
2. An academic hour of structured academic activity which has been scheduled and planned by academic staff (lecturers) e.g.: review session or seminar.
3. An academic hour of independent academic activity such as reading, summarizing, working on papers etc.

Students can graduate if they have achieved, among others, a minimum of 146 SCU.

## **4.4.3 Evaluation System**

### **Examinations**

Examinations which are conducted by BINUS INTERNATIONAL consist of Course Examinations and a Thesis (or final project) examination.

#### ***Course Examination***

The examination for each course consists of a Mid-Semester Exam and a Final Exam. Both mid-semester exam and final exam are conducted once in each semester.

Other than a mid-semester exam and a final exam, students will also be assessed using other measurements in accordance with the published assessment policy which is defined in each syllabus of the courses.

A course syllabus will be published and a copy made is available for each student no later than the second week of a teaching period. The syllabus will contain a notification of assessment requirements for the course as follows :

- a) Statements of all assessment items, including due dates;
- b) Procedures to be used in determining the final grade including, where appropriate, a statement of any item/s for which a pass is required in order to gain an overall pass in the course.

### ***Thesis (Final Project) Examination***

Upon submitting the thesis report, students will be required to attend a thesis defense examination (viva voce), where students must conduct a presentation and/or demo in front of the examiner board. Normally, this defense exam will take 1 (one) hour to complete.

The board of examiners consists of three members, and includes the students' supervisor and two independent examiners. The grade that will be assigned to the students will be the weighted average of the grades assigned by each examiner. Students will be assessed in the areas of effort, content, writing quality and delivery of the thesis presentation. The detailed policy and procedure regarding the thesis defense examination is contained in the Thesis Guideline provided later.

### **Grading System**

An approximate grade breakdown of the assessment items must be prescribed in the course syllabus. Subsequent changes must be approved by the relevant head of school.

The grading system which is in accordance with the purposes and goals of BINA NUSANTARA UNIVERSITY is the Absolute Grading System. A letter summarizes the student's academic performance in a course in a single semester and over the duration of the student's enrolment in the course, and is grouped as follows:

Grade	Weight	Score
A Excellent	4.00	91 – 100
A-	3.67	86 – 90
B+	3.33	81 – 85
B Good	3.00	76 – 80
B-	2.67	71 – 75
C+	2.33	66 – 70
C Fair	2.00	61 – 65
D Low Pass	1.00	50 – 60
E Fail	0.00	< 50
F Fail (non-attendance)	0.00	

### **Credit Load**

In general, a full credit load in a single semester is between 18 and 24 units, depending on the course of study. The specific number of units may vary by semester within this range.

Students with a high grade point average may petition the Head of the School in which they are enrolled for permission to overload.

**Acceptable Academic Performance**

Standards of Academic Performance are published in the Student Handbook, available both online and from Student Services at the beginning of each academic year. In general, courses that are considered “core” courses in a major must be passed with a minimum grade of B or C, and non-core courses with a minimum grade of D. There are exceptions.

For a definition of those courses considered “core” by each major, students can contact the Head of Programs.

Academic Misconduct and the sanctions imposed for instances of misconduct are also defined in the student handbook.

The table below listed the academic qualification offered by Binus International and its partners.

**Academic Qualifications**

Major	Study Program	Degree				Partner
		Single	Title	Double	Title	
<b>Accounting &amp; Finance</b>	Accounting & Finance			√	SE & B.Com.	UNSW, Victoria, CBS, Macquarie*
	Accounting & International Business			√	S.E. & B.A.	Cologne Business School
	Master Track			√	S.E. & M.Comm	MacQuarie*
	Minor in International Management Accounting	√	S.E.			
<i>*In process with more partners</i>						
<b>Art and Design</b>	Graphic Design			√	S.Sn. & B.A.	Northumbria
	Interactive Digital Media			√	S.Sn. & B.A.	Northumbria
	Fashion Design			√	S.Sn. & B.A.	Northumbria
	Fashion Management			√	S.Sn. & B.A.	Northumbria



Media and Communication	Film	√	S.Sn.	√	S.Sn. & B.A.	Northumbria
	Communication	√	S.I.Kom	√	TBA	TBA
Computer Science	Computer Science	√	S.Kom			
	Games Technology	√	S.Kom			
	Computer Forensics and Security	√	S.Kom.			
	Computer Science			√	S.Kom. & BSc (Hons)	Nottingham
	Computer Science with Artificial Intelligence			√	S.Kom. & BSc (Hons)	Nottingham
	Software Engineering			√	S.Kom. & BSc (Hons)	Nottingham
	Application Programming			√	S.Kom. & B.Info.Tech	RMIT
	Business Applications			√	S.Kom. & B.Info.Tech	RMIT
	Multimedia Design			√	S.Kom. & B.Info.Tech	RMIT
	Network Programming			√	S.Kom. & B.Info.Tech	RMIT
	System Administration			√	S.Kom. & B.Info.Tech	RMIT
	Web Systems			√	S.Kom. & B.Info.Tech	RMIT
	Games Development			√	S.Kom. & B.Comp.Sc.	Wollongong
	Digital Security			√	S.Kom. & B.Comp.Sc.	Wollongong
	Enterprise Systems			√	S.Kom. & B.Comp.Sc.	Wollongong
	Software Engineering			√	S.Kom. & B.Comp.Sc.	Wollongong

<b>Information Systems</b>	Information Systems & International Trade			√	S.Kom. & B.A.	Cologne Business School
	Business Information Technology			√	S.Kom. & B.Com.	Curtin University
	Information Technology			√	S.Kom. & B.I.T	Queensland University of Technology
	Computer and Information Sciences			√	S.Kom. & BCIS	Auckland University of Technology
	Master of Commerce in Information System and Technology			√	S.Kom. & M.Com	Macquarie University
	Information Systems	√	S.Kom.			
	Project Management	√	S.Kom.			
	Information Systems Audit and Assurance	√	S.Kom.			
	Minor in Accounting	√	S.Kom.			
	Minor in Computer Science	√	S.Kom.			
	Minor in Marketing	√	S.Kom.			
	<b>Marketing</b>	Marketing Management	√	S.E.	-	-
Marketing & International Business		-	-	√	S.E. & BA	• Cologne Business School
Marketing & International Business		-	-	v	S.E & B.Bus	Queensland University of Technology (QUT),
Marketing Management		-	-	v	S.E & B.BA	Saxion University of Applied Sciences

Hospitality and Tourism Management	Hospitality and Tourism Management	√	S.E.	√	S.E. & B.Bus.	LaTrobe University
					S.E. & B.A.	Bournemouth University
					S.E & BA(Hons)	IHTTI School of Hotel Management Switzerland
International Business	Commerce	-	-	√	S.E & B.Com	The University of New South Wales, Australia
	Business and Management	-	-	√	S.E & B.A (Hons)	Bournemouth University, UK
	Strategic Management	-	-	√	S.E & B.BA	Inholland University of Applied Sciences
	International Business & Marketing Management	-	-	√	S.E & B.Com	Victoria University of Wellington, New Zealand
	International Trade	-	-	√	S.E & B.A	Cologne Business School
	European Management	-	-	√	S.E & B.A	Cologne Business School
	Business in China	-	-	√	S.E & B.BA	International College, Ningbo University
	Business in ASEAN	√	S.E.	-	-	<ul style="list-style-type: none"> <li>• Study abroad partner of International Business program</li> <li>• Student exchange partner of BINUS University</li> </ul>

Note :	* S.E. (Sarjana Ekonomi)	*B.Bus. (Bachelor of Business)
	* S.Kom. (Sarjana Komputer)	*B.A. (Bachelor of Arts)
	* S.Sn. (Sarjana Seni)	*B.Com. (Bachelor of Commerce)
	* S.I.Kom (Sarjana Ilmu Komunikasi)	* B.Sc. (Bachelor of Science)
	* B.Comp.Sc. (Bachelor of Computer Science)	* B.Eng (Bachelor of Engineering)
	* B.Sc. (Hons). (Bachelor of Science (Honours))	* B.I.T (Bachelor of Information Tech.)
	* B.I.T (Bachelor of Information Technology)	* B.BA (Bachelor of Business Adm.)
	* B.C.I.S (Hons). (Bachelor of Computer & Information Sciences)	

## 4.5 Students Support Facilities

### 4.5.1 Academic Counseling

Students from BINUS INTERNATIONAL have the right to receive academic counseling from the academic counselor. The consultation may include academic advice, reports of academic achievements, information about results to the parents, and problem solving for academic problems that students experience during their study. The Academic Counselor also aims to motivate students either as individuals or as a group during class. The Academic counselor may advise the students the courses they need to take or provide them with suggestions for a study plan.

Students are encouraged to schedule a meeting with their academic counselor (who is normally the Head of School), especially when they are planning their semester courses. Students should meet their academic counselor when they have academic difficulties in their study. It is very important that students seek academic help before their problems or difficulties become more serious and possibly jeopardize their success in studying.

### 4.5.2 English Language Services

English Language Services is responsible for innovating, designing and maintaining programs, and promoting, supporting and resolving communication issues relating to the use of the English language at BINUS INTERNATIONAL. This includes Pre-University English, Pre-Academic English and Academic English courses, a Language Clinic, Website, Social Networking Accounts and Self-Access Centre for students, pursuing contacts and developing programs and events with English language based entities in Indonesia and overseas, consultation, training and proofreading for faculty and staff, and coordination with our partner universities overseas.

ELS is pursuing a vision of making BINUS INTERNATIONAL a campus of high quality international communication through continual exposure to and immersion in international Academic, Professional and General English, not only for faculty, staff, visitors and resources but also amongst students themselves. Students are also encouraged, in order to continually improve and update their English language ability, to make the most of facilities such as extremely effective one to one consultation sessions with native speaker and expatriate English faculty in the daily English Language Clinic, extra-curricular involvement in BEST, the student English club responsible for one of the most successful national and soon to be regional high school and university English competitions called E-Com, and BIPEDS, one of the finest English debate organizations in Indonesia with an international reputation. Students will therefore be well prepared for, and feel at home in communicating in English in an international environment, thus smoothing the transition to studies overseas, and giving students a commanding edge.

### 4.5.3 Students, Alumni and Global Employability (SAGE)

BINUS INTERNATIONAL aims to provide students with opportunities to gain necessary knowledge, skills, and attitude required in their future career through extra-curricular activities, as defined in the Student Development Program (SDP). The SDP is managed by the office of Students, Alumni and Global Employability (SAGE) which includes various soft-skills enrichment programs for the students, including the Freshmen Enrichment Program for new students. These activities enhance students' public speaking skills, presentation skills, as well as leadership and organizational skills through their participation in student committee and student club activities.

Some of our regular activities include:

1. **Career Coaching Seminar.** Industry expert is invited to give motivation to students on how to build their future career from now. BINUS INTERNATIONAL usually invites communicative and inspiring speakers to help students plan their career as early as possible.
2. **Leadership Training.** BINUS INTERNATIONAL Leadership Training is an annual program aimed to increase leadership skills of the members and future members of student committee and student clubs. Trainings are normally conducted in an off-campus site and are involving industry professional scheme, such as outbound and team-building program, etc.
3. **International Student Activities.** BINUS INTERNATIONAL student clubs and student committee regularly organize international activities – involving at least more than two countries as participants - where students can take part to enrich their international organizational skills. Among others is the Regional Youth Leadership Conference (RYLC). RYLC is BINUS INTERNATIONAL's annual flagship program. This student-led international event involves students from the regions in Indonesia and invites prominent speakers from around the world. The aim of the event is to create a movement and a community of global youth to induce change in a multi-culture world.
4. **Alumni Sharing.** BINUS INTERNATIONAL is very proud to have its alumni around the world. SAGE office regularly conducts alumni sharing events with students through face-to-face meetings or teleconference events, especially with our alumni who work abroad.
5. **Student Academic Support.** The SAGE office also provides special supports for students in need. It manages the Student Advisory Program to ensure students with GPA < 2.0 are supported and are assigned mentors to tutor them.
6. **Alumni Development Program.** The Alumni Lifelong Learning Program is dedicated to the BINUS INTERNATIONAL alumni to give opportunities to our alumni to widen their network and gain knowledge through annual gathering activities. It is also considered as a continuous support provided by us to always improve the quality of our graduates.

### 4.5.4 Center for Innovation and Entrepreneurship

The new center, developed in 2013, aims to serve as a focal link between students' entrepreneurial learning and their entrepreneurial career. It maintains and develops the core competencies in entrepreneurship and ensures they are embedded implicitly or explicitly in academic programs at Binus International. It identifies potential products or services that have been developed by students during their studies and assists them in commercializing those products and services. It advocates entrepreneurial thinking and attitude among students by actively involving the students in entrepreneurial projects and providing outlets to exhibit them. It also builds a connection with similar centers at the international level both for benchmarking and collaboration purposes.

## 4.6 Programs

### 4.6.1 Accounting & Finance

#### ***Vision***

The Accounting & Finance program strives to become a leading accounting program in SEA region acknowledged by national and international professional and academic bodies.

#### ***Mission***

In pursuing its vision, the Accounting & Finance program provides:

- Industry-Oriented Ethical Graduates With High Quality Competencies In Accounting And Relevant Knowledge;
- High-Quality Learning Environment Through Innovative And Relevant Curriculum;
- Innovative And Applied Research For Students And Faculty Members;
- Industri-Relevant Academic Activities; And
- International Exposure Through Academic Activities

#### ***Program Description***

The Accounting & Finance program (also called the Accounting & Finance undergraduate program) provides its students with unerring knowledge and practical skills of Accounting within international and national contexts. The program is the first in Indonesia to adopt the International Financial Reporting Standards (IFRS) in all Financial Accounting teaching materials. The program is also the first and the only program of Accounting in Indonesia that has been granted the European Foundation for Management Development (EFMD) EPAS.

The curriculum has been accredited by two international Accounting professional bodies, i.e. the *Certified Practising Accountant (CPA) Australia* and the *Chartered Institute of Management Accountants (CIMA)*. All graduates of the program are eligible for the professional level exam of CPA Australia. The program is one of the two Accounting programs in Indonesia that are acknowledged as the partners of CPA Australia. CIMA accredited curriculum enables the program to prepare the students to the management level of the Accounting professional exams. The program is among few Accounting programs in South East Asia that are accredited for management level of CIMA.

Starting from February 2014, the program collaborates with CIMA in providing student memberships. The memberships allow students to prepare for CIMA exams and familiarise themselves with the *Akuntan* exam from the Indonesia Institute of Accountants (also known as the *Ikatan Akuntan Indonesia*). The memberships provide students with access to CIMA materials, internships, and business competitions worldwide. CPA student memberships provide students with access to all CPA Australia activities, including the Naked CEO program. The CEO program allows students to meet and chat with CEOs of leading entities in Indonesia.

The Accounting & Finance program aims to develop both the professional and soft skills of the students. Teaching delivery within the program integrates teaching methods that build effective personal, social and ethical professional conduct. Team building within and across disciplines is a unique feature in Binus International. In 2014, the program accommodates the need to develop the team works and ICT (Information and Communication Technology) skills

through courses embracing innovative pedagogy approach. The approach is developed in check with the international lecturer community of the approach. Courses adopting the approach are, for example, Entrepreneurships, Project Management, and Accounting Information System.

***The objectives of the program are:***

- A. To provide students with a solid foundation of national as well as international & relevant knowledge in accounting.
- B. To equip students with creative and innovative capability.
- C. To prepare students for professional practices by providing industry networking.
- D. To demonstrate effective personal, social, and ethical professional conduct.
- E. To equip students with entrepreneurial skills.
- F. To prepare students with effective communicating skills in English.
- G. To demonstrate good ICT skills in business context.

***Award/Degree***

- Sarjana Ekonomi from Binus University, Jakarta
- Dual Degrees: Sarjana Ekonomi from Binus University and Bachelor of Commerce from partner universities or Sarjana Ekonomi from Binus University and Bachelor of Arts for the double degree program in Accounting & International Business
- Master track: Sarjana Ekonomi from Binus University and Master of Commerce from partner universities

***Graduate Competencies***

1. To prepare financial reports for business entities based on the International Financial Reporting Standard (IFRS).
2. To organize audits and other assurance services in accordance with the international Standard in Auditing (ISA).
3. To generate performance operation reports based on managerial accounting knowledge to support planning, controlling, and decision-making.
4. To apply taxation knowledge related to tax planning, compliance, and reporting in different tax problems and scenarios.
5. To apply managerial finance knowledge and skills for corporate planning and decision making.
6. To demonstrate the knowledge of information technology and systems related to the business environment.
7. To demonstrate knowledge of information system audit and its environment.
8. To collect and present relevant information to the appropriate decision makers for effective business results.
9. To demonstrate an awareness of relevant accounting practice issues such as audit ethics, accountability and transparency.
10. To demonstrate an awareness of effective leadership, entrepreneurship, teamwork, social responsibility and ethical behavior required in professional business.
11. To analyze accounting and financial problems in a comprehensive manner provide alternative solutions, and make decisions to improve organization's performance.

***Study Completion Requirements***

To graduate from the program, all students must complete and pass all courses listed in the program and the chosen streaming. For example, the single degree streaming in the program requires students to take 146 SCUs. The total

SCUs include a mandatory final project that worths 6 SCUs. The SCUs for elective courses are part of the total SCUs. Other graduation requirements are following the general requirements applied in Binus University International.

#### ***Double Degree Program In Accounting & Finance***

The Accounting & Finance double degree streaming in Accounting & Finance is growing with more partner universities from different countries. The streaming equips students with both general Accounting and specific Finance skills. The time spent in partner universities can vary depending on the scheme agreed with the partner universities. For example, Victoria University of Wellington (New Zealand) agreed to have students studying in New Zealand from the 6<sup>th</sup> to 8<sup>th</sup> semester (3 semesters). The students will then return to Indonesia for their final project defense. The cumulative GPA for eligibility to embark is 3.00.

#### ***Double Degree Program In Accounting & International Business***

This double degree program is developed exclusively together with the Cologne Business School (CBS), Germany. The mix between Accounting and International Business provides students with knowledge and skills in both areas. This double degree program requires students to embark to Cologne, Germany and study there for 2 semesters, starting from the 7<sup>th</sup> to 8<sup>th</sup> semester. Students must complete their final projects while staying in Cologne. The cumulative GPA for eligibility to embark is 3.00. The remaining graduation requirements must be met as per the requirements applied in the Binus University International.

#### ***Master Track***

The master track offered is growing in terms of partner universities. The track offers students with Accounting and Management skills. Students taking the master track must finish their final projects in the 7<sup>th</sup> semester. The cumulative GPA for eligibility to embark is 3.00.

#### ***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, laboratory teaching, with students' independent study required. It is the responsibility of the lecturer, who can be assisted by a tutor, if necessary, of a particular course to facilitate all students' learning on the course. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, laboratory assignments, and individual/group work projects. The innovative thinking is developed through courses formulated to suit the innovative pedagogical approach. An appeal program is offered for students who want to re-check their exam grades.

#### ***Employability and Career Support***

Career opportunities in Accounting & Finance industries are increasingly the focus of the program. So far, over 80% of the graduates have careers in Big 4 international public accounting firms, multinational companies and national plus companies. The range of careers pursued is:

1. Management accountants/Cost accountants
2. Auditors/Assurors
3. Management and Accounting consultants
4. Tax planners/Tax accountants
5. Financial analysts/Credit controllers



The program encourages internships with international context for students taking the single degree program in the Accounting & Finance undergraduate program. Accesses to internships are also provided by the Accounting & Finance professional bodies partners and a special unit under the SAGE division of Binus University International.

Further career supports are available through workshops and job fairs arranged by SAGE and Binus University. The support can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

### **Program Structure**

#### **Courses applied to all Accounting & Finance students**

Starting from September 2014, students will have the same courses for three semesters. The following are courses to take in the first three semesters:

Course Code	Course	SCU
ACCT6030	Introduction to Accounting I	4
ECON6028	Microeconomics	3
ENGL6171	Academic English I	3
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
MGMT6011	Introduction to Management and Business	4
ENTR6038	Project Hatchery	2
ISYS6267	Management Information Systems	2
MATH6085	Economic Mathematics	2
ACCT6031	Introduction to Accounting II	4
ECON6017	Economics Theory	4
ENGL6172	Academic English II	3
LAWS6075	Legal Aspect in Economics	2
MKTG6111	Marketing Management	2
ACCT7141	Accounting Information System and Internal Control	4
CHAR6014	Character Building: Kewarganegaraan	2
ACCT6033	Financial Accounting I	4
ENTR6036	Entrepreneurship I	4
CHAR6015	Character Building: Agama	2
ACCT6065	Cost Accounting	4
FINC7047	Corporate Financial Management	4
TAXN6019	Taxation	4

#### **Additional Courses for Single Degree International Management Accounting Stream**

ACCT6148	Accounting Computer Package	2
MGMT6014	Organizational Behavior	2
ACCT6034	Financial Accounting II	4
TAXN6026	Advanced Taxation	2
ACCT6062	Financial Audit I	4

FINC6066	International Finance	2
ACCT7066	Managerial Accounting	4
STAT6100	Statistics Fundamental for Business Studies	2
FINC6065	Financial Statement Auditing Lab.	2
ACCT6063	Financial Audit II	4
ACCT6117	Advanced Accounting	4
MGMT6096	Project Management	3
MGMT6095	Principles of Sustainability	2
ACCT6055	Accounting Theory	2
FINC6020	Business Valuation & Analysis	2
ACCT6114	Research Methodology in Accounting and Finance	2
MGMT6116	Strategic Management	3
ACCT6167	Managerial Accounting in Asia	2
ACCT6059	Management Control Systems	2
ENTR6037	Entrepreneurships 2	6
MGMT6097	Sustainability Reporting Fundamentals	2
ACCT6154	Corporate Governance	2
ACCT6146	Advanced Accounting II (Special Topics in Accounting)	2
RSCH6016	Seminar in Thesis	2
ACCT6159	International Internship*	8
FINC6068	Introduction to Capital Market (elective 1)	3
	or	
FINC6060	Advanced Financial Reporting (3 SCUs for IMA mandatory)	
ACCT6168	Undergraduate thesis	6

**Additional Courses for Double Degree in Accounting Finance Stream**

Course Code	Course Name	SCU
MGMT6014	Organizational Behavior	2
ACCT6147	Accounting (System) 204	4
ACCT6034	Financial Accounting II	4
TAXN6026	Advanced Taxation	4
ACCT6062	Financial Audit I	4
FINC6066	International Finance	2
COMM6161	Communication in Business 100	3
FINC6065	Financial Statement Auditing Lab.	2
ACCT6063	Financial Audit II	4
ACCT6117	Advanced Accounting I (Mergers & Acquisition)	4
ACCT7066	Managerial Accounting	4
FINC6063	Financial Modeling 330	4
FINC6069	Financial Statement Analysis & Valuation 222	4
ACCT6114	Research Methodology for Accounting	2

ACCT6168	Undergraduate thesis	6
	Courses Taken in Partner University	

#### Additional Courses for Double Degree In Accounting & International Business

Course Code	Course Name	SCU
MGMT6014	Organizational Behavior	2
ACCT6034	Financial Accounting II	4
TAXN6026	Advanced Taxation	4
ACCT6062	Financial Audit I	4
FINC6066	International Finance	2
ACCT7066	Managerial Accounting	4
STAT6100	Statistics Fundamental for Business Studies	2
FINC6065	Financial Statement Auditing Lab.	2
ACCT6063	Financial Audit II	4
ACCT6117	Advanced Accounting I (Mergers & Acquisition)	4
MGMT6095	Principles of Sustainability	2
ACCT6055	Accounting Theory	2
FINC6020	Business Valuation & Analysis	2
ACCT6114	Research Methodology for Accounting	2
MGMT6116	Strategic Management	3
ACCT6059	Management Control Systems	2
ACCT6154	Corporate Governance	2
ACCT6146	Advanced Accounting II (Special Topics in Accounting)	2
MGMT6097	Sustainability Reporting Fundamentals	2
RSCH6016	Seminar in Thesis	2
	Courses Taken in Cologne Business School	

Single degree, double degrees and master track programs start from the 4<sup>th</sup> semester. Starting from September 2014, the Accounting & Finance undergraduate program offers only 1 single degree program, i.e. *International Management Accounting*.

The choice between single degree and double degrees (including master track) should be made as early as the first year as the single degree in the Accounting & Finance undergraduate program includes the CIMA student membership access. The memberships ensure students taking the single degree in *International Management Accounting* to prepare well for their professional designation exams up to management level and to familiarize students with the *Akuntan* exam as the memberships include memberships with *IAI*.

## 4.6.2 Graphic Design & New Media – Binus Northumbria School of Design

### ***Vision***

To become an international graphic design and new media design program, providing creative study environment in order to keep relevant with the changing needs of global industry and society.

### ***Mission***

To prepare future creative leaders in the area of graphic design and new media design through innovation, with a combination of industrial feasibility and development of local resources.

### ***Program Description***

BINUS Northumbria School of Design (BNSD) is a concept result from intense collaborative efforts between BINUS INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN is currently one of the fastest growing regions in the world; and with that fast growth, we see a need for skilled professionals who are able to solve problems through design. One of the programs offered in BNSD is Graphic Design and New Media.

The Graphic Design and New Media Program offers a variety of opportunities in creative industry areas. It is for any student who wants to enhance their creativity and knowledge in the challenging competition of professional designers and global creative industry. It is a four-year study program, during which the foundation courses in art and design are offered in the first year program. In the following three years specific courses are provided to enhance students' skills in creative product development. In this program, the students will learn how to integrate technical skills and theoretical knowledge in art and design to meet industry standards.

This program also offers Interactive Digital Media streaming that integrates skills of visual design, experience design and new media design. Interactive Digital Media is more focusing on producing meaningful experience for people in new digital media such as web page, smart phone, UI devices and screen based interface design. Within for years our students will be having a lot experience in learning and practicing to produce their own project that will be related to current Digital Design Industry development.

### ***The objectives of the Graphic Design and New Media program are:***

- A. To provide graduates with knowledge and understanding in conceptual design development, analysis and project design production.
- B. To equip graduates with technical skills in IT towards creative design solution.
- C. To complement graduates with effective communication skill in visual, verbal and written forms.
- D. To provide graduates with leadership, management, entrepreneurship and professional ethics to be able to work globally.
- E. To enhance graduate capabilities in generating creative and innovative ideas and concepts for design solution.

### ***Award/Degree***

- Sarjana Seni from BINUS University with a Bachelor of Arts (Honours) from Northumbria University at New Castle, England.

**Graduate Competencies**

Upon successful completion of this 4-year program, students are expected to be able to :

1. Identify and explain fundamental principles/theories, techniques, and history of visual design.
2. Apply design knowledge and build visual prototype as a problem-solving.
3. Analyze and criticize aesthetic, technical and conceptual aspects and quality of visual design.
4. Integrate visual elements into design applications.
5. Apply effective it knowledge to support design production.
6. Utilize appropriate it applications in the development of design project.
7. Display effective visual language to solve design problem.
8. Display effective written and verbal communication skills with a range of audience.
9. Apply professional, ethical and social responsibilities in design production.
10. Apply basic leadership, entrepreneurship, and project management skills in design development.
11. Apply current techniques, skills and tools in visual design in order to produce creative and innovative design solutions.
12. Apply creative thinking in producing innovative design solution.

**Study Completion Requirements**

To complete a major in Graphic Design and New Media students must complete a minimum of 146 SCUs, most of which are mandatory courses. The course also offers a stream in Interactive Digital Media. In addition, the students are allowed to take 8 SCUs of elective courses of their choice in their second year (semester 3 and 4).

**Teaching, Learning, and Assessment Strategy**

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as drawing lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activity.

However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. For practical drawing and design courses, the mid-semester and final semester projects require students to give a presentation describing their produced work. The feedback of the given assessment tasks is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work and the written report must be submitted in Year 4 (semester 8).

**Employability and Career Support**

A wide range of career opportunities in art and design industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry.

The Graphic Design and New Media Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student’s ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com)

**Program Structure**

**Graphic Design and New Media Mandatory Courses**

Course Code	Course Name	SCU
ARTS6013	History of Indonesian Art and Culture	2
DSGN6101	Design and Materials	4
DSGN6098	Color Theory	4
DSGN6099	Drawing I	3
DSGN7324	Computer Graphic I	3
ENGL6171	Academic English I	3
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
DSGN6165	Western Art Review	2
DSGN6100	Drawing II	3
DSGN7132	Photography I	3
DSGN6104	Typography I	3
DSGN7325	Computer Graphic II	3
DSGN7107	Visual Communication Design I	4
ENGL6172	Academic English II	3
CHAR6014	Character Building: Kewarganegaraan	2
DSGN7133	Photography II	3
DSGN6322	Typography II	4
DSGN6265	Visual Communication Design II	6
DSGN6312	Multimedia I	4
DSGN7326	Illustration Design	3
CHAR6015	Character Building: Agama	2
DSGN6309	History of Graphic Design	2

DSGN6313	Multimedia II	4
DSGN6323	Typography III	4
DSGN6321	Systems Thinking and Design Methodology	2
DSGN6293	Audio Visual I	2
DSGN7289	Visual Communication Design III	6
CHAR6010	CB: Professional Development	2
DSGN7116	Visual Communication Design IV	6
ARTS6015	Aesthetics	2
DSGN6294	Audio Visual II	4
DSGN6298	Digital Animation I	4
ENTR6043	Art & Design Entrepreneurial Study	2
DSGN6320	Stop Motion Animation (Elective)	2
ARTS6014	Sequential Art (Elective)	2
DSGN6303	Visual Communication Design V	6
DSGN6315	Pre-press and Printing	3
DSGN6299	Digital Animation II	4
DSGN6290	Advertising	3
DSGN6314	Portfolio	2
DSGN6318	Sculpture Modeling (Elective)	4
DSGN6311	Internship	6
DSGN6302	Final Project & Report	8

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#### Additional Courses for the Interactive Digital Media Stream

DSGN6316	Screen Design Development I	4
DSGN6291	Animation Studio I	4
DSGN6295	Design for Motion I	2
DSGN6317	Screen Design Development II	4
DSGN6300	Digital Media Production Study	4
DSGN6292	Animation Studio II	4
DSGN6296	Design for Motion II	4
DSGN6319	Sound Production	3
DSGN6301	Experimental Design	4

### 4.6.3 Fashion Design – Binus Northumbria School of Design

#### ***Vision***

To become an international product design program, providing creative study environment in order to keep relevant with the changing needs of global industry and society.

#### ***Mission***

- To prepare future creative leaders in the area of product design through innovation, with a combination of commercial feasibility.
- Provide graduates with entrepreneurial skill and professionalism towards global workplace.
- Develop local resources to improve the life quality of Indonesian and the international community.

#### ***Program Description***

BINUS Northumbria School of Design (BNSD) is a concept result from intense collaborative efforts between BINUS INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN is currently one of the fastest growing regions in the world; and with that fast growth, we see a need for skilled professionals who are able to solve problems through design. One of the programs offered in BNSD is Fashion Design.

Fashion design program aims to generate innovative concepts through creative solution on women's-wear, men's-wear and children's-wear within medium to mass production scale, in response to commercial feasibility.

Aware of career diversity in fashion, the program encourages students to pursue their own path in the fashion world. A comprehensive knowledge of trend research and retail market, styling, photography and media is to be developed in terms of preparing qualified and professional experts into the fashion industry.

This program also offers Fashion Management streaming which embraces both management skills and creative skills to grasp the creative industry of fashion, and equips graduates with creative expertise as well as business knowledge. Promotion, branding, visual communication skills, and product development are the main subjects to be developed in terms of preparing qualified and professional experts for the fashion industry. The Fashion Management stream enables students to have the ability to analyze market needs and forecast the trends in order to develop fashion products and services as well as to design the business strategy.

To support effective teaching and learning activities, BINUS INTERNATIONAL provides excellent studio facilities, including garment production workrooms, textile experiment room, computer lab, and photographic studio.

The university collaborates with the Northumbria University, Newcastle upon Tyne, UK, not only to enhance the quality of BINUS INTERNATIONAL Fashion Design Program, but also to provide a double-degree program.

Upon successfully completion of the four years of study, the graduates will obtain a Sarjana Seni (S.Sn) and a Bachelor Degree of Fashion Design with Honours (BA-Hons).



***The objectives of the Fashion Design program are:***

- A. To provide graduates with contextual knowledge and technical skills in order to formulate fashion design solution responsive to the industry.
- B. To equip graduates with skills to utilise ICT applications and services required in the global fashion industry.
- C. To equip graduates with effective communication skills.
- D. To provide graduates with entrepreneurship skills and professional ethics to become socially aware and responsible fashion professionals.
- E. To enhance graduates' capability in generating creative and innovative ideas within the fashion industry.

***Award/Degree***

- Sarjana Seni from BINUS University and Bachelor of Fashion Design with Honours (BA-Hons) from Northumbria University, Newcastle upon Tyne, UK.

***Study Completion Requirements***

To complete a major in Fashion Design at BINUS INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credits, all of which are mandatory courses. No streaming or elective courses are available in this program.

***Program Intended Learning Outcomes***

Upon successful completion of this 4-year program, students are expected to be able to:

1. Apply and analyze theoretical knowledge of historical, cultural and contemporary issues into the development of fashion design concepts.
2. Apply various manipulation techniques, through material exploration and experimentation, towards creative solution.
3. Identify and describe visual language in response to the production of meaning.
4. Appraise an independent judgment and articulate reasonable arguments on aesthetic.
5. Display computer literacy and utilize appropriate technology applications in response to creation and production phases.
6. Demonstrate effective written, verbal and visual communication skills on wide range of audience.
7. Apply entrepreneurial skills within the fashion industry context.
8. Apply professional principles in a global and socially responsible workplace.
9. Demonstrate an understanding of the principles of management and working practices within the industry.
10. Apply critical thinking in fashion business and management problem solving through applied research.
11. Challenge creativity and compose innovative solution as personal fashion design signature.

***Study Completion Requirements***

To complete a major in Fashion Design at BINUS INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credits, all of which are mandatory courses. No streaming or elective courses are available in this program.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as production workroom, fabric lab, computer lab and photographic studio. With a good quality library, the students will be able to access books and magazines for information and research activity.

There will be no examinations for most courses. However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report. The feedback of the given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work, portfolio, and the written report must be submitted in Year 4 (semester 8).

***Employability and Career Support***

A wide range of career opportunities in fashion industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry.

The Fashion Design Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

The graduates of Fashion Design Program are expected to be ready as a designer for medium to mass production and manufacture, in response to various market levels. The graduates are also prepared to work for design consultancy, fashion styling, media communication, textile design, trend forecasting consultancy and retail chain network.

In the Fashion Management stream where students focus on the knowledge of fashion business strategy and promotion, the graduates will be able to develop both creative product development and business management skills. They will also be prepared to work in retail industries, fashion trend forecasting consultancies, trend research companies, and media, advertising or public relations. BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com)

*Program Structure***Fashion Design Courses**

<b>Course Code</b>	<b>Course Name</b>	<b>SCU</b>
DSGN6297	Design Thinking	2
ARTS6010	Basic Art and Design	4
FASH6001	Fabric and Material	4
FASH6002	Fashion Illustration	4
FASH6003	Silhouette and Garment Construction I	4
FASH6007	Introduction to Fashion I	2
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
FASH6004	Costume History	4
FASH6005	Digital Fashion Illustration	4
FASH6006	Design Research and Concept	4
FASH6008	Silhouette and Garment Construction II	4
FASH6009	Introduction to Fashion II	2
ENGL6171	Academic English I	3
CHAR6014	Character Building: Kewarganegaraan	2
FASH6011	Fashion Design I	6
FASH6015	Silhouette and Garment Construction III	4
FASH6016	Fashion Textile I	3
FASH6021	FD Trend Forecasting	2
FASH6022	Production I	4
ENGL6172	Academic English II	3
CHAR6015	Character Building: Agama	2
ARTS6011	Visual Art Movement	3
FASH6017	Fashion Design II	6
FASH6018	Silhouette and Garment Construction IV	4
FASH6019	Fashion Textile II	3
FASH6023	Production II	4
CHAR6010	CB: Professional Development	2
FASH6024	Fashion Future	4
FASH6028	Fashion Design III	6
FASH6029	Silhouette and Garment Construction V	4
ENTR6041	FD Entrepreneurship	2
FASH6030	Production III	4
FASH6026	Fashion Textile III	4
FASH6025	Internship for Fashion	6
FASH6031	Fashion Seminar	3
FASH6033	Fashion Design IV	6
FASH6032	Project Report Writing	4
FASH6034	Fashion Portfolio	4
FASH6037	Final Project	8

**Fashion Management Courses**

<b>Course Code</b>	<b>Course Name</b>	<b>SCU</b>
DSGN6297	Design Thinking	2
ARTS6010	Basic Art and Design	4
FASH6001	Fabric and Material	4
FASH6002	Fashion Illustration	4
FASH6003	Silhouette and Garment Construction I	4
FASH6007	Introduction to Fashion I	2
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
FASH6004	Costume History	4
FASH6005	Digital Fashion Illustration	4
FASH6006	Design Research and Concept	4
FASH6008	Silhouette and Garment Construction II	4
FASH6009	Introduction to Fashion II	2
ENGL6171	Academic English I	3
CHAR6014	Character Building: Kewarganegaraan	2
FASH6010	Fashion Trend Forecasting	4
MKTG6080	Fashion Marketing	4
MKTG6081	Consumer Behaviour for Fashion	4
FASH6016	Fashion Textile I	3
MKTG6083	Retail Buying and Management	4
ENGL6172	Academic English II	3
CHAR6015	Character Building: Agama	2
FASH6012	Fashion Brand Strategies	4
FASH6013	Design Realisation and Promotion I	4
FASH6014	Fashion Graphics and Promotion	4
FASH6020	Visual Merchandising	2
CHAR6010	CB: Professional Development	2
COMM8006	Business Communication	4
FASH6024	Fashion Future	4
MKTG6082	Marketing Research Methods	4
ENTR6040	Entrepreneurship for Fashion Management	6
COMM6189	Fashion Communication	4
FASH6027	Design Realisation and Promotion II	4
FASH6025	Internship for Fashion	6
FASH6031	Fashion Seminar	3
FASH6035	Design Research Project	3
FASH6036	Marketing research Project	3
MKTG6086	Global Marketing	4
FASH6032	Project Report Writing	4
FASH6034	Fashion Portfolio	4
FASH6037	Final Project	8

## 4.6.4 Film

### *Vision*

Film program strives to become a prominent film and media study program in Southeast Asia, that produces filmmakers and media practitioners who possess proficiency in communicating with the audiences, high aesthetic standard, and knowledge about the media industry.

### *Mision*

To generate world class filmmakers with knowledge, skills, and attitudes required to be able to create films that emphasize the strength of visual storytelling with high aesthetic standard, that promote dialogue with/among the audience, and with economic consideration.

### *Program Description*

The Bachelor of Film Program at BINUS INTERNATIONAL offers two streams: film production and film studies. The program treats technical skills as an integral part in the understanding of aesthetics, communication, social and cultural knowledge, and also the film business itself. We believe that film-makers should create movies not only with economic and business considerations but also to engage dialogues with the audience.

In this four-year study program, students will learn how to integrate technical film-making skills with theoretical and practical knowledge to meet industry standards. The first year is dedicated to the fundamental technical film-making skills courses. In the following three years, courses are provided to enhance students' aesthetic, social and cultural knowledge, communication skills and film business knowledge. In the second year, socially related theoretical courses are available to support the film-making courses that will focus on production of films with a social realism approach. In the third year, courses on psychology, film theories, and history of arts and cinema would support filmmaking courses which will focus on producing fantasy/surrealist films. In the fourth year, students focus on different elective courses in film production which lead to Final Film Project, or in film studies courses which lead to Thesis.

### *The Objectives of this Program are:*

- A. To provide student with aesthetics, social and cultural knowledge, critical thinking and technical skills to produce and analyze films that converse with their audience.
- B. To prepare students to keep updated with and utilize ICT and media technologies.
- C. To prepare students to have effective communication skills in both written and verbal forms.
- D. To complement students with leadership, entrepreneurship and management skills, as well as ethics required to be a socially aware and responsible professional in global film industry.
- E. To prepare students with knowledge and skills to be innovative, creative and passionate for continuous improvement in film industry.

### *Award/Degree*

- Sarjana Seni (S.Sn)
- Bachelor Degree from partner universities

**Graduate Competencies**

Upon successful completion of the 4-year program, students are expected to be able to:

1. Explain, analyze and integrate different film elements in filmmaking process.
2. Apply effective technical skills in film production.
3. Analyze and create critical evaluation of films or other art works.
4. Explain, analyze & implement aesthetic concepts in filmmaking.
5. Explain and analyze social and cultural theories related to film.
6. Use film and media technologies necessary for film related activities.
7. Communicate effectively in conducting all aspect of film related activities in written and verbal forms.
8. Demonstrate entrepreneurship & management knowledge in film industries.
9. Perform effective leadership & team work skills in managing film production.
10. Apply principles of ethics in film production and its content.
11. Apply creative thinking in film production for continuous improvement in film industry.
12. Analyze film-making problems and generate best alternative solutions.

**Study Completion Requirements****Major in Film Program**

To complete a major in Film Program at BINUS INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credit.

**Double Degree in Media Production**

In cooperation with Northumbria University.

This double degree program is designed to provide students with knowledge and practical skills in media production. The students have the opportunity to broaden their horizons and experience by studying abroad at Northumbria University in England. The students who take the double degree program will receive S.Sn. and BA degrees at the end of the program. Students who would like to pursue careers in Film and media industry in general are the ideal candidates for this program.

**Teaching, Learning, and Assessment Strategy**

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course. Students can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through an in-depth analysis of film studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent film production workroom studio, screening room, and editing facilities. With a good quality library, the students will be able to access books and films for references and research activity.

Much of the coursework is assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report. Assessment feedback is given in class,

embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. All portfolios, a final project work or the written thesis report must be submitted in Year 4 (semester 8).

### ***Employability and Career Support***

A wide range of career opportunities in the film industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry.

The Film Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them to cope with the work environment. In addition, a series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

The graduates of Film Program are expected to be ready to fulfill the demands of scriptwriting, directing, and producing. They are also expected to be able to work as cinematographer or soundperson. The graduates are also prepared to work as film publicists, programmers, curators, or film critics. BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com)

### ***Program Structure***

Course Code	Course Title	SCU
FILM6001	Film Production Seminar	2
FILM6002	Visual Workshop	4
FILM6003	Basic Photography	2
FILM6004	Film and Media Technology	2
FILM6005	Introduction to Film Art	2
FILM6006	Scriptwriting I: Storytelling Strategy	4
FILM6007	Performance Strategy	4
FILM6008	Directing I	4
FILM6009	Cinematography I	4
FILM6010	Sound I	2
FILM6011	Film Artistic	2
FILM6012	Editing I	2
FILM6013	Film Production I	4
ENGL6171	Academic English I	3
FILM6014	Scriptwriting II	4
SOCS6034	Introduction to Anthropology & Indonesian Culture	4
SOCS6036	Introduction to Sociology	3
FILM6018	Introduction to Documentary	2
CHAR6013	CB: Pancasila	2

ENGL6172	Academic English II	3
FILM6019	Film, Literature & Adaptation	2
FILM6016	Directing II	4
FILM6017	Film Production II	4
FILM6015	Film & Society	2
COMM6190	Communication, Media and Propaganda	4
ARTS6012	History of Arts	4
CHAR6014	CB: Kewarganegaraan	2
FILM6020	Scriptwriting III	4
FILM6021	World Film History	4
FILM6025	Introduction to Animation	2
PSYC6116	Introduction to Psychology	3
FILM6027	Film Theories	4
FILM6028	Cinematography II	3
CHAR6015	CB: Agama	2
FILM6023	Directing III	4
FILM6024	Film Production III	4
FILM6026	History of Indonesian Cinema	2
FILM6022	Film Genres, Movements, & Styles	2
FILM6029	Editing II	3
ENTR6042	Film Business and Entrepreneurship	2
CHAR6010	CB: Professional Development	2
	Elective classes	9
FILM6030	Thesis	6
	Elective classes	9

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## 4.6.5 Communication

### ***Vision***

Communication program strives to become a prominent communication program in Asia that is able to produce innovative and creative leaders in the fast growing communication industry worldwide.

### ***Mission***

Communication program exist to educate creative, innovative and passionate student from diverse background by providing international quality education and internship in order to generate highly skilled communication specialist for various communication position in the industry.

### ***Program Description***

The Bachelor program in Communication at BINUS INTERNATIONAL offers two streaming: Journalism and Public Relation. The program provides an extensive knowledge of communication skills, practices and technologies as an integral part of creating an efficient message to the target audience in the expanding new-media, as well as social, cultural and ethical knowledge to create responsible communication methods.

It is a four-year study program, during which the basic communication skills courses are offered in the first year. The following three-year courses are provided to enhance students' creative, critical and contextual thinking as well as



social, cultural and media business knowledge. In this program student will learn how to be skilled communication specialist in the media, Public relation and advertising.

***The Objectives of this Program are:***

- A. To provide student with social and cultural knowledge, critical thinking and technical skills to produce effective message to the audience.
- B. To prepare student to keep updated with and utilize ICT and media technologies.
- C. To prepare student to have effective communication skills in both written and verbal forms in the media industry.
- D. To complement students with leadership, entrepreneurship and management skills, as well as ethics required to be a socially aware and responsible professional in global media industry.
- E. To prepare students with knowledge and skills to be innovative, creative and passionate for continuous improvement in media industry.

***Awards/Degree***

- *Sarjana Ilmu Komunikasi* (S.I. Kom – Bachelor of Communication)
- Bachelor Degree from partner universities

***Graduate Competencies***

Upon completion of the 4-year program, students should be able to:

1. Explain, analyse and integrate different communication forms and elements in media production process.
2. Apply and organize media production as a journalist, public relation officer and advertising officer.
3. Classify and analyse professional communication methods and apply performance strategy based on theories in communication.
4. Explain and analyse the social, cultural and behavioural theories related to communication.
5. Use current tools, technique and technology necessary for media and communication related activities.
6. Communicate effectively in conducting all aspect of communication and media related activities in written and verbal forms.
7. Demonstrate entrepreneurship & management knowledge in media and communication industry.
8. Perform effective leadership & teamwork skills as a journalist, public relation officer and advertising officer.
9. Apply principles of ethics in media production.
10. Apply creative thinking in journalism, public relation and advertising for continuous improvement in media industry.
11. Solve problems and formulate solutions related to journalism, public relation and advertising.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, studio teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of communication studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent multimedia classroom, screening room, and editing labs facilities. With a good quality library, the students will be able to access books and films for references and research activity.

Much of the course-works are assessed through a variety of assessment tasks such as reports, presentations, assignments, examinations, individual and group projects, and thesis. The feedback of the given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in design problem-solving methods is introduced at different levels of study. Written thesis report must be submitted in Year 4 (semester 8).

***Employability and Careers Support***

A wide range of career opportunities in media industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their knowledge in communication theories as well as the practice of communication while keeping engage to the expanding media and communication industry.

The Communication Program provides an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student’s ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

The graduates of Communication Program are expected to be ready to work in communication and media industry to create responsible yet effective and innovative way in delivering messages to the mass, in response to various market levels. The graduates are also prepared to work for Television, Radio, Internet news agencies, Public Relation and Advertising agencies. BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com)

***Program Structure***

Course Code	Course Name	SCU
FILM6002	Visual Workshop	4
ENGL6171	Academic English I	3
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
COMM6194	Introduction to Communication	3
DSGN6282	Introduction to Graphic Design	2
COMM6164	Creative Writing	2
COMM6097	Speaking in Public	4
FILM6007	Performance Strategy	4
ENGL6172	Academic English II	3
CHAR6014	Character Building: Kewarganegaraan	2
COMM6012	Theory of Communication	4

COMM6177	Media Technology	2
COMM6167	Interpersonal Communication	2
COMM6173	Media Industry Seminar	2
CHAR6015	Character Building: Agama	2
COMM6014	Theory of Mass Communication	4
COMM6170	Introduction to Journalism	2
COMM6171	Introduction to Public Relations	2
COMM6168	Introduction to Advertising	2
ECON6029	Introduction to Economics	2
COMM6175	Media Interview Technique	2
STAT6101	Social Statistic	4
CHAR6010	CB: Professional Development	2
SOCS6034	Introduction to Anthropology & Indonesian Culture	4
SOCS6036	Introduction to Sociology	3
MGMT6099	Principles of Management	2
MKTG6079	Introduction to Marketing	2
COMM6009	Introduction to Political Science	2
RSCH6018	Quantitative & Qualitative Research Methods	4
PSYC6116	Introduction to Psychology	3
COMM6099	Intercultural Communication	2
COMM6184	Regulation and Media Control	2
SOCS6038	Social Change & Globalization	4
COMM6129	Organizational Communication	4
COMM8101	Philosophy of Communication	2
SOCS6037	Mass Communication Sociology	2
RSCH6017	Mass Communication Research Methods	4
ENTR6039	Media Business & Entrepreneurship	2
COMM6174	Media Internship	2
COMM6162	Broadcast Journalism	4
COMM6180	Print Media Journalism	4
COMM6185	Reportage Technique & Newscasting	2
LANG6030	Indonesian Language	4
COMM6172	Investigative Journalism	3
COMM6178	Newsroom Management	2
COMM6165	Crisis Communication & Public Relations	4
COMM6182	Public Relations Writing	4
COMM6181	Public Relations Management	2
MKTG6078	Consumer Behaviour	2
COMM6176	Media Planning & Relations	2
MGMT6098	Event Management	3
	Total Elective	17
COMM6188	Thesis	6

## 4.6.6 Computer Science

### *Vision*

To become a leading and world class Computer Science School that is reputable and excellent in teaching and research, in order to keep relevant with the needs of the global industry and society.

### *Mission*

- Educate students from diverse backgrounds with the relevant knowledge and skills for the society by providing computer science courses and internship.
- Prepare graduates to become smart and good IT leaders, innovators, and entrepreneurs in global industries, as well as prepare them for advanced studies.
- Build strong connections with international academic and non-academic partners and global corporations.

### *Program Description*

The School of Computer Science has been dedicated to offer the highest standard of computer science education since its establishment in 2001. The School has a range of focused courses, called stream, at the undergraduate level. Each stream is aimed to build not only a strong conceptual knowledge in computer science, but also well-defined IT industry skill-sets, including General Computer Science, Computer Forensics and Security, and Games Technology. To ensure that the skill-sets match with industry requirements, the school adopts an industry-academic program and embeds this program in different courses in the defined streams. For instance, we embed the CCNA (Cisco Certified Network Associate) curriculum, CEH (Certified Ethical Hacker) curriculum, and SCJP (Sun Certified Java Programmer) curriculum in our courses.

The School is not only concerned with the academic quality of the program, but it also prepares students for their future careers by providing them with opportunities to obtain professional certifications, such as CCNA, CEH, and SCJP, and with work experience in internships with industry and managed internship programs. While in the internship with industry program, students spend a certain period working full time at a company site, in the managed internship the students work on the project brought by a company to the school, at the school site.

Computer Science graduates will find that they will generally fit well into the software development industry, either as a programmer, software engineer, application designer or software architect. However, since they have also gone through a specific streaming process, they will be able to develop their careers in the networking or multimedia industries as network administrator and computer security consultant, or in the games and multimedia industries which involve a lot of outsourcing as games designer and games developer. Computer science graduates also have a good opportunity to develop their entrepreneurial skills by starting up a company themselves.

***The objectives of the School of Computer Science are :***

- A. Produce graduates with the skills to develop creative software products and services, including but not limited to computer networks and security and games technology.
- B. Produce graduates with a solid foundation of mathematical, algorithms, and principles related to computing that will be needed in problem solving practice.
- C. Equip graduates with the skills of communication and utilizing the latest trend in technology to contribute in the global workforce.
- D. Produce graduates with the skills to design and implement various computer networking environments using different security techniques and routing theories to produce secured and robust networks.
- E. Produce graduates with the skill to design and develop game application by combining technology with creative art and design concept to produce a good game application that is able to run in multi platform environments.
- F. Equip graduates with the 6 key skills (self-management, planning and organizing, team work, problem solving, decision making, initiative and enterprise) and foreign languages as well as using information technology and to be a useful in the workplace and society.

***Award/Degree***

- Sarjana Komputer from BINUS University
- Dual Degree with Bachelor of Information Technology from RMIT University at Melbourne, Australia
- Dual Degree with Bachelor of Computer Science from the University of Wollongong at New South Wales, Australia
- Dual Degree with Bachelor of Science (Hons) from The University of Nottingham, United Kingdom

***Graduate Competencies***

Upon successful completion of this 4-year program, students are expected to be able to :

1. Apply design and development principles in the construction of software systems of varying complexity.
2. Apply knowledge of computing and mathematics appropriate to the discipline.
3. Identify, define and analyse computing problems and requirements appropriate for solution.
4. Design, develop and evaluate a computer-based system, process, component, or program to meet desired needs, in compliance with global standards.
5. Demonstrate effective communication skills (verbal and written) to international audience.
6. Comprehend and apply knowledge of professional, ethical and social responsibilities.
7. Comprehend and analyze the impact of computing on individuals, organizations and society, including ethical, legal, security and global policy issues.
8. Demonstrate an understanding of the needs and engagement in continuous improvement, including professional development.
9. Apply current techniques, skills, and tools in computing to creatively design and produce innovative computing practices.

**Study Completion Requirements****Major in Computer Science**

To complete a major in Computer Science at BINUS INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credit.

**Double Degree in Computer Science**

In cooperation with University of Wollongong (UoW).

This double degree program is designed to provide students with knowledge and practical skills to solve real world problems using computers. The students have the opportunity to broaden their horizons and experience by studying abroad at University of Wollongong in Australia. The students who take the double degree program at University of Wollongong will receive S.Kom. and B.Comp.Sc. degrees at the end of the program. The available majors at University of Wollongong include Digital Systems Security, Multimedia and Game Development, Enterprise Systems, and Software Engineering. Students who would like to pursue careers in the IT industry and business in general are the ideal candidates for this program.

**Double Degree in Computer Science (Honors)**

In cooperation with the University of Nottingham.

This double degree program is designed to provide students with knowledge and practical skills to solve real world problems using computers. The students have the opportunity to broaden their horizons and experience by studying abroad at the University of Nottingham, in the United Kingdom. Students shall initially complete three years' study at BINUS on its Computer Science programme. Upon successful completion of the three years at BINUS, students shall enroll on year 3 of one of Nottingham's three-year undergraduate degree programmes, as listed below. Students may progress to either the United Kingdom campus or the Malaysia campus of Nottingham. Upon successful completion of the four years of study, students shall receive a degree award from Nottingham, which is either BSc. (Hons) Computer Science, BSc. (Hons) Computer Science with Artificial Engineering, or BSc. (Hons) Software System. Degrees awarded by the United Kingdom campus and the Malaysia campus are identical. Students will also receive an S.Kom. degree from BINUS University. Students who would like to pursue careers in the IT industry and business in general are the ideal candidates for this program.

**Double Degree in Information Technology**

In cooperation with RMIT University.

This double degree program is designed to provide students with knowledge and practical skills to analyze, design and implement complex computer software. Students have the opportunity to broaden their horizons and experience by studying abroad at RMIT University in Australia. The available majors at RMIT include Application Programming, Business Applications, Multimedia Design, Network Programming, System Administration and Web Systems. At the end of the program students will receive S.Kom. and B.InfoTech. degrees. Students who would like to pursue careers in the challenging area of Information Technology are ideal candidates for this program.

**General Computer Science Stream (Single Degree)**

The General Computer Science stream is a single degree program which is designed to provide students with knowledge, practical and creative skills to design and create general computer applications and systems. In this stream

the students have an opportunity to take more elective courses, so that the students can take courses that match with their future career aspirations.

#### ***Games Technology Stream (Single Degree)***

The Games Technology stream is a single degree program which is designed to provide students with knowledge, practical and creative skills to design and create computer graphics, animation and interactive games. This stream also provides the student with an opportunity to become certified developer in 3D software package such as Maya, 3DsMax, Blender, or others. Students who would like to pursue careers in the rapidly expanding games, animation and creative industries are ideal candidates for this stream.

#### ***Computer Forensics and Security Stream (Single Degree)***

The Computer Forensics and Security stream is a single degree program and is designed to provide students with knowledge and practical skills to design, build and administer secure large scale computer networks. This stream also provides the student with an opportunity to become a Cisco Certified Network Associate (CCNA). Students who would like to pursue careers in the IT consulting and telecommunication industries are ideal candidates for this stream.

#### ***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, laboratory teaching, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, laboratory assignments, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as computer lab, and partner's external facilities such as render farm. With a good quality library, the students will be able to access books, journals and magazines for information and research activity.

However, all coursework are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. For practical courses, the mid-semester and final semester projects require students to give a presentation describing their produced work. The feedback of the given assessment tasks is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. The complexity of course content in application/system design problem-solving methods is introduced at different levels of study. A final project work and the written report must be submitted in Year 4 (semester 8).

An innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand, will be developed through collaboration with BINUS INTERNATIONAL'S School of Art & Design. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

**Employability and Career Support**

A wide range of career opportunities in IT and computer industry is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical skills as well as engaging with the industry. Typical starting career positions include:

- Web developer
- Software engineer
- Network administrator
- Computer security professional
- Multimedia systems developer
- Games developer
- Technical artist
- Database developer
- IT sales engineer
- Business application developer
- IT project planner

Since computer science graduates are considered as engineers, they are also in a position to obtain employment as professionals in non-IT fields, including sales, marketing, and management. Thus the career opportunities are unlimited for computer science graduates.

The single degree program streams provide an internship program for each student wherein the student may conduct real projects as a practical study within industrial contexts. The program develops the student’s ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the work place and teaches them to cope with the work environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

**Program Structure**

**CS Mandatory Courses (Include 12 SCU of electives)**

Course Code	Course Name	SCU
COMP6056	Program Design Methods	4
COMP6047	Algorithm and Programming	6
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
ENGL6171	Academic English I	3
MATH6025	Discrete Mathematics	4
ENTR6038	Project Hatchery	2
COMP6213	Object Oriented Programming	4
CPEN6105	Computer Architecture & Organization	3



MATH6031	Calculus	4
ISYS6169	Database Systems	6
ENGL6172	Academic English II	3
CHAR6014	Character Building: Kewarganegaraan	2
COMP6048	Data Structures	6
CPEN6098	Computer Network	4
COMP6212	Multimedia Systems	3
COMP6216	Scripting Languages	3
ENTR6036	Entrepreneurship 1	4
MATH6030	Linear Algebra	2
COMP6222	Web Programming	3
COMP6217	Systems Analysis and Design	4
COMP6205	Computer Graphics	4
COMP6049	Algorithm Design and Analysis	4
COMP6176	Human and Computer Interaction	4
COMP6210	Ethical Hacking and Penetration Testing (Elective)	3
GAME6048	Games Design and Programming (Elective)	
COMP6065	Artificial Intelligence	4
COMP6153	Operating System	4
COMP6100	Software Engineering	4
COMP6062	Compilation Techniques	4
CHAR6015	Character Building: Agama	2
COMP6206	Computer Security and Network Forensics (Elective)	3
GAME6046	Advanced Games Design and Programming (Elective)	
CPEN6107	Wireless Mobile Software Engineering	2
COMP6208	Distributed Systems	4
COMP6209	Enterprise Applications	4
COMP6219	Thesis Preparation	0
COMP6214	Pervasive Computing	2
ENTR6037	Entrepreneurship 2	6
COMP6221	Web Systems Security (Elective)	3
GAME6047	Character Rigging and Animation (Elective)	
COMP6204	Advanced Networking (Elective)	3
GAME6049	Visual Gaming (Elective)	
COMP6211	Internship	8
COMP6218	Thesis	6
		146

In addition to the above list, students are allowed to choose courses from other majors and declare these courses as their electives. Please refer to each course description to check any pre-requisites for these courses.

**Additional Courses for the Computer Forensics and Security Stream**

Course Code	Course Name	SCU
COMP6210	Ethical Hacking and Penetration Testing	3
COMP6204	Advanced Networking	3
COMP6221	Web Systems Security	3
COMP6206	Computer Security and Network Forensics	3

**Additional Courses for Games Technology Stream**

Course Code	Course Name	SCU
GAME6048	Games Design and Programming	3
GAME6046	Advanced Games Design and Programming	3
GAME6047	Character Rigging and Animation	3
GAME6049	Visual Gaming	3

## 4.6.7 Information Systems

***Vision***

The Program of Information Systems strives to become a reputable and leading Information System program for developing world-class professionals with excellent skills in both business and Information System and Technology to innovatively solve business problems.

***Mission***

The Program of Information Systems exists to prepare globally competitive Information System graduates through innovative and growth-oriented curriculum by meeting the stake-holder expectations, providing academic and service excellence, promoting high quality research, building strong corporate connections, and gaining international recognitions and accreditation. They will be equipped with the necessary leadership, entrepreneurial, technological, problem-solving skills, and analytical knowledge through the high quality education and research in the area of Information Systems provided in the program.

***Program Description***

The Information Systems Program is a unique combination of **computing** domain and the **business** sector that is developed to equip the students with competencies of managing IS (Information System), computing technology, database, business process, project management and IS auditing. Its graduates will play an important role of delivering technology solution to the market place by systematically recognizing and translating the business needs into technical IT (Information Technology) requirements.

The ability of being the **link** between technology and the people / customer is of rare expertise in IT industry nowadays. Combined with focus on international quality higher education system, embedded **entrepreneurship** and **innovation**

subjects, the program opens to its graduate endless opportunities from being a world class Information System professional into a well equipped business start-up entrepreneur.

The double degree program offered in partnership with Queensland University of Technology (QUT), Auckland University of Technology (AUT) and Cologne Business School would enhance students' ability to compete in an international marketplace. Single degree programs are also available, with options of IS General, Project Management and IS Audit and Assurance. In addition to the single and double degree program, the IS Program also provides master track program. The program aims to prepare students for either immediate entry into the global marketplace or for more advanced study in either business or technology.

**The objectives of the Information System Program are :**

1. To provide student with openness and awareness of diversity across cultures and and to prepare them for entering the international market in the Information System industry.
2. To equip students with strong analytical, critical, and creative thinking skills in developing innovative solutions and show passion for continuous improvement of Information System domain.
3. To equip students with the knowledge of Information System & Technology, Business and Enterprise System, and their contribution to meet management needs for information and decision support.
4. To complement students with leadership, social and ethical professional skills in order to compete globally.
5. To equip student with necessary entrepreneurial skill related to the Information System market.
6. To prepare students with an effective English communication skills to express idea clearly and successfully.
7. To provide students with solid knowledge and skills on information system and technology to succeed in various industries.

***Award/Degree***

- Sarjana Komputer (S.Kom) from BINUS University
- Dual Degree with Bachelor of Information Technology (B.I.T.) from Queensland University of Technology at Queensland, Australia
- Dual Degree with Bachelor of Computer and Information Sciences (BCIS) from Auckland University of Technology at Auckland, New Zealand
- Dual Degree with a Bachelor of Art (B.A.) from Cologne Business School at Cologne, Germany
- Dual Degree with a Bachelor of Commerce (B.Com) from Curtin University of Technology, Australia.
- Dual Degree with a Master of Commerce in Information System and Technology (M.Com) from Macquarie University, Australia.

***Graduate Competencies***

Upon successful completion of this 4-year program, students are expected to be able to:

1. Apply knowledge of computing, management, and mathematics appropriate to the discipline.
2. Identify and analyze user requirements and business process in the selection, creation and evaluation of information systems.
3. Apply the processes that support the delivery and management of information systems within a specific application environment.

4. Effectively integrate IT solutions aligned with organizational goals.
5. Explain and apply best practices and standards in order to produce good quality of information.
6. Communicate effectively with a range of audience.
7. Understand professional, ethical, legal, security and social issues and responsibilities.
8. Analyze the local and global impact of computing on individuals, organizations and society.
9. Analyze the needs and engagement for continuous improvement, including professional development.
10. Design and implement innovative problem solution to adapt to dynamic IT environment and growth.

### ***Study Completion Requirements***

#### ***Major in Information System***

To complete a major in Business Information Systems program with either a single or double degree(s) at BiNus International, students must complete a minimum of 146 SCUs of academic credit. These 146 SCUs are comprised of:

- 111 SCU of IS Mandatory Courses, required for all students taking a major in IS, which meet either BINUS INTERNATIONAL requirements or mandated by the Indonesian Ministry of Education.
- Single degree programs also require the 8 unit of full semester Internship, and 6 unit Thesis in the final year, thus totaling 125 Mandatory units.
- Additional courses that are determined by the Program of Information Systems which vary based on the specific streaming selected.
- Elective courses chosen by the students .

#### ***IS Double Degree Program***

The Double Degree programs are offered in partnership with Queensland University of Technology (Brisbane, Australia), Curtin University (Perth, Australia), Auckland University of Technology (Auckland, New Zealand), and Cologne Business School (Cologne, Germany). In addition to the Sarjana Komputer (S.Kom) degree from BINUS University, students who complete this program will be awarded with a Bachelor of Information Technology (B.I.T) degree from QUT, Bachelor of Computer and Information Sciences (BCIS) from AUT, Bachelor of Commerce (B.Com) from Curtin, and Bachelor of Arts (B.A.) degree from Cologne Business School. The first three years of study follow a prescribed set of courses agreed between BINUS and AUT/QUT/Curtin/Cologne. The final year of study is undertaken at the partner overseas campus.

#### ***IS Single Degree Program***

There are three streaming available in this program. The three streams are IS **General**, **Project Management**, and Information Systems **Audit and Assurance**.

#### ***IS General Stream (Single Degree)***

The IS General option is aimed to provide graduates with a broad ground in both business and technology subjects. In addition to the core of business and technology related courses. Please refer to course descriptions to check any prerequisites for electives.

***Project Management Stream (Single Degree)***

The Project Management stream includes more advanced courses in project management related topics. In addition to the core of business and technology related courses, 15 units are determined by the Program. Please refer to course descriptions to check any prerequisites for electives.

***IS Audit and Assurance Stream (Single Degree)***

The IS Audit and Assurance stream provides students to focus more on information systems governance. In addition to the core of business and technology related courses, three mandatory subjects comprise of 9 units are chosen by the IS Program in addition to 4 SCU elective course(s). Please refer to course descriptions to check any prerequisites for electives.

***Master Track Program***

The Master Track program is designed to allow students to complete their Sarjana Komputer (S.Kom) degree at Binus International in 7 (seven) semesters, and then continue with a graduate program for 2 (two) semesters at Macquarie University to obtain Master Degree.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, small projects, with students' independent study required. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, laboratories, and individual/group work projects. In addition, an innovation habit will be developed through course assessment that put weight on content comprehension and innovation.

Learning will be an exciting experience for students as they are provided with excellent facilities such as Internet access, computer laboratories and library resources. Specialized laboratories or access to specialized simulation software is needed for advanced students where group and individual projects are developed. Contemporary and emerging software development tools will be available to create the most current enterprise solutions. A good quality library is provided for the students to access books, journals and magazines for information and research activity.

All coursework are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. The feedback of the given assessment tasks is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet and/or separate feedback forms. Students will also be provided to work together on team-oriented projects. The group skills developed in this mode are critical to a successful information systems professional. The complexity of course content in design problem-solving methods is introduced at different levels of study. A final project work and the written report must be submitted in Year 4 (semester 8).

***Employability and Career Support***

A wide range of career opportunities in information systems industry is introduced to students during their study. The integrated curriculum is designed and developed to support students in building on their technical and non-technical

skills as well as engaging with the industry. IS graduates may enter the marketplace through many career paths, including, but not limited to:

- Corporate Information Systems Designer
- Database Administrator (DBA)
- E-Business Entrepreneur
- Enterprise System Administrator
- Enterprise Resource Planning (ERP) Consultant
- Information Technology based Entrepreneur
- IS Project Manager
- IT/IS Consultant
- IS Auditor
- Programmer Analyst
- System Tester and Integrator

This program provides an internship program for single degree students wherein they may conduct real projects as a practical study within industrial contexts. The program develops the student's ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and leverages their ability to cope with the international working environment. In addition, series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

***Program Structure***

**IS Mandatory Courses (include elective)**

Course Code	Course Name	SCU
COMP6178	Introduction to Programming	4
ENGL6171	Academic English I	3
CHAR6013	Character Building: Pancasila	2
CHAR6012	Freshmen Enrichment Program	0
ISYS6259	Introduction to IT 100	2
BUSS6030	Introduction to Business (Management & Leadership)	2
ISYS6263	Systems Thinking	2
ENTR6038	Project Hatchery	2
MATH6089	Linear Algebra for Economy and Business	3
COMP6215	Programming Principles	4
ENGL6172	Academic English II	3
CHAR6014	Character Building: Kewarganegaraan	2
ISYS6093	Information Systems Concepts	4
ISYS6123	Introduction to Database	4

ACCT6133	Introduction to Financial Accounting	4
STAT6081	Statistics	2
ISYS6245	Business Computing Infrastructure and Communication	4
COMP6207	Data Structures and Algorithm Analysis	4
CHAR6015	Character Building: Agama	2
ISYS6198	Data and Information Management	4
ISYS6188	Information Systems Analysis and Design (2/2)	4
ENTR6036	Entrepreneurship 1	4
ECON6017	Economics Theory	4
ISYS6209	User Experience	4
ISYS6197	Business Application Development (2/2)	4
ISYS6163	Advanced Information System Analysis and Design (4/2)	6
MKTG8005	Marketing Management	4
LAWS6075	Legal Aspect in Economics	2
ISYS6191	Advanced in Business Application Development (2/4)	6
ISYS6250	E-Business Concepts and Issues	4
ISYS6127	Testing and System Implementation	4
ISYS6101	Information Systems Project Management	4
COMM8006	Business Communication	2
ISYS6247	Corporate IS Management	4
ISYS6186	Business Process Fundamental	4
ISYS6126	Enterprise System	4
STAT6021	Research Methodology	2
ENTR6037	Entrepreneurship 2	6
ISYS6257	INTERNSHIP	8
	Elective (3 Scu)	3
ISYS6268	Thesis	6

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**IS Elective courses list**

CODE	SUBJECT	SCU
ISYS6250	E-Business Concepts and Issues	4
ISYS6247	Corporate IS Management	4
ISYS6251	Enterprise Resource Planning	3
ISYS6260	IT Governance	3
ISYS6271	IT Service Delivery	3
ISYS6272	IS Audit Workshop	2
ISYS6249	Data Mining & Business Intelligence	3

In addition to the above list, students are allowed to choose courses from other majors and declare these courses as their electives. Please refer to each course description to check any pre-requisites for these courses.

**Additional Courses for Double Degree (Computer and Information Sciences – AUT) \*\*\***

CODE	SUBJECT	SCU
CPEN6098	Computer Network	4
COMP6213	Object Oriented Programming	4
MATH6025	Discrete Mathematics	4
COMM8006	Business Communication	2
	Courses at Auckland University of Technology, New Zealand	24

\*\*\* exempt from GS207 mandatory course

**Additional Courses for Double Degree (Information Systems & International Business – Cologne)**

CODE	SUBJECT	SCU
ACCT6065	Cost Accounting	4
FINC7047	Corporate Financial Management	4
FINC6001	Financial Management	4
MGMT6012	Human Resources Management	4
	Courses at Cologne Business University, Germany	24

**Additional Courses for Double Degree (Information Technology – QUT)**

CODE	SUBJECT	SCU
LAWS6075	Legal Aspect in Economy	2
ISYS6250	E-Business Concepts and Issues	4
ISYS6247	Corporate IS Management	4
ISYS6273	Client Relationship Management	3
(QUT)	Courses at Queensland University of Technology, Australia	24

**Additional Courses for IS General Streaming**

Course Code	Course Name	SCU
ISYS6250	E-Business Concepts and Issues	4
ISYS6247	Corporate IS Management	4
	Elective courses	3

**Additional Mandatory Courses for Project Management Streaming**

CODE	SUBJECT	SCU
ISYS6273	Client Relationship Management	3
ISYS6253	Human Factors in Information Systems	3
ISYS6251	Enterprise Resource Planning	3
ISYS6274	IT Security & Risk Management	3



CODE	SUBJECT	SCU
ISYS6249	Data Mining & Business Intelligence	3

#### Additional Courses for IS Audit and Assurance Streaming

Course Code	Course Name	SCU
ISYS6260	IT Governance	3
ISYS6275	IS Audit and Information Assets Protection	4
ISYS6276	Business Continuity Management	2
	Protection of Information Assets	4

## 4.6.8 Marketing

### *Vision*

The Marketing Program strives to become a reputable and one of the leading marketing program in the Asia Pacific region by 2020, with strong competence in innovation management and strategic marketing.

### *Mission*

The Marketing Program prepares future leaders, managers, and professionals, through innovative curriculum by meeting the stake-holder expectations, providing academic and service excellence, promoting high quality research, building strong corporate connections, and gaining international recognitions and accreditations. The Program provides high quality education in marketing with the ultimate aim of enhancing the mastery of marketing as a problem solving tool and as a scientific discipline.

### *Program Description*

Marketing program has been dedicated to provide students with the highest standard of marketing management education with focus in developing marketing and entrepreneurial skills, all to prepare them to be ready to work for multi-national corporations or to become creative and innovative entrepreneurs. To support this, marketing program provides the students with various corporate world related activities, aiming to jump-start the students' corporate and industrial networks. The activities include one-semester internship program in national and multi-national corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research thesis where students are require to provide professional consulting services for real companies with real marketing related problems.

The Program emphasizes the understanding and mastery of marketing key concepts, tools, and technology required by future marketing professionals. The content of the program is designed to equip students with basic scientific marketing paradigm, theoretical framework, applied skills, and familiarity with contemporary technology to support their competence as future leaders in the field of marketing.

Also, Marketing Program at Binus International maintain a continuity cooperations with some of the first-class companies in Indonesia to build a strong linkage. The aim is to provide a wide opportunity for graduate students from Binus International after they graduated, to have opportunity to work in one of reputable companies in Indonesia. The curriculum at Binus International has been benchmarked to major renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by Binus.

***The Objectives of the Marketing program are:***

- A. To provide students with cutting edge management knowledge that will enable them to compete globally.
- B. To prepare students to apply marketing and ICT principles required in industrial practices.
- C. To provide students with ability to communicate effectively in industrial context, both locally and globally.
- D. To nurture students to become ethical, professional yet socially aware business professionals.
- E. To prepare students to be creative and innovative in business decision making in international and local level.

***Award/Degree***

- Bachelor of Economics (Sarjana Ekonomi) from BINUS University
- Dual Degree with Bachelor of Business Marketing (B.Bus.) from Queensland University of Technology (QUT) Business School, Australia.
- Dual Degree with Bachelor of Arts in International Business (BA) from Cologne Business School, Germany.
- Dual Degree with Bachelor of Business Administration (BBA) from Saxion University of Applied Science, Netherlands.
- Master Degree with Master of Commerce in Marketing, Finance, Accounting, Business (M.Com.) from Macquarie University, Australia.

***Graduate Competencies***

Upon successful completion of the four year program, students are expected to be able to :

1. To describe and articulate marketing principles and practices.
2. To study and analyze global business environment from marketing perspective.
3. To apply critical thinking in marketing management problem solving.
4. To design, implement, and evaluate marketing strategy to meet stakeholder's expectation.
5. To integrate ICT capabilities in supporting marketing strategies.
6. To perform effective business communication both in written and verbal form towards a wide range of audience.
7. To demonstrate abilities in cross-cultural communication.
8. To demonstrate awareness of social and ethical issues in business decision making process.
9. To apply leadership, team-working and entrepreneurial skills in professional environment.
10. To apply creative and innovative thinking in the development and implementation of marketing strategy.

***Study Completion Requirements***

***Major in Marketing Management***

To complete a major in Marketing at BINUS INTERNATIONAL, students **must complete** a minimum of 146 SCUs of academic credit. These 146 SCUs are comprised of:

- 132 SCUs Marketing mandatory courses, required for all students taking a major in Marketing Management.  
People. Innovation. Excellence.

- 8 SCUs of one full semester internship program, which should be taken in the 8th semester along with thesis.
- 6 SCUs of final Thesis.

***Double Degree Program in Marketing and International Business – Queensland University of Technology (QUT) Business School.***

In cooperation with Queensland University of Technology (QUT) Business School, Australia, Marketing program offers a double degree program with QUT, where students will be able to obtain B.E (Binus) and B.Bus (QUT). This program was designed to provide students with skills and knowledge, and experience to thrive in business and marketing in global context.

The distribution of semesters for this program is as follows:

- The first 4 semesters will be at Binus International, following a set of courses agreed by both universities.
- Semester 5, 6, and 7 will be at QUT, Brisbane, Australia, following approximately 48 unit courses each semester. The courses will be determined by QUT.
- The eight or last semester will be at Binus International to finish the final thesis. Students who complete this program will be awarded Bachelor of Business from Queensland University of Technology (QUT), in addition to the Sarjana Ekonomi (SE) from Binus University.

***Double Degree Program in International Business – Cologne Business School (CBS)***

In cooperation with Cologne Business School, Germany, students will obtain B.E (Binus) and B.A in International Business (CBS), with the focus in providing students with international and global experience in business.

The distribution of semesters for this program is as follows:

- First 6 semesters at Binus International, following a set of courses agreed by both universities.
- Last 2 semesters at Cologne-Germany, following required courses determined by Cologne Business School, including thesis.

Students who complete this program will be awarded with Bachelor of Arts (BA) degree from Cologne Business School, in addition to the Sarjana Ekonomi (SE) from Binus University.

***Double Degree Program in Marketing – Saxion University***

In cooperation with Saxion University of Applied Science, Netherlands, students will obtain B.E (Binus) and BBA (Saxion). This program was designed to provide students with skills and knowledge in business administration, as Saxion is an applied science university, practicality of the concepts in marketing was the highest importance in this program.

The distribution of semesters for this program is as follows:

- The first 6 semesters will be at Binus International, following a set of courses agreed by both universities.
- The last 2 semesters will be at Saxion, Deventer – The Netherland following required courses determined by Saxion, including thesis.

***Master Track Program***

In cooperation with Macquarie University, students will be able to obtain master degree within 9 semesters, the program is designed to allow students to complete their Sarjana Ekonomi (SE) degree at Binus International in 7 (seven) semesters, and then continue with a graduate program for 2 (two) semesters at Macquarie University to obtain

a Master Degree. This program also provides the students with array of options on the major, i.e. M.Com in Marketing, M.Com in Finance, M.Com in Accounting, or M.Com in Business.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, class discussions, individual and group project discussion. Students are strongly required to study independently and read various marketing related articles in order to increase their understanding during the lectures. Students gain both theoretical and practical knowledge from our qualified lecturers and guests lecturers who have ample of experience as marketing and business professionals in the industry. In addition, the innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand, will be developed through collaboration with BINUS INTERNATIONAL’S SCHOOL OF ART & DESIGN. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

***Employability and Career Support***

The four year marketing program at BINUS INTERNATIONAL will provide sufficient skills and confidence for our students to enter the real business world. Equipped with our Marketing and Management degree, students will have a wide range of career opportunities in a variety of industry. Over the past decade, marketing has continued to gain prominence as a dominant orientation in business and as a process deployed by all departments within an organization. Therefore, the role of marketing professionals is vital in any type or size of companies, as it acts as connectors between customers and companies, including connecting customers to the product or service and to the financial accountability. Some example of marketing professions that students could aim are Brand Manager, Product Manager, Brand Executive, Marketing Executive, Marketing Consultant, Market Research Analyst, Director of Sales, and many more. Despite being a marketing professional, students can also developed their own business and become entrepreneurs.

BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies and internships. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

***Program Structure***

**Marketing Courses - Marketing Management**

Course Code	Course	SCU
ECON6005	Micro Economics	4
ENGL6171	Academic English 1	3
CHAR6013	Character Building: Pancasila	2
MATH6048	Business Mathematics	4
ENTR6038	Project Hatchery	2
MKTG8005	Marketing Management	4
CHAR6012	Freshmen Enrichment Program	0
ECON6006	Macro Economics	4
ENGL6172	Academic English 2	3

CHAR6014	Character Building: Kewarganegaraan	2
MGMT6011	Introduction to Management and Business	4
MKTG6088	Consumer Behavior	4
STAT8067	Business Statistics 1	2
ACCT6087	Introduction to Accounting	4
CHAR6015	Character Building: Agama	2
MGMT6120	Product and Brand Management	4
MKTG6096	Services Marketing	3
STAT8068	Business Statistics 2	4
ENTR6036	Entrepreneurship 1	4
ECON8009	Managerial Economics	4
FINC6001	Financial Management	4
MKTG6094	Pricing Management and Strategy	4
MGMT6018	Operational Management	4
BUSS6029	Business in Indonesia	2
COMM8006	Business Communication	2
ISYS6118	Management Information System	4
ACCT6049	Managerial Accounting	4
MKTG6087	Business to Business Marketing	2
MKTG6090	Digital Campaign and Promotion Management	4
MGMT6012	Human Resources Management	4
MGMT6121	Web Analytics and e-CRM	4
LAWS6075	Legal Aspect in Economics	2
RSCH6020	Research Method in Marketing	4
MKTG6091	International Marketing	4
MKTG6097	Social Media and New Media Marketing Strategies	2
MKTG6089	Contemporary Issues in Marketing	2
MKTG6095	Sales Management	2
MKTG6099	Website Usability and Design	2
MGMT6038	Cross Cultural Management	2
MGMT6118	Distribution and Retail Channel	3
MKTG6093	New Product Development	2
ENTR6037	Entrepreneurship 2	6
MKTG6098	Thesis	6
MGMT6119	Internship	8

## 4.6.9 International Business

### ***Vision***

International Business program strives to become a reputable international business program in ASEAN through the development of sustainable society toward global recognition and collaboration.

### ***Mission***

The program is designed to nurture global graduates enriched with innovative and meaningful knowledges preparing them to participate in the international development of a sustainable society.

### ***Program Description***

The International Business program will enable students to take up Study Abroad, Double degree or Master track program at a variety of foreign locations. The experience of traveling, living and/or even having internship abroad will bring opportunities for students to develop their cross-cultural skills. Moreover, students will also learn the differences between business model applications from different countries, including business practices.

It is a four-year study program where students will be equipped with the fundamentals of international management competencies and understanding of doing business in an international context, combined with an in-depth cultural experience. All case studies, readings, and textbooks are carefully selected to enhance the students' global perspective. In this program, they will learn practical skills and theoretical knowledge in international business to meet industry standards.

### ***The objectives of the International Business program are :***

- A. To nurture graduates aware of contemporary international management issues and able to work in international environment requiring cross cultural management skill.
- B. To enhance innovative and creative mindset in applying business knowledge in international context.
- C. To expose students to global corporate and entrepreneur experiences.
- D. To create ethical professionals and entrepreneurs with high social awareness.
- E. To develop entrepreneurial quality required for the increasing global competition.
- F. To provide students ability to communicate effectively in a global environment.
- G. To provide graduates with ICT competencies and skills required to compete in the international market.

### ***Award/Degree***

- Sarjana Ekonomi from BINUS University
- Dual Degree with Bachelor of Arts from Cologne Business School, Germany
- Dual degree with Bachelor of Arts (Hons) from Bournemouth University, UK
- Dual Degree with Bachelor of Business Administration (B.BA) from International College of Ningbo University or Inholland University of Applied Sciences
- Dual degree with Bachelor of Commerce from University of New South Wales, Australia and Victoria University Wellington.

**Graduate Competencies**

Upon successful completion of this 4-year program, students are expected to be able to:

1. Describe and articulate management principles and practices.
2. Interpret and analyze current global business conditions.
3. Apply critical thinking in business and management problem solving through applied research.
4. Design, implement, and evaluate international business strategy to meet global demand.
5. Utilize current ICT techniques, skills, and tools necessary to solve and analyze business issues.
6. Communicate effectively with a range of audience both written and verbal form.
7. Demonstrate abilities in cross-cultural and cross-border communication in international environment.
8. Apply leadership, team-working and entrepreneurial skills in global context.
9. Explain and apply principles of professional, ethical and social responsibilities in international environment.
10. Identify, design, and implement creative and innovative approaches and strategies in business decision making.

**Study Completion Requirements**

To complete a major in International Business with either a single or dual degree(s), students must complete a minimum of 146 SCUs. Eight (8) streaming courses are available in this program, namely: Business in China; Business in ASEAN, European Management, International Trade, Business and Management, Commerce, Marketing and International Business and Strategic Management.

Overseas study is mandatory for international business students in order to complete the program. Students may choose any of the following options:

Program	Description	Partner
Study abroad	Students will study for seven (7) semesters in BINUS and one (1) semester abroad at a partner university of BINUS International. Students will graduate with one degree – Sarjana Ekonomi - from BINUS University.	<ul style="list-style-type: none"> <li>• Study abroad partner of International Business program</li> <li>• Student exchange partner of BINUS University</li> </ul>
Double degree	Students will study for maximum six (6) semesters at BINUS and at least two (2) semesters overseas at a partner university of BINUS International. Students will graduate with a double degree – Sarjana Ekonomi - from BINUS University and Bachelor degree from partner universities.	<ul style="list-style-type: none"> <li>• Cologne Business School, Germany</li> <li>• International College of Ningbo University, China</li> <li>• Inholland University of Applied Sciences, the Netherlands</li> <li>• Bournemouth University, UK</li> <li>• University of New South Wales, Australia</li> <li>• Victoria University of Wellington, New Zealand</li> </ul>

Program	Description	Partner
Master track <i>(it's not a part of streaming in IB program)</i>	Upon completing their study at BINUS, students have an opportunity to directly study for Master program for two (2) semesters overseas at a partner university of BINUS International.	<ul style="list-style-type: none"> <li>• Macquarie University, Australia</li> </ul>

**Teaching, Learning, and Assessment Strategy**

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, completed with students' independent study. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, who can be assisted by a mentor, if necessary. By having qualified lecturers and guest lecturers from professional industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, and individual/group work projects. For doing their research activities, students can access magazines, books, academic journal in a good quality library – including accessing the online library to get updated academic papers. All course-work are assessed through a variety of assessment tasks such as reports, presentations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations.

A series of extra-curricular activities are compulsory in the International Business Program. These activities will allow students to develop their social awareness, competitive and soft skills needed to be prepared for the work environment. In addition, the innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand, will be developed through collaboration with Binus International's School Of Art & Design. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

**Employability and Career Support**

A wide range of career opportunities in the different industries is introduced in which students will be prepared throughout the four years of study. The integrated curriculum is designed and developed to support students in building on their knowledge and practical skills as well as engaging with the industry. Options of career opportunities upon graduating from International Business are:

- International brand manager
- Assistant export manager or import management
- Management trainee in MNCs
- Assistant international marketing development
- Assistant HR in MNCs
- Assistant financial manager in MNCs
- Trade development officer
- International account executive
- Supply chain management officer
- International purchasing officer



- International business analyst
- Diplomat
- Education abroad consellor
- Foreign sales representatives
- International program coordinator
- Entrepreneur

The International Business Program provides an internship program for each student wherein the student may face the real challenges in industrial contexts. The program develops the students' ability to be involved in professional practices, and ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experience in the workplace and teaches them to cope with the work environment. In addition, a series of study/field trips to visiting professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and may provide social and professional networks.

BINUS INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

### **Program Structure**

#### **Courses to be taken at BINUS International**

<b>Course Code</b>	<b>Course Name</b>	<b>SCU</b>
CHAR6013	Character Building: Pancasila	2
ACCT6087	Introduction to Accounting	4
ENGL6171	Academic English 1	3
MATH6048	Business Mathematics	4
ECON6005	Micro Economics	4
ENTR6038	Project Hatchery	2
CHAR6012	Freshmen Enrichment Program	0
CHAR6014	Character Building: Kewarganegaraan	2
STAT8067	Business Statistics I	2
MKTG8005	Marketing Management	4
ECON6006	Macro Economics	4
ENGL6172	Academic English 2	3
MGMT6011	Introduction to Management and Business	4
MGMT6014	Organisational Behavior	2
CHAR6015	Character Building: Agama	2
ISYS6118	Management Information System	4
BUSS6028	International Business	4
MGMT6012	Human Resource Management	4
STAT8068	Business Statistics 2	4
ENTR6036	Entrepreneurship 1	4
ACCT6049	Managerial Accounting	4
FINC6001	Financial Management	4

LAWS6075	Legal Aspect in Economics	2
MGMT6038	Cross Cultural Management	2
RSCH6021	Research Methodology	2
MGMT6018	Operational Management	4
FINC6067	International financial management	2
BUSS6024	Business in ASEAN	4
MGMT6107	South East Asian Culture	3
ECON8009	Managerial Economics	4
MKTG6085	Global Marketing	3
BUSS6027	Exporting – Importing	4
BUSS6025	Competitive Strategy in ASEAN	2
BUSS6026	Comtemporany issues in ASEAN	2
ENTR6037	Entrepreneurship 2	6
RSCH6019	Research Method in International Business	4
COMM8006	Business Communication	2
ECON6024	International Economics	4
	Foreign Language	4
	Elective courses during study abroad / student exchange	8
MGMT6117	Thesis	6
MGMT6110	Internship	8

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Courses to be taken at partner universities

<b><i>International Trade- Cologne Business School</i></b>	
Introduction to International Trade	4
International Logistics	4
International Commercial Law	4
Economic Geography of Europe	4
Transnational Management	4
Foreign Language	8
Business Skills	4
E-Commerce	4
New Trends in International Trade	4
International Trade and Finance	4
Procurement	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6
<b><i>European Management - Cologne Business School</i></b>	
European Economic History	4
Economic Geography of Europe	4
EU Law and Ins.	4

EU policies	4
Transnational Management	4
European Economic Issues	4
Procurement	4
Foreign Language	8
E-Commerce	4
New Trends in International Trade	4
Business Skills	4
Bachelor Thesis Tutorial	4
Bachelor Thesis	6
<b><i>Business in China – Ningbo University International College</i></b>	
Chinese Economy	2
International Trade Practice	4
Fundamentals of Production & Operation Management	4
General Information about China	3
Chinese Cultural	4
Chinese Comprehensive	6
Chinese Comprehensive (2)	6
Information Systems for Management	2
International Finance	4
Tariffs, Trade and Commercial Policy	4
Advertising	4
Introduction to Managerial Accounting	4
Financial Markets & Institutions	4
Practice for Specialized Course	3
Strategic Management	6
Graduation Thesis	6
Graduation Practice	4

Course Name	SCU
<b><i>Strategic Management – Inholland University of Applied Science</i></b>	
European Business Studies	4
Psychology at Work / International Corporate Strategy / Marketing Strategy	4
Change Management	4
Academic Writing	4
Business Research Methods	4
Placement (Weeks 2 – 21)	3
Individual Research Project defense	6
Assessment Professional Portfolio	4

Course Name	SCU
<b><i>Business and Management – Bournemouth University</i></b>	
Contemporary Issues in Management	4
Strategic Management	4
International Marketing Management	4
Contemporary Employment Studies	4
Research Study	10
Corporate Finance	4
Contemporary Issues in Management	4
Strategic Management	4

Course Name	SCU
<b><i>International Business &amp; Marketing Management – Victoria University of Wellington</i></b>	
Marketing Management	4
Market Research	4
International Marketing Management	4
Buyer Behavior	4
Marketing Communications	4
International Marketing	4
Strategic Marketing Management	4
Internet Marketing	4
Services Marketing	4
Foundations of Information Systems	2
Government, Law and Business	4
SME Internationalization	4
Dynamic Strategy and Structure in International Business	4
Experiencing Management Across Cultures	4
Managing People in Global Markets	4
International Business Research Project	6

Program	SCU
<b><i>Commerce – The University of New South Wales, Australia</i></b>	
Free Electives At least <b>one</b> of these courses must be taken from within the Australian School of Business to ensure you complete 96UOC of Business courses within the BCom. The remaining free electives may be taken to complete a second major from within the Australian School of Business	42
General Education To be taken outside the Australian School of Business. These courses allow you to select either courses that were developed especially for the General Education Program (beginning with GEN)	12

For more information please visit: <http://www.handbook.unsw.edu.au/undergraduate/programs/2013/3502.html>

## 4.6.10 Hospitality and Tourism Management

### *Vision*

To become internationally recognized and one of the reputable hospitality and tourism programs in South East Asia.

### *Mission*

- To prepare graduates who are critical thinkers, effective communicators, innovative problem solvers, lifelong learners and ethical leaders.
- To advance knowledge to meet the changing needs of society related to hospitality and tourism industry.

### *Program Description*

The Hospitality and Tourism Management program was set up in early January 2008, in response to the nation's increasingly urgent need for highly skilled hospitality specialists, corresponding to the current phenomenal growth of tourism in all parts of the world. As the largest provider of job vacancies in the century, the tourism and hospitality industry offers substantial employment and business opportunities.

The Hospitality and Tourism Management program offers a single degree program and a double degree program in which students will graduate with two bachelor degrees, from BINUS INTERNATIONAL and its overseas internationally-recognized partner. The program uses internationally benchmarked curriculum and syllabi that professionally combine a high level of theoretical knowledge and practical skills in hospitality and tourism management, which will train students to be prepared for a career at managerial levels in the hospitality and tourism industry.

This progressive program includes a three-year study at BINUS INTERNATIONAL and a six-month of practical training at 4- or 5-star hotels and other hospitality and tourism industry in Indonesia and overseas, such as JW Marriott, the Ritz Carlton, Shangri-La, St. Regis Bali, Grand Hyatt, Westin, Accorr Group, Intercontinental Group, Jakarta Convention Center, Pullman Kuching Malaysia, Dorsett Kuala Lumpur and many more. The overseas work placement offers a great opportunity for students to enhance their foreign language proficiency, which is highly sought after in the hospitality and tourism industry, as well as giving them first hand insights into the hospitality business life in practice. The internship abroad also provides multicultural atmosphere which is ideal for an academically rewarding study experience.

In addition to the international internship experience, , students may also be exposed into more international experiences through study abroad, students exchange programs, internship at multinational companies, guest lectures, and many more. At the moment, our students exchange partners include Prince Songkla University of Thailand, University Institute of Technology MARA of Malaysia and Kyung Hee University of Korea.

The program also has an Industry Advisory Council (IAC), a group of industry experts that meet on quarterly bases to give feedback and direction to ensure industry standard at international level for BINUS Hospitality and Tourism Management and Hotel Management programs. Furthermore, to strengthen the relationships with the industry, the program is becoming a member of several national and international hospitality and tourism association, such as PATA, SKAL International, PHRI, Frontliners and Hildiktipari.

Starting in academic year 2012-2013, Hospitality and Tourism Management program offers a new stream in Leisure and Event Management. This stream is opened to answer the needs of professionals who are able to manage Indonesia's natural and cultural resources, as leisure and events sectors have significant contributions to enhance the tourism and economic growth of the country.

***The objectives of the Hospitality and Tourism program are:***

- A. To provide students with cutting edge management knowledge that will enable them to compete globally.
- B. To prepare students to be creative and innovative in business decision making in international level.
- C. To prepare students with knowledge and expertise in hospitality and tourism industry.
- D. To nurture students to become ethical, professional yet socially aware business leaders.
- E. To nurture students to enable them create innovative business model in the field of hospitality and tourism.
- F. To provide students with ability to communicate effectively in international contexts.
- G. To equip students with skills to utilise ICT applications and services required in global professional practice.

***Award/Degree***

- Sarjana Ekonomi (Bachelor of Economics) from BINUS University
- Dual Degree with Bachelor of Arts from Bournemouth University, UK
- Dual Degree with a Bachelor of Business from La Trobe Australia
- Swiss Higher Diploma in International Hotel and Tourism Management from IHTTI School of Hotel Management Switzerland

***Graduate Competency***

Upon successful completion of this 4-year program, students are expected to be able to:

1. Describe and articulate management principles and practices.
2. To interpret and analyse current global conditions in hospitality and tourism business.
3. To apply critical thinking and research skills in hospitality and tourism business and management problem solving.
4. Demonstrate an understanding of basic and critical aspects as well as trends and dominant issues in the hospitality and tourism operations.
5. Use current ICT applications for hotel, MICE and restaurant business.
6. Use current ICT applications to solve and analyze business management problems.
7. Explain and apply fundamental principles for performing effective verbal and written communication skills in a socially- and culturally-diverse environment.
8. Explain the principles and practices of building and developing business relationships as well as in dealing with different people in many different situations.
9. Demonstrate an understanding of professional, ethical, legal, security, and social issues and responsibilities.
10. Apply principles of effective leadership and management skills in the work environment within the hospitality and tourism industry.
11. Apply entrepreneurship skills in creating business opportunities in the hospitality and tourism industry.
12. Design and implement innovative strategies in hospitality and tourism management.

***Study Completion Requirements***

To complete a major in Hospitality and Tourism Management with either a single or dual degree(s) at BINUS International, students must complete a minimum of 146 SCUs. During their four years of study, students must take 1 semester (approx 5-6 months) industrial work experience in any hospitality and tourism or service industry.

After completing their semester 6 at BINUS International, Hospitality and Tourism Management students may enroll for a 1-year study at our partner universities for a dual degree.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, with students' independent study required. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, practical works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as kitchen lab, restaurant lab, and rooms-division lab. With a good quality library, the students will be able to access books and magazines for information and research activity.

However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, demonstrations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. As a part of graduation requirement, a final project or thesis must be submitted in year 4 (semester 8).

***Industrial Work Placement***

Industrial Work Placement is a six-month work experience in hospitality and tourism enterprise such as a hotel, restaurant, cafe, travel agent, event organizer, etc. and is designed to enhance the student's skills, knowledge and experience. It provides them with opportunities to put the theories they learn into practice. After completing practical training, the students will:

- a. Get an insight of the tourism and hospitality business.
- b. Have self-confidence, develop network skills, experience multiculturalism and diversity, and have the ability to explore other possible career options in the industry.
- c. Reflect upon their practical experience, and examine the internship place in regards to tangible resources, level of service and general organization.
- d. Assess their personal engagement, and the way they were fitted into the organization.
- e. Evaluate how much they learnt, and assess the gap between set objectives and actual achievements.

Since this is an integral part of the course and subject to monitoring and evaluation, the Bachelor Degree will not be awarded if this training is not completed successfully. Students should undergo their on-the-job training at places allocated by the Institute.

**Employability and Careers Support**

Graduates of Hospitality and Tourism Management will be able to pursue international career paths on every segment of the hospitality and tourism industry worldwide. The managerial positions open for the hospitality and tourism graduates are varied and limitless, from supervisor to the executive: General Manager, Resident Manager, Rooms Division Manager, Marketing and Sales Manager, Banquet and Convention Manager, Catering Manager, Event Organizer, Club Manager, Food & Beverage Manager, Restaurant Manager, Human Resources Manager, Health and Spa Manager, Tour Operator, Entrepreneur, Consultant, Specialist and so forth.

Types of hospitality and tourism industry and scope of business may include but not limited to:

- Accommodation: Hotel, apartment, holiday resort
- Food and Beverage: Restaurant, bar, pub, club, café, catering and other food service providers
- MICE (Meetings, Incentives, Conferences and Exhibitions): Event organizers, convention and exhibition centers
- Tourism, Travel and Leisure: Travel agents, tour wholesale, tour operators, spa specialist, ecotourism operators, tourist information center, tourism authorities, government/ state tourism offices
- Transportation: Car rental organizations, cruise line, airlines

BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from [www.binuscareer.com](http://www.binuscareer.com).

**Program Structure**

**Hospitality and Tourism Management Mandatory Courses (Single Degree)**

Course Code	Course Name	SCU
ENTR6038	Project Hatchery	2
CHAR6013	Character Building: Pancasila	2
ENGL6171	Academic English 1	3
CHAR6012	Freshmen Enrichment Program	0
TRSM6126	Tourism Geography	2
MKTG8005	Marketing Management	4
LAWS6075	Legal Aspect in Economics	2
MATH6048	Business Mathematics	4
CHAR6014	Character Building: Kewarganegaraan	2
ENGL6172	Academic English 2	3
MGMT6103	Introduction to Hygiene, Safety and Security	2
MGMT6011	Introduction to Management and Business	4
MGMT6104	Introduction to MICE	2
ACCT6087	Introduction to Accounting	4
TRSM6129	Tourist Consumer Behaviour	2
MGMT6012	Human Resource Management	4
CHAR6015	Character Building: Agama	2
ECON6005	Micro Economics	4
FOOD6033	Cuisine (T/P)	6
MGMT6106	Room Division Operation and Management (T/P)	4



FOOD6034	Food & Beverage Service Management (T/P)	6
MGMT6102	Industrial Work Placement	8
ECON6006	Macro Economics	4
STAT8067	Business Statistic 1	2
BUSS6023	Business Seminar	2
FINC6001	Financial Management	4
ENTR6036	Entrepreneurship 1	4
MGMT6038	Cross Cultural Management	2
MKTG6084	Marketing for Tourism Industry	2
ECON8009	Managerial Economics	4
STAT8068	Business Statistic 2	4
ISYS6118	Management Information System	4
ACCT6049	Managerial Accounting	4
LANG6037	French 1 (elective)	3
RSCH6022	Research Methodology in Hospitality and Tourism Management	3
LANG6039	Mandarin I (elective)	3
MGMT6100	Event Management	3
MGMT6018	Operational Management	4
TRSM6124	Current Trend and Issues in Hospitality & Tourism Management	2
MGMT6105	Property Management	2
LANG6040	Mandarin II (elective)	
COMM8006	Business Communication	2
LANG6038	French 2	3
ENTR6037	Entrepreneurship 2	6
MGMT6101	Final Project	6
TRSM6127	Tourism Management	2
TRSM6128	Tourism Planning and Development	2

## 4.7 Course Descriptions

### 4.7.1 Accounting and Finance

#### ACCT 6030 - INTRODUCTION TO ACCOUNTING I (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and explain the accounting cycle principle; apply the accounting cycle principle in one full cycle; produce the major financial statements based on IFRS; apply appropriate accounting principles in recording and reporting company's assets; produce appropriate financial recording and reporting for retail industry; prepare bank reconciliation.

**Topics:** This course is an introductory accounting course by providing techniques and procedures of identifying, recording, classifying, summarizing and reporting financial transactions. Students will learn to prepare financial statements in proper format. The course will also familiarize students with the basic interpretations of financial statements and introduce the conceptual framework of accounting. The materials given will include examples of real world business entities. Topics that will be covered include: Accounting in Action; The Recording Process; Adjusting

the Account; Accounting Cycle Completion, Accounting for Retail Operations, Inventories, Accounting Information Systems, Internal Control and Cash, Accounting for Receivables, and Accounting for Fixed Assets

Pre-requisite: None

### **ECON6028 – MICROECONOMICS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: comprehend a whole range of economic, social, and political problems, understand and apply economics, improve analytical and reasoning skills, explain demand and supply model; identify the basis of choice and decision making; calculate and explain production and cost analysis; identify and explain different types of market structure; describe and explain relevant information and knowledge pertaining government economic policies

**Topics:** This course is designed to introduce all facets of microeconomics. It contains a full development of the theory demand and supply. Topics include Consumer Theory, Production and Cost Theory, Perfect Competition, Market Power, Imperfect Competition and Strategic Behavior.

Pre-requisite: None

### **MATH6085 - ECONOMIC MATHEMATICS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply basic concepts and techniques in arithmetic and algebra, differentiation and integrations, matrices, describe and apply basic concepts and solution techniques in financial mathematics, apply appropriate mathematical approaches and methods to solve common problems in business and management areas.

**Topics:** basic concepts in arithmetic and algebra courses including linear and non-linear functions, introduction to differentiation and integration and their applications in common economics problem, and basic operations of matrices as well as basic financial mathematics.

Pre-requisite: None

### **ACCT6031 – INTRODUCTION TO ACCOUNTING II (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to: explain specific accounting principle for liabilities, partnership, and shareholders' equity; explain the accounting for debt and equity investments; identify accounting ethics practice in specific situation; prepare cash flow statement using direct and indirect methods; apply financial statement analysis.

**Topics:** Introduction to Accounting II will expand students' accounting skills in accounting for liability and equity and other accounting topics. After completing this course, the students should be able to describe the differences of financial statements based on the corporate body of the enterprise, use the data of financial statements to make simple analysis, create records that relate to capital stock transactions, dividends, treasury stock and retained earnings. Material covered in this course include: current liabilities and payroll, organization and capital stock transactions, dividends, retained earnings and income reporting, long term liabilities, investment, and financial statement analysis.

Pre-requisite: Introduction to Accounting I

### **ECON6006 - MACROECONOMICS (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: comprehend a whole range of economic, social, and political problems, understand and apply economics, improve analytical and

reasoning skills, identify and explain macroeconomic problems and economics principle; apply macroeconomic framework relevant to analyse productivity and wealth of nations, the models for aggregate demand and aggregate supply, and multiplier; explain the implementation of current macro policies in emerging countries and in global setting; review the financial sector of the economy, financial crises and inflation; review international policy issues in global setting and developing countries; explain the advantages and disadvantages of different exchange rates; deliver effective presentation and report in macroeconomic topics.

**Topics:** This course is designed for Macroeconomics. It contains a full development of the theory demand and supply. Topics include an introduction to the nature of economics, the private and public sectors of the economy, major economic problems, such unemployment and inflation, and the use of fiscal and monetary policy and its influence on the economy.

Pre-requisite: Microeconomics

### **ACCT7141 - ACCOUNTING INFORMATION SYSTEM (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: explain how technical components and options for accounting information technology system is designed, explain the role of emerging technologies in organizational operations and demonstrate ways of organize and manage accounting information system.

**Topics:** This course will expand students' knowledge in explaining and demonstrating how accounting information system can support operations of an organization and the relations of different technology and accounting information parts in an organization.

Pre-requisite: Management Information System

### **ACCT6033 – FINANCIAL ACCOUNTING I (4 SCU)**

**Learning Outcomes:** Students are expected to be able to: explain the basic principles, concepts, and standard of financial accounting; prepare financial reports according to the appropriate standard; identify, analyze, and compare financial reports in different types of business activities; apply appropriate accounting standards and procedures on certain financial accounting issues; communicate financial accounting issues effectively.

**Topics:** This course offers an intermediate level of financial accounting by covering conceptual framework for financial reporting, accounting information systems, financial statements and the related issues, special issues of current assets, property, plant and equipments acquisition, depreciation, and revaluation.

Prerequisite: Introduction to Accounting II

### **ACCT6065 – COST ACCOUNTING I (4 SCU)**

**Learning Outcomes:** Students are expected to be able to: apply costing methods and discuss the results, discuss the role of quality costing, and explain the role of environmental costing.

**Topics :** The course stresses on the importance of costs and the drivers of costs in the production and analysis of costs information for short-term decision making. It covers relations between different costs, budgeting, volume and pricing analysis, and the risks of decisions related to the costs information.

Prerequisite: None

**FINC7047 – CORPORATE FINANCIAL MANAGEMENT (4 SCU)**

**Learning Outcomes :** Upon completion of this course, students are expected to be able to explain the relationship of principles of finance in various corporate financial decision making, apply various financial analysis tools to evaluate firms' performance, identify relevant financial information required for each financial analysis, use spreadsheet in financial decision making process, describe possible solutions to financial problems using different financial analysis

**Topics:** This course is designed for accounting and finance students. It focuses on financial decision making process leading to company's value creation. This course gives basic knowledge of the financial statement analysis, mathematics of finance, short-run and long-run financial analysis, and value creation. Specifically, this course will cover topics financial performance analysis, time value of money, risk return trade-off in financial decision making, capital budgeting, cost of capital, capital structure, working capital management, and dividends policy.

Prerequisite : Introduction to Accounting II

**TAXN6019 – TAXATION (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to identify and explain tax issue such as tax procedure; demonstrate and apply tax calculation ; demonstrate an awareness the importance of tax for the government; demonstrate an understanding of professional and ethical responsibility related to tax issue.

**Topics :** This course is to provide students with the skills needed to apply the rules and the methods in the daily practice of tax application in government, private, or public corporations. This course also introduces terminology used for the general rules and methods in Indonesian taxation.

Prerequisite : None

**ACCT6148 – ACCOUNTING COMPUTER PACKAGE (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain the relationships between manual and computerized accounting applications, apply specific accounting principles in a computerized accounting system environment, interpret and utilize an integrated accounting system to perform various accounting transactions in producing financial statements and other reports, identify current and future trends and issues associated with accounting software acquisition and IT investments, implement appropriate accounting software in given business cases

**Topics:** This course provides students with practical knowledge and experience in using and setting up a fully integrated accounting software package. Specific topics include: main features and functions of computerized accounting systems, systems development life cycle and principles of accounting software selection.

Prerequisite : Introduction to Accounting II

**ACCT6034 – FINANCIAL ACCOUNTING II (4 SCU)**

**Learning Outcomes:** After completing this course, students are expected to be able to prepare financial statements according to IFRS standard, describe the guidelines of company income taxes report, identify and analyze accounting practice issues such as accounting for lease, apply appropriate IFRS standard on certain accounting issues, and explain consequences of event for which firms account and report.

**Topics:** This course provides technical accounting skills which equip students to comprehend delicate accounting issues that a company may experience. The material covered in this course includes: current liabilities and

contingencies, long term liabilities, dilutive securities and earnings per share, revenue recognition, accounting changes, and analysis.

Prerequisite : Financial Accounting I

### **TAXN6026 – ADVANCED TAXATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to compare and contrast all aspect of more advance tax issue; describe knowledge of economic issues from the local to the global scale that are impacted by accounting and finance solutions;

demonstrate an awareness of relevant advance tax issue such as; demonstrate an understanding of professional and ethical responsibility in tax issue

**Topics :** This is an advanced level taxation course. The course is designed to provide students with knowledge of how to manage a company's tax in the best optimal way. Some topics covered include taxation management in retail, manufacturing and service companies.

Prerequisite : Taxation

### **ACCT6062–FINANCIAL AUDIT I (4 SCU)**

**Learning Outcomes :** This course in Auditing is designed to give student fundamental concepts in auditing concern determining the nature and amount of audit evidence the auditor should gather after considering the unique circumstances of each engagement. The course covers understanding of audit and assurance services and the public accounting profession including other assurance and non assurance services, audit reports, legal liability and professional ethics, audit responsibilities and objective, audit evidence, audit planning and analytical procedures, materiality concepts, internal control, fraud auditing.

**Topics:** By the end of the course, students are expected to be able to describe the nature and objective of auditing and other assurance services, explain specific types of audit reports and opinions, explain accountant's legal liability and professional ethics, explain the importance of internal controls, and describe the audit process

Prerequisite: Financial Accounting I

### **FINC6066 – INTERNATIONAL FINANCE (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain how financial market operates; analyze and assess the financial risks of multinational companies; provide and present solutions to manage the financial risks of multinational companies.

**Topics :** This course covers a systematic treatment of the technical and analytical aspects of modern international finance, including exchange rate determination; foreign exchange and interest rate risk management; hedging principles and methods; global financing and investment.

Prerequisite: Financial Management

### **ACCT7066 – MANAGERIAL ACCOUNTING (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to evaluate techniques for analyzing and managing costs for developing competitive advantage, discuss decision making in responsibility centres, discuss different issues resulting from the application of various performance measures and

budgets for control, evaluate issues arising from the division of the organization into responsibility centres, discuss pricing strategies and their consequences, and evaluate other supporting information to support project appraisal.

**Topics :** The course focuses on the long-term insights of costs and their drivers to develop competencies needed to analyse, plan, and manage costs to support organizational strategy. It aims to develop students' knowledge and skills in managing and controlling performance in various units in line with any short-term budget and long-term strategy while taking into consideration the risks affecting the strategy and operations of the organization.

Prerequisite: Cost Accounting

### **FINC6065 – FINANCIAL STATEMENT AUDITING LAB. (2 SCU)**

**Learning Outcomes:** Students are expected to be able to apply the concepts in auditing by using the audit specific application and working papers, to perform queries and analysis of financial transactions using ACL software used by auditors to organize and evaluate information.

**Topics:** The course is designed to give students the hands-on experience by using auditing software in the financial statement auditing lab.

Prerequisite: Financial Audit I

### **ACCT6063 - FINANCIAL AUDIT II (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to analyze audit problems and construct proficiency solution through audit standards; compare and contrast all aspect of conflict of interest in audit; demonstrate ability in applying audit process to the accounting cycles; demonstrate ability in communicating audit issues in written and verbal; demonstrate ability in completing audit, reporting to management and external reporting

**Topics:** This course teaches students to apply audit concepts in various accounting cycles, apply sampling techniques in compiling audit evidence, and explain audit operational concept. The course also explain about sampling in audits, sampling on control and substantive tests, auditing the revenue cycle, auditing the expenditure cycle, auditing on production and personnel service cycle, auditing the investing and financing cycle, auditing investment and cash balances, completing the audit and reporting, other assurance services, and government auditing.

Prerequisite: Financial Audit I

### **ACCT6117 – ADVANCED ACCOUNTING I (4 SCU)**

**Learning Outcomes:** This course prepares students to be able to make consolidated financial reports for external parties. It is an IFRS based course where the students are expected to comprehend, prepare and record issues for multinational companies in terms of issues related to business combination that include the types and levels of business combination, investments for business combination, intercompany transactions, mutual holdings and consolidated financial statements.

**Topics:** The course covers business combination, stock investments as related to business combination, consolidated financial statements, issues in intercompany profit, indirect and mutual holdings.

Prerequisite: Financial Accounting II

### **MGMT6096 – PROJECT MANAGEMENT (3 SCU)**

**Learning Outcomes:** This course prepares students to be able to evaluate important elements in the change process and discuss the concepts involved in managing projects.

**Topics :** This course focuses on developing students' knowledge and skills in managing identifying organizational change needs and managing the organizational change. It assists students to develop skills in understanding different phases of a project, apply tools and techniques for project managers, and evaluate management and leadership issues associated with projects.

Prerequisite: Managerial Accounting; Corporate Financial Management

### **MGMT6095 – PRINCIPLES OF SUSTAINABILITY (2 SCU)**

**Learning Outcomes:** This course prepares students to be able to discuss the importance of sustainability in general and for an organization, identify general issues in sustainability, evaluate the level of alignment of sustainability and business strategy, and evaluate risks related to sustainability decision making.

**Topics:** This course stresses on the development of sustainability internationally and develop students' skills on identifying different issues in sustainability. It provides competencies on evaluating the links between sustainability and business strategies and the long-term/short-term risks of sustainability.

Prerequisite : Organizational Behavior

### **ACCT6055 – ACCOUNTING THEORY (2 SCU)**

**Learning Outcomes:** This course encourages students to look beyond the 'debit – credit' procedure and to appreciate the influences on contemporary financial accounting decisions, and the role of financial accountants in business today.

**Topics:** In this course, student will learn selected issues as the basic of contemporary financial accounting relevance and significant which include the process of standard setting, the conceptual framework, and the examination of the financial accounting measurement and its alternative. The impact of business globalization in terms of accounting regulations, environment and cultural factors are also evaluated. This course also covers the cause and consequences of corporate failures and the recent global financial crisis.

Prerequisite: Introduction to Accounting II

### **FINC6020 – BUSINESS VALUATION & ANALYSIS (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to describe essential concepts and tools of modern financial statement analysis; analyze corporate profitability, risk and cash flow using various financial tool; and apply various and relevant accounting valuation models

**Topics :** This course discusses the characteristics of industry sectors and explains the financial reporting environment. It also discusses the impact of various stakeholders on the preparation of financial reports. Furthermore, the course distinguishes the process of financial analysis, such as performing various financial statement analysis methods, related to corporate valuation purpose.

Prerequisite : Corporate Financial Management

### **ACCT6167 – MANAGERIAL ACCOUNTING IN ASIA (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to evaluate techniques for analyzing and managing costs for competitive advantage in Asia context, discuss decision making in responsibility centres aligned to organizational issues in Asia, discuss issues arising from different performance measures in Asia and budgets for control, and evaluate issues resulting from the division of the organization into anresponsibility centres in Asia context.

**Topics :** This course is the advance level of managerial accounting course. This course stresses on competencies that can help students develop knowledge and skills in managerial accounting with Asia context. The course materials are updated for each batch as the materials are case studies developed internally by the lecturer and by international academicians.

Prerequisite : Managerial Accounting

### **ACCT6059 – MANAGEMENT CONTROL SYSTEM (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyse information to assess its impact on long-term decision, and discuss management responsibilities with regard to risk.

**Topics :** The course focuses on the development of knowledge and skills of the students in applying sensitivity analysis, analyzing risks and uncertainty, discussing different risk management measures, and discussing risks associated with the collection and use of information.

Prerequisite : Managerial Accounting

### **MGMT6097 – SUSTAINABILITY REPORTING FUNDAMENTALS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the difference and associations between sustainability reporting and financial reporting, explain steps in conducting sustainability reporting, summarizing current materiality practices nationally and internationally in sustainability reporting, and preparing a sustainability report.

**Topics:** The course is intended to develop students' competencies in linking sustainability and business operations, identifying issues of sustainability reporting application in an organization, and making a sustainability report.

Prerequisite: None

### **ACCT6154 – CORPORATE GOVERNANCE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to evaluate types of risk that an organization faces, evaluate senior management responsibilities in implementing risk management strategy and internal controls, and evaluate the ethical impact of risks.

**Topics:** This course shows how to evaluate and manage various risks that can adversely affect the implementation of an organization's strategy. It provides competencies to evaluate risks and apply techniques of risk management strategies and internal controls to manage risks associated with cash flows, capital investment decisions and the sustainability of an organization.

Prerequisite: None

### **ACCT6146 – ADVANCED ACCOUNTING II (2 SCU)**

**Learning Outcomes:** This course is an advanced level course for students in accounting major. The knowledge and skills you will attain in the course is crucial to build comprehensive accounting competence and understanding, especially for you who will work in accounting area. In this course students will learn advanced accounting topics for multinational companies such as foreign operation and subsidiary, joint venture, sustainability accounting as well as local issues on Islamic banking and accounting for cooperation. As this is an advanced course, students are expected to conduct independent learning and submit a paper as the final exam.



**Topics:** The course includes derivatives and foreign currency transactions, hedge activity, foreign company financial statement, consolidated financial statements, report for partnership liquidation, financial statements for not-for-profit organization, economics aspect of sustainability reports.

Prerequisite: Advanced Accounting

### **FINC6068 – INTRODUCTION TO THE CAPITAL MARKET (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: describe how the capital market works; explain different types of securities traded in capital market (domestic and international context); apply various and relevant valuation methods for different products in capital market; and explain the ethics and governance in equity offering process.

**Topics:** The course introduces the knowledge of capital market. Topics covered in this course are: capital market mechanisms and the roles of its participants; securities that are traded in capital market; valuation methods for stocks, bonds, hybrid securities and portfolio; the process of issuing corporate securities in capital market. This course will also have a visit to Indonesian Stock Exchange (IDX).

Pre-requisite: Corporate Financial Management

### **FINC6060 – ADVANCED FINANCIAL REPORTING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: produces consolidated primary financial statements, incorporating accounting transactions and adjustments in ethical manner, demonstrate the impact on the preparation of consolidated financial statements of certain complex group scenarios, discuss the need for and nature of disclosure of transaction between related parties, and produce the disclosure of earning per share.

**Topics:** This course is an extension of Advanced Accounting I and II. It focuses on ethical manner of students in applying different consolidation methods under different merger and acquisition scenarios and in assuring decision makers about the need for and nature of disclosures between related parties.

Pre-requisite: Advanced Accounting II

## **4.7.2 Graphic Design and New Media**

### **ARTS6013 - HISTORY OF INDONESIAN ART AND & CULTURE (2 SCU)**

**Learning Outcomes:** This course examines the Indonesian art and culture, from prehistoric, Islamic culture to the end of Netherlands Indies modern art. Students will learn the various historic developments of Indonesian culture, relate the history of Indonesian art with the development of graphic design and apply the cultural historic of Indonesian art into the design works. This course also covers important artists, movements, artifacts and masterpieces of Indonesian Art History.

**Topics:** This course examines the Indonesian art and culture, from prehistoric, Islamic culture to the end of Netherlands Indies modern art. Students will learn the various historic developments of Indonesian culture, relate the history of Indonesian art with the development of graphic design and apply the cultural historic of Indonesian art into the design works. This course also covers important artists, movements, artifacts and masterpieces of Indonesian Art History.

Prerequisite: None

**DSGN6165- WESTERN ART REVIEW (2 SCU)**

**Learning Outcomes:** This course examines the Western Art starting from prehistoric to twentieth century. Students will learn the various historic developments of Western Art, relate it with the development of graphic design and apply it into the design works. This course covers important artists, movements, and masterpieces in Western Art History.

**Topics:** This course examines the Western Art starting from prehistoric to twentieth century. Students will learn the various historic developments of Western Art, relate it with the development of graphic design and apply it into the design works. This course covers important artists, movements, and masterpieces in Western Art History.

Prerequisite: History of Indonesian Art & Culture

**DSGN6101 - DESIGN AND MATERIALS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify work that applies perceptual acuity of the elements of design, conceptual understanding in structure and principle of design; employ the principles and elements of design in various media; combine design elements & structures; exhibit and explain their work; review and criticize their work and the work of others.

**Topics:** This studio course teaches basic techniques in two-dimensional design. This course builds student's ability to apply elements and principles of design in conceptual, visual, relational and constructional approach. The course also enables students to experiment with design elements and structure, developing self-exploratory and imaginative abilities. Verbal skills are also developed through critique and class discussion.

Prerequisite: None

**DSGN6098 – COLOR THEORY (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and explain spectrum color; apply spectrum color in projects; analyze the interaction of color elements and apply color interaction; explain and apply theoretical and practical aspects of the common elements and vocabulary of color theory; Use appropriate color to effectively communicate the message to the audience.

**Topics:** This course offers an in-depth study of the elements, principles of color and design theory. Students will gain an understanding of color principles using scheme that include analogous split-complimentary color palettes. The students will explore concepts of color psychology, advancing/receding color, simultaneous contrast, color proportion, value, saturation and the influence of light temperature on color. All projects will incorporate design principles such as unity, balance, emphasis and contrast.

Prerequisite: None

**DSGN6099 – DRAWING I (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to identify and explain the basic principles of drawing, such as perspective, composition, form, space, depth; Apply the rendering skill using traditional media to produce nice and correct drawing; Explain and review own work and the work of others; Produce artworks by working from direct observation or imagination; Communicate effectively with a range of audience through visual presentation and verbal communication skills.

**Topics:** This studio course teaches basic techniques in drawing such as rendering using traditional media, perspective drawing, composition, depth, form, and space. The drawing method includes drawing from direct observation and from

imagination of still life, landscape and architecture. While taking the students through the illustration process from concept to finished artwork, verbal skills are also developed through critique and class discussion.

Prerequisite: None

### **DSGN6100 – DRAWING II (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Understand the basic structure of human and animal figure from inside out, Understand the movement of human and animal, Master the rendering skill of human, animal, landscape, and architecture using traditional media (pen/ink, charcoal, and pencil), Performing various rendering exercises for human figure and animal, Produce a finished illustration piece that emulates all those skills and principles for the final project.

**Topics:** This course reinforces on the structure and anatomy of the human figure and animals. With the foundation from Drawing 1, students render proportion, weight, form and mass gesture, light and shadow of the figure using different technique of mark making. Composition and rendering skills are important to produce good and anatomically correct drawing, either from direct observation or from imagination. The students are also trained to critique each other's work.

Prerequisite: Drawing 1

### **DSGN7324- COMPUTER GRAPHIC I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and explain basic skills and concept in computer graphic design; Apply the appropriate skills and technology in reproducing digital artwork; Use relevant application(s) (Adobe Illustrator and/ Adobe Photoshop) in designing projects; Exhibit, review and analyse their work and the work of others; Apply and integrate fundamental graphic design elements using software graphic tools.

**Topics:** This course teaches students the basic techniques on how to utilize computer graphic related hardware and software in order to execute their visual ideas, i.e. (1) Illustrator and (2) Photoshop. Using Illustrator, the students will learn how to utilize vector drawing tools to create line, shape and coloring in developing their creative expression implemented into their project. With the Photoshop, the students utilize it as an image-editing tool. Student will also learn the workflow of creating artworks from paper to screen, which is the core of creating proper digital artworks. In this course, the students have to submit a final project that demonstrate the software integration of design related applications while considering the fundamental aspects of graphic design.

Prerequisite: None

### **DSGN7132 - PHOTOGRAPHY I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify the use of digital SLR camera and basic camera control; identify and apply different type of lenses and variety of outdoor lighting; Utilize appropriate technical and esthetic aspect in photography composition; Create and integrate visual elements into the photographic work; Create and display portfolio of photography works complying to good technical and aesthetical aspects.

**Topics:** The course teaches students how to use SLR (Single Lens Reflect) camera photography as well as identify and operate parts of the camera. It provides basic photographic knowledge such as Exposure, ASA, Composition, Digital Photography, People and B/W Photography.

**DSGN7133 - PHOTOGRAPHY II (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to use appropriate lighting pattern and lighting equipment in a photography studio; apply appropriate technical skills and various quality of light in producing photography works; create and integrate visual elements into a photographic work; exhibit the students' photographs of simple people and product shots for commercial and fashion photograph referring to professional technical and aesthetical standards.

**Topics:** The course is designed to give introduction to basic studio lighting photography. Some topics will include: studio lighting equipments, People and Beauty Shot, Hollywood Glamour, Photographs of Product, Still Life Photographs, Commercial Photographs, Creating Special Effect, and Fashion Photographs. At the end of this course, the students will be able to take simple product and people photographs in the studio.

Pre-requisite: Photography I

**DSGN6104 - TYPOGRAPHY I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Analyze the diversity of typefaces and be able to distinguish different characteristic of classical typefaces, Analyze components of letterform and be able to identify fundamental part of the anatomy., Create conceptual typography artwork that demonstrates the related knowledge on various typefaces, Illustrate letterforms as images and work with a high craftsmanship technical skill, Exhibit the students' work and have them contribute in critiques and discussions of their work and the work of others.

**Topics:** This course teaches hand lettering of classic, historically relevant typographic forms which constitute the foundation of contemporary typographic aesthetics. It trains students' eyes and hands, and encourages a high-level perception of differences inherent in alphabets of various styles. The craft of typography is introduced, including type specification, copy fitting and kerning. This course emphasizes on the deep understanding of the terminologies in typography.

Pre-requisite: Typography I

**DSGN7325 - COMPUTER GRAPHIC II (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to display a working knowledge of applicable technologies, focusing in the area of desktop publishing industry, demonstrate the ability to formulate creative ideas and apply them creatively in desktop publishing project using software graphic tools, ability to plan and design multiple pages of documents, integrating design principles, typography, and multiple software skills, construct desktop publishing project utilizing the graphic design software exhibit the highest quality of craftsmanship with proper balance between beauty and functionality, exhibit the student's work and have them contribute in critiques and discussion of their work and the work of others.

**Topics:** Based from the principles learned in Computer Graphic I, this course will explore advanced techniques on utilising computer graphic related hardware and software, with focus on the desktop publishing industry. The execution of graphic design workflow from paper-screen-to print will be thoroughly analyse, with more regards to the relations of the fundamental aspects of graphic design with the graphic related hardware and software.

Pre-requisite: Computer Graphic I

**DSGN6322 - TYPOGRAPHY II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and analyze visual aspects, functions and components of the letterform, apply knowledge on various typefaces into a typography artwork, use different kinds of typefaces and combine them with other visual elements, demonstrate the ability of working with high detail accuracy execution in digital, apply appropriate technique for modifying process in typography artwork.

**Topics:** Based on principles and concepts learnt in typography 1, typography 2 becomes the medium and the message. Symbolic communication inherent in different typefaces is explored. Typographic relationships with other graphic elements are investigated through variants two-dimensional projects. This course relies on Graphic Design Software as a significant tool in solving advanced typographical problem without ignoring the importance of craftsmanship skill.

Prerequisite: Typography I

**DSGN7107- VISUAL COMMUNICATION DESIGN I (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to describe and explain graphic design as a study, art, and the future career in the field; identify, explain and apply basic principles of visual communication; communicate effectively with a range of audience; identify, describe and apply basic theory and techniques in graphic design; apply basic skills in using appropriate technology in graphic design; exhibit their work and contribute in giving positive and constructive feedback to the work of others.

**Topics:** This studio course teaches basic terms, comprehensions, and layouts in the world of Graphic Design, such as brainstorming methods, thumbnail sketches, positive and negative spaces, cropping, etc. Students will have to submit a project, which includes manual sketches and exercises, projects gear for explorations and experimentations as well as each student's personal interest. While taking the students through the graphic design process from concept to finished projects, verbal skills are also developed through critiques and class discussions.

**DSGN6265- VISUAL COMMUNICATION DESIGN II (6 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to analyze the meaning and interconnected goals and functions of a layout, apply the grid system on various design applications, Use different kinds of grid systems and combine them with other visual elements, Utilize appropriate equipment in constructing design lay-out, demonstrate the visual continuity in multiple pages lay out and variant print media applications, work technical facility at a professional entry level in editorial, exhibit the students' work and have them contribute in critiques and discussions of their work and the work of others.

**Topics:** Each course has been designed to contribute to the attainment of Graduate Competencies. The course intended learning outcomes (CILO) indicates what students are expected to be able to do by the end of the course, which may cover specific technical skills and personal qualities pertaining to the course given. The personal qualities may have been reflected in the defined course learning outcomes or attained separately, outside the curriculum.

Prerequisite: Visual Communication Design I

**DSGN6309 - HISTORY OF GRAPHIC DESIGN (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze the works of artists that has influenced the Graphic Design History perceptively as well as evaluating them critically; analyze the major timeframes, movements, and the works of artists in Graphic Design History, and how they may affect and be affected by the dynamic changes of own culture, and how they would accommodate today's design in terms of style.

**Topics:** This course examines graphic design development from the beginning of graphic design in ancient era to Post Modernism. Beside the time frame, this course also covers design movements, important designers, design media as well as the development of technology in graphic design.

Prerequisite: Western Art Review

**DSGN6312 - MULTIMEDIA I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply design knowledge and build visual prototype as a problem-solving, analyse and criticise aesthetic, technical and conceptual aspects and quality of visual design, utilise appropriate IT applications in the development of design project, apply creative thinking in producing innovative design solution

**Topics:** This course provides basic principles of web design and technical skills in utilizing Dreamweaver and Flash. In this course, the students will learn all stages in preparing and producing a website. They will also learn to determine appropriate concepts to create an efficient website that contains a variety of elements from text, graphic, image, sound and animation. At the end of semester, the students have to produce a final web-design project.

Prerequisite: Computer Graphic I, Computer Graphic II

**DSGN6313 - MULTIMEDIA II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply design knowledge and build visual prototype, analyze and criticize aesthetic, technical and conceptual aspects and quality of visual design, utilize appropriate IT applications in the development of design project, produce an innovative multimedia design.

**Topics:** This course provides basic principles and fundamental of interactive media design. In this course students will have foundation for building both technical skills and an awareness of issues surrounding the historical and current aspects of multimedia design. They will do more study about interface design and navigation understanding to be used into publication of Multimedia CD ROM. Manage and merge variety of objects that include text, sound, movies and animation into the cast member using Flash which is integrated with the other programs will be trained in this class as well. In the other words students will learn essential design element in multimedia process

At the end of this course students will have to determine and produce a CD ROM or DVD ROM project according to principles of multimedia study.

Prerequisite: Multimedia I

**DSGN7326- ILLUSTRATION DESIGN (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to understand and demonstrate the ability to work with different medium for creating illustration, identify and apply different types of

illustration based on its function, work with and operate the tools and software commonly used in the creation of illustration projects, demonstrate the ability to solve visual communication problems with illustrations.

**Topics:** This course explores the different methods and mediums used to create illustrations for a design based project. Students will learn about equipment and software and apply the knowledge on assignments designed to address particular types or styles of illustration. This course develops students' sense in exploring creativity and solving visual communication problems by using illustration aspect.

Prerequisite: AD109 Drawing II

### **DSGN6323 - TYPOGRAPHY III (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and apply typography aspects in Graphic Design, interpret and illustrate the using of Grid System, explore possibilities in experimental typography layout, including color shape aspects, create conceptual book that demonstrate the understanding of functional typography lay out as well as experimental typography layout, exhibit their work, giving critical opinion and appreciation of their works and the work of others.

**Topics:** After studying individual letterform and working on letterform components, the students will learn more aspect in this class. Typography III class will build the students' capability into a higher level in working with other typographic elements. The students will not just learning some fundamental rules in creating page layout but also will be giving the opportunity to 'break' those rules to go further into experimental aspect of typography layout.

Prerequisite: Typography I , Typography II

### **DSGN6321 - SYTEMS THINKING AND DESIGN METHODOLOGY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze and explain the creative process of a designed object, transform design ideas into visual media, use the principles of design language as well as the components of design and fine arts in evaluating a designed object

**Topics:** Visual Thinking is an introduction to the study of perception. The course will look at a number of approaches to understanding how visual information plays a major role in thought processes and alternative ways of approaching analytical thought through visual engagement. The course is divided up into three sections, each focusing on a particular approach to the study of perception, visual thinking and new media design.

Prerequisite: None

### **DSGN6293 - AUDIO VISUAL I (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain and apply the basic principles and roles of audio visual, plan and manage an audio visual production process, utilize appropriate technologies in audio visual production

**Topics:** This course provides fundamental aspects of Digital Video comprehension both technical skills and current issues in surrounding field. The students will be introduced about time based media, and to understand the basic principles of audiovisual production, focusing on the skill of creating storyboards in collaboration with visual language, audio elements, and timing. Those combinations are essential in television industry and film production. This course will be ended up with Final project to produce a movie creation that captured and edited by students.

Prerequisite: DSGN6293- Audio Visual I

**DSGN7289- VISUAL COMMUNICATION DESIGN III (6 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and analyse the elements and functions of packaging design, conduct research to develop strategy and concept in package design industry and implement it in producing 2D and 3D packaging prototype, construct packaging redesign work that demonstrates perceptual acuity of packaging, understanding of visual continuity, and technical facility in the field of graphic design, utilize appropriate technologies and equipment applicable to packaging field, apply the historical, cultural, and stylistic contexts in designing packaging concept, give positive appreciation and critiques to different packaging design works.

**Topics:** The course devotes to the explorations of all aspects of packaging, i.e. packaging as an art form, as a marketing tool and as a threat to the environment, with its relation to product design. Students have to submit a project and present it in front of the class at the end of semester. Participation, attention, and enthusiasm to the projects are crucial. Project presentation is obligatory.

Prerequisite: Visual Communication Design II

**DSGN7116- VISUAL COMMUNICATION DESIGN IV (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity to identities (logo/corporate identity), conceptual understanding of its function to everyday life, and technical facility at a professional entry level in the field of graphic design; demonstrate the ability to integrate visual elements to redesign an identity and bring it into finished states in two and three dimensions; using color theory and its applications and drawing; demonstrate the ability to adapt to identities/logo in historical, cultural, and stylistic contexts; demonstrate an understanding of the common elements in creating identities/logo and vocabulary of art/design and of the interaction of these elements, and to be able to employ this knowledge in analysis; demonstrate a working knowledge on how to conduct research to develop strategy and concept, also the technologies and equipment applicable to the area of graphic design; exhibit their design work and contribute in critiques and discussions of their work and the work of others.

**Topics:** In this course, each student must submit an individual project on re-designing an identity/logo of a local profit/non-profit, private/government company/organization/foundation. The essence of this project is positioning a new vision that a client has demanded to a graphic designer. As redesigning a logo can be more challenging than designing a new logo, the students may need to do some research and then determine how to redesign the logo with the new/revised company's/organization's spirit or positioning.

Prerequisite: Visual Communication Design III

**ARTS6015- AESTHETICS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze issues in philosophical aesthetics perceptively and evaluate them critically; analyze the historical achievements in aesthetics, current major issues in philosophical aesthetics raised by the art-works, processes, and directions in aesthetics; demonstrate an understanding of the common elements and vocabulary of philosophical aesthetics and of the interaction of these elements, and be able to employ this knowledge in analysis; exhibit their work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course consists of readings, observation and listening assignments, class discussion and presentations, visits to various exhibits, concerts, and performances, and regular writing assignments, both graded and ungraded.



Graded assignments include two short essays in; critiques, a short group presentation on an assigned aesthetic topic, and the preparation of a term project in philosophical aesthetics, which is to be discussed with the lecturer. Ungraded assignments include five event reports, a reading response paper every week, and various in-class writing exercises.

### **DSGN6295- DESIGN FOR MOTION I ( 2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in creating, editing, and managing the audio-visual product, conceptual understanding, and technical facility in the field of audio-visual; demonstrate the ability to integrate ideas and transform them into shooting plan (synopsis, script, storyboard, production design) to create a final audio-visual product; demonstrate a working knowledge of technologies such as editing softwares and equipment applicable to the field of audio-visual; exhibit their audio visual work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course provides fundamental aspects of Digital Video comprehension covering both technical skills and current issues in related field. Students will be introduced to time based media and the basic principles of audiovisual production including techniques of creating storyboards in collaboration with visual language, audio elements, and timing. Those combinations of skills are essential in television industry and film production. A final project in this course requires the students to produce, capture and edit a movie creation.

### **DSGN6294 - AUDIO VISUAL II (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in basic principles of film arts, conceptual understanding, and technical facility at a professional entry level in the field of audio-visual; demonstrate the ability to integrate the appropriate technique and strategy and creating an audio visual-production in two and three dimensions using appropriate software for the production of audio-visual; demonstrate a working knowledge of technologies such as softwares used in editing audio-visual elements and equipment applicable in the digital animation; exhibit their audio visual work and contribute in critiques and discussions of their work and the work of others

**Topics:** This course provides an advanced movie production study. Students will learn elements in film arts and enhance the video creation using various editing applications. They will have to combine variety of elements, compositing, adding sound and motion graphics with visual effects incorporate with the movie. Advanced features of current technology in movie industries will be introduced to let students stay update with the movie technology development. This course ends up with a final project to produce a movie creation that consists a variety of elements according design and aesthetic principles.

Prerequisite : Audio Visual I

### **DSGN6303 - VISUAL COMMUNICATION DESIGN V (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in campaign design, conceptual understanding, and technical facility at a professional entry level in the field of graphic design; demonstrate the ability to integrate visual elements into the artwork; demonstrate the ability to adapt of conducting research and conceptual thinking in historical, cultural, and stylistic contexts at an advance level; demonstrate an understanding of the common elements and vocabulary of advertising and of the interaction of these elements, and be able to employ this knowledge in analysis; demonstrate a

working knowledge of technologies and equipment applicable to the area of campaign design; exhibit their design work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course requires students to exhibit the ability to work within the design process at higher level (conducting research, concept, and application). The students will learn how to communicate their ideas into a visual design according to the chosen project's topic (social campaign, art and culture promotion, etc). This course will also give the students different experience in designing and wider knowledge in today's social life. The challenge in the course is to understand the students' contribution as graphic designers in term of solving the problems that occur in society of nation.

Prerequisite: Visual Communication Design IV

### **DSGN6298 – DIGITAL ANIMATION I (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in basic principles of animation, conceptual understanding, and technical facility at entry level in the field of digital animation; demonstrate the ability to integrate visual elements and creating a short animated film in two and three dimensions using appropriate software for animation production; demonstrate a working knowledge of technologies such as animation softwares and equipment applicable in the digital animation; exhibit their animation work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course explores the basic principles of animation. Multiple computer platforms are used to explore and provide a framework for state-of-the-art digital storytelling. Theories of 3D animation covered include story writing, storyboarding formats and flowcharts, along with sound track and animation that are combined to create an animated film. In addition to learning complimentary 3D animation, students will also navigate and build a 3D imagery in 3D space, apply textures, lighting, and camera motion and render both still image and animations.

Prerequisite: Computer Graphic II

### **DSGN6315 – PREPRESS AND PRINTING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze the historical achievements in the world of printing and prepress, difference between each printing technique and the characteristic of each process, and directions of their field(s); demonstrate a working knowledge in preparing a suitable Final Artwork to match with the Printing Process (Digital, Offset & Screen printing), also technologies and equipment applicable in the process of printing and prepress.

**Topics:** This course aims to develop an understanding of the 'process flow' in contemporary methods of print production. It enables students to examine possible areas for confusion in both 'upstream' and 'downstream' communication during production editing and then, describe various components, techniques and procedures in print production. By reading, critiquing and (in time) creating print products, the students will also need to develop a final group project demonstrating a mastery of most frequent techniques.

Prerequisite: Computer Graphic II

### **DSGN6299 - DIGITAL ANIMATION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct a short animation project that demonstrates perceptual acuity in basic principles of animation, conceptual understanding, and technical facility at a professional entry level in the field of digital animation; demonstrate the ability to integrate several

techniques and tools in digital animation and creating a short animated film in two and three dimensions using appropriate software for animation production; color theory and its applications and drawing; demonstrate a working knowledge of technologies such as animation softwares and equipment applicable in the digital animation; exhibit their animation work and contribute in critiques and discussions of their work and the work of others

**Topics:** This course expands the previous knowledge of Digital Animation I with additional techniques, especially about special effects, particle system, dynamic and advanced animation. It also emphasizes on photo realistic rendering.

Prerequisite: Digital Animation I

### **DSGN6290 - ADVERTISING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding of the common elements and vocabulary of creative advertising and of the interaction of these elements, and be able to employ this knowledge in performing a variety of duty in creative advertising industry; execute effective communication with a range of audiences through advertising media.

**Topics:** This course introduces students to the wide, wonderful world of advertising. History of advertising, strategy, copywriting, art direction and integrated communications are also introduced and practiced at an appropriate level. The final project is a complete campaign including print, radio, television and sales promotion.

### **DSGN6314 – PORTFOLIO (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct a professional and competitive portfolio ; exhibit their portfolio work in the form of competitive portfolio demonstrating a capability of getting a successful job interview at art and design related company, and contribute in critiques and discussions of their work and the work of others.

**Topics:** In this course, students develop a graphic design portfolio in preparation for a job interview. Each student will work individually and under a supervision of a supervisor. The student begins with the selection of representative pieces that showcase a unique style and demonstrate overall conceptual abilities and technical competencies to meet the requirements of the Bachelors in Graphic Design Program.

Prerequisite: Graphic Design IV

### **ENTR6043 – ART AND DESIGN ENTREPRENEURIAL STUDY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding to develop a concept to establish business model in the area of design and creative industry and conduct it with professional, ethical and social responsibilities including team work.

**Topics:** This course teaches how to create an entrepreneurial business in area of design and creative industries. More than ever, the ability to think creatively is essential in business decision-making and problem solving. Students will be introduced to various models for exploring creativity and using them in practical ways. The students will also interact with prominent artists both in class and in their studios.

### **DSGN6318 – SCULPTURE MODELING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to; understand how to create a well designed and composed sculpture; understand and able to build the sculpture's structure; mastering

different sculpting tools; performing various sculpting technique to achieve different type of textures; produce finished master model sculptures that are ready for duplication; give and take criticism from other students.

**Topics:** This course reinforces on the sculpting skills to create sculpture model based on existing or original characters. With the foundation from drawing 1 and 2, students already understand the principles of proportion, form, and gesture of an object or character , Sculpting skills are important to produce good and anatomically correct sculptures. Students are also trained to critique each other works.

### **DSGN6320 – STOP MOTION ANIMATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to; attend lab as part of the integrated study with class course; deliver a short animation film in 4 stages; preliminary stage : concept, script and storyboard; various techniques; production; post production; final short animation film.

**Topics:** This course explores the basic principles of animation techniques called stop motion. Multiple techniques will be introduced to make the animation. Students will create their own short movies using the stop motion, and learn the pre-production, production, and post-production. They will experience the art of fun storytelling through stop-motion animation.

### **ARTS6014 – SEQUENTIAL ART (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to; developing idea into a full story; write full script that are ready to be drawn by another artist; transfer the script to well composed thumbnail; pencil, ink, color and letter the comic; understand the process and aspects of comic books's pre-press.

**Topics:** This course reinforces on the skills of telling stories using series or sequential images. The most common format for sequential art is comic book and storyboard. In this course, students will be introduced to the principles of developing idea, composing scenes, scriptwriting, thumbnailing, penciling, inking, coloring, lettering and pre-production stages in creating comic book.

### **DSGN6296- DESIGN FOR MOTION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in basic principles of film arts, conceptual understanding, and technical facility at a professional entry level in the field of audio-visual; demonstrate the ability to integrate the appropriate technique and strategy and creating an audio visual-production in two and three dimensions using appropriate software for the production of audio-visual; demonstrate a working knowledge of technologies such as software used in editing audiovisual elements and equipment applicable in the digital animation; exhibit their audio visual work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course provides an advanced movie production study. Students will learn elements in film arts and enhance the video creation using various editing applications. They will have to combine variety of elements, compositing, adding sound and motion graphics with visual effects incorporate with the movie. Advanced features of current technology in movie industries will be introduced to let students stay update with the movie technology development. This course ends up with a final project to produce a movie creation that consists a variety of elements according design and aesthetic principles.

**Prerequisite:** Design for Motion I

**DSGN6319- SOUND PRODUCTION (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in Sound development, conceptual understanding, and technical facility at a professional entry level in the field of Sound Design; demonstrate the ability to applying sound elements into individual / collaborative project; demonstrate the ability to adapt of conducting research and conceptual thinking in historical, cultural, and stylistic contexts at an advanced level;; exhibit their design work and contribute in critiques and discussions of their work and the work of others.

**Topic:** Students analyze use of sound in past and present film, videogames, and interactive media spaces, from an historic and cultural perspective. Through individual and collaborative assignments, students learn how sound can be developed and used to communicate effectively and enhance experiences in interactive digital media environments.

**DSGN6301- EXPERIMENTAL DESIGN (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work that demonstrates perceptual acuity in experimental design, conceptual understanding, demonstrate the ability to adapt of conducting research and conceptual thinking in historical, cultural, and stylistic contexts at an advanced level; demonstrate an understanding of the common elements and interaction of these elements, and be able to employ this knowledge in analysis; demonstrate a working knowledge of technologies and equipment applicable to the area of experimental design; exhibit their design work and contribute in critiques and discussions of their work and the work of others.

**Topic:** The course is designed to give introduction to experimental design. Using previous set of skills, Students are given a topic and experiment with existing technology. The course will focus on Pre-production phase from research, concept, and prototyping

**DSGN6311 – INTERNSHIP (6 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to demonstrate a working knowledge of various art and design problems by implementing capabilities in analysis, technologies and equipment applicable to the area of graphic design in seeking for and implementing appropriate design solutions; exhibit the students' work and contribute in critiques and discussions of their work and the work of others; demonstrate an understanding of professional, ethical and social responsibilities including working effectively in a team to accomplish a common goal; communicate effectively with various audiences.

**Topics:** This course requires students to intern at a design/advertising or any related company for the whole semester. At the end of the internship period, each individual student is required to submit a written report reflecting upon their tasks and responsibilities during the internship program.

**DSGN6302 – FINAL PROJECT AND REPORT (8 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to demonstrate an understanding in the implementation of the common elements and vocabulary of art/design and of the interaction of these elements, and be able to employ this knowledge into their final project; demonstrate a working knowledge of various art and design problems by implementing capabilities in analysis, technologies and equipment applicable to the area of graphic design in seeking for and implementing appropriate design solutions; exhibit the students' final project

and contribute in critiques and discussions of their work and the work of others by using appropriate design theories and methods; communicate effectively with various audiences.

**Topics:** This course expands on previous graphic design knowledge and skills, offering students the opportunity to work on a major self-initiated design project. It emphasizes research and analysis as well as the design processes that lead to creative conceptualization and final design solutions. By the end of this course, the students must develop an original body of work, culminating in a final exhibit accompanied by a written work.

### **DSGN6297- DESIGN THINKING (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : apply creative thinking to produce innovative solutions, apply design thinking approach in problem solving context, demonstrate effective communication skill on wide range of audience

**Topics :** This course introduces the concepts of Design Thinking, which is applicable for any area of business and society, not only for those who worked in design field, but also for professionals or managers aiming to seek the best innovative solutions. The application of the Design Thinking approach in problem-solving can help people and organizations to produce creative solutions in response to innovation. It starts from a process of exploration and examination of ideas to the development of prototype of the design solution. Students will work in a multi-disciplinary team to solve a given problem and produce innovative solution.

Prerequisite: None

## **4.7.3 Fashion Design**

### **ARTS6010 – BASIC ART AND DESIGN (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Identify and reproduce revealed shapes, Experiment and apply appropriate manipulation skills, Use appropriate colors and shapes in creating simple design, Display their working progress in visual portfolio, Apply principles of professional working methods

**Topics:** This course will introduce students to color, design elements and creative manipulation in order to achieve visual aesthetics. To the larger extent, the students will study the relation of form and function in design. This course will inspire them in developing personal aesthetics experience. Weekly assignments are given to develop the students' design skills, as well as to practice their capability in handling deadlines and working within schedules.

Pre-requisite: None

### **FASH6001 – FABRIC AND MATERIAL (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Identify and describe fabric sources and characteristics; explore and experiment with various manipulation techniques and equipments; compose a personal creative solution on a simple design problem; arrange and display a working progress in visual portfolio; organize responsible working method and schedule.

**Topics:** This course will introduce students to fiber, yarn, fabric, its sources and properties, altogether with the fabric construction, which contributes to building fabric characters. To the larger extent, the students will learn about fabric surface treatment and texture on fabric. This course will inspire the students to produce individual fabric samples building a personal fabric concept.

Pre-requisite: None

### **FASH6002 – FASHION ILLUSTRATION (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : draw basic figure proportion, contour, balance, poses and movements of fashion silhouette; show evidence of aesthetic and functional details in fashion drawing; apply contemporary and emerging influences on contemporary design practice; show evidence of creative thinking through experimentation and the origination of ideas and concepts; apply principles of professional working methods; apply basic principles of page layout and drawing presentation

**Topics:** Fashion Illustration focuses on the development of individual ability and potential through practical studio activities of drawing, painting and practical exercises using a variety of media techniques and experimentation. This course introduce students to basic figure drawing and fashion anatomy, as well as to learn rendering techniques with pencil, marker and color pencil to female and male silhouette, and also developing technical drawing skill in relation to the manufacture of fashion clothing. Students are expected to improve their ability to work with visual elements in two dimensions, and practice their adaptation to design disciplines. The development of signature style is introduced in order to build a character and image into the illustration.

Pre-requisite: None

### **FASH6003 – SILHOUETTE AND GARMENT CONSTRUCTION I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Apply range of manufacturing processes in producing intended design, Apply range of of technical and practical skills within the context of set briefs, Utilize various sets of machinery and equipment with safety procedure, Communicate design and technical progress as well as self-development through portfolio, Apply professional and responsible working practices

**Topics:** This course will introduce students to basic garment assembly and production techniques, from flat pattern making to a variety of sewing techniques and machineries. To the larger extent, the students will produce a prototype of creative form and silhouette for style and fit evaluation test.

Pre-requisite: None

### **FASH6004 – COSTUME HISTORY (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain major Western art movements; interpret the Western art to the development of modern clothing; deliver effective presentation in historical costumes topic; create a design of historical costume; give positive art appreciation and criticism to different costume design.

**Topics:** This course will introduce students to costume silhouette in relation to the social function. To the larger extent, the students will learn costume terminologies, garment construction, costume part and accessories. The course will inspire the student's personal costume design concept and styling creation

Pre-requisite: None

### **FASH6005 – DIGITAL FASHION ILLUSTRATION (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply various method in design process and concept development; use appropriate software in illustrating fashion design; produce a creative fashion illustration with physical and/or digital techniques; apply good time management and planning skills in fashion management

**Topics:** This course emphasizes on the development of fashion drawing with the use of computer hardware and software, starting from the basic knowledge of the design software to the image editing through contemporary stylized illustration. Students will be given a specific briefing so they can explore ideas and develop their creativity through series of research, concept development, consideration of style until they can finally come up with relevant design solution in areas of illustration, and digital image editing. This can be informational, promotional or technical drawing.

Pre-requisite: None

### **FASH6006 – DESIGN, RESEARCH AND CONCEPT (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Apply appropriate research approach to analyse ready to wear design in relation to cultural and contemporary issue; apply appropriate technique to do market research in fashion; compare strength and weaknesses of fashion products; arrange and display a fashion research and design development in visual portfolio; create fashion product design dedicated for specific target market; apply good time management and planning in conducting research and designing collection.

**Topics:** Fashion design is one of the acts of creating visual form. In every creation process, there are two important stages: (1) the idea development stage and (2) the creation stage. The design research and concept stage holds an important role, as it is the starting point, in an idea development stage. This course basically assists students to interpret inspiration or abstract thinking into a concrete and communicative visible result. It will give the students knowledge of the essential stage of inspiration and communicate them into visible form. This focuses on stimulating the student's skill to deliver abstract ideas into a communicative visual. There will be plenty of exercises as interpreting and communicating words, feelings or subjects. Students will be required to do numerous presentations.

Pre-requisite: None

### **FASH6007 – INTRODUCTION TO FASHION I (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Identify and explain fundamental principles on building a collection, Analyze and criticize conceptual fashion aspects, Demonstrate and appraise a working progress on developing line, Apply responsible working method to become professional designer and entrepreneur.

**Topics:** This course provides an introductory view of design factors in fashion industry. These relate to the basic knowledge in costume and social conception, on a scale of production from medium to mass. This course also provides fashion insight for construction of fashion conception in a specific context. To the larger extent, the students will understand fashion industry of manufacturing process, retail and consumer behavior.

Pre-requisite: None

### **FASH6009 – INTRODUCTION TO FASHION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe and explain basic concepts in fashion industry; explain and apply basic research skills in marketing and fashion; explain basic business and management process as well as the choice of profession in the fashion industry; communicate ideas effectively in oral and written.

**Topics:** This course provides an introductory view of the fashion industry cycles between consumer, producer and designer and the contemporary social development of boutique, retail, manufacture and fashion concept of couture,



RTW and mass production. These courses also relate to the basic knowledge of business function in order to achieve the specified objectives of a company such as planning, organization, staffing, direction and control. Students will also learn the basic knowledge of operation and production as well as the process within which are the fundamental aspects in the fashion industry.

Pre-requisite: None

### **FASH6008 – SILHOUETTE AND GARMENT CONSTRUCTION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to describe design problem and identify appropriate solution; develop various creative methods and technical skills in response to design problems and solutions; demonstrate a responsible working method in meetings deadlines and documentation of the process

**Topics:** This course will introduce students to principles of pattern design through block pattern and draping on body form. To the larger extent, the students will learn interpretation of design into patterns, i.e. a relationship between 2D drawing skills and 3D pattern shape, and produce a prototype for style and fit evaluation. Introduction to CAD of flat block pattern is also included in this course.

### **FASH6021 – FASHION TREND FORECASTING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Use appropriate methodology in fashion trend research; illustrate the upcoming trends through design inspirations; write comprehensive fashion trend research and observation report; apply good time management and planning in conducting fashion research; analyze the factors influencing fashion trend; deliver effective presentation in fashion trend forecasting topic.

**Topics:** Fashion trend forecasting module is a study to understand issues that are affecting design in order to analyze the upcoming trends. Students will learn how to do research on past and current market dynamics and project them into the future trends. Moreover, the fashion trend research and forecasting is invaluable to aspiring fashion people in the industry to be able to compete in the marketplace. Through research visits, students will learn not only capture the color, texture, but also translating more trends coming from societies and cultures. The output will be producing the trend book prediction based on students' journey and analysis.

Pre-requisite: None

### **MKTG6080– FASHION MARKETING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Explain different fashion marketing concepts, terminologies and trend; describe how market environment influence fashion marketing; identify and explain fashion consumer and factor influence their behaviors; use appropriate data collection methods in fashion marketing research; explain different market segmentation and identify potential target markets; create a strategic marketing plan for fashion product/service/brand.

**Topics:** This course is designed to introduce students to the field of marketing in the fashion industry and enable them to understand the fundamental concepts of marketing, the needs of marketing as applied in the world of fashion and its value in business. Topics covered include: fashion business environment, market segmentation and targeting strategies, market research, consumer behavior, product development, pricing policies and distribution, and an overview of promotion and business planning.

Pre-requisite: None

**MKTG6083—RETAIL BUYING AND MANAGEMENT (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Explain principles of Strategic Management in Retail business; describe the work process within fashion industry; identify and analyze internal and external factors influencing strategic planning in retailing; explain merchandising decision and its implication; explain and apply the principles of operation management in retail fashion industry; apply appropriate methodology in developing a strategy analysis of retail Fashion Company.

**Topics:** This course enables student to examine the role of product manager and retail manager within a fashion company where student will learn the merchandising and retail management. This course also give understanding the relation and implication of retail management decision to financial, human resources, marketing and IT aspect.

**FASH6024 – FASHION FUTURE (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : apply various methods in design process and development; apply appropriate design skills and produce design solutions; demonstrate effective communication skills through written, visual, oral, or technological information.

**Topics:** This course offers further exploration of trend for a specific brand. It aims to encourage students to deal with more complexes of trend factors affecting design direction. The development of skills in design is fully required to interpreting and communicating the brand through e-commerce, that includes photographic styling, and digital illustration. Students are expected to improve their ability in both analytical skill and design skill.

Prerequisite: Fashion Trend and Forecasting I

**FASH6011 – FASHION DESIGN I (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Apply appropriate styles in designing daywear outfit, Create 2D and 3D design of various parts of daywear outfits, Explore various shapes of parts of daywear outfits relevant to a design theme, Identify the trend in daywear creations and create a personal daywear collection, Apply good time management in the production process of a daywear collection, Arrange and display a working progress of creating a daywear collection in visual port folio.

**Topics:** This course will introduce students to making a fashion collection. The students will conduct basic research and identify a design issue. Then, the students develop garment ideas and realize them as a woman-wear/man-wear mini collection, as a practical response to an identified issue.

Pre-requisite: None

**FASH6012– FASHION BRAND STRATEGIES (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Use appropriate methodology in conducting brand market research, Create a fashion brand identity, Communicate design concepts and present the alternative brand strategies, Apply the brand positioning concept in developing brand strategies, Explain the concept of brand equity for strategic business opportunities implementation.

**Topics:** The Fashion brand strategy course involves the development of marketing programs and a series of activities to build, measure, and manage brand equity in the fashion field. The course aims to give a deeper understanding of basic branding principles, both classic and contemporary branding applications. Students will learn how to create own brand and implement its strategies.

Pre-requisite: None

**FASH6013– DESIGN REALISATION AND PROMOTION I (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Apply a range of techniques in visualising design ideas, Develop a creative and innovative design solution, Create well prepared products; align with the ideas exploration and the concept, Apply principals of aesthetics in design and production.

**Topics:** This course involves the realization of design through product development. Students need to demonstrate their analytical skill in developing contemporary design that captures the market needs as well as to have an initial research on trend and develop own style. The final outcome should creatively demonstrate the innovative fashion marketing concept and branding. Students can choose their own product such as accessories, garment, home ware collection, or any fashion products.

Pre-requisite: None

**MKTG6081– CONSUMER BEHAVIOR FOR FASHION (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Explain the principal theories of consumer behavior, consumer decision process and consumer protection; identify and explain internal and external factors that influence fashion consumption behavior; analyze how consumer behavior affects fashion business; apply knowledge of consumer fashion buying behavior to enhance strategic decision making; describe how a brand's communication strategy influences the target market; communicate effectively in fashion's brand marketing.

**Topics:** The consumer behavior course studies how marketers are influenced by the consumers and how the consumers are influence by the action of marketers. Consumer behavior in fashion will discuss more specific information on the retail and fashion world which is a dynamic and fast moving industry. Fashion trend is created for the consumers by retailers, media, and influences. It is fundamental for students to be aware of the consumer dynamics in order to forecast the market trend in the future and to come out with appropriate marketing strategies, and generate satisfactory design products.

The students will be active observers learning by doing market research on specific topics so they can learn to analyze problems and construct critical thinking in relation to the market environment. This course is linked to **Fashion Trend Forecasting**.

Pre-requisite: None

**FASH6014– FASHION GRAPHICS AND PROMOTION (4SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Create fashion brand advertisement using appropriate techniques and methods, Show evidence on aesthetic and concept generation, Communicate effectively the visual aid in the advertisement to the market audience, Utilize appropriate software to illustrate the brand promotion design, Apply principles of page layout and drawing presentation in making the fashion promotion aid, Plan and produce a look book for a fashion brand.

**Topics:** Fashion graphics and promotion aims to develop graphics skills in the context of fashion where students need to show their ability to build image of one brand through set of promotional items, as well as to develop logo, and other corporate identity. Students are expected to build their own brand and produce a look book for the brand at the end of semester.

Pre-requisite: None

**ARTS6011 – VISUAL ART MOVEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain major modern art movements in the world; interpret the modern art movement to the development of modern clothing; deliver effective presentation in historical topic; create an inspiring design from certain modern era ; write a short analytical essay to art appreciation and criticism to different .

**Topics:** This course will introduce students to development of modern clothing in relation to the interdisciplinary art movement and social issue around the world during modern era. To the larger extent, the students will learn costume terminologies, garment construction, costume part and accessories. The course will inspire the student's personal essay and concept in creating a signature modern accessories design.

**FASH6015 – SILHOUETTE AND GARMENT CONSTRUCTION III (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Apply a range of manufacturing processes to support the sports wear design process, Apply range of technical and practical skills in sports wear construction , Use appropriate machinery and equipment and apply the safety procedure in sportswear construction, Communicate sportswear design and technical progress through portfolio, Apply professional and responsible working practices in sports wear construction, Design and construct parts of sportswear suitable to the body size

**Topics:** This course utilises students experience on Silhouette and Garment Construction 1 and 2 with personal development of the pattern.

Pre-requisite: None

**FASH6016 – FASHION TEXTILE I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and apply flat fabric surface treatments and characteristics, Explore and experiment with silk screen manipulation techniques and equipments, Identify design problems in silk screen industry and implement innovative solution, Arrange and display a fabric design development in portfolio, Apply good time management and responsible working method in making a garment realization.

**Topics:** This course will introduce students to textile exploration and experiments in flat surface treatments, with creative 2D application techniques of silk screen printing.

Prerequisite: None

**FASH6017 – FASHION DESIGN II (6 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and apply the knowledge of trend forecasting, as well as traditional and contemporary design in fashion design concept, Compose a design concept for a traditional and contemporary collection, Produce several exploration and experimentation using appropriate techniques and materials on design process, Create the sample outfit of a complete collection, Communicate effectively the concept, fabric and design of a complete collection, Apply professional and demonstrate a responsible working method

**Topics:** This course will implement the process of making a collection. The students will conduct research and identify the brief which includes title, task, aims and objectives of the project. Continue with design ideas and realization for womens wear collection, in response to the brief.

Pre-requisite: None

**FASH6018 – SILHOUETTE AND GARMENT CONSTRUCTION IV (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to Apply range of manufacturing processes in tailor design process, Apply range of of technical and practical skills in tailor construction, Use appropriate machinery and equipment and apply the safety procedure in tailor construction, Communicate tailor design and technical progress through portfolio, Apply professional and responsible working practices in tailor construction, Design and construct parts of tailor suit suitable to the body size

**Topics:** This course will utilise students' experience on the three previous Silhouette and Garment Construction courses in order to develop more complex garment patterns.

Pre-requisite: None

**FASH6019 – FASHION TEXTILE II (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply fabric manipulation techniques to enhance details and feature of the fabric, Explore and experiment with flat and additional texture on surface treatment, Apply appropriate garment style to a specific pattern or motif, Demonstrate creative and communicative working progress in portfolio, Organize responsible working method and schedule

**Topics:** This course will introduce students to textile exploration and experiments in surface treatment, with creative 3D application techniques such as tenun, ikat and songket technique and construction alteration.

Pre-requisite: None

**FASH6020– VISUAL MERCHANDISING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Apply the principle of visual merchandising in developing a window display, Design a creative concept of window display, Demonstrate a visual communication skill on wide range of audience

**Topics:** Visual merchandising is one of the important elements in retailing used to increase product or service sales by combining products, environments, and spaces into a stimulating and appealing display. This course focuses on the principle of visual merchandising where students can develop their knowledge of the retail industry by learning how to attract customers through relevant ideas of display and styling to create the store's desired image.

Pre-requisite: None

**FASH6021 - FD TREND FORECASTING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Analyze the impact of trend movements on the culture, society and economic, Analyze the factors influencing fashion trend, Illustrate fashion forecast based on appropriate methodology in fashion design trend research, Communicate fashion forecast effectively to a range of audience

**Topic:** This course will analyze the impact of social, culture and economic development in context and territory in response to fashion concepts. This course promotes students' ability to research in order to gain an insight to what is happening next, the basic idea of forecasting.

Pre-requisite: None

**FASH6022 – PRODUCTION I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: choose appropriate fabrics for different garments; Use appropriate equipment and machinery for fashion production; apply

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appropriate production process to assemble a finished garment; apply various types of stitching and finishing in mass production standard; produce simple garment with personal style; apply professional standard in producing garments. .

**Topics:** This course introduce students the basic process of garment making, fabric cutting process suitable the pattern and efficiency. In addition, students will study basic sewing techniques, correct pressing process, finishing, as well as selection of appropriate materials to get the desired looks, referring to the standard mass production. This course exercises from design making to garment realization stage

### **FASH6023 – PRODUCTION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and apply various stitching and finishing techniques in garment production, Apply variety of details and techniques in garment making, Produce a personal design with details and creative fabrics according to proportion and harmony, Organize and display the progress of work, Plan the schema for sewing steps and assembly sequence.

**Topics:** The course is to increase students' knowledge about the various details and new techniques as well as finishing the course more complicated, and also increase the creativity to apply the material had been added in the manufacturing of tailor according to the fashion industry developments. This course will teach students to be able to manage time properly so that it can produce a good product fit the standard garment.

Pre-requisite: None

### **MKTG6082– MARKETING RESEARCH METHODS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : evaluate and display critical analysis of a specific issue; demonstrate a responsible working method in terms of effective time management, and organizational skills; utilize information and describe a responsible analytical writing in scholarly manners ; demonstrate an ability of leadership and management skill in professional working environment.

**Topics:** The Marketing Research Methods course constructs the students' ability to write marketing research proposals and develops their understanding of marketing research techniques and application to support better marketing decisions. Students will be introduced to the marketing research process. They will analyze information from the marketing process, demonstrate relevant techniques for research, create reports and critically evaluate research proposals and research reports.

### **FASH6028 – FASHION DESIGN III (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate industrial critical awareness and aesthetic conceptions; organize a critical aesthetics approach and construct a design solution in a practical manner; interpret creative exploration and experimentation process and put across a contextual design solution; respond and apply an intellectual independent judgment and articulate reasonable arguments.

**Topics:** This course requires students to develop a fashion collection. Students will conduct research and identify a design problem. Students will then develop garment ideas to realise a capsule collection of women wear/men wear/children wear in response to the identified design problem.

Prerequisite: Fashion Design II

**FASH6025 – INTERNSHIP FOR FASHION (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: To apply appropriate design skills and produce design solutions; To utilize information and describe a responsible analytical writing in scholarly manners; To demonstrate an ability of leadership and management skill in professional working environment; To effectively demonstrate a range of communication skills within individual and group participation through written, visual, oral, or technological information

**Topics:** This module is the practical study within an industrial context. It provides further development and knowledge in professional environment and allowed students to have real job experience as well as to engage with the work situation. Assessment is by written report, visual, and verbal presentation.

Although it is only worth 6 credits, a student must take only this course for the whole semester as it normally requires the student to work full-time in a company located in Jakarta or outside Jakarta. However, should a student is required to take one or more courses at the 6<sup>th</sup> semester for meeting the graduation eligibility criteria, the particular student needs to arrange the work-load with the assigned company themselves after discussing it with the internship coordinator. At the end of semester, each student is required to submit a written report on the assigned tasks and responsibilities during the internship.

**ENTR6040– ENTREPRENEURSHIP FOR FASHION MANAGEMENT (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: display critical thinking to capture business opportunities; demonstrate the ability to conduct marketing research; to demonstrate leadership, management and entrepreneurship skills; demonstrate a responsible working method and effective time management; to present creative ideas in product development and relevant design solutions; utilize information and describe a responsible analytical writing in scholarly manners

**Topics:** The Entrepreneurship course is designed to guide students on how to start a new business venture by captures the business opportunities appear in the market, develop new products, new ideas and services.

This course emphasizes on step by step guidance to construct a business plan as well as to develop brand equity. Students will be required to integrate the skills acquired from previous courses, in order to develop further thinking in relation to a brand and business development. Live project will be set to add students' experience of the actual industry.

**COMM6189– FASHION COMMUNICATION (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: demonstrate industrial critical awareness and aesthetic conceptions; interpret creative exploration and experimentation process; display effective communication skill through the design solution; demonstrate; respond and apply an intellectual independent judgment and articulate reasonable arguments; display computer literacy or appropriate technology application.

**Topics:** Fashion communication provides students with the knowledge of constructing an effective fashion campaign through the right communication channel to specific audience, including the public relation knowledge. This can be realized through building a press release for a brand, and developing a press kit. Students will also will learn on the fashion journalism where they need to write a review of a brand and catwalk analysis.

**FASH6027– DESIGN REALISATION AND PROMOTION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : display creativity and produce appropriate solutions to design problem; demonstrate a range of technical methods and skills ; explore and experiment with materials in terms of innovative design; To appraise an independent judgment and articulate reasonable arguments on aesthetic; display a process and reflective diary into a design research

**Topics:** Design realization and promotion II emphasizes on the development of promotional concepts, and development of the product, including observational study to materials and processes. Students will have to analyze consumer trends and design direction, and integrate it with the marketing research, promotion and design development.

**FASH6028 - FASHION DESIGN III (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Identify iconic fashion pieces and design issues as a base to develop fashion design concepts, Compose creative and innovative personal design signature from iconic fashion pieces, Produce a design by constructing and deconstructing the iconic pattern pieces, Exhibit effective written, verbal and visual communication skills on wide range of portfolio, Apply professional time management and planning skills, Demonstrate a computer literacy skill in creating a digital portfolio.

**Topics:** This course will implement the process of making a collection. The students will conduct research and identify the brief which includes title, task, aims and objectives of the project. Continue with design ideas and realization for womenswear collection, in response to the brief.

Prerequisite: None

**FASH6029 – SILHOUETTE AND GARMENT CONSTRUCTION V (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to Apply a range of manufacturing processes to support the sportswear and outerwear design process, Apply range of technical and practical skills in sportswear and outerwear construction, Use appropriate machinery and equipment and apply the safety procedure in sportswear and outerwear construction, Communicate sportswear and outerwear design and technical progress through portfolio, Apply professional and responsible working practices in sportswear and outerwear construction, Design and construct parts of sportswear and outerwear suitable to the body size

**Topics:** This course will utilise students' experience on Silhouette and Garment Construction 3 and 4 with personal development of the pattern.

Prerequisite: None

**ENTR6041 – FD ENTREPRENEURSHIP (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : apply critical thinking in solving fashion business and business management issue, apply leadership, and management skill in starting new fashion business, presenting new business plan through verbal and written communication effectively, Produce and present creative and innovative design of fashion business plan

**Topics:** This course brings you a picture about entrepreneur in the fashion industry. You will also learn how a new business started from ground zero and put into practice everything that you have been learning about how to run your business properly and profitably. Creativity and innovation in every aspect will be emphasized during the course activities.



**FASH6030 – PRODUCTION III (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explore varieties of complicated details and technique as well as new materials, Use appropriate machinery and equipment and apply the safety procedure in manufacturing of outerwear, Enhance students creativity in making designs with details and creative fabrics more varied, Organize and display the progress of work in a visual portfolio, Set and manage working schedule, Apply professional and responsible working practices in manufacturing outerwear.

**Topics:** This course is to enhance the creativity of the students to apply the learned material added in manufacturing sports and outerwear. In accordance with the development of the fashion industry. This course will teach students to learn more about the complexity and role in the manufacture of good quality clothing to manage your time well so that it can produce a good product in accordance with the standards of the garment.

Prerequisite: None

**FASH6026 – FASHION TEXTILE III (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to Explain and apply the principles and steps of communication plan (reworded), Analyze problems and find solution through effective and creative public relation, Manage different challenges in creating newsworthy publicity through events, media and promotion, Demonstrate the skills in conveying message through oral and visual communication to raise image awareness of product or organization, Apply appropriate steps and procedures in producing an event.

**Topics:** This course also examines more deeply on psychological aspects of communication, on how to set the right strategy and tone to tell the public and gain knowledge, awareness and eventually to increase sales other than direct selling.

Prerequisite: None

**FASH6031 – FASHION SEMINAR (3SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to perform a thorough target market analyses, design problem identification, brands that co-respond to the problem and articulate an innovative design proposal.

**Topics:** This stage will be part a preliminarily process of the final project collection. In this stage, students will have to conduct a thorough research of social, culture and economic development on a certain target market. The output will be a complex design problem identification and response in an innovative solution.

Pre-Requisite: Internship for Fashion

**FASH6037 – FINAL PROJECT (8 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : communicate and present creative and innovative design solutions to professional standards ; implement a range of creative methods and technical skills through exploration and experimentation in response to recognize design problems and produce appropriate solutions ; appraise an independent judgment and articulate reasonable arguments on aesthetic : demonstrate critical thinking to solve design problems : display computer literacy and utilize appropriate technology applications in response to creative visual communication : apply critical thinking in fashion business and management problem solving through applied research.

**Topics:** Fashion Management final project students require students to produce promotional project outcomes and design a creative promotional strategy and develop a new brand to show evidence of competencies gained from the whole four years of study. Students need to come up with creative solutions and apply innovative idea on their brand campaign. At the end of the semester, students will prepare to exhibit their work through the graduate exhibition.

### **FASH6032 – PROJECT REPORT WRITING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : construct an independent approach in an analytical research on a complex design issue ; compose an innovative design solution on a complex and contextual design issues in response to related industry.

**Topics:** Project report writing includes the overall project deliverables. It enables students to integrate design knowledge and business skills gained from the previous courses to produce an analytical and comprehensive written report delineating the whole process of design construction as well as producing a thorough marketing analysis. It contains marketing and design research, development to evaluation stage and reflection of own work.

In addition, students have to produce promotional project outcome and design a creative promotional strategy to show evidence of competencies gained from the whole four years of study along with marketing communication planning and strategy.

Pre-Requisite: Fashion Seminar

### **FASH6033 – FASHION DESIGN IV (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : construct an independent approach in an analytical research on a complex design issue; compose a potential innovative design solution on a complex and contextual design issues in response to social and industrial feasibility.

**Topics:** This stage will be a preliminarily process of the final project collection. In this stage, students will have to conduct a thorough research of social, culture and economic development on a certain target market. The output will be a complex design problem identification and response in an innovative solution. The students will need to submit a presentation of preliminary design collection, proposed fabric usage and treatment and draping experiment in preparation to their final collection concept.

### **FASH6034 – FASHION PORTFOLIO (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : engage with a research material, techniques and analytical tools; apply appropriate design skills and produce design solutions; communicate and present creative design solution to professional standards; evaluate own performance and identify personal strengths and needs; effectively demonstrate a range of communication skills within individual and group participation through written, visual, oral, or technological information.

**Topics:** This course supports the development of graphic research, design and illustration work. It requires experimentation, and exploration through variety of design methods in order to achieved desired output. Students are required to display evidence of creative ideas and the process of development, sources of inspiration, and current trends. The assessment task is given in a form of a presentation of individual project and artwork in a portfolio.

Pre- Requisite : Design Research Project.

**FASH6037 – FINAL PROJECT (8 SCU)**

**Learning Outcomes;** Upon successful completion of this course, students are expected to be able to : compose an innovative design solution on a complex and contextual design issues in response to related industry; elaborate a creative communication skill and personal solution into practical design conception.

**Topics:** This stage will be a preliminarily process of visual research to identify design problem, in terms of style and construction. The outputs will be a series of drawings and sketches in response to an innovative design solution. Students need to document all visual research will be documented in a professional approach in the preparation to Portfolio.

Pre-Requisite: Fashion Design IV

**FASH6035– DESIGN RESEARCH PROJECT (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : engage with a research material, techniques and analytical tools; communicate and present creative design solution to professional standards; demonstrate a responsible working method in terms of effective time management, and organizational skills ; evaluate own performance and identify personal strengths and needs; effectively demonstrate a range of communication skills within individual and group participation through written, visual, oral, or technological information.

**Topics:** The Design Research course supports the student to analyse and select the design area of interest, and to develop an analysis of fashion direction. The Concept Realization and Promotion II course will support this course in predicting the trend in terms of design development. The student is required to analyze the design influence of a fashion capital and develop a visual report on silhouette, colour, textile, fashion detail and accessories, cultural aspect and any relevant subject. A comparative study between products and markets as research tools are very important in order to produce good design development and output.

**FASH6036– MARKETING RESEARCH PROJECT (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : engage with a research material, techniques and analytical tools ; demonstrate intellect, independent judgment and reasonable arguments to complex issues and topics ; demonstrate a responsible working method in terms of effective time management, and organizational skills ; demonstrate an ability of leadership and management skill in professional working environment; evaluate own performance and identify personal strengths and needs.

**Topics:** This course aims to support students in collecting all data required for the final project. As the early stage of the final project, the marketing research course covers the development of structure, objectives of the research, scheduling, literature reviews and the research process. The students are required to compile all data accordingly in terms of developing the managerial skill and display the progress of the research. All data should be selected to provide a strong foundation for further research development and evidence of their analytical skills and judgments.

## 4.7.4 Film

### **FILM6001 – FILM PRODUCTION SEMINAR (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Explain different genre, narrative and visual options and styles in film's cultural and business aspects; Describe different backgrounds and missions in filmmaking and their relations to the political economy of film; Describe their own preferences, vision and mission regarding film function as medium of communication and business.

**Topics:** This course provides holistic fundamental aspects of film production, and its relation with social-cultural matters. It is related to "idealism vs. commercialism" issues, film as social practice and cultural event, spectatorship, politics of culture, economical side of cinema, genre studies, and the role of film journalism/critic current issues in surrounding field. The students will be introduced about the "real-life" situation of Indonesia's feature film production from filmmakers (directors, producers) and film journalists/critics. Students will discuss about most of the aspects in film production, from feature film, short film, to documentary; from auteurship and indie filmmaking to mainstream movies.

Prerequisite : NONE

### **FILM6002 – VISUAL WORKSHOP (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain about visual story telling; Describe basic visual elements; Explain how to control visual elements; Identify types of visual language; Describe the process of translating written exposition to visual presentation; Translate visual elements to express emotions of continuous actions

**Topics :** This course equips students with the basic understanding of visual language, reinforcing the skills of telling stories using series or sequential images. In this course, students will be introduced to the principles of developing idea and composing scenes. By the end of the course, students should be able to create visual planning and familiar with storyboard development. The course starts from studying composition, followed by exploring different camera angles, and translating written narrative into shooting plan with storyboard. Students will learn visual narrative techniques and discuss visual options of selected storyline.

Prerequisite : NONE

### **FILM6003 – BASIC PHOTOGRAPHY (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Operate a camera and other photography equipments; Explain different options of film processing methods; Explain basic principles of photography; Choose the appropriate photography tools for expected result; Prepare photography portfolio that describe personal interest.

**Topics:** The course introduces students to the logic of analog still cameras. Students should understand the basic of photography which are composition and exposure. Student are also expected to know about characters of different camera parts, be familiar with effects of different lenses, able to operate cameras and other equipments, and able to get the expected light exposure. From there, students conduct experiment on basic lighting with shooting practice, and at the end of the class students explore different ambience with various lighting.

Prerequisite: NONE

**FILM6004 – FILM AND MEDIA TECHNOLOGY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Explain the logic of celluloid camera, 16 and 35 mm; Explain the logic of video and high definition camera; Describe the operation of different kinds of celluloid and high definition camera; 4. Explain the need of various kinds of technology in production, post-production, and exhibition

**Topics:** The course develops students understanding about technical aspect of camera, celluloid film, sound, editing equipments, the latest digital technology in film, the transfer process between digital and celluloid formats, exhibition and broadcasting technology, and their consequences to film production and viewing practice.

Prerequisite: NONE

**COMM6190 – COMMUNICATION, MEDIA AND PROPAGANDA (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Explain models of transmission theories; Explain different theories and sub-disciplines in communication; Explain different purposes and means of propaganda; Explain specific characters of different communication media; Explain social significances of the history and evolution of media technologies; Explain the multi-disciplinary and cultural bounded approaches in media studies; Create propaganda works with specific social or political purposes.

**Topics :** This class exposes students to basic concepts, assumptions and theories in communication and media studies as multi-disciplinary field, and introduces students to propaganda methods. The class focuses on the origins, methods, and uses of these theories in mass media, and in doing so it provides film screenings and discussions.

Prerequisite : NONE

**PSYC6116 – INTRODUCTION TO PSYCHOLOGY (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Explain basic concepts of psychology studies: behavior, sensory processes, perception, learning, memory, thinking, language, motivation, emotion, stress; Explain basic concepts of social psychology studies: social perceptions, influences, relationships; Explain basic concepts of personality and attitude; Explain basic understanding of Psychoanalysis, Behaviorism, Cognitive Psychology, and Humanism; Interpret and evaluate film character's basic personality and its development in a film plot; Interpret and evaluate film's social environment & its characters interactivity and relationships.

**Topics :** The class introduces students to psychology and social psychology, especially in explaining the development of human mind and action in different aspects in individual and social context for its application in film productions and film studies.

Prerequisite : NONE

**FILM6005 – INTRODUCTION TO FILM ART (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Explain filmmaking process from idea to exhibition; Explain elements of film form and narrative: Plot, act, characterization; Explain elements of film style: Mise en scene, cinematography, editing, and sound.

**Topics :** This is a fundamental film-making course that focuses on film elements and artistic. From discussion and various film screenings, students should be able to combine these elements into unity, in a simple shooting workshop at the end of the semester. This course is followed by **Film Artistic**.

Prerequisite : NONE

### **FILM6006 – SCRIPTWRITING I: STORYTELLING STRATEGY (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Explain basic storyline structures: three-act, turning point, twist, sub-plot, flashback, etc; Identify story structures in screenplays; Write film premise, synopsis and treatment; Write a short film script with three acts structure ; Explain and apply the basic technique of character development; Dramatize tension in stories

**Topics :** As the first year's production classes are aimed to strengthen student's crafting abilities, this class lays the very basic of narrative and scriptwriting. The first element of the class exposes students to narrative development techniques, from theories, technique and formulas to create a good script by understanding and establishing script elements. The second element of the class will let students develop and discuss their own short film scripts in writing workshops. Students finish the class with script first drafts.

Prerequisite : NONE

### **FILM6007 – PERFORMANCE STRATEGY (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students should be able to; Explain basic theories and history of performance art and their relation to daily professional image; Explain methods of developing talent, improving motivation and determining professional goal; Apply techniques of determining priority, time management, team cooperation, positive thinking and adaptation ability; Perform basic aesthetics and components of performance and acting: expression, gesture, breathing, vocal, articulation, imagination, improvisation and emotion; Create sound: simple rhythm sound or music of performance; Create set: simple stage decoration and lighting; Create and direct simple performance: blocking, stage/screen composition, creating bridging between scenes, emphasizes suspense, and play with audience emotion.

**Topics:** The course assumes that real world is a giant stage; the class is designed to introduce students to live performance strategy and shape students' daily professional attitudes. This class takes form in theatre group workshop that intends to introduce students to the basic of performance art as well as its history, narrative, and culture; and correlate it with performance in film and electronic media requirement. Moreover, students learn about connection between acting, staging, music, narration, and discuss effects of all the elements to audiences.

Prerequisite : NONE

### **FILM6008 – DIRECTING I (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Express visual concepts using the elements of mise-en-scene; Apply basic skills of directing crews and actors; Analyze a film to reflect the director's vision; Identify various styles of film directing; Communicate effectively on visual interpretation to actor and film crew; Apply good team work and leadership skills in film production.

**Topics :** A director is a storyteller. This course introduces directing skills and language in overcoming narrative, dramatic, and visual challenge, preparing students to tell story effectively and expressively. The course will teach various skills on film direction, both theory and practical. Students will be introduce to the fundamental theories of the mise en scene, various works and style of other directors screened in class and practice these skills in class and in directing their own projects.

Prerequisite : SCRIPTWRITING I: STORYTELLING STRATEGY, PERFORMANCE STRATEGY

**FILM6009 – CINEMATOGRAPHY I (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain basic skills and knowledge of cinematography; Explain the logic of celluloid camera, 16 and 35 mm; Explain the logic of video and high definition camera; Explain the operation of different kinds of celluloid and high definition camera; Explain the need of compatible technology in production, post-production, and exhibition; Apply basic knowledge of cinematography to implement aesthetic visual storytelling.

**Topics :** This course introduces students to basic aesthetics of cinematography, followed by study of collaboration between a director and director of photography, the understanding of visual development of film scripts, and ends with study of aesthetic and creative application of cinematography skills. The class develops students understanding about technical aspect of digital camera and celluloid film. As well as, the latest digital technology in film, the transfer process between digital and celluloid formats, exhibition and their consequences to film production and viewing practice.

Prerequisite : VISUAL WORKSHOP, BASIC PHOTOGRAPHY, FILM AND MEDIA TECHNOLOGY

**FILM6010 – SOUND I (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain basic aesthetics of sound; Utilize different equipments as well as sound recording and editing processes; Practice simple sound production in the field; Practice simple sound postproduction for a short film production.

**Topics :** This course introduces principles, technology, production and postproduction of sound in film. Activities cover basic sound critical listening and the exploring technical audio activities in creating sophisticated mind work. For these purposes, the class discusses basic acoustic theories and explores audio recording in class as well as on the field. At the end, the class exposes students to mixing and editing process.

Prerequisite : FILM AND MEDIA TECHNOLOGY

**FILM6011 – FILM ARTISTIC (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain the importance of production design for filmmaking; Explain job description of artistic department in filmmaking process; Evaluate film artistic elements of different films.

**Topics :** This course is a continuation from Introduction to Film Art, that focuses on mise-en-scène elements or anything appears on the screen: décor, properties, lighting, costume, and make up, all job descriptions and the production planning related to those subdivision. Differences between management systems, Hollywood styles and its alternatives, is one central issue among others. It is a fundamental film theory class that focuses on film artistic and production design. Combination of book reviews, class discussion and various film screenings brings students to be able to synthesize different artistic elements into unity, in a film production design at the end of the semester.

Prerequisite : INTRODUCTION to FILM ART

**FILM6012 – EDITING I (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain different editing dimensions and requirement for different purpose in filmmaking; Use appropriate technologies and software in editing a film; Apply grammar of storytelling, stories' structure and emotion into editing practice; Explain different editing techniques and their development.

**Topics :** Editing is the process in filmmaking where the story is put together. Apart from the physical action of cutting pictures, editing is the final chance to re-write a story based on elements captured during shoot to provide a cohesive viewing experience for the audience. This course introduces basic editing techniques by exploring different styles and purposes of editing. The class discusses organization of footages and experiments on different rhythms and genres. The main objective is students editing ability in conveying clarity in storytelling and creating dramatic moments

Prerequisite : FILM AND MEDIA TECHNOLOGY

### **FILM6013 – FILM PRODUCTION I (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Apply theoretical knowledge on visual communication aspect in a film project; Demonstrate the ability to work on all stages of a film project and apply good management in film production; Use appropriate equipment and software in the creation of film projects; Apply visual communication skill in a film project; Give positive appreciation and criticism to different film production; Apply good team work and leadership skills in film production.

**Topics:** As the first year's classes are aimed at building students' understanding of film production theory and strengthen students' crafting abilities on production practice, this class exposes students with the stages, person and activities in the film production. At the end students should find which part they're most capable of and interested in within the film production.

Prerequisite: FILM PRODUCTION SEMINAR

### **FILM6014 – SCRIPTWRITING II (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Apply advance story structure to a short film script based on reality; Relate real life experience to the story's character; Analyze story scene by scene; Practice writing reality related climaxes and twists; Explain writer, actor and director perspectives and preferences.

**Topics:** As the second year film production classes' deal with reality/research based works, this scriptwriting class focuses more on developing stories and script based on research on students' environment. Students are encouraged to find their own writing style, to study writing structures, development of characters, to explore more in antagonist characters, ambience, dream scenes, climaxes, and ending. The class also encourages students to understand actors and directors perspectives in scene development.

Prerequisite : SCRIPTWRITING I: STORYTELLING STRATEGY

### **FILM6015 – FILM AND SOCIETY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Analyze how film represents society; Analyze the relationship between film and society; Produce written or video essay on film & society

**Topics:** This class engages students to look carefully on the relationship between film and society. Using Cultural Diamond as model to explore this relationship, students will be exposed mainly with how society influences film and how film influences society. In this framework, film regarded as cultural object. Hence, students will be introduced to basic concepts related to cultural studies such as meaning, articulation, ideology, representation, and hegemony. Social practices of film such as propaganda film will also being reviewed in this class.

Prerequisite : FILM ARTISTIC



**FILM6016 – DIRECTING II (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Analyse the story's logic, emotion and motivation; Develop individual directing style; Direct and stimulate actors to perform as naturally as intended by the story; Train actors and explore actors' emotion; Motivate actors' performance to enhance film aesthetics; Collaborate with production crews, actors, and production management.

**Topics** : This course focuses more on developing stories and shooting plan based on research in students' surrounding environment. In this course student will learn how to explore and evaluate directing skills further by understanding themselves as a director, story and actor's performance, as well as being able to manage crew.

Prerequisite : SCRIPTWRITING II, DIRECTING I

**FILM6017 – FILM PRODUCTION II (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Create a film business plan; Perform pitching and negotiation for a film proposal; Create detailed budget and shooting schedule using budgeting and scheduling software; Manage production and post-production process; Create production design for a reality-based story based on research; Create film distribution plan; Create film promotion material.

**Topics** : This production course focuses more on developing stories, script and shooting plan based on research. To help students to master the skills of film production, especially in realist or research based work, and to introduce methods commonly used in the industry.

Prerequisite : FILM PRODUCTION I

**FILM6018 – INTRODUCTION TO DOCUMENTARY (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain different approaches, elements & requirements for different kind of documentaries; Write a documentary storyline and a production plan based on a preliminary research; Direct and produce a short documentary.

**Topics** ; The class combines theory and practice, as it introduces students to documentary history, theory, criticism, as well as methods and stages of production, from planning, writing, production, shooting, and post-production. Production workshop leads students to finish a social documentary film assignment that has to be submitted at the end of the semester.

Prerequisite : DIRECTING I, FILM PRODUCTION I

**FILM6019 – FILM, LITERATURE AND ADAPTATION (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Compare and contrast a literature adaptation from different eras; Evaluate different films that adapted from different kind of sources; Evaluate the relation between a real event, a literature adaptation on the event and film adaptation based on that literature work.

**Topics** : The course lets students explore development of styles and expressions in literature as well as in other forms of storytelling and how these developments were translated into visual language. The class also encourages students to study relations between literature, film and real life situation, and how the two mediums can represent reality.

Prerequisite : SCRIPTWRITING I: STORYTELLING STRATEGY

**FILM6020 – SCRIPTWRITING III (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain types of genre films; Experiment on surreal characters in a nonrealistic/surrealist background; Interpret symbolic scenes to represent real life situation; Use proper writing structure to write genre film; Practice writing short script for genre films.

**Topics** : The third year film production classes will focus on non-realistic/surrealist story, where students will develop stories that are detached from reality. This class also introduces students to different formats for television and other mediums, and explores more technical aspects in scriptwriting. This course will also introduce student how to sell their script and being a screenwriter professionally

Prerequisite : SCRIPTWRITING II

**ARTS6012 – HISTORY OF ART (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Identify and appreciate major timeframes, movements and artistic influence in art history; Provide the understanding of how both Western and Non-Western art history affects and was affected by the dynamic change of culture we live in; Create strong arguments about the connection between major intellectual and artistic developments; Create artworks inspired by the movements in history; Identify the influence of older visual art forms in film throughout the history of the medium; Translate their knowledge and appreciation of art history into their work as scholars and filmmakers

**Topics** : The course provides basic thinking and theories behind the development of fine art, seeing art and its functions inseparable from civilization, followed by studying different branches of art. The class continues with discussion of connection between art and society, discussing craft, high arts, Western arts and non-Western arts, and art functions: merely aesthetic or social/political/economic expression. The class also discusses how visual arts informs the medium of film and the process of filmmaking throughout history.

Prerequisite : NONE

**FILM6021 – WORLD FILM HISTORY (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Trace the historical developments of world cinema in the context of both mainstream and independent cinema;

Explain how socio-political, technological, and industrial circumstances have influenced the aesthetics of cinema at given junctures of history; Explain early cinema, the industrialization of film and recent development in the United States; Explain various kinds of approaches and movements in filmmaking, including Russian Formalism, German Expressionism, and Italian Neorealism; Explain history of third world cinema.

**Topics** : The course introduces students to the world film history in chronological order based on periodisation by Kristin Thompson & David Bordwell in Film History: An Introduction. This course allows students to learn about the development of technologies that is cinema and its aesthetics, social, political, and cultural impacts. The students will learn about the ontology of film industry in Hollywood and other means of film production systems in Europe. The course will expose students to discourses about film as technical, artistic, and cultural invention.

Prerequisite : FILM ARTISTIC

**FILM6022 – FILM GENRES, MOVEMENTS, AND STYLES (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Describe various kind of film genre, style, and movement; Explain the characteristics of major film genre, style, and movement; Differentiate genre, style, and movement as different kind of categorization to define film.

**Topics** : This class aims to expose students to various kinds of film genre, style, and movement. Major film genre would be discussed accompanied by film screening, likewise significant film style and important film movement that have changed the face of cinema. This class will introduce students to certain convention established and sustained by these attempts of film grouping within industrial, aesthetic, and political context.

Prerequisite : FILM ARTISTIC

**FILM6023 – DIRECTING III (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to : Create detailed rules and visuals of the nonrealistic/stylistic story; Apply stylistic filmmaking; Create a specific visual concept from a production design stand point; Practice character developments with actors; Practice visual concept in cinematography; Perform pitching for your nonrealistic/stylistic film.

**Topics** : This course focuses more on developing scripts detached from reality, which requires specific visual and acting concepts. Student will learn how to explore their imagination to further develop a unique story and create a new world of their own.

Prerequisite : SCRIPTWRITING III, DIRECTING II

**FILM6024 – FILM PRODUCTION III (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Describe film financing; Recognize current film industry both nationally and internationally; Demonstrate the ability to create film financing and proposal for your non-realistic/surrealist film; Perform pitching your film financing & proposal as a film producer; Manage film production according to your non-realistic/surrealist script; Plan and create distribution plan and promotional kit for your film.

**Topics** : This course will focus on how to manage a film production that is based on non-realistic/surrealist story. Students will learn how to produce films by balancing creativity and business decision. Knowledge of film financing and how it applies to our current film industry both nationally and internationally are critical in succeeding as a respectable producer.

Prerequisite : FILM PRODUCTION II

**FILM6025 – INTRODUCTION TO ANIMATION (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to : Explain basic elements and basic concepts of animation; Apply the appropriate physics of animation; Create cinematic animation look; Apply suitable method of narrative animation storytelling.

**Topics** : The course introduces students to animation principles to create believable animation of characters, objects and environment. Student will also learn the concept of animation writing with emphasize on the logic of animation

Prerequisite : NONE

**FILM6026 – HISTORY OF INDONESIAN CINEMA (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain the relations between political needs to control the cinema and the need to protect freedom of expression; Explain the origin of aesthetics in the Indonesian cinema; Compare and contrast representations of different cultural and political situation in the Indonesian cinema.

**Topics** : This class introduces students to development of the Indonesian cinema, from colonial to the political reform era. As any film industries in the third world countries, there are interactions between films, political situations, and the economic conditions. This course explores these interactions, and brings students to understandings of how Indonesian cinema represents the local social and political conditions.

Prerequisite : NONE

**FILM6027 – FILM THEORIES (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain the nature of film theory and the types of questions it investigate; Describe the characteristics of realist film theory; Describe the characteristics of formalist film theory; Analyze the purpose of film criticism; Develop framework of interpretation; Use semiotics in analyzing film; Practice film analysis & film criticism.

**Topics** : This class introduces students to some basic film theories and how to read film both as text and in context. Students will be exposed to classical film theories where certain aesthetics concepts were developed to explore characteristics, strengths, & limitations of film medium; followed by the introduction to linguistic turn of film theory and the use of semiotics to analyze film. This class will also introduce certain concepts in contemporary film theories such as psychoanalyst models, feminist models, & ideological models in the practice of film analysis. In discussion, students mainly use varied type of films as study cases.

Prerequisite : FILM & SOCIETY, WORLD FILM HISTORY

**ENTR6042 – FILM BUSINESS AND ENTREPRENEURSHIP (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain the structure of Indonesian film business ; Explain the structure of Indonesian network television business ; Explain briefly about the structures of film business in other countries ; Identify and discuss the current trend in media product.

**Topics** : The course aims for deeper understanding about film and television production management and distribution, taking a closer look at case studies with different products and target markets. The course follows with exploration to film and television industry networks, local and overseas, identifying problems and potentials.

Prerequisite : NONE

**FILM6031– SCRIPTWRITING IV (4 SCU) (ELECTIVE)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Identify his/her strength in scriptwriting styles; Synthesize all scriptwriting knowledge and personal preference into a final script project ; Perform preliminary pitching of the story premise to the industry or funding institution ; Perform the final pitching to the industry or funding institution ; Define his/her aesthetic breakthrough in the script project.

**Topics** : The fourth year production courses are elective classes, dedicated for creating a final project that can be produced by the industry or funding institution standard. Students learn in workshop style. Students can choose any kind of scriptwriting works that suit them, and explore detail requirements for that choice.

Prerequisite : SCRIPTWRITING III

### **FILM6032– PRODUCTION DESIGN (3 SCU) (ELECTIVE)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to : Explain the role of the Art Department and the Production Designer on a film set; Analyze the role of design elements and principles in visual storytelling; Demonstrate the ability to formulate a visual concept to support the theme of a film; Apply basic design vocabulary to aid in communicating and collaborating with designers; Recognize the elements, processes and tools required in translating a script into a design; Recognize the proper procedure of running the Art Department for use in their filmmaking professions.

**Topics** : This elective course is designed for final year film students to gain an insight into the field of production design. The class starts with analyzing different design concepts that have been used by various directors and designers. It is followed by lectures and discussions on the creative process as well as the practical aspects of production design. Afterwards, students will work on the individual design projects, preferably their own or their peers' final year films. They will go through specific stages and workshops throughout the second half of the semester and end with a presentation of their completed, applicable design concept.

Prerequisite : FILM ARTISTIC

### **FILM6033– PRODUCTION INTERNSHIP (4 SCU) (ELECTIVE)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to : Evaluate the use of his/her classroom knowledge in the real industrial situation ; Evaluate the internship experience for his/her future career ; Evaluate the gap between what learned on production set and in the classroom; Practice utilizing information and experience from internship to analytical writing in scholarly manners; Demonstrate leadership ability and management skill in professional working environment.

**Topics** : Through this course, students experience a real situation in a professional film production and reflect this experience in an evaluation report.

Prerequisite : FILM PRODUCTION III

### **FILM6028 – CINEMATOGRAPHY II (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Develop assigned cinematography work ; Explain the strength and weakness of various works ; Design specific camera work plan and movements for specific messages ; Perform cinematographer duties in a short film ; Define his/her aesthetic breakthrough in the cinematography project.

**Topics** : The course provides exploration of camera movement, artificial and available lights in attempt to understand universal principles of visual language. The course will discuss monumental works of cinematography, followed by study of collaboration between director of photography and his/her assistants, and also the basic procedures and skills for camera operators.

Prerequisite : CINEMATOGRAPHY I

**FILM6034– SOUND II: MUSIC FOR FILM (3 SCU) (ELECTIVE)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Create a sophisticated narrative recording in studio, filled with dialogues and music ; Perform the tasks of soundman in film set. ; Create a sophisticated sound mixing for film ; Define his/her aesthetic breakthrough in the sound project.

**Topics** : The course emphasizes aesthetic and technical sound engineering to listeners’ emotion and imagination, identifying effects of the specific medium in comparison to other mediums such as visual and written text. The course also explores the history of sound, different interpretation of audio and discussing different works of various sound engineers, followed by exploration of the role of music in filmmaking.

Prerequisite : SOUND I

**FILM6029 – EDITING II (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Create montages with specific emotional effects to viewers from available footage ; analyze film editing as a tool to tell and emote story ; Create alternate paces and moods of a scene ; Define his/her aesthetic breakthrough in the editing project.

**Topics** : The fourth year production courses are elective classes, dedicated for creating a final project that can be produced by the industry or funding institution standard. Students learn in workshop style. This course aims to prepare students to reach the professional standard of contemporary film editor. The course exposes students to various editing works, as well as class discussion and workshop.

Prerequisite : EDITING I

**FILM6030– FINAL FILM PROJECT (6 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Implement stages in film production; Explain their preference in a certain genre and aesthetic style; Apply film’s common elements and vocabulary; Evaluate interaction of films elements; Explain this knowledge into their final project.; Apply principles of various art and design problems by implementing capabilities in analysis, technologies and equipment applicable to the area of film production in seeking for and implementing appropriate solutions; Create critiques and discussions of their work and the work of others by using appropriate design theories and methods.

**Topics** : This course is a project based course, where students fully dedicate their time for a film production. Students can be producer, director, scriptwriter, or any technical role, and they can work together as a team with specific role for each student.

Prerequisite : SCRIPTWRITING III, DIRECTING III, FILM PRODUCTION III

**FILM6030 – THESIS (6 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain a brief history of cinema and popular cultures; Analyse a specific/related theoretical work in cinema and media studies; Analyse specific/related history in cinema studies; Explain steps of research and writing process; Explain steps of academic writing advisory process.

**Topics** : This course is a project based course, where students fully dedicate their time for the thesis writing. Students can write about different issues in cinema with 15.000 words minimum.

Prerequisite : COMMUNICATION, MEDIA, AND PROPAGANDA; FILM THEORIES

## 4.7.5 Communication

### **COMM6194– INTRODUCTION TO COMMUNICATION (3 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to: Describe the concept, essence, function and pattern of communication, explain the principles of communication, identify communication issues in all types of communication, and explain aspects of communication for social interaction in political, economical, social and cultural context.

**Topics:** The class introduces students to communication and communication science; Communication perspective and paradigm; The Functions of communication; The Principles of communication; Communication characteristics and models; Perception and communication; Effective communication management; Verbal and non verbal communication; Mass communication; Communication and Society; Communication Research

Pre-requisite: None

### **COMM6012 – THEORY OF COMMUNICATION (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain principles and central ideas of different communication theories; Compare different perspectives in communication and media studies; Explain chronologically the long history of development of communication discipline; Apply different communication theories in real live; Evaluate advantages and disadvantages of different communication theories applied to specific communication problems; Review application of theories in different communication situations.

**Topics:** The class provides a working knowledge of theories that explain the broad range of communication phenomena; discusses what these theories say about communication process and the relationship among the leading ideas in communication; introduces principles and central ideas of important theories they are likely to encounter in the communication discipline; overviews brief history of how the communication discipline is developing; explores classic as well as newest thoughts in communication; explores of practical, engaging, and relevant ways in which these theories operates in our lives.

Pre-requisite: Introduction to Communication Science

### **COMM6014 – THEORY OF MASS COMMUNICATIONS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain models of transmission theories; Explain different theories and sub-disciplines in mass communication; Explain different purposes and means of propaganda; Explain social significances of the history and evolution of media technologies; explain the multi-disciplinary and cultural bounded approaches in media studies.

**Topics:** This class exposes students to basic concepts, assumptions and theories in mass communication and media studies as multi-disciplinary field, and introduces students to propaganda methods. The class focuses on the origins, methods, and uses of these theories in mass media, and in doing so it discuss film footages, television program, and other mass media content.

Pre-requisite: Theory of Communication

### **SOCS6034 - INTRODUCTION TO ANTHROPOLOGY & INDONESIAN CULTURE (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Explain key concepts in anthropology and humanities; Review basic qualitative research methods, concepts and tools:

ethnography, participant observation, representation; Explain and identify different cultural elements in Indonesian daily life: social organization and kinship, language, economy, politics, religion, art and aesthetic; Elaborate arguments about personalities and contemporary culture; Explain cultural changes and their relation with history and development of various cultural identities in Indonesia; Produce simple ethnographic film or essay on people and culture; Capture the essence of identity, people and culture clearly and objectively

**Topics:** This class introduces students to anthropological basic assumptions, from cultural relativism (versus stereotypes that leads to racism, ethnocentrism, and chauvinism), followed by the introduction to ethnography and visual anthropology, and continues to understanding of cultural values, norms, knowledge and believes, followed by elements of culture. The class is also introducing concepts related to culture such as identity, representation, ideology, social class, cultural imperialism, globalization, and cultural policies. In discussion, students use mainly cases of cultures, ethnic groups and societies in Indonesia.

Pre-requisite: None

### **SOCS6036 – INTRODUCTION TO SOCIOLOGY (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain key concepts in sociology and basic quantitative methods, concepts and tools; Review vertical stratification (social classes and social mobility) and human variation based stratification (gender, racial, ethnic, and religion); Explain personality, deviance and social control; Explain the dynamic of social changes and their relations to different sociological institutions, and how mass media can affect it in local and global context.

**Topics:** This class introduces students to sociological basic assumptions, especially in explaining human being in different social contexts. The class starts from society, socialization, interaction, groups, social structure, followed by the introduction to quantitative methods: statistic, and questionnaire, continues to understanding of vertical and horizontal stratification. The class is also introducing different social institutions such as education, religion, health, and social movements, all from macro and global perspectives.

Pre-requisite: None

### **PSYC6116 – INTRODUCTION TO PSYCHOLOGY (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Explain basic psychology assumptions and concepts such as: perception, cognition, attention, emotion, personality, behavior, etc; Explain basic psychology methods; Write short psychological profiles; Explain basic social psychology assumptions; Evaluate the development of human minds, feelings, and action in different specific social contexts; Explain a basic understanding of psychoanalysis.

**Topics:** The course introduces students to psychology and social psychology, especially in explaining the development of human mind and action in different aspects in individual and social context.

Pre-requisite: None

### **DSGN6282 – INTRODUCTION TO GRAPHIC DESIGN (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the basic principles of graphic design and the interaction of its elements; Apply creative communications that demonstrate perceptual acuity in the basic principles of graphic design, conceptual understanding, and technical facility;



Demonstrate the ability to integrate the basic principles of graphic design into the artworks; Defend their design work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course teaches basic terms, comprehensions, and layouts in the world of Graphic Design, such as brainstorming methods, thumbnail sketches, positive and negative spaces, cropping, etc. Students will have to submit a project, which includes manual sketches and exercises, projects gear for explorations and experimentations as well as each student's personal interest. While taking the students through the graphic design process from concept to finished projects, verbal skills are also developed through critiques and class discussions.

Pre-requisite: None

### **COMM6164 - CREATIVE WRITING (2 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to: Explain critical, theoretical, and history of literary works; Describe observed reality in writing; Develop personal and subjective writing skills and styles to express thoughts and feelings; Create fiction writing; Review his/her writing and the writing of others.

**Topics:** The class introduces students to imaginative writing as both craft and self-expression; writing as a process; literary forms, styles, and genres; editing, revising, and reflecting; writing persuasive and expressive texts; fiction writing.

Pre-requisite: None

### **COMM6097- SPEAKING IN PUBLIC (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to:

Explain the need for effective public speaking skills in contemporary society; Prepare research, organizational and delivery skills for the preparation and presentation of speeches; Extend ability to listen critically and analyze public speeches; Practice articulation and ethical approach to public speaking; Describe the role of speakers as "credibility builder" for the audience and be aware of the non-verbal cues communicated by speakers to audience (clothing, kinesics, posture, gestures, haptics and paralinguistic); Practice positive ethos in delivering speech.

**Topics:** The goal of this course is to prepare students to be excellent communicators. The course is designed to teach students how to speak effectively in public and identify the characteristics of effective public speakers. In short, this course teaches students to prepare appropriate public speeches for different type of audiences and purposes and also to explain the role of speakers to convey the message to the audience and be at their best presentation, verbally or non-verbally.

Pre-requisite: None

### **COMM6177 - MEDIA TECHNOLOGY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the logic and development of media technologies; Explain business, management, programming and regulation aspects of media technologies; Explain consumption of media technologies and how it affects culture and social life.

**Topics:** The class develops students understanding about technical aspect, programming and management, regulations and consumption of broadcasting, cable, internet, and audio video technologies, the transfer process between digital and analog formats, media exhibition and consumption technology, and their consequences to media production and viewing practice.

Pre-requisite: None

**COMM6167 – INTERPERSONAL COMMUNICATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain causal relation between personal communication and identities; explain the interplay roles between human emotion, communication situation and successful interaction; explain various tools and their effectiveness in interpersonal communication.

**Topics:** The class exposes students to communication between individuals: it explores the roles of individuals and how the process affects identities; it introduces the roles of human perception and language; it also overviews how the process depends on emotions and willingness of involved parties; the class also explores conditions for healthy interpersonal communication; and towards the end of the course students discuss their involvement in relationships between individuals by exploring various kinds of interpersonal communication.

Pre-requisite: None

**COMM6173 - MEDIA INDUSTRY SEMINAR (2 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to: Explain how different types of media affecting different job descriptions and management styles in mass media industries; Describe political-economy power of mass media in a society; Describe their own preference and vision for their future career in mass media.

**Topics:** This course provides holistic fundamental aspects of media industries, and their significance to the formation of social-political-cultural conditions, focusing on different topics such as debates between ideals and commerce, information and entertainment, the role of media as public sphere, management styles, active audience, and many other mass media related issues. The course takes students to different situations of media industries by exposing them to an open for public lecture by leading figures in each medium and/or job descriptions, followed by discussions.

Pre-requisite: None

**COMM6170 – INTRODUCTION TO JOURNALISM (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe the basic principles and ethics of journalism; apply appropriate techniques of interview and reportage; apply appropriate news writing technique; explain the management process in journalism.

**Topics:** The course examines the basic principles and practices of journalism. The course will emphasize the development of reporting, interviewing and writing for print, broadcast and online formats, as well as an introduction to some issues such as regulations and ethics.

Pre-requisite: None

**COMM6171 – INTRODUCTION TO PUBLIC RELATIONS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the origin, tasks, and roles of Public Relations; Explain Public Relations research, theories, ethics & positive values in relations with the community; Analyze Public Relations cases using appropriate theories and techniques; Design a Public Relation planning using appropriate techniques.

**Topics:** The class exposes students to the roles and tasks of Public Relations. It explores the development of Public Relations, in the world and in Indonesian context, and to Public Relations trends. The class also explains the planning process and techniques and the concepts of publics and public opinion. In the beginning of the class students will

discuss theories and towards the end of the class they also discuss ethics of Public Relations and their implications to the laws. In practical side the class also discusses the strategic management in Public Relations practice, different communication channels and the types of media, and Public Relations strategies and campaigns. Finally, the class also brings students to discussion of how Public Relations solve crisis and credibility problems and Public Relations practice today.

Pre-requisite: None

### **COMM6168 – INTRODUCTION TO ADVERTISING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the role and task of advertising; explain the principles of advertising and its impact on society; explain the structure of advertising company and their respective role; apply appropriate process in making a good advertisement; interpret and apply the result of market research and consumer knowledge to design suitable advertising.

**Topics:** Good advertising is a balanced mix between creative copy and good marketing research. This course is an introduction to advertising in terms of how we create an ad depending on the brand. Knowledge of the brand and knowledge of market are essential which is why this course will focus on understanding the society in which the brand exists, the impact of advertising in society, market research and agency structure to execute good advertising.

Pre-requisite: None

### **ECON6029 – INTRODUCTION TO ECONOMICS (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Identify and explain the basic reasoning and analytical process in macro and microeconomics; Identify and explain issues in macroeconomics and their effects on the prosperity and the performance of businesses and economies; Explain and calculate aggregate supply and demand in measuring the prosperity and the performance of economies.

**Topics :** This course is as an introductory course for economics; a science that analyzes anything related to the economy as a social system or network where people and institutions they create exchange goods and services. The first part of the course introduces students to the theory of supply and demand, followed by introduction of the economics nature, the private and public sectors of the economy, major economic problems (such unemployment and inflation), and the use of fiscal and monetary policy and its influence on the economy. Furthermore, the course present a better understanding and analysis of the interaction and behavior of different economic elements such as households, industries, markets, labor unions, and trade associations.

Pre-requisite: None

### **COMM6099 – INTERCULTURAL COMMUNICATIONS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Define intercultural communication and explain the importance of studying intercultural communication; Explain four layers (individual, interpersonal, organizational, cultural) in layered approach of intercultural communication; Explain intercultural communication solution both in regional and international context; Conclude factor, process and benefit of intercultural communication in plural and global society; Conclude supporting and inhibiting factor in intercultural communications.

**Topics:** Background, definition and dimension of intercultural communication; Relation between communication and culture; Culture as filter; Perception, behavior, stereotype and prejudice; Understanding the differences of culture; Time

dimension in intercultural communication; Influence in communication process with stranger; Message interpretation and transmission; Interaction with foreigner; Communication and acculturation; Theories of intercultural communication; Cultural stock and self adaptation in cultural environment; Intercultural communication research.

Pre-requisite: Introduction to Communication, Theory of Communication, Introduction to Anthropology & Indonesian Culture

### **MGMT6099 – THE PRINCIPLES OF MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Apply different management phases and concept in managing an organization; Explain different challenges in management and decision-making process; Explain ethics and social responsibility in business practice.

**Topics :** The class introduces students to the concepts, principles and theories of management practice. The course examines generic management theories that are also applicable to a variety of organizational structures that students can apply to media industries. The course also explores issues of leadership, from decision making, planning, ethics, motivation for performance managerial controlling and corporate responsibility.

Pre-requisite: None

### **MKTG6079 – INTRODUCTION TO MARKETING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe marketing mix and marketing strategy in different business situations; Apply appropriate marketing concepts in simple marketing strategies; Identify and explain the effects of marketing practices towards the community and the environment at large.

**Topics :** This course is designed for media and social science students, intended to be the first gateway to the world of marketing. It provides fundamental theories, concepts and techniques in the science of marketing and gives students the foundation of what marketing is all about.

Pre-requisite: None

### **COMM6175 – MEDIA INTERVIEW TECHNIQUE (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the importance of media interview in modern journalism; Apply different media interview techniques; Apply ethical codes related to interview techniques; Demonstrate proper interview technique

**Topics:** Since the beginning of modern journalism, interview technique has become an important component of gathering news. This course is designed to teach student how to properly gather information through interviews. Nowadays media is evolving, it is crucial for the student to know the different approach in interviewing news source for different types of media. Student will have to prepare story where they have to gather the information through interview.

Pre-requisite: None

### **STAT6101 – SOCIAL STATISTICS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the needs of data quantification for explaining social phenomena; Present, process and summarize sample data using appropriate descriptive statistics; Explain and apply basic techniques in hypothesis testing of one-, two-, or more

variables; Use appropriate statistical software package for basic data presentation and analysis purposes; Conduct appropriate statistical analysis and interpret the data accordingly

**Topics:** This course offers an introductory statistics course for social science students. The core topics include not only descriptive statistics, but also connection between two or more variables. In each classes students explore the basic frequency distributions, graphic presentation, measures of central tendency, measures of variability, normal distribution, sampling and sampling distribution, estimation, testing hypothesis, relationships between two variables: cross-tabulation, the Chi-Square test, measures of association for nominal and ordinal variables, regression and correlation, and analysis of variance. The use of statistical software using Excel and/or SPSS is introduced and encouraged in order to better present the data summary and automate statistical calculations.

Pre-requisite: None

### **COMM6009 – INTRODUCTION TO POLITICAL SCIENCE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain political text and theory, identify and explain the role of political elements for development and application such as political parties, bureaucracy, media and government in a political system, analyze current political situation using suitable theories, express their views on political issues both verbally and in writing.

**Topics:** This course is an introduction to the field of political science. It will introduce students to the formal study of politics. Students will become familiar with the basic vocabulary of the discipline, and develop critical thinking, and writing skills. This course aims to provide students with analytical tools that will enhance their understanding in this field of study.

Pre-requisite: None

### **COMM6184 – REGULATION AND MEDIA CONTROL (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Analyse interactions between freedom of expression and regulations to curb it; explain histories of policies in controlling media and analyse the impact of political and economic powers to the policies, Analyse political economy logics behind policies in mass media.

**Topics:** The class provides students with understanding and critical attitude towards the relation between media, law, policies, and the source of needs to regulate media. Different screenings and class discussions equip students with understanding of the needs to regulate media systems, contents, even audience and ways of consuming media.

Pre-requisite: None

### **SOCS6038 – SOCIAL CHANGE AND GLOBALIZATION (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to:

Define and describe globalization and social change; Describe different perspectives on globalization and social change; Recognize the societal consequences of globalization in different parts of the world; Illustrate current globalization processes; Illustrate social change as an effect of the current globalization process in different parts of the world.

**Topics :** This class exposes students to basic concept, assumptions and theories concerning globalization and social changes. In the process, the class will also introduce students to recognize the changes in the current society due to globalization process and social change.

Pre-requisite: None

### **COMM6129–ORGANIZATIONAL COMMUNICATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe the principles of organization; describe the basic concept of organization communication; explain the methods of creating an effective communication in an organization.

**Topics:** The course introduces the student to ways of communicating in organizational context. Concept, process, and theories of Communication in Organization are discussed and demonstrated in the class in order to illustrate the contemporary situation.

Pre-requisite: Introduction to Communication Science, Theory of Communication.

### **COMM8101– PHILOSOPHY OF COMMUNICATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the general connections between words “communication” and “community”. Evaluate communication functions in space and time metaphors. Construct transmission and ritual aspects of each communication situations.

**Topics :** The class explores interconnectivities of media, communication, culture and society. The class starts with discussions of American communication academics tradition to focus on communication as transmission of information. Next are discussions of meanings in communications that shape identities of members of societies. Students are asked to understand communication beyond its function as a means of control and beyond its effects to audience, to embrace the more ritualistic functions of communication for members of the society.

Pre-requisite: None

### **SOCS6037 – MASS COMMUNICATION SOCIOLOGY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain how technology has changed mass media; analyze how external forces in society shape media content; interpret the mass media’s role in current society; discuss the role of mass media in a democratic society and in a globalized context.

**Topics:** The class will explore issues in the interaction between mass media and society, especially in the rapid growth of the digital era. The course is aimed to develop a critical perspective on mass media’s affect to and by individuals and society.

Pre-requisite: Theory of Communication

### **RSCH6017 – MASS COMMUNICATION RESEARCH METHODS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe and interpret basic mass communication theories and research concepts; describe and demonstrate data collection methods; discuss and demonstrate basic data analysis; interpret data for practical application in the mass communication environments of public relations, advertising, and journalism; conduct research and evaluate information by methods appropriate to the mass communication environments of public relations, advertising, and journalism; apply tools and technologies appropriate to the mass communication environments of public relations, advertising, and journalism.

**Topics:** This class introduces students to the research methods commonly used to study mass communication and other mediated communication processes, and the influences of media communication on society. The class also

provides insights into publics, markets and audiences that are important for researches concerning communication profession.

Pre-requisite: Qualitative and Quantitative Research Methods

### **RSCH6018 – QUANTITATIVE AND QUALITATIVE RESEARCH METHODS (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: identify and explain research problem area in social studies, apply critical thinking in analyzing research problem, review the position of theory in the research, differentiate types, purposes and the use of social research, explain and apply principles of qualitative and quantitative research, including the process, data collection method and analysis, apply appropriate approaches and techniques in designing research project, and communicate research ideas and design effectively in verbal and written form.

**Topics:** The course introduces students to conceptual and theoretical basis on social research methods, applying qualitative and quantitative approach. It will be build upon students' understanding on the logic of social science inquiries and gradually introduce type of social research and its purposes leading to data collection techniques and analysis. The course is geared towards students' ability to write their own research design as the basis for thesis proposal. Core principles of quality research such as validity and reliability will be introduced with objectives to enable students to be first-class social researchers and discerning users of social research.

Pre-requisite: None

### **ENTR6039 – MEDIA BUSINESS AND ENTREPRENEURSHIP (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : Analyze media business and market environment, analyze different market situations in media, and utilize the information to create a competitive media business plan; develop a sense of social responsibility and integrate it into media practice. Communicate business plan in a confident manner with a good sense of leadership.

**Topics:** The course provides a global introduction to the process of turning an idea into a successful startup media company. The course gives special emphasis on commercializing ideas derived from media research and data.

Pre-requisite: None

### **COMM6174 – MEDIA INTERNSHIP (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to : Evaluate the use of his/her classroom knowledge in the real industrial situation ; Evaluate the internship experience for his/her future career ; Evaluate the gap between what learned at the media industry and in the classroom.

**Topics:** Through this course, students experience a real situation in industrial production and reflect this experience in an evaluation report.

Pre-requisite: None

### **COMM6162 – BROADCAST JOURNALISM (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Differentiate broadcast journalism with other types of journalism; Apply basic principles of broadcast journalism; Demonstrate journalistic for broadcast media; Demonstrate the ability to use proper equipment in conducting field reporting for

broadcast journalism; Develop journalistic skills in conducting field reporting for broadcast journalism; Demonstrate effective journalism in conducting field reporting for broadcast journalism.

**Topics:** The course introduces techniques in media production in order to create effective journalism using words and pictures. This class practices the basic fundamentals of broadcast production, including writing, producing, and editing to create broadcasts for TV program.

Pre-requisite: Introduction to Journalism

### **COMM6180 – PRINT MEDIA JOURNALISM (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Differentiate printed media journalism with other types of journalism; Apply basic principles of print media journalism; Demonstrate journalistic skill for print media; Develop editorial ability for print media journalism; Develop effective and essentials skills in layout and picture editing for print publication.; Demonstrate effective journalism for print media;

**Topics:** The course introduces techniques in media production in order to create effective journalism using words and pictures. This class practices the basic fundamentals of broadcast production, including writing, producing, and editing to create broadcasts for TV program.

Pre-requisite: Introduction to Journalism

### **COMM6185 – REPORTAGE TECHNIQUE AND NEWS CASTER (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Demonstrate the ability to do research, interview, report, and write news stories; Apply reportage skills in conducting broadcasts for TV program; Apply news casting skills in conducting broadcasts for TV program.

**Topics:** The course introduces techniques in media production in order to create effective journalism using words and pictures. This class practices the basic fundamentals of broadcast production, including writing, producing, and editing to create broadcasts for TV program.

Pre-requisite: Introduction to Journalism

### **LANG6030–INDONESIAN LANGUAGE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Demonstrate the ability to write a grammatically correct, accurate, objective, and comprehensive account of a news/public event for print, broadcast and the web, among other formats and styles, in proper Bahasa Indonesia; Apply depth understanding and good application of EYD for journalism; Perform basic skills and knowledge on literary journalism; Demonstrate proper editing skills in Bahasa Indonesia.

**Topics:** This course treats feature writing, and editing as a distinctive form of news journalism in Bahasa Indonesia. The course includes technical aspects of writing feature articles as well as how to draw on storytelling to add interest. Students will contribute to production of a monthly newspaper by participating in story assignment, editing, page design and production. Students will also demonstrate skills in editing news, feature and opinion.

Pre-requisite: Introduction to Journalism

### **COMM6172 – INVESTIGATIVE JOURNALISM (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain the difference between investigative journalism and other types of journalism; Apply basic knowledge of investigative



journalism; Recognize news story that can be develop into investigative journalism; Demonstrate proper research in conducting investigative journalism; Analyze ethical and legal problem that can occur in investigative journalism.

**Topics:** In this course student will practice one of the most challenging type of journalism. therefore, this class will prepare student how to choose a news story that is worth investigating, conducting proper research, weeding out reliable source and hoaxes and at the same time maintaining a good integrity as a responsible journalist.

Pre-requisite: Introduction to Journalism

### **COMM6178 – NEWSROOM MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe and discuss how editors perform their multiple roles in the newsroom; Illustrate newsroom structures, values and practice; Identify global and local trends in media ownership and control.

**Topics:** In this course, students are exposed to the foundations of the media industry in terms of leadership and planning, learn about the special ethical and legal responsibilities of newsroom managers, and the risks which newsrooms may have to face in the future. Due to the practical nature of newsroom management, students are exposed to the practical process of the newsroom and its management.

Pre-requisite: Introduction to Journalism

### **COMM6165– CRISIS COMMUNICATION AND PUBLIC RELATIONS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe the role of public relation in crisis communication; Identify crisis communication using the application of public relation theory; Interpret crisis communication situation using the application of public relation theory; Interpret various aspects of crisis communication theory; Apply public relation plan to manage crisis communication; Analyze crisis communication case studies.

**Topics :** This course explores the role of public relation in communication crisis. It focuses on management of communication crisis, emphasizing on practical application of theories, strategies, and tactics from a public relations perspective.

Pre-requisite: Introduction to Public Relation

### **COMM6182– PUBLIC RELATIONS WRITING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Differentiate public relations writing with other types of writing; Recognize the importance of crafting and delivering a Public Relations message; Demonstrate public relations writing technique in making and delivering a Public Relations message; Recognize ethical issues faced by PR writers; Create effective Public Relations message; Analyze current public relation writing case studies.

**Topics:** This course emphasizes the strategy of constructing a Public Relation message using skills of persuasive writing. The class demonstrates writing techniques based on the strategic design and development of effective Public Relations messages.

Pre-requisite: Introduction to Public Relation

**COMM6181– PUBLIC RELATIONS MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the definition of Public Relations as a tool of management; Describe management problem in the tasks of public relations; Produce strategic plans and programs in taking action and communicating with the community; Compare public relations program with work realization relating to Public Relations Management.

**Topics:** The class explores Public Relation plans and program as a tool of management. The purpose of this course is to provide an introduction to public relations processes, principles, history, current practice, and future trends that relate to current public relations. The practices and application of public relations in a management setting are emphasize throughout the course.

Pre-requisite: Introduction to Public Relation

**MKTG6078– CONSUMER BEHAVIOR (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Define existing consumer behavior concept, theories, and models; Describe basic principles of consumer's behaviors from a variety of behavioral perspectives; Describe the role of consumer's behavior in mass communication from the perspective of public relation and advertising; Recognize the influence and roles of various factors relating to consumer's decisions process; Demonstrate the usage of consumer marketing research and strategy to shape consumer behavior; Analyze consumer decision making in a variety of situations and be able to develop decision model for a specific product/ brand/ situation.

**Topics:** This course introduces an in-depth understanding of the roles and function of consumers in the market place and it's implication for marketing strategy related to public relations and advertising. The class demonstrates and analyzes consumer decision making process, perception, learning, group influences, and marketing implications.

Pre-requisite: Introduction to Public Relation, Introduction to Advertising

**COMM6176– MEDIA PLANNING AND RELATIONS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain basic concept of media relation; Explain elements of media planning; Demonstrate good communication skill with the media; Identify issues in media relation; Apply strategic plan in communicating issues with the media.

**Topics:** This course introduce students to planning and media relation is one of the interesting subject in public relations management. By far the most critical part of any corporate communication department is the media relation function. Its role as disseminator of information to many of a firm's most important constituencies is more important today. This course explores what media relation professional should do and how best to approach a group of journalist and how firms should try to communicate with the media through relationship building. The first step before reaching of them is to understand media organization and its content. For students, the main purpose of this course is able to design a fully conceptual media relation planning by in-depth comprehending about media organization and content.

Pre-requisite: Introduction to Public Relation, Introduction to Advertising

**MGMT6098– EVENT MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe the role and purpose (s) of events related to public relation and advertising; Recognize the importance in management of events related to public relation and advertising; Apply the techniques and strategies required to plan successful events

related to public relation and advertising; Demonstrate the managerial skill in producing successful events related to public relation and advertising.

**Topics:** This course is design to introduce in-depth knowledge about the specialized field of event management. The class focuses on management techniques and strategies required for successful planning, promotion, and implementation to create successful events related to public relation and advertising.

**Pre-requisite:** Introduction to Public Relation, Introduction to Advertising

## 4.7.6 Computer Science (CS)

### **COMP6056– PROGRAM DESIGN METHODS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain basic concepts of IT; analyze a problem and define the computing requirements appropriate to its solution; identify, define and make use of flowchart as a program logic formulation tool; simulate computer operational logic through expressions and operations, and stress the fundamental idea of dividing a program into components that can be independently debugged, maintained, and reused.

**Topics:** This course develops skills in program design and implementation by applying the concepts of computer fundamentals and logic formulation. It also covers the study of the different tools and techniques available in developing computer program logic such as flowcharts and pseudo code.

**Pre-requisite:** None

### **COMP6047 – ALGORITHM AND PROGRAMMING (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: apply principles of C programming in designing program; Identify and analyze computing problems and define the appropriate solutions; and identify and apply professional and ethical principles in programming.

**Topics:** This course is designed to teach the basic problem solving techniques and programming concepts and to enable the students in developing algorithms and well-structured programs. It introduces students to the concepts and techniques of a structured-programming using C and C++ language, basic computing algorithms and basic data structures. Students will be assessed in their competency by their capability in creating a middle-sized application program in the C and C++ programming language.

**Pre-requisite:** None

### **COMP6213 – OBJECT ORIENTED PROGRAMMING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: identify and define the computing requirements to solution; explain fundamental building blocks of object oriented programming; and create an application using the Java the programming language.

**Topics:** This course is an introduction to object-oriented programming using Java. It provides a detailed discussion of different object – oriented programming concepts including classes, objects, encapsulation, inheritance and polymorphism. Event handling, exception handling and API programming are also taught to the students in this course.

**Pre-requisite:** None

**COMP6048 – DATA STRUCTURES (6 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Describe the use of various data structures; Explain and apply appropriate operations for maintaining common data structures; Apply appropriate data structures and simple algorithms for solving computing problems; Design computer programs applying different data structures and related algorithms.

**Topics:** This course serves as a one of the foundation courses in Computer Science. It provides students with an understanding of the principles of data structures and algorithms in the design and development of computer software. Students will learn basic data structures and its use in different algorithms that are commonly used in making structured and efficient software programs. Part of the course will also cover a short introduction in the analysis of algorithms.

Prerequisite: – Object Oriented Programming

**COMP6049 – ALGORITHM DESIGN AND ANALYSIS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the fundamental concepts of analyzing algorithms; Apply algorithm techniques and methods; Calculate processing time and memory space of algorithms; Compare several algorithm design methods; Describe various numerical methods which are used to solve mathematics problems; Use numerical methods to solve business problems; Solve mathematics equations using certain numerical methods; Select effective numerical methods and computer program to solve mathematics equations and demonstrate a working knowledge of basic concepts in numerical methods including interpolation and approximation techniques and apply appropriate numerical approaches to solve common problems in computing studies.

**Topics:** This course is designed for students taking Computer Science program. It involves the introduction of design and analysis of algorithms, mathematical induction and recursive function, algorithms and complexity functions, complexity of algorithms analysis, stacks and queues, trees, heaps and graphs, greedy methods, divide and conquer, dynamic programming, Fibonacci sequence problem, change problem, optimization, Huffman code, search and traversal, backtracking, branch and bound, designing algorithms with a specified complexity and best practices of algorithm analysis. It also involves the study of methods of computing numerical data, interpolations, approximations, numerical differentiation and integration techniques, and numerical solutions of ordinary and partial differential equations.

Prerequisite: – Algorithm and Programming

**COMP6062 – COMPILATION TECHNIQUES (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe computing model and its corresponding language class in the Chomsky Hierarchy, Identify computational problems and define the computing requirements appropriate to its solution, Apply knowledge of computing theory in problem solving, Design a system appropriate to given computing model. Explain and apply principles of parsing and compiling appropriate to specific computing problems; identify and define the parsing and compiling requirements in solving a computing problem; apply current techniques, skills, and tools in parsing and translation to produce innovative computing practices.

**Topics:** This course provides students with knowledge of computing theory concepts and to enable students' understanding about computational capabilities of a computer, foundational issues in computer science, and develops

an understanding of the capabilities and limitations of computer software based on an understanding of theoretical issues. A number of concrete problems will be addressed in order to develop this understanding at both a conceptual and concrete level. In addressing the problems students will also gain skills in writing grammars, automata manipulations, regular expressions, proof techniques and reasoning about computational capabilities. It also includes an introduction to the design and implementation of computer languages, front-end processes of the compiler or interpreter, and back-end processes of interpreter using student selected domain as the course term project. Major topics that will be covered in the course include: Programming languages as context-free language, Lexical Analysis, Syntactic Analysis, Type checking, Symbol table, and Syntax-directed translation.

**Prerequisite:** - Discrete Mathematics

### **ISYS 6169 – DATABASE SYSTEMS (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify, define and analyze requirements and anomalies in relational database design; Use conceptual modeling mechanisms to design a database system; Formulate queries for specific users' information needs; Use SQL as a data definition and data manipulation language; Apply transaction processing and concurrency in multi-user database systems to obtain accurate results.

**Topics:** This course is designed to teach students the fundamental concepts underlying database system design, including not only the design of applications using databases, but also covering the fundamental implementation techniques used in database systems. It introduces students to the relational model of databases along with its mathematical background, the application of relational database system and the system-level implementation, including File Organizations and Indexes, query processing, and transaction management

**Pre-requisite:** None

### **COMP6065 – ARTIFICIAL INTELLIGENCE (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain principles of artificial intelligence; define and apply appropriate computing and mathematical techniques in artificial intelligence application; and analyze the computing requirements appropriate to solve a computing problem in artificial intelligence.

**Topics:** The course provides students with the knowledge of Artificial Intelligence (AI) concepts and enables them to develop intelligent programs. The course covers the basic intelligent building blocks such as solution searching algorithms, knowledge representation, logical reasoning (inference) and learning algorithms that allow an intelligent agent to operate autonomously in a complex environment to achieve its design purpose. It also covers the history of AI, the present, the future and the challenges that will broaden the students' perspectives on the field. Some projects that require programming work will provide the students with the opportunity to apply various techniques learned in the class to solve practical problems.

**Prerequisite:** - Algorithm and Programming

### **COMP6100 – SOFTWARE ENGINEERING (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Apply design and development principles in the construction of software systems of varying complexity; Identify and define the computing requirements appropriate to solve a software problem; Design, develop and evaluate a computer-based

system, process, component, or program to meet program definition needs; Explain and analyze the impact of good software development on individuals, organizations and society.

**Topics:** This course is designed to establish and use sound engineering principles in order to obtain economically software that is reliable and works efficiently on real machines. Topics covered include: The Software Engineering Process, Managing Software Projects, Methods in Software Engineering and Object Oriented Software Engineering.

**Prerequisite:** – Systems Analysis and Design

### **COMP6217 – SYSTEM ANALYSIS AND DESIGN (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the methodology of Systems Analysis and Design, Explain and apply the major techniques practiced by Systems Analysts, Plan and monitor a system development project based on the user requirements, Analyze and interpret user requirements in the system design, Design a specified commercial system based on requirements given by the clients.

**Topics:** This course provides an introduction to the Systems Development Life Cycle, from the initial stages of information requirement analysis and determination to the ultimate activities involving system design, development, and implementation. Particular focus is given on the strategies and techniques of systems analysis and design for producing logical methodologies for dealing with complexity in the development of information systems. This course builds upon concepts to which the student has been exposed in previous classes. While it introduces students to the state-of-the art of approach and methodology in system analysis and designs an information system, this course also provides introduction to the major techniques and tools which are practiced by systems analysis professionals, database design and business process modeling using CASE tool technology. As the result, the structure of this course puts a balance overview on the process of analyzing and designing information systems and develops the necessary skills to apply the major techniques to simple problems.

**Pre-requisite:** Object Oriented Programming

### **GAME6048 – GAMES DESIGN AND PROGRAMMING (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain and apply the principles of 2D and 3D game design and development, Apply appropriate mathematical concepts related to game development programming, Identify and analyse requirements of games design appropriate for a specific market or user, design and develop computer game programs applying appropriate programming process and techniques, Apply current tools and technologies in designing computer games.

**Topics:** This is a hands-on course to train students in practical Games Design and Development. The aim of this course is to introduce students to the field of Games Design and Programming and enable them to appreciate the multidisciplinary nature of this field, to introduce essential concepts and techniques through practical work based on developing programs that create interactive visual imagery, for students to acquire independent self-learning skills, learn about the techniques and algorithms used for developing games applications involving both 2D and 3D objects, learn the essential theory behind games design, and to be able to design and implement simple computer games in C/C++, including the use of library functions from various APIs.

**Prerequisite:** none

### **CPEN6098 – COMPUTER NETWORKS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify network equipments, and describe their function and parameters; Calculate network parameters to achieve a given

requirement; Identify and apply appropriate network components to solve a given design; Implement a small network with the correct configuration.

**Topics:** This course introduces the architecture, structure, functions, components, and models of the Internet and other computer networks. It uses the OSI and TCP layered models to examine the nature and roles of protocols and services at the application, network, data link, and physical layers. The principles and structure of IP addressing and the fundamentals of Ethernet concepts, media, and operations are introduced to provide a foundation for the curriculum. Labs use a “model Internet” to allow students to analyze real data without affecting production networks. Packet Tracer (PT) activities help students analyze protocol and network operation and build small networks in a simulated environment. At the end of the course, students build simple LAN topologies by applying basic principles of cabling; performing basic configurations of network devices, including routers and switches; and implementing IP addressing schemes.

**Pre-requisite:** None

### **COMP6212 – MULTIMEDIA SYSTEMS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe the characteristics of different media and data formats, Use appropriate types of media in multimedia project and assignments, Use markup languages and style sheets to design web pages, Distinguish the different compression principles, techniques and multimedia compression standards, Design a complete multimedia project, Create an application using the latest visual programming.

**Topics:** This course is designed to teach the multimedia technologies, systems and applications and multimedia implementation in the professional world. The students will not only learned the technical parts but also learned the basic understanding of design, especially digital-based multimedia design.

**Pre-requisite:** None

### **COMP6153 – OPERATING SYSTEMS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: apply knowledge of operating system principles to support its implementation and operation for a variety of purposes in the organizations.

**Topics:** The course is designed to explain the mechanism of general Modern Operating Systems, which includes the history of most Operating Systems, their Concepts, Components, and Functions, and how the common Operating Systems work in the hardware framework. Furthermore, the hands-on lab session will be the focused in the Open Source-Operating System, which is Linux, with the intention of broadening students mind, knowledge, and interest of an alternative Open-Source Operating Systems.

**Prerequisite:** – Computer Architecture and Organization

### **COMP6222 – WEB PROGRAMMING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Construct a web programming module through a snippet of code, Describe the advantage and disadvantage of an alternative web solution, Classify the available solution to balance between function and user friendliness, Build a useful web solution that complies with the requirements, Explain the protocols and systems used on the Web. Describe and use HTML tags and CSS syntax, Explain and apply basic knowledge of the scripting languages in computing, Design, create and analyze relational databases within a web-server environment,

**Topics:** This course is designed to teach the major web-related topics with Java technology as a unifying theme. It introduces students to the concepts and techniques of a dynamic web page construction, basic web protocols, explore design issues and techniques, and its implementation in Java server-side programming. Students will look at HTML, Servlets and JSP to create dynamically generated web sites.

**Prerequisite:** - Object Oriented Programming

### **COMP6216 –SCRIPTING LANGUAGES (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Employ JavaScript as a general purpose web-based client-side scripting language, Create custom markup languages using specifications provided by XML, Explain the various protection against internet attacks, Identify and apply SEO friendly website, Design and create a dynamic web application that implements server-side scripting and database access capabilities

**Topics:** This course introduces the usage of scripting languages in computing. Students will learn the role of a scripting language in controlling applications. Students will be exposed to solving common problems in the areas of application development, and systems administration on a particular operating systems platform.

**Prerequisite:** - Object Oriented Programming

### **COMP6205 – COMPUTER GRAPHICS (4 SCU)**

**Learning Outcomes :** By the end of this course student should be able to: Explain and apply the principles and components of computer graphics, Apply appropriate mathematical and programming concepts to the computer graphics applications, Analyze problems related to and requirements appropriate for computer graphics solutions, Design, develop and execute graphics programs using OpenGL, Write and present computer graphics applications effectively, Apply appropriate techniques in creating graphics programs

**Topics:** This course is designed to provide the students with knowledge of computer graphics concepts and to enable the student to develop computer graphics programs.

**Prerequisite:** – Algorithm and Programming

### **CPEN6105 – COMPUTER ARCHITECTURE AND ORGANIZATION (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: apply the principles and knowledge of computer architecture in the design and construction of software systems of varying complexity, apply knowledge of computer architecture to create efficient software solutions.

**Topics:** The course is designed to explain about computer architecture and organization, which includes Computer Evolution and Performance, Computer Interconnection Structures, Internal and External Memory, I/O, Operating Systems Support, Computer Arithmetic, Instruction Sets, CPU Structure and Function, RISC, Superscalar Processors, Control Unit Operation, Microprogrammed Control, Multiprocessors and Vector Processing, and Digital Logic.

**Prerequisite:** None

### **COMP6176 – HUMAN COMPUTER INTERACTION (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Explain theories and conceptual frameworks and methods of the human aspects of UIE; Identify and analyze UIE difficulties, pitfalls and requirements of translating theory and principles on system design; Evaluate user interaction principles



using motion interactive device; Design a human computer interface according to the user's requirements using suitable technologies; Communicate effectively through expression and logic in user interface engineering; Apply appropriate techniques in the systems specifications and design stages of UIE projects.

**Topics:** The course will give the computer science student an insight about the proper method to design any program or computer system by acknowledging the fact that the end users of the product or system are human being with their capabilities and limitations. Through recognition of behavior and characteristics of human as users (human aspects) and the computer system as product (technology aspects) the students will understand how to optimize the interaction within the broad 'man-machine' system and achieve successful acceptable and productive computer applications/system design.

Prerequisite: Multimedia Systems

### **COMP6221 – WEB SYSTEMS SECURITY (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Apply the principles and knowledge in web system security to create secure websites to function as what they are meant to despite being attacked by several known flaws; identify, define and analyse the problems and requirements appropriate to create secure web systems; comprehend and analyze the impact of web systems security on individuals, organizations and society, including ethical, legal, security and global policy issues.

**Topics:** This course prepares student to be technically knowledgeable on security issues that cause the websites to be defaced, out of service, or become a source of malware spread. Web security topics such as injection flaws, cross site scripting, broken authentication and session management, and improper error handling are discussed. Web security audit tools are introduced to aid students examine the HTTP headers and content that serve as the vulnerable communication media.

**Prerequisite:** - Web Programming and Scripting

### **COMP6206 – COMPUTER SECURITY AND NETWORK FORENSICS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply the principles in the construction of a secure network; define the parameters to achieve a higher degree of secure system; identify the requirements to have a desired state of a system; develop a set of rules, algorithm, or program to meet the desired need of a computing system; and apply the techniques and tools to produce an innovative security computing solution.

**Topics:** Forensics is a discipline that learns how to reconstruct past actions. This course offers methodologies in digital forensics that analyze computer environments and network data in order to investigate a possible intrusion. It details the steps from sampling an evidence material, reconstructing a crime scene chronologically, and analyzing the damage that the intruder might have caused.

**Prerequisite:** - Ethical Hacking and Penetration Testing

### **COMP6209 – ENTERPRISE APPLICATIONS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe and explain best practices and other advanced issues in business component development with EJB technology; Implement business-tier functionality using EJB technology; Assemble and deploy EJB technology business-tier

components on an application server; and Integrate an EJB technology based application using Java Messaging Service API, the Java Connector Architecture.

**Topics:** This course provides students with knowledge needed to use the Java 2 Platform, Enterprise Edition (J2EE) to create robust enterprise applications that allow for rapid change and growth. This course also provides students with the knowledge on how to develop robust back-end functionality using Enterprise JavaBeans (EJB) technology. In addition, frameworks such as Spring, Hibernate, Struts, JSF, and Grails will also be discussed.

**Prerequisite:** – Object Oriented Programming

### **COMP6204 – ADVANCED NETWORKING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply principles of ethical hacking; Define and analyse the vulnerabilities in a networking problem; Apply current techniques, skills, and tools to penetrate a system; Apply design and development principles in the network security; Design, develop and evaluate a network to meet its security requirement.

**Topics:** This course prepares student to perform offensive security for the purpose of penetration testing. It introduces hacking tools, techniques, and the theory behind how the tools are used and where they work. The material follows ethical hacking steps such as foot printing, enumeration, system hacking, escalating privilege, and covering tracks. Areas of instruction include setting up a lab to act as a victim, understanding vulnerabilities of operating systems, using various tools used by hackers to access unauthorized information. The course includes hands-on lab on attacking and defending the systems and network.

**Prerequisite:** – Computer Networks

### **GAME6047 – CHARACTER RIGGING AND ANIMATION (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply principles of character rigging and animation; Define and analyse the computer animation requirements; Design, develop and evaluate computer animations to meet desired needs; Apply current techniques, skills, and tools in animation to produce innovative computing practices.

**Topics:** This course focuses on aesthetics of animation, with references to related arts such as live-action cinema, games and animation movies. Screenings include a wide range of commercial and experimental works produced throughout the world. This course explores the basic principles of modeling and rigging as applied to a series of very different characters. Students explore basic tools and apply them to various anatomical problems to find modeling and rigging solutions for character motion. Students create small projects and written works pertaining to course topics.

**Prerequisite:** – Multimedia Systems

### **CPEN6107 – WIRELESS MOBILE SOFTWARE ENGINEERING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Apply design and development principles in the construction of wireless mobile software systems; Define and analyse the computing requirements in wireless mobile applications; Apply current techniques to produce innovative wireless mobile computing practices; Create mobile applications with various features, such as network connection, persistence capability, gaming capability, messaging feature, etc. using J2ME technology.

**Topics:** The course provides students with the knowledge needed to create interesting applications running on mobile devices. This course will focus mainly on the Java 2 Micro Edition platform, however several other industry platforms

will also be introduced. This course provides students with the knowledge on how to develop a wireless mobile application using J2ME MIDP (Mobile Information Device Profile) technology.

**Prerequisite:** – Object Oriented Programming

### **COMP6208 – DISTRIBUTED SYSTEMS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Define and analyze the computing requirements in solving a distributed-system problem; Explain principles of distributed systems; Apply the different methods & techniques used in distributed systems; Apply appropriate principles of computing and mathematics to create a simple Distributed Systems application.

**Topics:** This course is designed to introduce the principles of Distributed Systems. The most important principles covered in class are communication, processes, naming, synchronization, consistency and replication, fault tolerance and security.

**Prerequisite:** – Computer Networks

### **COMP6210 – ETHICAL HACKING AND PENETRATION TESTING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Apply the principles of penetration testing; Identify various method of gathering information to launch an attack; Explain and apply principles of ethical hacking for professional responsibilities; and Analyze the impact of a vulnerability to the security of the stakeholders.

**Topics:** This course prepares student to perform offensive security for the purpose of penetration testing. It introduces hacking tools, techniques, and the theory behind how the tools are used and where they work. The materials follow ethical hacking steps such as footprinting, enumeration, system hacking, escalating privilege, and covering tracks. Areas of instruction include setting up a lab to act as a victim, understanding vulnerabilities of operating systems, using various tools used by hackers to access unauthorized information. The course includes hands-on lab on attacking and defending the systems and network.

**Prerequisite:** - Computer Networks

### **GAME6046 – ADVANCED GAMES DESIGN AND PROGRAMMING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : apply advanced design and development principles in the construction of game systems; Apply appropriate concepts of computing and mathematics in games design; Identify and define the games design and programming requirements in solving a game design problem; Create and evaluate advanced games design and programming techniques to meet desired needs; Apply current techniques, skills, and tools creatively to produce innovative game design and programming practices.

**Topics:** This course covers intelligent characterization as well as advanced techniques in simulation. Games control and games theory are further developed. Further work will cover techniques for production of LAN and Internet-based multiplayer games including massively multiplayer online games (MMOG).

**Prerequisite:** – Algorithm and Programming

### **GAME6049 – VISUAL GAMING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : apply design and development principles in the construction of visual gaming systems of varying complexity; apply appropriate

principles of computing and mathematics in visual gaming design; Identify and define the visual games requirements in solving visual gaming problem; Design, develop and evaluate visual gaming techniques to meet desired needs; demonstrate effective communication skills with a range of audiences and cultures; apply current techniques, skills, and tools creatively to produce innovative visual games.

**Topics:** This course is a capstone course within the Games Technology stream. During the course, the class will create a group project to accomplish the one semester requirement. Through the group project, students will learn the game production process from beginning to end, including pre-production, production and post-production.

**Prerequisite:** – Algorithm and Programming

### **COMP6214 – PERVASIVE COMPUTING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to : explain and apply design and development principles in pervasive computing; evaluate critical design tradeoffs associated with different mobile technologies, architectures, interfaces and business models; analyse the impact of the usability, security, privacy and commercial viability of mobile and pervasive computing services; Create wireless mobile applications using the iPhone SDK.

**Topics:** With the proliferation of wireless networking techniques and small but smart devices, mobile and pervasive computing is gradually moving from myth to reality. It has the potential to profoundly change the way we use computers and the way information technologies serve people. The goal of this course is to introduce students to the visions and challenges of mobile and pervasive computing and to discuss the principles and practice that make it possible. The course will help students to learn about and investigate the emerging issues in pervasive environments. A major focus will be on components that build pervasive computing systems: smart devices, smart environments, and smart services and interactions with users.

**Prerequisite:** – Algorithm and Programming

## **4.7.7 Information Systems (IS)**

### **ISYS6259 – INTRODUCTION TO IT 100 (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, student are expected to be able to explain IT concepts, terminology, principles, management & strategies for organizations; compare new & emerging technologies; discuss IT issues and their impacts on business; and discuss the challenges of living in the digital age.

**Topics :** This course introduces the fundamentals of Information Technology components and their major roles in business.

### **ISYS6259– INTRODUCTION TO IT 100 (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, student are expected to be able to explain IT concepts, terminology, principles, management & strategies for organizations; compare new & emerging technologies; discuss IT issues and their impacts on business; and discuss the challenges of living in the digital age.

**Topics :** This course is intended for non-information systems students. This course introduces the fundamentals of Information Technology components and their major roles in business.

**ISYS6263 – SYSTEM THINKING (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to define principles of systems thinking; apply systemic approach in complex problem analysis; apply suitable analytical tools to analyze complex problems; describe causal connections in systems; and explain and apply the essential systems thinking concepts behind functional group work

**Topics :** This course is designed to teach the student the steps in defining and analyzing, problems, in the context of a learning organization.

Prerequisite : Introduction to IT 100

**ISYS6267–MANAGEMENT INFORMATION SYSTEMS (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain concepts, developments, or management issues regarding hardware, software, data management, networks, and other technologies, identify and explain major uses of IT for business processes, operations, decision making, and strategic/competitive advantage, explain how to manage the IT resources effectively and ethically to achieve top performance and business value in support of the business strategies of the company.

**Topics :** This course will introduce the use of information technology (IT) to manage and their major roles in the modern organizations to non-information system students. There will be discussions on case studies, organization challenges and technologies that will help managers meet these challenges; and students will design business processes to take advantage of the technology; and create management procedures and policies to implement the required changes.

Prerequisite : None

**ISYS6093 – INFORMATION SYSTEMS CONCEPT (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain the role of technology as a business enabler; identify and explain applications and systems in a business environment; interpret the interaction between technology, customers, processes, data, infrastructure, participants, and environment an organization; explain the complexity and challenges involved in integrating the functional areas of a business; explain how organizations are using new technology to innovate and create new businesses and revenue streams, and how technology entrepreneurship enables organizational change; list ethical and intellectual property challenges that arise from the use of technology; and discuss the proper steps in the systems development process.

**Topics :** This course introduces to the students the basic concepts of information systems, application of information systems in the business world and the concept of information systems development. The materials covered includes Information Systems basic concept in the business world, competitive advantage in business using Information Technology, e-business, e-commerce, Decision Support Systems, Building solution of e-business.

**ISYS6197 – BUSINESS APPLICATION DEVELOPMENT (2/2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to formally state a problem, devise an algorithm to solve the problem, and translate the algorithm into a program using an appropriate programming language; understand the programming environment (IDE/Editor); understand the use of different programming constructs (Sequence, Selection, Repetition) for different purposes; able to execute and debug a program, device a program testing strategy and to evaluate and measure algorithm/program design.

**Topics :** This course introduces the next level of programming courses, which assume that students are already

capable of solving computer programming problems. Topics covered in this course includes problem analysis, algorithm development, simple program design techniques, study of a contemporary programming language, use of a computer environment and appropriate system software.

Prerequisite : - Introduction to IT 100

### **ISYS6123 – INTRODUCTION TO DATABASE (2/2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be explain the role of databases in organizations and information systems, Create a relational database schema from a set of requirements, explain and apply appropriate data structures in a database design, use SQL to construct, secure and access the database, explain the fundamental principles of different data architectures.

**Topics** : The course introduces the concept of information modeling, which emphasizes the importance of grouping the information into specific categories before it is transferred to the actual database design. At the end of the course, an implementation phase is discussed to ensure the students are well aware of any implications that might develop from improper information modeling. In addition this course also aims to introduce students to the concept of database design by predicting the use of future retrieval systems. Students understand that both a consideration of the data model and awareness of the retrieval system to be applied are required in designing a database. Consequently, new concepts are introduced, such as Query Processing and Optimization, Transaction Processing Concepts, and Concurrency Control Techniques. This will lead students to understand the method of database tuning, functional dependencies, and normalization for RDB that will help them to understand more advanced course in the next semester.

Prerequisite : - Introduction to IT 100

### **ISYS6250 – E-BUSINESS CONCEPTS AND ISSUES (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to demonstrate the ability to successfully integrate technology into business objectives, research, and processes and stay abreast of new developments especially the Internet and Ecommerce; apply basic financial management and managerial accounting functions to facilitate the conduct of E-business strategies, business models, and transactions; identify the impact of legal and ethical business decisions when faced with changing technology and regulations; develop E-commerce business plans, which include managing risk and selecting appropriate technology solutions; identify security threats in electronic commerce and utilize techniques to implement security solutions; create successful traditional and online marketing strategies to promote products and services, attract and retain customers, and enhance sales.

**Topics** : This course discusses emerging trends and technologies defining the rules of business in the developing information economy. This course also examines the major technologies and trends that enable e-Commerce, including the Internet, security, software and hardware architectures, policy and social/economic issues.

Pre-requisite: - Introduction to IT 100

### **ISYS6209– USER EXPERIENCE (2/2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Identify and explain cognitive and social factors that can make interactive software effective, Interpret user requirements and apply them to interface design, Explain and apply key design principles and guidelines that can assist user interface designers, and understand the limitations of such guidelines, Create an effective evaluation method for a particular

design project, Identify and apply appropriate site structure and navigation, Apply techniques of contextual analysis around the present use of technology, Elicit user requirements and present proposed solutions to a range of audience

**Topics** : This course introduces students to the principles of design that can be applied to either a Graphical User Interface (GUI) or a Web Interface. After learning several design concepts students should be able to identify examples on existing interfaces as well as draw parallels with real-world interactive devices, such as mobile phones and personal computers. Combining the knowledge with the skills of various software programs (i.e. VB Editor for Excel and Dreamweaver MX), students should feel confident in creating interfaces that will best meet users' requirements.

Pre-requisite: None

### **ISYS6198 – DATA AND INFORMATION MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Explain the database design concept and applications, Analyze the strength and weaknesses of alternative solutions developed from the given requirements and queries, Use appropriate techniques to maintain a database system, Design and implement a database system from a set of requirements, Explain and apply various methods of data storage, organization and access.

**Topics** : This course is designed to teach the internals of a database system, such as record storage, primary files organizations and index structures for files as an introduction to the concepts of database system and architecture.

This course also includes relational data models, relational constraints, and relational algebra as this will enable students to understand the technical aspects internal to database system architecture. This course introduces database systems such as OO database, the extended relational database system, and RDBMS in Oracle, thus ensuring student familiarity with current database systems. Database security and authorization will be elaborated at the end of the course, ensuring students understand the importance of securing the database system.

Pre-requisite: Database Design

### **ISYS6188 – INFORMATION SYSTEMS ANALYSIS AND DESIGN (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Use appropriate techniques and tools to construct physical and logical process for existing and new systems, apply appropriate techniques for eliciting user requirements and system expectations, interpret, analyze and apply user requirements in the system design, explain and apply variety of systems development methodologies and techniques, apply techniques of contextual system analysis of the present use of technology.

**Topics** : This course provides a foundation of knowledge and skills in contemporary systems development, methods and techniques. In order to make students aware of a range of systems analysis approaches. Topics covers in this course are process modeling and data modeling, a variety of system development approaches tools and techniques using rapid application development, joint application development, and prototyping.

Pre-requisite: Systems Thinking

### **ISYS6245 – BUSINESS COMPUTING INFRASTRUCTURE & COMMUNICATION (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Install and configure operating systems, configure an IT infrastructure solution for a small organization , choose the appropriate network infrastructure for an organization, explain and assess the role of IT control and service management

frameworks in managing a large-scale organizational IT infrastructure solution, explain networking fundamentals (networking protocol concepts, TCP/IP, domain, addressing), Choose the appropriate system for an organization

**Topics :** This course provides an introduction to IT infrastructure issues for students majoring in Information Systems. It covers topics related to both computer and systems architecture and communication networks, with an overall focus on the services and capabilities that IT infrastructure solutions enable in an organizational context. It gives the students the knowledge and skills that they need for communicating effectively with professionals whose special focus is on hardware and systems software technology and for designing organizational processes and software solutions that require in-depth understanding of the IT infrastructure capabilities and limitations. It also prepares the students for organizational roles that require interaction with external vendors of IT infrastructure components and solutions. The course focuses strongly on Internet-based solutions, computer and network security, business continuity, and the role of infrastructure in regulatory compliance.

Pre-requisite : Introduction to IT 100

### **ISYS6247 – CORPORATE INFORMATION SYSTEMS MANAGEMENT (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to understand aspects related to information systems management with strategy and operationalization in an enterprise ; able to apply concepts as well as relevant practical knowledge to manage information systems in a proper and professional manner in the eyes of a Chief Information Officer (CIO) ; able to crystallize the information systems management concepts and practical solution introduced by real world case studies.

**Topics :** This course provides an introduction to those aspects of Information Systems Management (ISM) related to the strategy and operationalization of ISM in an enterprise. Concepts, as well as practical knowledge relevant to the context of implementing and organizing Information Systems in a proper and professional manner from the perspective of a Chief Information Officer (CIO), will also be given. Through the use of real world case studies students will discuss and consolidate the ISM concepts and practical solutions introduced.

Pre-requisite : Introduction to IT 100, Introduction to Business (Management & Leadership)

### **ISYS6163 – ADVANCED INFORMATION SYSTEM ANALYSIS AND DESIGN (4/2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to Identify and explain the difference between traditional methods of analysis and object oriented analysis , Design a system definition from a business problem and produce a conceptual model using UML, Apply Object Oriented techniques for exploring problem domain, Relate the concept of Problem Domain and Application Domain to object oriented analysis, Describe object -oriented constructs

**Topics :** This course is designed to teach students the fundamental concepts of object oriented analysis, modeling and design. The course begins by reviewing the concept of complexity analysis with respect to OO analysis. The object model is considered in detailed elaboration to ensure the student understands how to model the entire object in a communicative way and possibly to program. This also ensures students understand the concept of modeling in a OO environment. The course will also discuss in detail modeling concept, design methodology, and design implementation.

Pre-requisite: None

### **ISYS6127 – TESTING AND SYSTEM IMPLEMENTATION (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to Explain the psychology and economics of software testing, Define Error Checklist for Inspections, Explain and conduct White-Box  
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and Black Box Testing Techniques, Describe Module and Higher-Order Testing Principles, Conduct different types of debugging techniques, Plan the testing of a software component or system, Explain and analyze latest software testing techniques

**Topics** : This course is designed to provide students with introduction to major software testing topics, including (but not restricted to) higher-order testing, white- and black-box testing, walkthroughs, and code inspections.

Pre-requisite : IS Systems Analysis and Design

### **ISYS6273– CLIENT RELATIONSHIP MANAGEMENT (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to understand and practice five basic concepts that serve as a foundation for the IT consulting process ; understand the IT consulting framework. ; identify the crucial factors in each of the processes in the IT consulting framework ; understand and develop superior consulting skills.

**Topics** : This course is designed to provide advanced project management students with additional, specific topics required to manage client relationships, specifically aimed at consulting relationships. Topics covered include managing client expectations, typical contractual concerns, and unique characteristics of managing a teamwork environment in the context of client/consulting relationship.

Pre-requisite : Project Management 301 or Project Management

### **ISYS6253– HUMAN FACTORS IN INFORMATION SYSTEMS (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to understand the importance of human resource issues in project management ; identify different styles and management techniques ; able to use effective team management in project management.

**Topics** : This course provides the fundamentals of Project Management with emphasis on Human Resource Skills and Managing Project Teams. This course provides analytical approach and appreciation of how Human Resource issues operate in a project environment, and how to make a project more effective.

Pre-requisite: Project Management 301 OR Project Management

### **ISYS6186 – BUSINESS PROCESS FUNDAMENTAL (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to draw business process using graphical flow charting tool : build deterministic models for cycle time analysis and capacity decision : perform analysis using analytical queuing methods : apply simulation software to model, analyse, and design business process.

**Topics** : This course provides analytical business process model and design. It also includes introduction to simulation. The course will approach the business process design from a broad quantitative model perspective. Through this course students will be exposed to various analytical tools that can be used to model, analyze, understand, and ultimately design business processes.

Pre-requisite: - Linear Algebra for Economy and Business; - Systems Analysis and Design; Business Statistics or Statistic and Probability

**ISYS6126 – ENTERPRISE RESOURCE PLANNING (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Define and explain the principles and the importance of integrated information systems, Describe the distinguishing modular characteristics of ERP software, Analyze different business functions that can be integrated in SAP's ERP system, Develop process models of an ERP system, Analyze the key issues in managing an ERP implementation project, Describe the significance of Web Technologies to ERP

**Topics** : This course provides an introduction to Enterprise Resource Planning (ERP). Topics covered the fundamental of the ERP environment and its tool. The viewpoint is from an implementation perspective.

Pre-requisite: IS Systems Analysis and Design; Project Management

**ISYS6260 – IT GOVERNANCE (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to demonstrate a solid foundation of IS Auditing standards, policies and procedures ; evaluate the effectiveness of IT governance structure, IT organizational structure and human resources to ensure adequate board control over the decisions, directions and performance of IT, and support the organization's strategies and objectives ; evaluate the IT strategy and process for their development, approval, implementation and maintenance to ensure that they support the organization's strategies and objectives as well as complying with regulatory and legal requirements ; evaluate management, monitoring, and assurance practices to ensure compliance with the organization's IT strategy, policies, standards and procedures ; evaluate IT resource investment, use and allocation practices, and IT contracting strategies and contract management practices to ensure alignment with the organization's strategies and objectives ; evaluate risk management practices to ensure that the organization's IT-related risks are properly managed.

**Topics** : This course covers an introduction of IS Auditing that encompass the entire practice of IS Auditing, including procedures and a thorough methodology which allows an IS auditor to perform an audit on any given IT area in a professional manner, as well as an in-depth study of IT Governance which is the fundamental to the work of IS Auditor. Students will gain an understanding on how to provide assurance that the organization has the structure, policies, accountability mechanism and monitoring practices in place to achieve the requirements of corporate governance of IT.

**ISYS6276– BUSINESS CONTINUITY MANAGEMENT (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to evaluate the adequacy of backup and restore provisions to ensure the availability of information required to resume processing ; evaluate the organization's disaster recovery plan to ensure that it enables the recovery of IT processing capabilities in the event of a disaster ; evaluate the organization's business continuity plan to ensure its ability to continue essential business operations during the period of an IT disruption.

**Topics** : This course provides assurance that, in the event of a disruption, the business continuity and disaster recovery process will ensure the timely resumption of IT services while minimizing the business impact. Students will learn on how to respond to various incidents that may impact people, operations, and ability to deliver goods and services to the marketplace.

**Pre-requisite** : IT Governance

**ISYS6271– IT SERVICE DELIVERY (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to evaluate service-level management practices, operations management, data administration practices, and capacity and performance monitoring tools and techniques to ensure that IT services meet the organization's objectives ; evaluate change, configuration and release management practices to ensure that changes made to the organization's production environment are adequately controlled and documented ; evaluate problem and incident management practices to ensure that incidents, problems or errors are recorded, analyzed and resolved in a timely manner ; evaluate the functionality of the IT infrastructure (e.g., network components, hardware, system software) to ensure that it supports the organization's objectives.

**Topics** : This course explores various IT service management practices, which are important to provide assurance to users as well as management that the expected level of service will be delivered. Students will gain an understanding on how to provide assurance that IT service management practices will ensure the delivery of the level of services required to meet the organizations objectives. Topics covered include general IS operations as well as IS network infrastructures and technologies.

Pre-requisite: IT Governance

**ISYS6272– IS AUDIT WORKSHOP (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to develop and implement a risk-based IS audit strategy for the organization in compliance with IS audit standards, guidelines and best practices ; plan specific audits to ensure that IT and business systems are protected and controlled ; conduct audits in accordance with IS audit standards, guidelines and best practices to meet planned audit objectives ; conduct audits using various Computer-Assisted Audit Techniques that varies from generalized audit software to expert system; make a recommendation on the implementation of risk management and control practices within the organization.

**Topics** : This course concludes the study of IS Auditing and consists of comprehensive subject areas of IS Auditing. It also provides information system audit services in accordance with IS audit standards, guidelines, and best practices to ensure that an organization's information technology and business systems are protected and controlled.

Pre-requisite :

**ISYS6101 – INFORMATION SYSTEMS PROJECT MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to understand what project management means and how it improves the success of information technology projects ; demonstrate knowledge of project management terms and techniques ; apply project management concepts by working on a group project as a project manager or active team member ; use Microsoft Project 2003 and other software to help plan and manage a small project ; appreciate the importance of good project management.

**Topics** : This course is designed to introduce technical and human aspects of information systems projects and how they inter-relate. In addition, this course covers how to apply the techniques in small to medium size projects, in terms of project estimation, scheduling, monitoring and controlling tools.

**ISYS6274– IT SECURITY & RISK MANAGEMENT (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain the fundamental concept of information security and information security risk management, describe the information

security risk assessment process, analyze issues related to information security risk; analyse the design, implementation and monitoring of information security risk management.

**Topics** : This course is designed to provide comprehension of IT security and risk management concept and frameworks that provide support for managing IT risk with security as the focus. The course will introduce some standards and frameworks such as COBIT, Risk IT, ISO 31000, and ISO 27001. In addition, this course is also intended to provide the students fundamental and comprehensive concept on IT security. Topics covered information security management system, IT risk portfolio, risk assessment, data gathering, and risk analysis.

### **ISYS6249– DATA MINING & BUSINESS INTELLIGENCE (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to analyze required information at various level in an organization ; understand and able to apply various techniques used in data mining.

**Topics** : This course is designed to provide students with principles, methods and applications of data mining. It includes various topics such as data mining using Decision-Tree bases on classifiers, Association-Rule mining, clustering methods, neural networks, statistical methods, visual methods, text mining, and web mining.

### **ISYS6191 – ADVANCED IN BUSINESS APPLICATION DEVELOPMENT (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to create graphical user interface (GUI) windows based application and add control objects, understand event based programming, apply advance OOP programming techniques, apply debugging and exception techniques, work with various type of files, apply database access and connection configuration, and create web-based applications.

**Topics** : This is an advance course which assume that students are already capable of solving computer programming problems using Visual C# and .Net framework. Topics covered in this course includes GUI windows-based application, event handling and objects, inheritance and polymorphism with .Net framework, handling errors, exception and debugging. In addition this course also gives an in depth description and application of the file stream and binary reader, ADO.Net and data source configuration, HTML control, ASP.Net visual web developer and web services.

Prerequisite : Business Application Development

## **4.7.8 Marketing**

### **MKTG8005 – MARKETING MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Describe marketing mix and marketing strategy in different business situations, Use appropriate terminologies in marketing activities and business environment, Apply marketing concepts into marketing strategies in both local and international context, Identify and explain the effects of marketing practices towards the community and the environment at large, Apply marketing mix and marketing strategy concept into a marketing plan.

**Topics** : This course is intended to be the first gateway to the world of marketing. It provides fundamental theories, concepts and techniques in the science of marketing and gives students the foundation of what marketing is all about.

Pre-requisite : None

**COMM8006 – BUSINESS COMMUNICATIONS (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to identify and apply the appropriate business communication method in any business situation; deliver effective presentation in line with business communication topics; apply effective intercultural communication in customer relationship management; explain the advantage and disadvantage of each type of business writing; write an effective business report and proposal.

**Topics** : The course provides students with techniques of the three step writing process (planning, writing, and completing) by adapting to the ever changing technology in today's communication. It also provides students with practices in developing personal communication skills and adapting to an audience through positive written and oral approach.

Pre-requisite : Academic English II

**MKTG6088 – CONSUMER BEHAVIOR (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain the principal theories of consumer behavior and consumer decision process, identify and describe internal and external factors that influence consumption behavior, analyze how consumer behavior affects business and marketing strategy, apply knowledge of consumer buying behavior to enhance strategic decision making, apply professional and ethics responsibility in building customer relationship

**Topics** : This course provides studies on the examination and application of consumer behavior principles as well as the impact of how consumers think, feel and behave towards the development and implementation of the marketing strategies. Consumer behavior theories will be useful in the whole process of planning a marketing strategies, starting from the development of new products, segmentation, product launching, brand management, and ultimately managing the customer's experience.

Pre-requisite : Marketing Management

**MKTG6087 – BUSINESS TO BUSINESS MARKETING (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to analyze Business to Business (B2B) market environment, discriminate specific B2B market situation, and utilize the information to create a marketing plan that will ultimately lead to a winning business plan ; plan, execute, control and audit a marketing plan pertaining to B2B nature : demonstrate a good standard of business ethics and professionalism required in business

**Topics** : The course introduces students to the basic grounding of industrial or business-to-business marketing and how it influences decisions in business as a whole.

Pre-requisite : Marketing Management

**MGMT6120 – PRODUCT AND BRAND MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain basic concept of brand management and brand equity, identify and analyze the impact of various business environments toward product and brand management, apply the market analysis on brand management, design a new product and apply branding strategy in order to build the brand equity, explain and apply professional and ethical responsibilities in designing market offerings and in branding strategy

**Topics** : The course provides an understanding of the importance of brands in general and its role in supporting the product. Students also learn the concept of brand equity, and most importantly how to measure the brand equity as a way to determine the strength of the brand.

Pre-requisite : Marketing Management

### **MKTG6094 – PRICING MANAGEMENT AND STRATEGY (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to analyze business and market environment, discriminate specific market situation, and utilize the information to create the finest pricing strategy ; understand and apply the different aspects of pricing before planning , executing, controlling and auditing a marketing plan.

**Topics** : This course provides a comprehensive, practical, step-by-step guide to pricing analysis and strategy development. It gives an overall understanding of all aspects of pricing, from establishing the marketing objective(s), determining the supply & demand schedule, estimating costs, examining competition, and at the end selecting the final price.

Pre-requisite : Marketing Management

### **MGMT6012 – HUMAN RESOURCE MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Identify and explain the issues, opportunities and challenges relevant to HR management, Communicate effectively on HRM issues, Describe and explain the roles of HRM in local and international company, Describe elements of employee relations, Describe the process of selecting, recruiting, and developing the human resources, Explain and apply employee and employer rights and obligations in a business environment.

**Topics** : This course provides studies on how organizations manage existing resources in order to support the overall success of the company. It also introduces students to the challenges of human resource management and presents the key concepts, issues and practices without being encyclopedic.

Pre-requisite : None

### **MKTG6095 – SALES MANAGEMENT (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to analyze business and market environment, discriminate specific market situation pertaining to the management of sales, and utilize the information to create sales tactics and strategies both internally and externally ; communicate effectively and persuade positively the sales programs.

**Topics** : This course provides the strategic, tactical, quantitative and qualitative knowledge necessary for effective recruitment and training of sales professionals. It also provides a thorough understanding of the sales salary structure and role within an organization.

Pre-requisites : Marketing Management

### **MKTG6096 - SERVICES MARKETING (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain the principles of service marketing, explain the influence of consumer behavior and expectation in choosing a service product, apply the services marketing concepts in a real business context, and apply good leadership and team-work skill in providing and managing service quality.

**Topics** : The course introduces the fundamental issues of services marketing. It analyzes the 7Ps of services marketing elements of an organization, which are: product, price, promotion, place, packaging, positioning and people, and other aspects of non product marketing base.

Pre-requisite : Marketing Management

### **MGMT6018 – OPERATIONAL MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to describe and explain key concepts in supply chain and operations management, analyze the implications of a company strategy to particular operating decisions, analyze current supply chain and operations practices of a real company, define supply chain and operation problem and make proposed improvement from a given situation, perform forecast based on historical data as a tool for aggregate sales & operations planning

**Topics** : The course is designed to introduce a proven “best practice” approaches to the supply chain management. It brings together the strategic role of the supply chain, key strategic drivers of supply chain performance and the tools and techniques for supply chain analysis. In addition, students are introduced to the practical experience in using information technology to solve supply chain management problems.

Pre-requisite : Marketing Management

### **RSCH6020 – RESEARCH METHOD IN MARKETING (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to conduct marketing research, interpret the outcome of the research and utilize it in developing strategic marketing plan ; analyze business environment and utilize the information to give engaging recommendations pertaining to the research findings.

**Topics** : The course introduces students with basic bivariate and univariate data analysis technique to design and execute a basic survey research project. It also gives an understanding of formulating and structuring marketing problems, recommend the most appropriate Marketing Research that should be undertaken, design Marketing Research, gather and analyzed quantitative data, and make accountable decisions based on those data

Pre-requisites : Business Statistics ; Research Methodology

### **MKTG6090 – DIGITAL CAMPAIGN AND PROMOTIONS MANAGEMENT (4 SCU)**

**Learning Outcomes** : Upon the completion of this course, student will have the knowledge in managing digital campaign projects, as well as gain the skill to develop creative works online – what are the key elements that guarantee engagement and a good brand experience. Students should be able to demonstrate the ability to create viral campaigns based on the principles & guidelines of online buzz marketing.

**Topics** : This course will guide students to define a structured approach in planning for digital marketing projects. It will focus on organization, communication and managing expectations when building interactive projects.

Pre-requisites Marketing Management

### **BUSS6029 – BUSINESS IN INDONESIA (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to analyze business and market environment and discriminate specific market situation in Indonesia ; utilize the information to create competitive business plan, specifically for the Indonesian market.

**Topics :** This course introduces students to the Indonesian business climate as well as the necessary procedure in doing business in Indonesia. It provides insights of the art of handling business situations in order to give an overview of the dynamics of the business to be tackled.

Pre-requisites : Marketing Management

### **MKTG6097 – SOCIAL MEDIA AND NEW MEDIA MARKETING STRATEGIES (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students will be able to distinguish between different applications of digital marketing from the many digital channels that are available, and to evaluate the impact and opportunities of online communications including new developments such as Web 2.0 and social media.

**Topics:** This course will provide a fundamental concept on how emerging digital platforms will impact strategy and planning in the future. Students will learn how to evolve a robust end-to-end digital strategy by using various frameworks – understand the inter-play between media planning and discipline planning.

Pre-requisites : Marketing Management

### **MKTG6091 – INTERNATIONAL MARKETING (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to analyze the international business and market environment, discriminate specific market situation, and utilize the information to create a winning plan suited for international marketing programs ; communicate the marketing programs to different types of market, by accommodating the intercultural differences faced by international marketing practices.

**Topics :** The course provides a thorough coverage of the International Marketing subject with an emphasis on the planning and strategic problems confronting the cross cultural market boundaries. It exposes students to the more challenging sides of marketing across market while considering the differences in history, geography, politics, economy, legal and cultural environments that lead to a different market demand and marketing strategies.

Pre-requisite : Marketing Management

Co-requisite : Consumer Behavior

### **MGMT6118 – DISTRIBUTION & RETAIL CHANNELS (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to analyze distribution system in an industry and utilize it to develop an effective distribution plan within the retail industry ; implement practical techniques of distribution into the planning, executing, controlling and auditing of a marketing plan to create value within the channel.

**Topics :** This course provides students with an understanding on how a firm distributes its product to the market, especially within the retail industry. The course also provides insights on the latest development and dynamics in distribution and channel management.

Pre-requisite : Introduction to Management and Business

### **MKTG6089 – CONTEMPORARY ISSUES IN MARKETING (2 SCU)**

**Learning outcomes:** Upon successful completion of this course, students will be able to conceptualise and formulate strategic uses of contemporary marketing practices. Students will be able to examine the key issues and challenges facing the marketer in contemporary marketing and to explain how contemporary marketing practice is emerging, being managed, its major opportunities, limitations, issues and risks.



**Topics:** this course introduces students to the current topics in Marketing. Through a series of lectures, reading and discussion, students will study the key issues and challenge of the contemporary and future marketing cult. It enables student to broaden their knowledge and enhance the critical thinking of the current and future marketing trends.

Pre-requisite : Marketing Management

Co-requisite Consumer Behavior, Product and Brand Management, Service Marketing

### **MGMT6121 – WEB ANALYTICS AND E-CRM (4 SCU)**

**Learning Outcomes:** The objective of the course is to provide the understanding of how data drives digital marketing, and how CRM and digital marketing share a strong synergy. Upon the completion of this course, students will have the knowledge of the benefit of the available digital data such as customer profiling and segmentation in the online world and to take the benefit of online media to develop customer engagement strategy.

**Topics:** This course will allow students to appreciate the major issues in collecting, managing, storing and using customer data from within digital media,.The course will explore what are the factors that drive successful e-commerce and get a deeper insight into some of the biggest e-CRM programs in the world.

Pre-requisites : Marketing Management

### **MKTG6099 – WEBSITE USABILITY AND DESIGN (2 SCU)**

**Learning Outcomes:** Students will be familiarized with the concept of website designing. They will have an ability to apply the principles of effective website design for marketing and to understand the technologies and user-centred design processes needed for successful websites.

**Topics:** This course is designed to provide students with different facets of web design needed to create an effective customer experience and business returns for different types of organisation. It covers the fundamental aspects of website design as well as the different technology platforms used in website development.

Pre-requisites : Marketing Management

## **4.7.9 International Business**

### **MGMT6011 -INTRODUCTION TO MANAGEMENT AND BUSINESS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to describe and apply the key concepts/theory/frameworks in Management, explain the interrelation between the disciplines in management , identify and explain ethical and social responsibility issues in a business context, display leadership and ability to work in group, communicate effectively in written and oral form, explain relevant knowledge and information of local, national and global business context.

**Topics :** This course covers a broad perspective on management theories and their application in the business, public and voluntary sectors. It provides a foundation to explore issues expanded in the other courses offered within the International Business program. It is an introductory course to business management that defines the different areas of management, which are strategic management, operations management, decision making, culture, human resources, and organizational behavior.

**BUSS6028 – INTERNATIONAL BUSINESS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain the theories, policies and actors in international business environment, explain the influence of cultural, political and economic factors in international business, explain and apply international business management principles in international market and business environment, identify and explain the strategy to encounter risks, challenges and opportunities in international business, identify and explain key issues in international business operations, explain and apply the ethics and social responsibility in international business.

**Topics :** This course is an introduction of globalization. This course aims to build understanding on the economic, political, and legal environment of international business and how firms must adapt their strategies and operations as they internationalize. Risks, challenges and opportunities in international business will be discussed here. This course is an introduction of globalization. This course aims to build understanding on the economic, political, and legal environment of international business and how firms must adapt their strategies and operations as they internationalize. Risks, challenges and opportunities in international business will be discussed here.

Pre-requisite : Introduction to Management and Business

**MKTG6085 – GLOBAL MARKETING (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Analyze factors influencing the global marketing environment, explain the international marketing planning process, explain and apply the appropriate approaches to develop an international marketing strategy, explain the role of marketing mix in international marketing strategy, design and present a creative and effective international marketing plan, identify and explain contemporary issues in international marketing.

**Topics :** This course provides students with skills and knowledge how to succeed in international market by developing marketing strategies that offer unique value to customers and also balance the need for global efficiency with responsiveness to local cultures.

Pre-requisite : Marketing Management

**ECON6024 – INTERNATIONAL ECONOMICS (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Identify and explain international economics problems and economics principle, explain advantages and disadvantages of international trade, describe the effects of various government policies toward international trade, summarize the determinants of balance of payments and exchange rates, describe the framework for macroeconomic analysis and impacts of exchange rate policies on the macro economy's performance, analyze the relationship between each country's choice on policies and global economy performance

**Topics :** The purpose of this course is to help students understand the basics of international trade and finance and the effects of various international economic policies on domestic and world welfare. The course will highlight sources of comparative advantage, gains and losses from trade, the impact of trade on economic growth, and effects of trade policy interventions such as tariffs, quotas. International agreements on regional trade liberalization and on multilateral trade liberalization will be also discussed. Topics on international finance will include balance of payments, determination of foreign exchange rates, and macro policies for open market economies.

Pre-requisite : Microeconomics - Macroeconomics

**MGMT6038 – CROSS CULTURAL MANAGEMENT (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Identify and explain the different international cultural values and norms, Describe the influence of culture on attitudes and behavior, identify and apply strategies for managing cultural differences productively and positively, explain the impact of cultural differences on management in international firms, apply management strategies to reduce negative impacts of cultural differences, identify cultural differences and apply effective verbal communication responding to cultural context and expectations.

**Topics** : This course is an introduction to Managing across Cultures: the threats and opportunities, the problems and possibilities. This course aims to experience and enjoy the richness of cultural differences and to improve effectiveness in international business. One part of this course will explain students about the cultural differences when the other part will show students how to apply the multicultural concept in a social and professional environment. Finally students will learn how to develop international managers but also how to help teams and organizations to navigate better in global waters.

Pre-requisite : International Business

**FINC6067 – INTERNATIONAL FINANCIAL MANAGEMENT (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Identify and explain issues of international finance, explain possible ways for investors and firms to manage exchange rate exposures and risks, explain how exchange rate movements are measured and the equilibrium exchange rate is determined, explain the concept of interest rate parity and its effects toward exchange rates, examine challenges in making financial decisions in international projects, in conjunction with a particular country risks, examine all possible forms and feasibility criteria of long-term and short-term financing in foreign currencies.

**Topics** : This course is an introduction to the International Financial Environment. This course aims to build understanding of the national, international and political influence on the international financial markets. Nowadays more than ever firms must adapt their strategies and operations to the globalization, which refers as well to the importance of the currencies, exchange rate, political and financial risks in any decision.

Pre-requisite : Financial Management for Business

**RSCH6019 – RESEARCH METHOD IN INTERNATIONAL BUSINESS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain research problem in International Business, apply critical thinking in analyzing research problem, apply appropriate approaches and techniques in designing research project, apply appropriate data analysis software in research process, design and execute research project in groups, communicate research ideas and design effectively in verbal and written form

**Topics:** Students will develop skills in applied business research and project management in international context. The dynamic nature of international business activities demands any business graduates to be able to critically evaluate and make decisions based on findings of a research. This course is designed in order to develop students' knowledge and skill in research process, thus preparing them to start their own research activities in international business context. Topics covered in this course will equip students to conduct the following: problem identification, critically review the literature, selection of research designs, data collection and data analysis, and research report writing and presenting.

Pre-requisite : Research Methodology

### **BUSS6024 – BUSINESS IN ASEAN (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: analyze market and business environment in ASEAN region; demonstrate a critical and creative thinking in understanding the cross-culture and cross-border social issues for solving business problems in ASEAN region environment.

**Topics** : This course covers the most important steps of the creation and development of ASEAN. The students will gain a full overview of the political, social and economic history of ASEAN countries and their role in ASEAN development. The course will provide cases and examples of International companies and investors' success in ASEAN and some examples of ASEAN companies' globalization. This course will offer the students an understanding of the potential and the importance of ASEAN market in an international competitive market.

Pre-requisite : International Business

### **BUSS6027 – EXPORTING IMPORTING (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Understand the nature of export import management, understand the requirements for export import to different country, understand the process and detail of export import procedures and how to handle export import documentation, analyze the market and to design export import strategy.

**Topics** : This course covers detail of techniques and procedures in carrying export import transactions successfully. Documentation and requirements of export import will be also examined for Indonesia and other regions. On completion of this course, students will able to understand the fundamental of export import as well as the environment encouraging Export import business.

Pre-requisite : International Business

### **BUSS6025 – COMPETITIVE STRATEGIES IN ASEAN (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: apply competitive strategy principles and processes on industries within ASEAN region; analyze ASEAN market and business environment in international competitive context; apply comprehensive competitive strategy approach along with knowledge in information technology usage to business decision-making in ASEAN region; demonstrate an understanding of a holistic view of how to compete in business within ASEAN region.

**Topics** : This course provides in two parts competitive strategy understanding emphasized on ASEAN region. The first part of this course gives the useful planning tools to help management interpret market signals, forecast the direction of industry development, and position any company to compete successfully in the long run. The second part of the course explains how a competitive strategy takes offensive or defensive action to create a defensible position in an industry, in order to cope successfully with competitive forces and generate a superior return on investment. Students will learn the basis of above-average performance within an industry as sustainable competitive advantage.

Pre-requisite : International Business

### **MGMT6107 – SOUTH EAST ASIAN CULTURE (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: demonstrate a critical and creative thinking in understanding the cross-culture and cross-border social issues in ASEAN region;

display effective team-working skills in multi-disciplinary and multi-culture environment in ASEAN region; display leadership and management skills in multicultural working environment related to ASEAN countries' culture.

**Topics :** This course provides essential information on history of the different countries of ASEAN. It exposes in-depth, knowledge on attitudes, beliefs and behaviour in different countries of ASEAN. Students will receive awareness of basic manners, common courtesies, and sensitive issues. They will learn what to expect, how to behave, feel confident in unfamiliar situations, and develop trust, friendships, and successful business relationships in ASEAN.

Pre-requisite : International Business

### **LAWS6075 - LEGAL ASPECT IN ECONOMY (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to demonstrate a comprehensive knowledge of legal issues and principles in Indonesian business environment; apply practical knowledge of specific Legal Aspect in Economy issue in real situation.

**Topics :** This course is designed to introduce students to laws and regulations that have important impact on business. It comprises the concepts of Legal Aspect in Economy that determine the rights, duties and obligations of persons involved in business.

## **4.7.10 Hospitality & Tourism Management (HTM)**

### **TRSM6126 – TOURISM GEOGRAPHY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the influence of geography to tourism demand, Identify and explain geographical characteristics of different tourism destinations around the world, explain the positive and negative impacts of tourism on the environment, social-culture, and economics of a country/region.

**Topics:** This course provides a basic understanding of the analysis of tourist destinations and other supply elements of tourism, the interaction between the geographical components of the tourism system, world travel patterns, including the origin, characteristics of a tourist destination region, major attractions of a destination, and seasonality of travel to a certain region. It also provides a basic geographic overview of the world and major geographic regions to give insights about the geographic character that comprises the setting for tourism to a particular region.

Prerequisite: None

### **FOOD6033 – CUISINE (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain and apply the food safety principles and able to follow the work hygiene procedures, explain and apply the knowledge of types of equipment and skill of using equipment with safety, explain and apply the procedures regarding MISE EN PLACE, explain and apply the correct techniques for each cooking techniques, explain the characteristics of various ingredients and perform correct handling of the ingredients, explain the principles and ingredients of seasoning and flavoring, explain and apply the food presentation principles and perform proper presentation of various dishes, produce a complete set menu planning and calculate its budget, apply appropriate techniques to produce pastry product and dessert, apply good work attitude in team.

**Topics:** This course will enable student to show understanding and practice in producing various dishes according to many category such as appetizer, soup, main course, and dessert using various main ingredients such as meat,

poultry, fish and shellfish, farinaceous, eggs, and vegetables. The production will follow a correct cooking technique using moist heat and dry heat method.

Prerequisite: Introduction to Hygiene, Safety and Security

### **MGMT6103– INTRODUCTION TO HYGIENE, SAFETY AND SECURITY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain principles of food safety in the global supply chain, explain and apply systematic food hygiene, safety and security management and process, identify and explain the risk management, emergencies and disaster influencing operations and management

**Topic:** This course provides the essentials of food safety management in the global supply chain and how to implement and maintain a world-class food safety programs for all sectors and sizes of food businesses. It also provides guidance to management's role in security amid the growing concern of loss prevention and security issues.

Prerequisite: None

### **BUSS6023 – BUSINESS SEMINAR (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the principles and practices of hospitality and tourism management, identify and explain factors affecting hospitality and tourism business, explain the safety, security and social factors in hospitality and tourism operations

**Topic:** This course exposes students to different hospitality and tourism executives who are invited as guest speakers to share their experiences to the students through real cases. This course is the eye opener for the students into the insight of hospitality and tourism industry.

Prerequisite: None

### **MGMT6104 – INTRODUCTION TO MICE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain basic knowledge and concepts of management applicable to the MICE industry, identify and describe the stakeholders in the MICE industry, explain the influence of MICE industry to hospitality and tourism industry, describe the operation of MICE industry, analyze current issues in the MICE industry.

**Topics:** This course aims to familiarize students with a comprehensive understanding of the problems and issues that hospitality industry is currently facing the MICE industry. This course provides the student an opportunity to explore the function of conventions and exhibitions from the point of view of the convention and exhibition center manager as well as that of the MICE planner or organizer. It will also provide students with an overview of the stakeholder involving at convention, meeting, incentive, and travel and exhibition industry. It examines the physical requirements, marketing, management and operation of convention and exhibition facilities. Emphasis is also placed on the planning and organization of conventions and meetings.

Prerequisite: None

### **TRSM6124 – CURRENT TRENDS AND ISSUES IN TOURISM AND HOSPITALITY INDUSTRY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain the nature of tourism and tourism development, identify and explain the economic, socio-cultural and

environmental impacts on tourism and their issues, explore current trends and the future outlook of tourism, describe various sectors in tourism and hospitality, analyze the factors affecting the visitor demand and behavior in tourism and hospitality services.

**Topics:** This course provides critical issues in the hospitality and tourism industry. It also provides students with the opportunity to explore and develop their understanding of a range of trends and issues relating to the international hospitality and tourism industry, as well as to examine the implications of these trends and issues for the management of hospitality businesses and how change can be implemented and managed. The students will also explore change in the world and look at the current state of the industry and make educated predictions as to the future of the lodging, cruise, restaurant, technology and travel industries.

Prerequisite: None

### **MGMT6106 – ROOMS DIVISION OPERATIONS & MANAGEMENT (T/P) (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain principles of management and operational functions of the rooms division area of typical lodging facilities, use appropriate principles of front office and housekeeping management to solve common problems in the area, identify and explain current issues influencing front office and housekeeping operations and management, use both manual and computerized processes involved in front office operations, explain and apply the stages of the guest cycle as it relates to front office and basic skills of housekeeping operations, apply the simulation of guest cycle (such as reservation, check-in, check-out) activities and solve cases.

**Topic:** This course prepares students for organizational and strategic management of rooms division department (Front Office and Housekeeping) within a hotel establishment. It covers skills and procedures necessary to cover the full guest cycle with regards to the rooms divisions department, as well as the managerial concepts concerning planning, staffing, organizing and managing rooms division department. It is divided into two aspects: front office and housekeeping. The Front Office unit deals with the skills and knowledge required by front desk personnel to handle room reservation, guest check-in, guest check-out, payment transaction, interpret demand forecast, and make yield management decision, in a commercial business establishment. The Housekeeping unit covers the key principles of management to budgeting, from staff scheduling to cleaning.

Prerequisite: None

### **MGMT6102 – INDUSTRIAL WORK PLACEMENT (8 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to gain an important insight of the various sectors within hospitality and tourism business, demonstrate self-confidence, develop network skills, experience multiculturalism and diversity, and to have the ability to explore other possible career options in the dynamic industry, apply the theories and practical studies into the real practices

**Topic:** This practical training is a six-month work experience in a hospitality and tourism enterprises such as hotels, restaurants, cafes, travel agents, event organizers, etc. It is designed to enhance the students' skills and experience and provide opportunities for the application of theory to the world of work.

Prerequisite: None

**FOOD6034 – FOOD AND BEVERAGE SERVICE MANAGEMENT (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and explain different types of restaurants' characteristics as well as factors to consider when developing a restaurant concept, describe the factors influence a menu's design for food service production, explain and apply front-of-the-house and back-of-the-house operations in the restaurant business, explain and apply SOP (Standard Operation Procedure) in the restaurant operation, explain and apply the ways to control food and beverage production and sanitation, describe the process of recruiting, staffing, and the development of training in the restaurant industry, explain and apply guest restaurant service and effective sales and marketing to promote successful operation of a hospitality enterprise, explain and apply major elements in a restaurant concept into a business plan, use appropriate software standard to the restaurant and food service industry, and apply good work attitude in team.

**Topic:** The course aims to provides an analysis of complex interrelationships of operational food and beverage management areas with particular relevance to new concepts, themes, developments and trends in the hospitality industry. It begins by introducing past, recent and future trends and developments in particular reference to international food and beverage outlets. Particular emphasis is focused on creating a new concept and restaurant and product life cycles. Students will learn how to develop their own service encounters, concept and product development, service impressions, planning and design, equipment and resources, budgeting, menu planning, marketing, staffing and training, promotions, advertising, financial and legal implications. The students will also be able to develop restaurants concepts via the medium of case studies, classroom activities, assessment strategies and project management.

Prerequisite:None

**LANG6037 – FRENCH I (3SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate basic communication skill in welcoming and serving guests, answering the phone, use of facilities, dealing with guest problems, provides general information in hotel and restaurant in French

**Topic:** The course is designed for students majoring in the field of Hospitality and Tourism Management. The course focuses on everyday communicative situations and aims to equip hospitality professionals with the foreign language (French) necessary to understand and respond to the specific needs of guests within hotel and restaurant operations as well as in the context of the travel and tourism industry.

Prerequisite: None

**LANG6039 – MANDARIN I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate basic communication skill in welcoming and serving guests, answering the phone, use of facilities, dealing with guest problems, provides general information in hotel and restaurant in Mandarin language

**Topic:** The course is designed for students majoring in the field of Hospitality and Tourism Management. The course focuses on everyday communicative situations and aims to equip hospitality professionals with the foreign language necessary (Mandarin) to understand and respond to the specific needs of guests within hotel and restaurant operations as well as in the context of the travel and tourism industry.

Prerequisite: None



**LANG6038 – FRENCH II (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate basic communication skill in describing holiday destinations, talking about tourist attraction and other tourism activities in French

**Topic:** The course is designed for students majoring in the field of Hospitality and Tourism Management. The course focuses on everyday communicative situations and aims to equip hospitality professionals with the foreign language (French) necessary to understand and respond to the specific needs of guests within hotel and restaurant operations as well as in the context of the travel and tourism industry.

Prerequisite: None

**LANG6040 – MANDARIN II (3SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate basic communication skill in describing holiday destinations, talking about tourist attraction and other tourism activities in Mandarin language

**Topic:** The course is designed for students majoring in the field of Hospitality and Tourism Management. The course focuses on everyday communicative situations and aims to equip hospitality professionals with the foreign language necessary (Mandarin) to understand and respond to the specific needs of guests within hotel and restaurant operations as well as in the context of the travel and tourism industry.

Prerequisite: None

**MGMT6100 – EVENT MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain and apply principles and steps to completely manage a successful event, identify current trends of the industry and analyze what went wrong in unsuccessful cases, explain the importance of having good business relationships and conduct meetings, create an event project, starting from preparation, execution, and evaluation

**Topic:** This course covers knowledge and skills required for the planning and management of events and on how to become a successful event manager. It guides students to learn how to design, plan, market, and stage an event. In addition, it teaches how to manage staff and staffing problems as well as ensure the safety of everyone involved. Topics covered in this course include the concept of event, marketing and sponsorship, protocol requirements, people management, performance management, event venues, sites and infrastructure, safety and security risks, crowd control, budgeting, legal knowledge and event proposal.

Prerequisite: Introduction To MICE

**TRSM6128 – TOURISM PLANNING & DEVELOPMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the general background of and approaches to tourism planning with specific aspects of an integrated and sustainable development approach; Identify the process, principles and techniques of preparing national and regional tourism plans; Design a simple tourism plan with a consideration of environmental and socio-economic concerns

**Topics:** This course is designed to provide student in understanding of planning approaches and guidelines for the integrated and sustainable development of tourism that is responsive to community desires and needs. It examines

tourism planning at all levels from macro to micro and includes approaches that are applicable to both the more and less developed countries with case studies from many parts of the world.

Prerequisite: Tourism Management

### **MGMT6105– PROPERTY MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the principles and concepts of managing and maintaining physical assets and facilities; identify basic commodity and energy as well as the procedure of purchasing and storage; Explain principles in controlling cost employee and the workflow rationally and economically.

**Topics:** This course is designed to provide students an overview of the interdisciplinary nature of properties and facilities management. It discusses the framework within which facilities managers should operate and the key requirements of their task as well as builds up a body of facilities management knowledge by providing access and invaluable insight to the key issues (e.g. partnering, new patterns of working, e-commerce).

Prerequisite: None

### **MKTG6028 – MARKETING FOR TOURISM INDUSTRY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: identify the existing components of issues and latest trends in tourism sector in regards to developing tourism marketing plan; Design and analyse a marketing plan for tourism product by using all of marketing elements, SWOT analysis and marketing mix.

**Topics:** This course explores the unique challenges that students face within the hospitality industry. It is designed for student to develop a deep understanding of marketing in hospitality and tourism in terms of marketing strategies and tactics known to be effective in the industry, including strategic pricing and revenue management, customer loyalty programs, proven communication mixes. The course also explores how to market services and the hospitality experience from industry point of view without putting aside an educational sight. It introduces the students about issues from a practitioner's point-of-view, providing a realistic and comprehensive look at what their jobs and responsibilities will be.

Prerequisite: None

### **TRSM6127 – TOURISM MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the tourism system, evolution and its growth, explain tourism destinations and destination development, identify tourism products and tourist markets, explain the application of tourism marketing, analyse the impacts of economic, sociocultural and environment on tourism, explain the sustainable tourism and research in tourism.

**Topic:** The course provides students with extended knowledge on the complexities and challenges of the tourism as a consequence of terrorism and security threats, health issues, natural events and the changing geo-political landscape, key tourism players (government, industry and individuals) and their roles in managing tourist systems in times of uncertainty, economic, sociocultural and environmental of tourism, sustainable tourism, and managing tourism.

Prerequisite: None

**TRSM6129 - TOURISM CONSUMER BEHAVIOUR (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the history of tourist behaviour, tourist demand process, understanding and critically appraise the models of tourist motivation and identify the different types of tourist behaviour and examine the implications of dynamic patterns of tourism consumption for tourism business and destination.

**Topic:** This course covers tourism demand process, and also tourism motivation and behaviour. Students also will learn how Social, Cultural, Demographic, Political and Economic Forces Impacting Tourism behaviour and Patterns of Tourism Consumption. The students also learn with the actual case from the hospitality and tourism industry

**4.7.11 General Studies (GS)****ENG6171 – ACADEMIC ENGLISH I (3 SCU) + 1 HOUR WORKSHOP**

**Learning Outcomes :** Upon successful completion of the course, students are expected to be able to: organize ideas and write paragraphs, reports, and essays of varied genres/rhetorical styles; apply the conventions of APA referencing in their writing, and quote, paraphrase/summarize texts correctly; apply reading skills such as skimming and scanning to look for main and subordinate ideas of assigned texts, and evaluate reading texts critically; create, conduct and present the findings of a survey, create and give academic/professional presentations and participate in class discussions actively; apply grammatical rules, correct usage and style, and use a wide range of academic and general vocabulary in writing and other contexts.

**Topics:** This course is designed to increase student understanding of academic discourse, both written and spoken, and the ability to produce such discourse, at a certain level, in relation to general and student specific studies. Reading skills, such as skimming and scanning, and dealing with unknown vocabulary, are integrated with the production of various essay types, such as logical division of ideas and comparison-contrast. The course also focuses on the production and performance of professional outputs in the form of MS Power Point presentations in relation to students' current studies. Language skills are provided by a workshop series for remediation in grammar, syntax and academic lexis acquisition. The course also heavily emphasizes other academic skills such as critical thinking, paraphrasing, quoting, summarizing, and referencing. The Academic Word List (AWL) is taught within reading texts to enhance understanding and use of the words as well as through word lists and lexical research websites.

Prerequisite : TOEFL 550 AND TWE 4.0 OR a minimum C pass in Pre-Academic English

**CHAR6013 – CHARACTER BUILDING: PANCASILA (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Describe themselves, including their mental process, character and behavior; Identify their potentials and ways to optimize their talents; Define their role as an individual and as part of the community, along with their rights and obligations; Identifying coping mechanisms and resilience when they encounter problems/stressors

**Topics :** This course delivers the first theme of the four character building themes that are required to be taken by every student in Bina Nusantara. The theme is "Relation with One-self". This course is designed as an integral part with the effort to develop the Binusian Smart and Good character. The course discusses issues such as self acceptance, self development, and self integrity.

**ENGL6172 – ACADEMIC ENGLISH II (3 SCU) + 1 HOUR WORKSHOP**

**Learning Outcomes** : Upon successful completion of the course, students are expected to be able to: read short essays, and skim for the main ideas and important details; organize ideas and build connections between ideas using appropriate transitions and conjunctions; produce academic style in writing different types of essays and evaluate internet sources; produce output that exhibits integration of reading and writing; speak confidently; question intelligently and critically; confidently engage in academic debate; create and give an academic/professional presentation; confidently and effectively paraphrase and summarize sources without plagiarizing and properly cite and reference sources.

**Topics** : This course is designed to increase student understanding of academic discourse, both written and spoken, and the ability to produce such discourse, at a higher level, in relation to general and student specific studies. Reading skills, such as making inferences, drawing conclusions, and dealing with unknown vocabulary, are integrated with the production of various essay types such as argumentative and solution-problem essays (SPSE) as well as a final research report. The course also focuses on the production and performance of professional outputs in the form of MS Power Point presentations in relation to students' current studies, as well as opportunities to engage in academic debate. Language skills are provided by a workshop series in grammar, syntax and academic lexis acquisition. Emphasis is placed on developing the student's AWL (Academic Word List). The software E-rater is provided throughout the course to assist students gain their English learning and writing independence. The course also insists upon identifying and avoiding plagiarism by referencing correctly and by the use of Turnitin anti-plagiarism software.

Prerequisite : A minimum C pass in Academic English 1

**CHAR6014 – CHARACTER BUILDING: KEWARGANEGARAAN (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to: Explain social pluralism and social integrity including distinguishing the differences between many different cultures in a society; Identify and describe the important role of each individual, family and friends, and the environment and their contributions in the development of the nation & country; Create and execute a social movement plan aiming to increase social awareness and help others.

**Topics** : This course delivers one of the four character building themes that are required to be taken by every student in Bina Nusantara. The theme is "Relation with Others". To enable students to treat other people well or better, meaning treating them normally, logically and according to the norms and values held in the society. These objectives are supported by (1) Social Environment : to identify and understand the different kinds of culture in a country and between other countries, the different ways in which the students will be able to realize the importance of being a member of a society and the role played by each individual, including the contributions that they can make to their nation and country. (2) Social Interactions : to empower their communication skills in differentiating the different types of communication; how to build up their communication skills by eliminating prejudices and conflicts that may occur in every relationship and respecting the norms and values of other people from different culture in order to build up good relationship with others which lead to everlasting friendship. (3) Social Attitude and Behaviour : to build up the mutual respect and appreciation towards others by being honest and open, respecting others' beliefs, having great social concern and being just in their actions.

Prerequisite : Character Building: Pancasila

**CHAR6015 – CHARACTER BUILDING: AGAMA (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: Describe their preferred way to relate with God; Interpret and explain two types of relationships with God –vertical and horizontal.

**Topics :** This course is one of our series of building character especially for the young academia. This course will provide the way to sharpen students' ability to know deeper about who rules their world and how they have to respect their creator. It is certainly impossible to know God by our ratio, but through this course, the students will learn how to know their God through other means, not by their logic but by their heart.

Prerequisite : Character Building: Pancasila

**MGMT6101 – FINAL PROJECT (6 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to demonstrate an effective implementation of prior knowledge and technical capabilities in problem-solving and the use of technologies applicable to the area of chosen final project ; demonstrate an effective implementation of comprehensive research methodology ; demonstrate an understanding of professional, ethical and social responsibilities on the project work, including working effectively in a team to accomplish a common goal if it is a group work; demonstrate effective verbal and written communication skills.

**Topics :** This course expands on previous knowledge and skills acquired throughout the years and offers students the opportunity to work on a major self-initiated individual or group project. It emphasizes research and analysis as well as processes that lead to creative conceptualization and final project solutions. By the end of this course, the students must develop an original body of work, culminating in a final exhibit accompanied by a written work. An academic supervisor will be assigned to provide academic guidance to each student/group of students in developing their project work and the report writing. The student/group must present the project proposal in front of an academic panel for monitoring and feedback purposes within a month from the starting of the course, and then present the final project work in front of the same academic panel at the end of the course, as well as submit the written report.

Prerequisite : As determined by each corresponding Program/School

**ENTR6038 - PROJECT HATCHERY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply best practices (such as design thinking) in problem solving context, to search and utilize information independently, to work and communicate effectively in multidisciplinary team, to learn project management techniques and tools for implementation, and to enhance innovation capabilities – to generate novel thoughts and methods

**Topics:** This course introduces concepts and practice of working on real world projects involving a variety of stakeholders. The early stage student will be part of a work community with students, who study different fields. A well defined problem chosen by the lecturer/mentor will be assigned to each multidisciplinary group. Every session would comprise a brief lecture of concepts and best practices, followed by practical work on the project under the mentorship of the lecturer.

**ENTR6036 - ENTREPRENEURSHIP 1 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to design and apply comprehensive strategies for start-up and new business/unit, to create and execute a comprehensive business model and business plan, to be aware and seek from the sources of financing available for entrepreneurs, to analyze market

and business environment in international context, to learn effective team-working skills in a business environment, to experience and apply professional and ethical responsibilities, to understand and apply leadership style required for both entrepreneur and intrapreneur, as well as to commercialize an idea in the form of a product or service.

**Topics:** This course is designed to coach the students on how to start and operate a new business venture or a new business unit within an incumbent organization. This usually involves considerable risks and efforts with the possibility of great reward. It combines a practical approach along with theoretical foundation to form a basic framework for understanding the business leadership process, ability to create added value from the implementation of innovation and on the habits to steer that creativity to result in business growth.

### **ENTR6037 - ENTREPRENEURSHIP 2 (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to narrow the gap between the demand of professional skills and the acquired classroom skills of the students, to understand the innovation process – back end, middle and front end, to understand the complexity of expert knowledge, to deepen knowledge of related subject matter, to experience and respond to the rigours of peer review of the results, and to convert ideas to market relevant innovations.

**Topics:** This course offers a functional learning environment, where students learn concepts of innovation, and proceed to 'create' new information with reliable methods by carrying out commercially relevant research projects from the university, companies and other organizations. The advanced stage students build on experience from project hatchery, business hatchery and their subject discipline, to innovate under the guidance of a research expert and the personal counseling of course teacher/mentor. This course is distinct from "Research Methods" and "Dissertation".

## **4.7.12 Mathematics Studies**

### **MATH6031 – CALCULUS (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to: describe and apply calculation techniques of limits and continuity of functions; explain basic concepts of differentiation and integration of functions such as: algebraic, trigonometric, and transcendental functions; apply concepts of derivative and integration of functions to solve engineering problems; explain concepts of convergence of infinite sequences and series; explain basic concepts of conics and graphs in three-space

**Topics :** As a gateway to many other advanced courses in computer science, this course is designed for students taking Computer Science program. It provides fundamental concepts in Calculus and Analytic Geometry that permits a better understanding of the concepts and their properties. The course revises ideas associated with continuous functions, basic concepts of differentiation and integration, sequences and series as well as solid analytic geometry. Topics covered in this course include limits of functions, continuity; derivatives and their applications; indefinite and definite integrations, and their applications; sequences and series; straight lines; spheres; and quadratic surfaces.

### **STAT6081– STATISTICS (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to demonstrate a working knowledge of applications of descriptive statistics; apply basic statistical inferences using appropriate parametric statistical techniques to give appropriate statistical interpretations.

**Topics :** This course is designed for students taking Computer Science program. It introduces the basic concepts of statistics and probability in computing and engineering fields. Topics covered in this course include descriptive

statistics, discrete and continuous random variables and probability distributions, and basic parametric statistical inferences for estimation and hypothesis testing. The use of a statistical software package for basic data presentation and analysis purposes will also be introduced.

### **MATH6030– LINEAR ALGEBRA (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to describe and apply appropriate operations on matrices and their properties and on the systems of linear equations; explain the basic concepts of vector, vector spaces and inner product spaces; explain basic concepts of eigenvalues, eigenvectors, and diagonalization of a matrix.

**Topics** : This course is designed for students taking Computer Science program. It introduces the basic concepts of linear algebra used in computing studies, such as system of linear equations, matrices and determinants, vector, and vector spaces. Topics covered in this course include operations on matrices: basic matrix arithmetic, inverses, determinants; and the geometric and algebraic properties of vectors in two- and three-dimensional Euclidean space: systems of linear functions, linear independence, subspace, basis and dimensions.

### **MATH6025 – DISCRETE MATHEMATICS (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain basic principles of mathematical reasoning and proof techniques; explain concepts of sets, functions, relations, and recurrence relation; describe the use of number theory and counting methods; describe basic concepts of the graph theory and trees as a representation of discrete objects; explain concepts of Boolean algebra, combinatorial and sequential circuits;

**Topics** : This course is designed for students taking Computer Science program. It introduces students to basic concepts of discrete mathematics in order to develop a mathematical maturity and ability to deal with abstraction. The course materials serve the interests of the students in relation to further study in pure and applied mathematics, computer science and engineering. Topics covered in this course include concepts of logic and proof; concepts of the language of mathematics including sets, sequences, number systems, relations; algorithms; concepts of counting methods such as permutations and combinations, and discrete probability; concepts of graphs and trees; and Boolean algebra.

### **MATH6085– ECONOMICS MATHEMATICS (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain and apply basic concepts and techniques in arithmetic and algebra, differentiation and integrations, matrices; describe and apply basic concepts and solution techniques in financial mathematics; apply appropriate mathematical approaches and methods to solve common problems in business and management areas.

**Topics** : This course is designed for students taking Accounting program. It provides basic mathematical techniques for solving business and management problems. Topics covered in this course include basic concepts in arithmetics and algebra courses including linear and non-linear functions, introduction to differentiation and integration and their applications in common economics problem, and basic operations of matrices as well as basic financial mathematics.

**STAT6100 – STATISTICS FUNDAMENTAL FOR BUSINESS STUDIES (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain and apply basic techniques to present and summarize data using descriptive statistics and a statistical software; explain and apply basic concepts and common techniques of probability, random variables, and different probability distributions; explain and apply basic techniques in hypothesis testing of one-, two-, or more samples using a statistical software; explain and apply basic techniques and analysis in regression using statistical software.

**Topics** : This course is designed for students taking Accounting program that introduces the basic concepts of statistics for research. To develop analytical skills in conducting research and thesis-writing, topics covered in this course include not only descriptive statistics, but also fundamental inferential parametric statistics, i.e. basic probability theory, discrete and continuous probability distributions, estimation techniques, one-sample and two-sample hypothesis testing, and simple linear and multiple regression. The use of statistical software using Excel and/or SPSS is introduced and encouraged in order to better present the data summary and automate the statistical calculations.

**MATH6048– BUSINESS MATHEMATICS (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to explain basic concepts of arithmetic, algebra, financial mathematics, linear programming, differentiation and integrations; apply appropriate approaches and methods to solve common problems in financial mathematics; apply appropriate mathematical approaches and methods to solve common problems in business and management areas.

**Topics** : This course is designed for students taking Marketing and International Business programs. It provides basic mathematical techniques for solving business and management problems. Topics covered in this course include basic concepts in arithmetics and algebra courses including linear and non-linear functions, introduction to differentiation and integration and their applications in common economics problem, and basic operations of matrices as well as mathematics of finance.

**MATH6089 – LINEAR ALGEBRA FOR ECONOMY AND BUSINESS (4 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to describe and apply basic concepts of matrices and its operations; explain and apply appropriate techniques in solving systems of linear equations; explain the basic geometric and algebraic properties of vectors in two- and three-dimensional Euclidean space; apply the fundamental concepts and techniques in linear algebra to solve basic business and economics models.

**Topics** : This course is designed for students taking Information System program that introduces elementary Linear Algebra and its application in economic and business problems. Topics covered in this course include solving systems of linear equations, matrices, determinants, vectors, linear transformations, eigenvalues, and eigenvectors.

**STAT8067– BUSINESS STATISTICS I (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Explain and apply basic techniques to present and summarise data using descriptive statistics; Explain and apply basic concepts of probability and sampling distributions; Explain and apply basic techniques in hypothesis testing of one and two samples Utilize the interpretation of statistical analysis result in decision making.



**Topics :** This course is part one of Business Statistics courses offered to Marketing, HTM and International Business programs which introduce the basic concepts of statistics for research. The topics covered in this course include descriptive statistics, the basic probability theory, normal probability distributions, estimation techniques, as well as one-sample and two-sample hypothesis testing. The use of statistical software using Excel is introduced and encouraged in order to better present the data summary and automate statistical calculations.

### **STAT8068– BUSINESS STATISTICS II (4 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to Explain and apply basic techniques in hypothesis testing more than two samples; Explain and apply basic techniques in chi square test; Explain and apply basic techniques in correlation and regression analysis; Utilize the interpretation of statistical analysis result in decision making; Use statistical software to analyse data.

**Topics:** This course introduces the methods used in statistical analysis including One-Way Anova, Chi Square, Correlation and Regression analysis. The use of statistical software using SPSS is introduced and encouraged in order to better present the data summary and automate statistical calculations.

### **RSCH6021– RESEARCH METHODOLOGY (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to identify and explain research problem area in their field of study; apply critical thinking in analyzing research problem; apply appropriate approaches and techniques in designing research project; communicate research ideas and design effectively in verbal and written form.

**Topics :**

All students are required to write a thesis in their final year, and they need to be prepared for it. This course is designed to introduce basic steps and methods in conducting research project in small scale. Topics covered in this course equip the students to conduct the following: problem identification, literature review, selection of research designs, data collection and data analysis, and thesis writing. At the end of semester, students are required to submit and present a group-work on research proposal by the end of the course.

Prerequisite : Business Statistics

## **4.8 Student Activities**

The students of BINUS INTERNATIONAL successfully set up the BINUS INTERNATIONAL Student Committee on 20 February 2002. Its vision is to act as a representative of BINUS INTERNATIONAL students to ensure that the students of BINUS INTERNATIONAL are given the balanced rights and obligations formulated between students and BINUS INTERNATIONAL. Its mission is to ensure the protection of students' rights whilst helping to maintain the continuation of students' duties. The Student Committee also contributes to the promotion of BINUS INTERNATIONAL to the general public.

Since its establishment, the BINUS INTERNATIONAL Student Committee has represented students in delivering their aspirations, and managing and supervising BINUS INTERNATIONAL Students' activities carried out through students clubs and incidental events. It prepares and handles the budget for students' activities, and annually manages the Orientation Days for newly incoming students, as well as preparing and conducting leadership training for the management of student clubs.

Currently BINUS INTERNATIONAL Student Committee manages 21 clubs:

1. ASC (Accounting Students Club)
2. BEST (BINUS INTERNATIONAL English Society)
3. BIBC (BINUS INTERNATIONAL Basketball Club)
4. BIDC (BINUS INTERNATIONAL Dance Club)
5. BIFC (BINUS INTERNATIONAL Football Club)
6. BIJAC (BINUS INTERNATIONAL Japanese Club)
7. BIMARC (BINUS INTERNATIONAL Marketing Club)
8. BIMUS (BINUS INTERNATIONAL Music Club)
9. BINARY (Computer Science Student Association)
10. BIPEDS (BINUS INTERNATIONAL Pool of English Debaters)
11. BITE (BINUS INTERNATIONAL Trading Enterprise)
12. BMS (BINUS INTERNATIONAL Moslem Society)
13. CAC (Creative Art Community)
14. CIA (Cameras in Action or BINUS INTERNATIONAL Cinematography Club)
15. CIC (Community in Christ)
16. BASIS (Club of Information Systems)
17. VOB (Voice of BINUS INTERNATIONAL)
18. BISC (BINUS INTERNATIONAL Student Committee)
19. BINUS INTERNATIONAL Capoeira Club
20. AIESEC
21. Kine Club (Film Club)

# 5. Graduate Program in Management (BINUS BUSINESS SCHOOL)

## ***Vision***

To be a reputable business school in ASEAN with high commitment to education excellence.

## ***Mission***

- Develop professionals and entrepreneurs with innovative leadership, global mindset, and ethical foundation.
- Advance knowledge with relevance to industry.
- Contribute to community through dissemination of business knowledge.

## ***Values***

- Tenacious Focus
- Freedom to Innovate
- Far-sighted
- Embrace Diversity

## ***Culture***

- Integrity
- Teamwork
- Creativity
- Professionalism
- Respect

## **5.1 Introduction and Disclaimer**

### **Program Objectives**

The objectives of the graduate business programs are:

1. To prepare world-class business professionals and entrepreneurs with ability to implement the integrated management approach for local & global organizations to promote sustainable growth.
2. To enable professionals and entrepreneurs to advance knowledge with relevance to industry by leveraging research and ICT.
3. To prepare professionals and entrepreneurs to drive & manage continuous organizational changes through effective communication strategy & people management.
4. To prepare professionals and entrepreneurs to be able to demonstrate effective personal, social, & ethical professional attributes & develop related system & environment in their respective organizations and community.

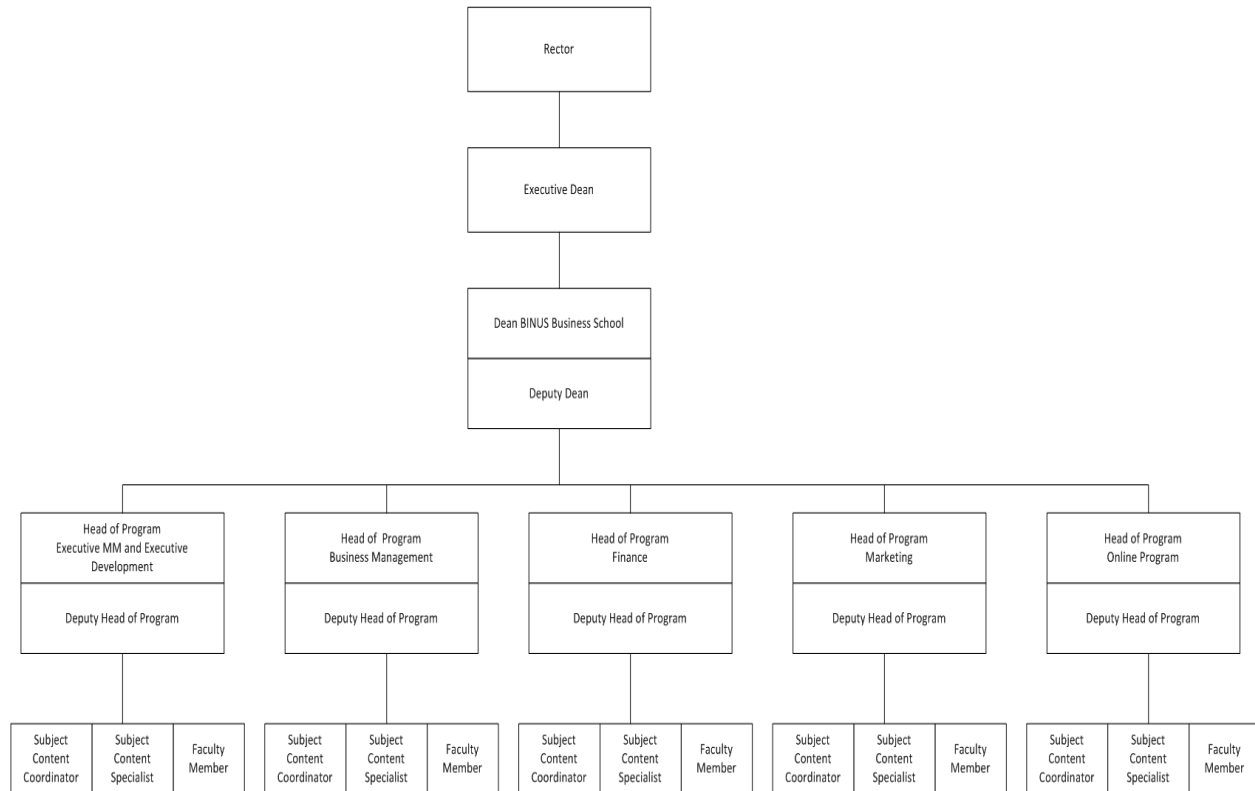
5. To prepare professionals and entrepreneurs with discipline, habits, & state of mind of innovation & able to create systems & environment that nurture both breakthrough & incremental innovation.

### ***Graduate Competencies***

Upon successful completion of this program, students are expected to be able to:

1. Make organizational decisions primarily based on research.
2. Create a framework for generating innovative breakthroughs through research in the field of management.
3. Apply a multidisciplinary approach in managing local and global organizations in an effort to support sustainable growth.
4. Perform effective communication in managing organizational resources within the scope of internal and external.
5. Conduct monitoring, evaluation, control, and present feedback on the achievement of the organization's performance.
6. Develop knowledge in management field through mastery of conceptual framework and research methods.
7. Develop planning process through multidisciplinary approach that covers analysis of resources and external situation, in formulating organizational strategy (both business and non-business).
8. Master the development of organizational structure and working procedures to create value and improve organization's performance to achieve organizational goals and objectives.
9. Master the strategy implementation that includes policies, programs, budgets, and procedures in order to achieve organizational goals.
10. Master the process of monitoring, evaluation, and control of the performance of the organization as a basis for the future formulation of organizational strategy.
11. Identify and analyse market and industry using marketing conceptual framework.
12. Create and implement effective management strategies in managing organizational resources and utilization of ICT which covers multiple industry and entrepreneurship.
13. Analyze and make decision over investment that creates value and contributes to the improvement of the company performance.
14. Implement and compare financial analysis tool in resolving issues / cases of financial and organizations investment.
15. Develop framework based on the principles of marketing and marketing strategy to produce innovative solutions, as a source of sustainable competitive advantage.
16. Hold effective leadership character with social sensitivity, and ethical values to achieve the organization.
17. Contribute to producing innovative value and responsible to deliver it to the users, organizers, and community stakeholders.

## BINUS BUSINESS SCHOOL Organizational Structure



Historically, BINUS BUSINESS SCHOOL (BBS) opened its doors in 1993; and since then has undergone several transformations. When started, the driving factor in establishing the school was to build a bridge for the university's alumni who had strong technical expertise in computing, but lacked managerial and other business function skills. Current curriculum design has been developed in such a way that all BBS graduates will have received cutting-edge management knowledge and competencies to improve and enhance the value of a corporation. The programs offered by BBS lead to Magister Manajemen (MM) degrees, and has received an 'A' accreditation from National Accreditation Body in 2011.

Currently, there are several programs offered within this business school, which can be roughly divided into 4 groups based on students' working experience and the preference of teaching-learning process of the program. The programs offered are as follows:

- MM Young Professional in Business Management, and Creative Marketing
- MM Professional in Business Management, and Applied Finance
- MM Online in Business Management
- MM Executive

In addition, BBS also administers an MM Dual Degree program in Business Management in cooperation with Macquarie University, Australia. In this program, students will get an MM degree from BINUS University and Master of Commerce from Macquarie University.

In all programs, learning is facilitated through the collaborative-experience based approach that combines the traditional interactive lecturing method with case studies, team learning, CEO Speaks, role plays and simulation. To help students to put their study in context, BBS has developed and written case studies using local Indonesian companies as subjects. The case studies described business dilemmas in Indonesian setting, and has been proven to be a very useful learning tools in class. The BBS Case Centre has written over 100 cases, and has been awarded a MURI award for writing the most case studies in 3 years.

This catalog aims to help you make an informed decision about your study. We make every effort to ensure that programs and courses are offered as described, and that any unpublished changes enhance your opportunities. However, circumstances may occasionally make this impossible, and we therefore reserve the right to add, alter or withdraw particular programs or courses, to adjust the level of fees and to review and amend other areas, for example, arrangements for the provision of financial help.

## 5.2 MM Young Professional

BINUS BUSINESS SCHOOL (BBS) has two MM Young Professional Programs as explained below :

### 5.2.1. MM Young Professional Business Management

#### *Description*

The MM Young Professional is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and those with little professional working experience. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies. The program also provides knowledge and skills in innovation and entrepreneurship that equip the students to launch their own businesses or become entrepreneurs in established firms.

The MM Young Professional is a 42-credit program consisting of knowledge in functional areas, innovation, entrepreneurship, communication and interpersonal skills, business ethics and a capstone course in strategic management. Participants are also exposed to courses related to Information Systems (IS). Upon completion, the graduates are expected to have earned knowledge and skills in general management. According to the most current conceptual and analytical developments in managerial practice. They will also have insights into developing and implementing sustainable customer value. Moreover, they will have soft-skills in aligning and balancing the various and often conflicting needs and demands of the many groups of stakeholders in play: shareholders, workers, community, media, government and the public at large.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience to the classroom, consistently imparting and sharing the wisdom of their experience to the participants. They integrate a mix of teaching methodologies including, but not limited to, traditional lectures, guest lectures, case studies, class presentations, summaries, and field projects. The participant will learn to develop strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist participants in accomplishing their theses.

This program provides a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships between themselves and with the faculty, and also encourages intellectual challenge and exploration.

***Award/Degree***

- MM Degree from BINUS University

***Study Completion Requirements***

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

***Teaching, Learning, and Assessment Strategy***

The teaching, learning and assessment methods used in the program, such as case studies, in-class exercises, simulation, group project assignment and presentation, are designed to enhance the students' capability in problem identification and analysis, understand strategic alternative and exchanges of ideas. Students are learning theories, concept and best practice from faculty staffs who have strong academic and 15 years business experience in average. This learning process would provide students with good grounds for understanding a broad overview of the industry. On occasions, the Program also invites visiting professionals as guest lecturer, which aims to give good grounds for having a broad overview of the industry. These experiences support individual career objective and may provide social and professional networks. Furthermore, the regularly-held CEO, CFO and CMO guest seminar events also enrich students with new perspectives on how to relate theoretical foundations they study in the program with current practices.

The innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking, will be developed through some courses in the program. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

At the end of the program, students would be required to write a thesis, case study or group field project that would assess students' comprehensive understanding of business management concepts learnt in the program.

***Employability and Career Support***

A wide range of career opportunities at managerial level (such as business development manager) in business and management domain covering services and manufacturing industry, as well as private and public enterprises, would

offer vast opportunity for students after their successful completion this eighteen month program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills to build their competencies to face the industry challenge.

### **Program Structure**

MM Young Professional consists of following courses:

<b>Course Code</b>	<b>Course Title</b>	<b>SCU</b>
FINC8059	Financial Fundamental	3
MKTG8073	Marketing Fundamental	3
RSCH8012	Research Methods	3
ACCT8144	Accounting for Manager	3
STAT8097	Business Statistics	3
BUS8022	Ethics & Social Awareness	3
MGMT8086	Leadership & Organizational Behavior	3
MGMT8089	Strategic Management in Business	3
COMM8158	Business Communications & Interpersonal Skills	3
ENTR8035	Design Thinking and Entrepreneurship	3
ISYS8241	Information Systems Management	3
MGMT8090	Operations Fundamental	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>

## **5.2.2. MM Young Professional Creative Marketing**

### **Description**

The MM in Creative Marketing is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and those with little professional working experience. This program is designed for those who have passion in the marketing field and decides to pursue career in the marketing related areas. The program provides knowledge and skills in innovation, creative approach to problem solving, and cultivating entrepreneurial spirit by leveraging the development of ICT that equip the students should they decide to launch their own businesses or become intrapreneurs in established firms.

BINUS BUSINESS SCHOOL faculty brings real-world professional and consulting experience in the area of creative industries, multimedia, and information communication technology to the classroom. The faculty is consistently imparting and sharing the wisdom of their experiences to the participants. They integrate mixed teaching methodologies including, but not limited to, lectures, case studies, discussions, class presentations, summaries, and field projects.



**Award/Degree**

- MM Degree from BINUS University

**Study Completion Requirements**

To complete MM degree (in Creative Marketing) at BINUS Business School, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

**Teaching, Learning, and Assessment Strategy**

The teaching, learning and assessment methods used in the program, such as case studies, group discussion, individual and group project assignment and presentation, are designed to enhance the students' capability in applying comprehensive marketing approaches in decision making process and to sharpen their critical and creative problem solving skills.

The innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

Moreover, additional events such as CMO Chat as well as guest lecturers would also give students a new perspective on how to relate theoretical marketing foundations with current practices and to give them exposure to social and professional networks. At the end of program, students would be required to write a project that would assess students' comprehensive understanding of marketing concepts learnt in the program.

**Employability and Career Support**

A wide range of career opportunities in marketing area such as market analyst, brand manager, product development manager, advertising manager as well as entrepreneur would be available in the market for students after completing the eighteen months of study program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical marketing skills as well as engaging with the related industry.

MM Creative Marketing consists of following courses:

Course Code	Course Title	SCU
FINC8059	Financial Fundamental	3
MKTG8073	Marketing Fundamental	3
RSCH8012	Research Methods	3
MKTG8074	Consumer Behavior	3
ENTR8034	Design Thinking and Entrepreneurship	3
BUSS8022	Ethics & Social Awareness	3
MGMT8086	Leadership & Organizational Behavior	3
MGMT8089	Strategic Management in Business	3

MKTG8075	New Product Development & Channel Management	3
COMM8159	Creative Marketing Communication	3
MKTG8076	Branding & Value Creation	3
MKTG8077	Digital Marketing & Multimedia	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>

## 5.3 MM Professional

BINUS BUSINESS SCHOOL (BBS) has two MM Professional Programs as explained below.

### 5.3.1 MM Applied Finance

#### *Description*

Finance is one of the most critical functions in business and it deals with issues in the areas of corporate finance, investment, and financial intermediaries.

As the economy of a country grows, business and job opportunities in the financial field also grow rapidly. However, Finance professionals also have to face the growing sophistication of the financial sector as well as the growth of technology-intensive industry, rapidly-evolving services and products. In respond to the growth, businesses need a large number of capable financial experts & professionals. Therefore, finance executives need to consistently develop their understanding of advanced techniques to confidently respond to change. The MM Applied Finance program aims to train students to become high-quality professionals in the finance area, and is designed to equip students with business valuation and investment tools available, and to facilitate students in applying financial strategic plan in real world practices.

Graduates of this program will have their competencies prepared, so they can achieve key strategic positions in relevant industries, banks and other domestic or multinational businesses.

In essence, the MM Applied Finance at BINUS BUSINESS SCHOOL is the leader in its field because:

- It is a specialized program developed and delivered in consultation with senior traders and corporate finance professionals to reflect contemporary changes and challenges in the rapidly-evolving world of finance.
- It has excellent lecturers: a mix of academicians and business practitioners who are well-networked in the financial world.
- It has access to employment through focused courses on corporate finance valuation, financial modeling, project-financing and financial restructuring.
- It has the most up-to-date content in financial fields covering topics such as merger and acquisition, behavioral finance, wealth management, strategic finance and good corporate governance.

- It has excellent educational facilities: first-class facilities, prime CBD location, leading-edge IT facilities, and library.
- In the program delivery, it has a state-of-the-art curriculum and mode of learning: Combination of lectures, case studies, discussions and financial simulation methods.

In this program, students are prepared to become competent and reliable executives equipped with managerial abilities that enable them to have a successful career in Corporate Finance. Graduates of this program will have a thorough comprehension of financial concepts, and be able to implement them in the real business world by solving problems and taking necessary actions accordingly.

Although it is designed to achieve global recognition, our curriculum complies with the requirements of the National Curriculum of Ministry of Education in Indonesia. We have a list of outstanding lecturers, who have a vast real and active working experience in their related areas, as well as strong dedication to lecturing.

#### ***Award/Degree***

- MM Degree from BINUS University

#### ***Study Completion Requirements***

To be awarded the MM degree (Applied Finance) at BINUS Business School, students must successfully complete a minimum of 45 SCUs, all of which are mandatory courses.

#### ***Teaching, Learning, and Assessment Strategy***

The teaching, learning and assessment methods used in this program, such as case studies, in-class exercises, simulation, group project assignments and presentations, are designed to enhance the students' capability in problem solving, financial decision making and exchanges of ideas. The diverse learning process in class provides students with good grounds for obtaining a broad overview of the industry. Many of the faculty members are practitioners, thus students will be exposed to the latest practice in the industry, and the courses will be more relevant to their job in the future. In addition, additional activities to enhance students knowledge outside the classroom will be provided, such as CEO Speaks and the CFO Forum. These activities will also give students new perspectives on how to relate theoretical foundations they study in the program to current practices.

At the end of this program, students are required to prepare a thesis that assesses students' comprehensive understanding of financial concepts learnt in the program. English is used as the formal language of instruction to ensure our graduates's readiness to join multinational companies.

#### ***Employability and Career Support***

A wide range of career opportunities in the financial industry - such as finance manager, financial analyst, investment manager, business owner, corporate manager and finance researcher - is available in the market for students after completing the three semesters of study program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills as well as engaging with the financial industry.

The MM Applied Finance Program develops the student's ability to be involved in professional practices and ethical and organizational responsibilities through additional activities inviting industry practitioners, such as guest lectures, CEO Speaks and CFO Forum. These experiences support individual career objective and may provide social and professional networks.

### ***Program Structure***

The program has been developed and delivered in consultation with senior bankers, financial traders and financial professionals, in order to reflect contemporary changes and challenges in a rapidly-evolving world of high finance. The curriculum consists of business essentials and a finance core.

MMAF Professional

<b>Course Code</b>	<b>Course Name</b>	<b>SCU</b>
FINC8052	Corporate Finance	3
MKTG8072	Marketing Management	3
RSCH8012	Research Methods	3
ACCT8144	Accounting for Manager	3
FINC8058	Investment Management	3
FINC8053	Financial Modeling	3
FINC8054	Business Valuation & Project Financial Analysis	3
BUSS8021	Corporate & Business Strategy	3
MGMT8086	Leadership & Organizational Behavior	3
BUSS8020	Business Ethics	3
FINC8055	Financial Institution Management & International Finance	3
FINC8056	Strategic Finance & Risk Management	3
FINC8057	Financial Restructuring	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>45</b>

## **5.3.2 MM Business Management**

### ***Description***

The MM Business Management is a Master of Management program designed for those professionals with some managerial experience, and who are preparing themselves to be strategic business leaders. Conducted fully in English, this program is designed for those seeking better understanding of and acquiring the skills and competencies in managing and sustaining firm competitiveness in a hypercompetitive environment.

The MM Business Management is a 42-credit program consisting of subjects that walk students through various functional areas. Students will also learn the skills required for making good and executable business decisions. Apart from the acquisition of hard skills, students will also learn to improve their soft skills in leadership and organization. In general, the program emphasizes rigorous analytical and strategic thinking, which is a basic fundamental need for business leaders. The participants will be challenged not only to understand the theoretical underpinnings of the courses, but also to implement their understanding in solving real-world business problems.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience to the classroom, consistently imparting and sharing the wisdom of their experience to the participants. They integrate a mix of teaching methodologies including, but not limited to, traditional lectures, guest lectures, case studies, class presentations, summaries, and field projects. The participant will learn to develop strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist participants in accomplishing their theses.

The program attempts to provide a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships, as well as high levels of interactions between themselves and with the faculty. The classroom interaction will also encourage intellectual challenge and exploration.

#### ***Award/Degree***

- MM Degree from BINUS University

#### ***Study Completion Requirements***

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

#### ***Teaching, Learning, and Assessment Strategy***

The teaching, learning and assessment methods used in the program; such as case studies, in-class exercises, simulation, group project assignment and presentation; are designed to enhance the students' capability in problem identification and analysis, develop strategic recommendation and exchanges of ideas. Students are learning theories, concept and best practice from faculty members with strong academic background and 15 years business experience in average. This learning process will provide students with good understanding of the broad overview of the industry. On occasions, the program also invites visiting professionals as guest lecturers to give broad and practical overviews and challenges of various industries. These experiences support the students' individual career objectives and in addition may provide enhanced social and professional networks. Furthermore, the regularly-held CEO, CFO and CMO guest seminar events also enrich students with new perspectives on how to relate theoretical foundations they learned with current business practices, and the corporate challenges they face.

The innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking, will be developed through some courses in the program. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

At the end of the program, students would be required to complete a final thesis that would assess students' comprehensive understanding of business management concepts learnt in the program. With English as the formal full language of instruction, the program is expected to ensure that our graduates are ready to enter the international workplaces.

### ***Employability and Career Support***

A wide range of career opportunities in business and management in services and manufacturing industry, as well as in private and public enterprises, will be available to students after successful completion of this eighteen-month program. The integrated curriculum is designed, developed and prepared to support students in building their technical and non-technical skills to build their competencies to face the industry challenge. An internship program with several national and multinational firms are also available for the students to participate with support from our Students and Alumni Relations office.

### ***Program Structure***

MM Business Management consists of subjects covering various business functions, IT and soft-skills related, and consolidating capstone courses as follows:

<b>Course Code</b>	<b>Course Title</b>	<b>SCU</b>
FINC8052	Corporate Finance	3
MKTG8072	Marketing Management	3
RSCH8012	Research Methods	3
ACCT8144	Accounting for Manager	3
ISYS8240	Information Technology for Management	3
BUSS8020	Business Ethics	3
MGMT8086	Leadership & Organizational Behavior	3
BUSS8021	Corporate & Business Strategy	3
COMM8158	Business Communications & Interpersonal Skills	3
DSGN8280	Group Integrative & Experiential Project & Design Thinking	3
ECON8020	Managerial Economics	3
MGMT8087	Operation & Supply Chain Management	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>

## 5.4. MM Business Management Online

### *Description*

The MM Business Management Online is a Master of Management (MM) program designed for fresh graduates (Strata-1 or equivalent) and professionals that highly mobile with heavy workload, in which they were constrained with the location of working area and working hours. This program is designed for those who need to complement their previous undergraduate degree with mastery in general management skills and competencies, with some limitation in terms of location to enrich their education background and unflexible working hours. The program also provides knowledge and skills in innovation and entrepreneurship that equip the students to launch their own businesses or become entrepreneurs in established firms.

The MM Business Management Online is a 42-credit program consisting of knowledge in functional areas, innovation, entrepreneurship, communication and interpersonal skills, business ethics and a capstone course in strategic management. Participants are also exposed to courses related to Information Systems (IS). Upon completion, the graduates are expected to have earned knowledge and skills in general management. According to the most current conceptual and analytical developments in managerial practice. They will also have insights into developing and implementing sustainable customer value. Moreover, they will have soft-skills in aligning and balancing the various and often conflicting needs and demands of the many groups of stakeholders in play: shareholders, workers, community, media, government and the public at large.

BINUS BUSINESS SCHOOL faculty members bring real-world professional and consulting experience to the classroom, consistently imparting and sharing the wisdom of their experience to the participants. They integrate a mix of teaching methodologies including, but not limited to, traditional as well as online lectures, guest lectures, case studies, class and online presentations, summaries, and field projects. The participant will learn to develop strong oral and written communication skills, effective team management, and leadership abilities. A faculty advisor will also assist participants in accomplishing their theses.

This program provides a learning environment that offers participants opportunities to develop meaningful and beneficial professional relationships between themselves with the faculty, and also encourages intellectual challenge and exploration.

### *Award/Degree*

- MM Degree from BINUS University

### *Study Completion Requirements*

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 42 SCUs, all of which are mandatory courses.

### *Teaching, Learning, and Assessment Strategy*

The teaching, learning and assessment methods used in the program, such as case studies, online and in-class exercises, simulation, group project assignment and presentation, are designed to enhance the students' capability in

problem identification and analysis, understand strategic alternative and exchanges of ideas. Students are learning theories, concept and best practice from faculty staffs who have strong academic and 15 years business experience in average. This learning process would provide students with good grounds for understanding a broad overview of the industry. On occasions, the Program also invites visiting professionals as guest lecturer, which aims to give good grounds for having a broad overview of the industry. These experiences support individual career objective and may provide social and professional networks. Furthermore, the regularly-held CEO, CFO and CMO guest seminar events also enrich students with new perspectives on how to relate theoretical foundations they study in the program with current practices.

The innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred as Design Thinking, will be developed through some courses in the program. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

At the end of the program, students would be required to write a thesis, case study or group field project that would assess students' comprehensive understanding of business management concepts learnt in the program.

### ***Employability and Career Support***

A wide range of career opportunities at managerial level (such as business development manager) in business and management domain covering services and manufacturing industry, as well as private and public enterprises, would offer vast opportunity for students after their successful completion this eighteen month program. The integrated curriculum is designed, developed and prepared to support students in building on their technical and non-technical skills to build their competencies to face the industry challenge.

### ***Program Structure***

MM Business Management Online consists of following courses:

Course Code	Course Title	SCU
RSCH8012	Research Methods	3
STAT8097	Business Statistics	3
ACCT8144	Accounting for Manager	3
MKTG8073	Marketing Fundamental	3
BUSS8022	Ethics & Social Awareness	3
FINC8059	Financial Fundamental	3
MGMT8086	Leadership & Organizational Behavior	3
MGMT8089	Strategic Management in Business	3
ENTR 8034	Design Thinking-Entrepreneurship	3
ISYS8241	Information System for Management	3
MGMT8090	Operations Fundamental	3



COMM8158	Business Communications & Interpersonal Skills	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>

## 5.5 MM Executive

### *Description*

The MM Executive Program, with its “concise-but-no-compromise” learning experience, is tailored for executives who wish to remain on the job while not only obtaining their advanced degree but also answering top management challenges: growth, innovation, excellent execution and leadership.

In this program, students are coached by renowned hybrid faculty—academicians and business practitioners combined—who are part of the prestigious C-society, from CEO (executives) to COO (operations), from CIO (information) to CMO (marketing) as well as CHRO (human resources). Under their tutelage, students will have a practical learning experience – while maintaining an academic perspective. By applying the systems thinking dynamics of great business leaders, the MM Executive Program faculty exposes students to the latest business knowledge in order to enhance their contextual leadership style. Over 200 relevant and contemporary types of these studies are incorporated into the MM Executive Program in order to improve the quality of classroom work.

The main differentiator of this program is the focus on a growth-oriented leader’s innovation and thinking development. The habit of innovation will be developed through course assessment that puts weight on content comprehension and innovation. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This approach has also been adopted by globally reputable business schools such as, Stanford Graduate School of Business, University of California Berkeley (Haas School of Business), INSEAD, and Wharton (University of Pennsylvania). Throughout the program, students are driven to produce growth-oriented, innovative ideas in the majority of courses offered. Student assumptions and beliefs will be challenged. The practices that they currently accept will be challenged. They will also be exposed to a diverse group of experienced, talented fellow participants from a variety of business industries. This diversity of both students and faculty makes BINUS BUSINESS SCHOOL truly realistic and forward-thinking.

### *Award/Degree*

- Magister Manajemen from BINUS University

### *Study Completion Requirements*

To complete a Magister Manajemen degree, students must complete a minimum of 42 SCUs, all of which are mandatory courses. No streaming courses are available in this program.

### *Teaching, Learning, and Assessment Strategy*

The teaching, learning and assessment methods used in the program begin with a strong faculty presence. With strong academic backgrounds, our faculty also brings an average of 15 years’ business experience to theories, concepts and best practices that are taught. The learning process includes case studies, in-class exercises, simulation, group project assignment and presentation for problem identification and analysis, develop strategic recommendation and exchanges of ideas.

For the focus of innovation, the design thinking method is utilized to ensure that students' ideas are able to become growth-oriented, innovative solutions. Extracurricular opportunities like "CEO Speaks," MM Executive's own "EXECUTIVE TALKS Series," and other international opportunities add perspective on how to relate theoretical foundations they study in the program with current practices. At the end of program, students would be required to write a final project that would assess students' comprehensive understanding of business management concepts and innovation learnt in the program. Having English as formal language of instruction and providing international curriculum, the program is expected to ensure that our graduates are ready to enter the international workplaces.

### ***Promotability and Career Support***

Graduates of MM Executive program will be able to be even more competitive in their leadership opportunities because of their innovative ideas and habits that focus upon business growth. More importantly, the program will hopefully be able to maximize the promotability of our graduates in their current executive positions, whether in multi-national or domestic firms.

Career support is not applicable to this graduate program, as students are expected to already have a managerial position upon entrance.

### ***Program Structure***

#### **Mandatory Courses**

<b>Course Code</b>	<b>Course Title</b>	<b>SCU</b>
MGMT8091	Matriculation	0
FINC8052	Corporate Finance	3
MKTG8072	Marketing Management	3
RSCH8012	Research Methods	3
ACCT8145	Accounting for Planning & Control	2
ECON8021	The Economics of Competition	2
DSGN8281	Design Thinking for Leaders	2
MGMT8087	Operation & Supply Chain Management	3
BUSS8021	Corporate & Business Strategy	3
ECON8022	Innovation and Knowledge Economy	2
BUSS8020	Business Ethics	3
MGMT8092	Managing Organizational Change	2
MGMT8086	Leadership & Organizational Behavior	3
ENTR8035	Entrepreneurship for Growth	2
MGMT8094	Strategies for Growth and Value Creation	3
MGMT8088	Thesis	6
	<b>Total Credits</b>	<b>42</b>

## 5.6 Study Requirements

### A. Attendance

Minimum attendance of 70% is required for students to be eligible to undertake the final examination/assessment. 30% allowable absence includes for sickness, personal affairs and force majeure.

### B. GPA & Grade

- A student should pass all required courses and have a minimum GPA  $\geq 3.00$  to graduate.
- The minimum passing grade is a C. Any course obtained with a grade of D or less must be retaken, even if the GPA is above 3.00
- A student with a GPA of less than 3.00 should re-take the lowest grade courses (C, C+ or B-).

### C. TOEFL

MM Young Professional	MM Professional	MM Executive
$\geq 475$	$\geq 500$	$\geq 500$

The minimum TOEFL level required to be admitted into the three programmes are 475, 500 and 500 for MM Young Professional, MM Professional and MM Executive respectively.

## 5.7 Course Descriptions

### 5.7.1 MM Young Professional – Business Management

#### **FINC8059 - FINANCIAL FUNDAMENTALS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to interpret and prepare financial statement and reporting using appropriate approaches; to choose appropriate financial analysis tools in a given business situation for decision-making processes; to identify and use effective applications of IT in calculating bonds, optimal portfolio selections, options and leasing; to apply principles of financial analysis to forecast future performance

**Topics:** Financial Fundamentals deals with the maintenance and creation of economic value or wealth. It focuses on decision making with a special attention on creating wealth. In general, there are three groups of financial decisions: investment, financing, and dividend decisions. Investment decisions involve allocation of scarce resources across competing uses. Financing decisions involve raising funds to finance the investment projects. Dividend decisions involve reinvesting cash back to the business or returning cash to shareholders

**RSCH8012 - RESEARCH METHODS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply systematic steps in using certain quantitative methods; to solve business, management and financial problems using quantitative analysis; to formulate mathematical model for a certain business problem; and to compare and evaluate the effectiveness of several alternative decision models using computer software.

**Topics:** The course introduces the fundamental concept of quantitative methods to decision making in management. It is designed to equip students with a sound understanding of the basic roles of management science or operation research in the decision making process. It composes of the application of a wide variety of quantitative tools and techniques to the solutions of real business problems. The course also introduces the fundamental concepts of Mathematics of Finance and the application of mathematics in the financial markets. It would cover calculation of interest rates (simple, discount and compound interest), concepts of time value of money as well as annuities and perpetuities.

**STAT8097 - BUSINESS STATISTICS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply appropriate descriptive statistics to present and summarize data into useful information; to apply appropriate statistical inference methods to solve a business problem; to conduct a thorough statistical analysis and utilize the interpretation in making business decision; to use appropriate statistical software in analysing data

**Topics:** Business Statistics is the science of good decision making in the face of uncertainty and is used in many business management areas such as marketing, finance, production and operations including services improvement. The course provides knowledge and skills to interpret and use statistical techniques in a variety of business applications. The course will emphasize the relevance of statistics, encourage the students to be familiar with the software used in business world, and provide ample practice in order to understand how statistics is used in business.

**BUSS8022 - ETHICS AND SOCIAL AWARENESS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define and explain discuss and assess different theories of ethics, analyze its implication to global and local business, especially to its manager and leaders; understand analyze various approaches to CSR and Good Corporate Governance, evaluate the limit of CSR, and debate the importance of integrating ethical principles and values into business; demonstrate a deep understanding of discuss and appraise novel approaches for innovative and sustainable business

**Topics:** Ethics and social awareness has become more and more important for business practitioners these days. It governs the ways in which businesspeople define what is right and how to do the right things. This course will help students to understand various ethical theories and approaches in business. Students will also introduce to various novel approaches in developing sustainable business.

**MGMT8086 - LEADERSHIP AND ORGANIZATIONAL BEHAVIOR (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and analyze the main concept of people's and organization's behaviors and relate them to day-to-day business practices; to evaluate strategic management plan and formulate appropriate actions to be taken to ensure effective business results and organizational growth; and to demonstrate effective leadership skills in managing people's behavior and

motivation as well as processes in an organization adhering to high ethical, good governance and professional principles.

**Topics :** Leadership and Organizational Behavior (LOB) is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations for the purpose of applying such knowledge toward improving an organization's effectiveness. It looks upon what people think, feel and do in and around organizations, and discusses people behaviors in relation to personal and organizational values, corporate culture, motivation, human performance, leadership, power, conflict and management in general.

### **MGMT8089 - STRATEGIC MANAGEMENT IN BUSINESS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define and explain Business Management principles and processes by understanding the strategic business in micro and macro environment. Students also expected to be able to analyze situations and competitors and formulating effective and powerful strategy in order to win the competition; demonstrate an understanding of the importance of information collection, communication and dissemination among organizational functions, apply comprehensive business management approach to support strategic decision-making in local as well as global organizational scope;

**Topics:** Strategic Management in Business in Binus Business School will provide the participants with "Strategic hands-on Knowledge, Skills and Behavior" Capabilities so later in real world they could manage the resources, organization, management and strategic positioning of the firm in order to gain core competence, capability and long-term competitive advantage by combining "Theory of Strategy" and "Practice of Strategy". To accomplish this purpose, this course introduces and employs various analytical frameworks through Case Studies from International and Asian Case Studies which assist the participants to identify the sources of core competence, capability and competitive advantage from both an industry and firm perspectives. This course will focus on strategic decisions and the processes by which general managers position their business and allocate resources in the face of both uncertainty and stiffer competition.

### **COMM8158 - BUSINESS COMMUNICATIONS AND INTERPERSONAL SKILLS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate effective negotiation, presentation and interpersonal skills to respond local and global business opportunities, effective business communication to support decision makers for effective business results; apply effective business communication & team-work as well as leadership to lead the organizational growth.

**Topics:** Business communication is a course designed to coach the students on how to communicate effectively and improve interpersonal communication skills within the business organization. The competencies learned in this course will help the students to achieve peak performance in their career. This course also covers some practical and basic interpersonal skills and group skills such as: relationship, self-management, networking, business presentation, teamwork and negotiation.

### **ENTR8034 - DESIGN THINKING & ENTREPRENEURSHIP (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to distinguish the life purpose and values that motivated to individual achievement; to analyse traits and skills of successful entrepreneurs; to analyze the environment of business and understand how to start new business using business

plan; to develop innovation in managing customers, people, partnership and financial; to building Interpersonal Business Communication skills as Entrepreneur Skills

**Topics:** Facing global competition, businesses around the world are trying to survive by creating innovative products or services. Design thinking is one way to initiate creativity and “out-of-the box” ideas that can be implemented in business decision making or product/service development, and has been implemented successfully by different businesses. This course aims to acknowledge the role of design thinking in successfully transform businesses and sparks innovation, and will bring students to step out of their regular and comfort zone into a more adventurous venture in business.

In creating and growing the new venture, the entrepreneur assumes the responsibility and risks for its development and survival, and enjoys the corresponding rewards. The course emphasizes on changing the attitude and behavior of the students as well as giving knowledge update on all elements of the entrepreneurial process. Its covers a balance between *hard-skills* and *soft-skills* required to start, manage, and grow a successful business venture. This course comprises the topics of entrepreneurship competencies, ethics of entrepreneurship, entrepreneurial intelligence, intra personal skills and inter personal skills, as well as business management competencies which cover managing customers, people, cash flow, and developing a business plan

### **ISYS8241 - INFORMATION SYSTEMS MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to examine the strategic uses of information technology; Apply information technology in developing a corporate strategy; Evaluate the use of technology in transforming the organization and creating new lines of business and new relationships with other firms; Apply appropriate technology to enhance professionalism and productivity.

**Topics:** This course provides an overview of information systems (IS) in the business world. It presents an organizational view of how information technology (IT) is manipulated or applied to create competitive advantages, manage global organizations, transform organizations, and collaborate with business partners more effectively. Topics include electronic businesses, information technology infrastructure, databases, telecommunication systems, the strategic use of information systems, the development of information systems, the economics of IT, and security issues involved with information systems.

### **MGMT8090 - OPERATIONS FUNDAMENTALS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to illustrate a systematic approach and integrative thinking in designing, operating, and improving of operation system to promote organizational growth; analyze global and local market issues related to tactical operation in order to sustain profitable growth; identify how to improve efficiency and effectiveness of operation system to support a firm performance; and apply information technology to improve operations system performance.

**Topics:** Operations Management is defined as the design, operation, and improvement of the systems that create and deliver the firm's primary products and services. Most business student will either work in the operations area of a business or with people in the operations function during their careers, thus it is vital for them to have a basic understanding of how to design, operate, and improve the operations system, and also how the operations system interacts with another system in a firm. This course will see how different business strategies require different business processes, and how different operational capabilities allow and support different strategies to gain competitive advantage.

**MGMT8088 - THESIS (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding of a holistic view of business by analyzing complexities in environmental, market, and organizational issues and recommending a comprehensive business management approach to support business decision-making; demonstrate the capability in choosing and applying proper research methodology in the development of quality research; analyze and review strategic plan, process and the implementation of actions supporting strategic decision.

**Topics:** This compulsory course emphasizes research and analysis, by offering three alternative assessment activities: individual research activity, consulting project or Business Model Creation (BMC). At the end of the course, students are expected to submit a written thesis in the form of a final: research report, consulting report or a written BMC report. The School will assign an academic supervisor to assist each individual or group of students in their thesis/final project report based on the student(s)'s own research outline proposal. To assess the students' progress of the thesis/final project report writing, each student/group of students must present a thesis proposal in front of a panel of academics after the first few weeks. The same panel will then assess the student(s)' final thesis presentations at the end. Further details on the thesis are included in the Thesis Guideline, provided separately. Students are also expected to spend most of their independent study time outside the class/campus. Periodically, each student is scheduled to meet with the assigned supervisor, to discuss about their work and progress on the project and the written report. The students will receive either verbal and/or written feedback from the assigned supervisor.

**5.7.2 MM Young Professional – Creative Marketing****MKTG8073 - MARKETING FUNDAMENTAL (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to identify and explain the new marketing realities in order to understand the important of marketing concept to capture emerging local and global business opportunities; to analyze global and local marketing issues, consumer behavior and industrial development in order to keep up with environmental challenges; to explain and analyse marketing strategies as a source of sustainable competitive edge to the organizations; to explain marketing and customer values, strategic marketing approach, as well as innovation as the sources of competitive advantage and to win the competition; and to demonstrate effective team-work, leadership and communication skills in marketing.

**Topics :** This course is concerned with helping managers identify, select and implement strategies that would make their organizations more competitive in the marketplace. These strategies encompass decisions such as which "products" their firm offers and chooses not to offer, by which markets it seeks to serve and not serve, which competitors it chooses to compete with and to avoid, and what level of vertical and horizontal integration it considers as optimal for all of its stakeholders. Specific ways to compete in the chosen "markets" will usually be characterized by one or more functional strategies such as product line strategy, positioning strategy, pricing strategy, distribution strategy, segmentation strategy, manufacturing strategy, information technology strategy, and global strategy. This course also aims to provide decision makers with concepts, methods and procedures by which they can improve the quality of their strategic marketing decision-making.

**MKTG8074 - CONSUMER BEHAVIOR (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Identify and explain the role of consumer behaviour and value concepts in analysing contextual business opportunities; explain and apply the concepts of consumer behaviour and value in solving marketing and managerial problem; apply appropriate creative marketing approach to conduct a basic consumer behaviour research; create effective marketing strategy using principles of consumer behaviour and value; and apply principles of ethics and consumer behaviour in making marketing analysis and decision

**Topics** : This course is designed to provide students with basic understanding of consumer behavior. Drawing from rich research in psychology and marketing as science, students would be exposed to various applications of the concepts in the business world. The course is to equip students with ability to analyze business problems using both the point of view of consumers and companies, so that students would be able to give unique approach and sensitivities to attacking the problems and providing creative and rich solutions.

**MKTG8075 - NEW PRODUCT DEVELOPMENT & CHANNEL MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to identify and respond to emerging local and global business opportunities; to design, analyze and apply creative and innovative marketing approaches to develop new product solution as part of business decision-making process; and to construct a decision to choose the best and unique workable innovative new product solution from inter-disciplinary insights. In addition, students are also expected to be able to describe product and channel strategies in various industries; apply and compare product and channel strategy analysis approaches; analyse problems in product and channel management and provide alternative solutions; and analyse innovative distribution strategies in various industries.

**Topics:** Marketing requires innovation, and innovation requires marketing. The inter-related nature of these two concepts are discussed intensively in the course. However, for a company, it is not sufficient to rely on having good products and services only. For successful performance, they require proper efficient channel to be reached and accessible by the customers. With the proliferation of ICT, marketers have additional powerful channel to distribute its products. In-depth understanding of both product management and channel management as well as integrating them into the whole of strategic marketing management are essential. Topics covered in this course include gap analysis, customer need assessment, analyses of product, strategic channel management as well as preparing the project for the real business overview.

**MKTG8076 - BRANDING & VALUE CREATION (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to evaluate the role of brand in companies' performance; apply appropriate marketing principles to analyze the communicative quality of a brand; apply appropriate brand management principles in marketing decision making; and choose the most appropriate decisions to a brand management problem

**Topics:** A brand is a creation by a company and its customers. It should clearly reflect the promise the company makes to its customers, based on the strategies and vision for the future of its business and products. Therefore, it is vital that a company understands exactly what the customers expect from the brand, and that it continually lives up to these expectations. The aim of brand management is to create a brand that will build a long-term relationship - an unshakeable bond - between the company and its customers.



Brands with a high value are regarded as considerable assets to a company, so that when a company is sold a brand with a high value may be worth more than any other consideration. Branding, at its best, is more than a marketing responsibility - it is an integrative business practice. Brand Management has almost been build as a separate discipline within marketing. Buying, building and divesting brands ask for serious investments and a strategic approach. To formulate this strategy, we need a serious understanding of the role brands play in peoples' life and the economics in branding.

The course will explore various issues related to Brand Management, Brand Portfolio, Brand Personality, Brand Activation and Rejuvenation. The course requires students to perform the role as a Brand Manager who oversees the performance of brand from time to time

### **COMM8159 - CREATIVE MARKETING COMMUNICATION (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Analyse the role of creative marketing communication in the development of the company; explain and analyse theory, concepts, principles and cases in creative marketing communications; effectively communicate creative and innovative ideas in brand activation elements; and developing a concrete and unique creative strategic promotional plan.

**Topics:** Consumer fragmentation, media proliferation and intensive development of information technology has brought many difficulties and, for some, opportunities, for marketers to communicate their brands. The hyper-competitive markets need a new way in marketing communications to make brands achieve their marketing objectives. Old school of conventional advertising has been considered obsolete, while creative marketing communication with an entertaining and engagement perspective is here to stay. This course is an in-depth study of Creative Marketing Communications in order to make the brand stands out from the crowd and achieves marketing success. Developed with a creativity platform, it links advertising and brand activation with sales promotion, Internet marketing, direct marketing, public relations and personal selling through all possible contacts with the target audience. Emphasis will be placed on strategic creative planning to effectively use these promotional tools to communicate with customers and meet marketing goals

### **MKTG8077 - DIGITAL MARKETING AND MULTIMEDIA (3 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to Construct and integrate web and social media trend toward the whole marketing campaign of the organization; apply the most suitable ICT application to certain strategy; design and apply creative ideas applicable through to e-technology; and delivering a comprehensive and attractive creative presentation that will cover most of the digital aspect.

**Topics:** Digital marketing now has gone beyond simply a multimedia process. The convergence of media and the expansion of contents to suit the needs of the demand to "any device, any time, and any where" is entering the final phase of Internet 2.0. As ICT is becoming more popular, marketers are required to master the basics of technical tools and applications to support the way they communicate with the target market and consumer communities. The course highlights topics such as Website design, Managing Online Communities, Social Media and Citizen Journalism, and many other related state of the art topics in e-marketing and online market environment.

### **MGMT8088 - THESIS (6 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to demonstrate an understanding of a holistic view of business by analyzing complexities in environmental, market, and organizational

issues and recommending a comprehensive business management approach to support business decision-making; demonstrate the capability in choosing and applying proper research methodology in the development of quality research; analyze and review strategic plan, process and the implementation of actions supporting strategic decision.

**Topics :** This compulsory course emphasizes research and analysis, by offering three alternative assessment activities: individual research activity, consulting project or Business Model Creation (BMC). At the end of the course, students are expected to submit a written thesis in the form of a final: research report, consulting report or a written BMC report. The School will assign an academic supervisor to assist each individual or group of students in their thesis/final project report based on the student(s)'s own research outline proposal. To assess the students' progress of the thesis/final project report writing, each student/group of students must present a thesis proposal in front of a panel of academics after the first few weeks. The same panel will then assess the student(s)' final thesis presentations at the end. Further details on the thesis are included in the Thesis Guideline, provided separately. Students are also expected to spend most of their independent study time outside the class/campus. Periodically, each student is scheduled to meet with the assigned supervisor, to discuss about their work and progress on the project and the written report. The students will receive either verbal and/or written feedback from the assigned supervisor.

### 5.7.3 MM Professional - Applied Finance

#### **FINC8052 - CORPORATE FINANCE (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain and interpret the basic knowledge of the usefulness of corporate financial management for decision making; to apply and compare tools for making major financial decisions (investing, financing, analyzing and planning); and to prepare financial analysis tools and financial planning and make appropriate decisions based on the analysis.

**Topics:** This course discusses the foundation of corporate finance management. It deals with how a financial executive uses all aspect of corporate financial management for maximizing stakeholder value. This course put emphasis on financial decision makings such as: investing, financing, analyzing and planning. Investing and financing decisions involve finding optimum asset allocations and how to efficiently finance the investment. Analyzing involves monitoring firm's financial performances. Planning decisions; in this course, focuses on short term financial planning (including working capital management) to forecast the firm's future cash flows.

#### **ACCT8144 - ACCOUNTING FOR MANAGERS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to understand the components of financial statements, able to read and interpret financial report, able to use accounting information to support decision making process within organization.

**Topics:** Overview on Financial Accounting and Managerial Accounting, Financial Statement Analysis, Cost Concept, Cost Volume Profit Relationship, Job Order Costing, Segment Reporting, Differential Analysis, Capital Budgeting, Profit Planning, and Performance Measurement.

#### **FINC8058 - INVESTMENT MANAGEMENT (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to identify and explain local and global investment opportunities; to explain different financial analysis tools in investment; to apply

and compare the suitable investment analysis tools used in real problems/cases; to construct and propose a systematic investment process using a top down investment approach's activities; and to use investment analysis tools to make investment decisions as a professional investor in financial market

**Topics:** Managing investment is an important skill for business students. This course provides knowledge and skills surrounding investment, it covers various investment analysis frameworks, such as macroeconomics analysis, inter-market analysis, industrial analysis, company analysis, stock valuation and technical analysis. By the end of term, students are expected to have sufficient competency to make a thorough stock analysis.

### **FINC8053 - FINANCIAL MODELING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain characteristics of different financial analysis tools; to apply appropriate tool for analyzing financial related problems; to use spreadsheet to effectively gather financial data and create financial models; and to explain financial analysis results for business decision making

**Topics:** This course will cover basic financial modeling skills using spreadsheet software, especially Microsoft Excel. From the development of templates for financial statements to the valuation of projects using Monte Carlo simulation, students will master the techniques required to create real-world finance related models through hands-on computer based exercises.

### **FINC 8054 - BUSINESS VALUATION & PROJECT FINANCIAL ANALYSIS (3 SCU)**

**Learning Outcomes :** (I) Upon successful completion of this course, students are expected to be able to explain and interpret basic concept of valuation; to apply and compare different appropriate approaches to valuation: Income Approaches, Discounted Cash Flow Valuation, Relative Valuation and Contingent Claim Valuation; to construct and propose variety of business valuation: stocks, firms/businesses (publicly and private), division, intangibles and real estate valuation; and to demonstrate a working knowledge as corporate financial consultant and underwriter profession in financial institution (capital market).

(II) students are expected to be able explain and interpret the basic knowledge and the usefulness of project financing; apply and compare the suitable project financing techniques used in real problems/cases; to use spreadsheet to give relevant information to users effectively; to demonstrate a practical knowledge as investment bankers providing consultancy to company and/or as senior financial officers working on project financing; to create and design the suitable project financing strategy and solution to practical financial issue; and to display creative thinking skills to construct and propose best alternative project financing solutions to practical financial issues.

**Topics: (I)** Valuation is an essential tool for corporate finance executives. This course discusses about how to do a business valuation – the valuation of stocks, businesses, intangibles and real assets. It focuses on the various methodologies, aspects and considerations on valuing businesses that are publicly traded and private – both at the corporate or divisional levels. It discusses several approaches to valuation namely: Income Approaches, Discounted Cash Flow, Relative and Contingent Claim Valuation. This course also discusses about the recent market trends, focusing on the Indonesian context that in turn will support students in investment decision making based on business valuation.

**(II)** As the name Project Financing Analysis suggests, this course will look into the overall process and development of a project financing scheme from the early feasibility and risk assessment stage, legal venture development stage, contractual development aspects, raising capital stage, to its operational and cash return monitoring stage. Project

Finance differ with a typical corporate financing principles given that the focus of the financing activities look primarily on the cash flow from a project itself, which independently stands alone from other assets beyond the project, and have a defined life span.

### **FINC8055 - FINANCIAL INSTITUTION MANAGEMENT & INTERNATIONAL FINANCE (3 SCU)**

**Learning Outcomes :** (I) Upon successful completion of this course, students are expected to be able to apply and compare the functions and role of each type of financial institutions, its related markets and its regulations in modern economies; to construct and propose favorable solution on finding effective financing scheme available in financial markets / institutions; to demonstrate a working knowledge as a banker and / or capital market professions in financial institutions; and to analyze the financial implications of current developments in the financial systems of the major economies in the world.

(II) Upon successful completion of this course, students are expected to be able to apply and compare various risk exposures from the international financial markets to make fine operating, financing, and investing transactions; to construct and propose alternatives of hedging, financing and investing in international finance; to define and choose the best solution in financing and investing in global market; to demonstrate a working knowledge on how Bank Treasury Dealers perform trading securities and foreign exchanges so that students can have skills to work as junior Foreign Exchanges Dealers or Treasurer in Multinational Corporation.

**Topics:** (I) This course examines and compares the nature, functions, and regulatory framework of key financial institution in the dominant economies of the world. Selected topics include investment banking, venture capital, capital markets, institutional investors, corporate governance, central banking, commercial banking and regulatory oversight. It provides insights into the global nature of banking and capital market, in particular the importance of values and ethics in the Indonesian financial institutions.

(II) The course provides knowledge and skills for students dealing with operating, financing and investing transactions in the international financial markets. Selected topics include: exchange rate, international arbitrage exchange rate, interest rate parity, interest rate derivatives product, currency futures / option and exchange rate fluctuation exposures.

### **FINC8056 - STRATEGIC FINANCE & RISK MANAGEMENT (3 SCU)**

**Learning Outcomes:** (I) Upon successful completion of this course, students are expected to be able to implement IT in financial issues; to estimate the cost of capital; to evaluate and recommend financial solutions of business lifecycle and corporate actions; evaluate the roles of corporate governance in value creations; and to evaluate corporate governance issues in Indonesia and recommend solutions for improvements.

(II) Upon successful completion of this course, students are expected to be able to identify and respond to emerging local and global business risk and opportunities behind it; to demonstrate a working knowledge of the financial risk management profession in the financial markets, institutions as well as individual company; to display creative thinking skills to construct and propose best alternative solutions to practical financial risk management issues to increase company value; and to construct a strategic decision to choose the best solution for practical financial issues

**Topics:** (i) This course is intended to tailor the resource allocation to specific situations faced by a corporation. The emphasis is on the value creation from aligning financial strategies with business strategies. The value creation is also observed from the pursuit of proper and efficient practice in the administration of a corporation through the implementation of Good Corporate Governance. The unique situations in the implementation of Corporate

Governance in Indonesia are much appreciated in this course. The approach in this course is to familiarize students with real-life situations in conducting financial affairs during their tenures as a person in charge of finance function within their corporation.

(ii) This course introduces students to strategic value and risk management. Students will learn about the various facets of risk management including macro-environment, industry cycles, strategic, implementation linked, competitor driven, financial, operational, environmental, compliance, corporate governance and reputation risk. Through practical case studies they will be taught about how to manage these risks, lessons learnt from previous crisis and risk management tools such as hedging, cash flow management and portfolio diversification. Students will also learn about Economic Value Added and how strategic decisions by management would increase the value.

### **FINC8057 - FINANCIAL RESTRUCTURING (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and interpret the basic knowledge of financial restructuring analysis; to apply and compare financial tools applicable to implement a corporate restructuring used in real problems/cases; to design corporate restructuring techniques and plan with a competitive edge to enhance a company's value; to construct and propose best alternative solution financial restructuring strategy and implementation for any company in needs; and to choose the most appropriate restructuring strategy for addressing the particular problems or challenges that the firm faces

**Topics :** This course is an overview of financial restructuring and engineering techniques specifically used for corporate restructuring transactions. When one talk about restructuring within a company it basically indicate a substantial change in the company's financial structure, or ownership, or business portfolio, with a primary objective to create value for the company. Whether the company is having financial difficulties or as a response to new competitive challenges in their respective market, financial managers will conduct fundamental, sometimes even radical, changes in the company's' operations, assets, and corporate strategy. Therefore, it is crucial for students studying finance to understand the decisional reasoning and valuation consequences for a financial, business, and organizational restructuring by corporation. The course shall include range of topics in financial and corporate restructuring from derivatives structures to alleviate corporate risk, the restructuring equity and debt process (Leverage Buy-Out), merger and acquisition as well as spin-off, to restructuring assets of a firm.

## **5.7.4 MM Professional - Business Management**

### **MKTG8072 - MARKETING MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and respond to emerging local and global business opportunities; to define, explain, and synthesize marketing management principles to local and global corporate performance; to identify and analyze market and industry using the latest marketing management conceptual frameworks; to design and apply comprehensive marketing management approach to address local and global business problems; and to demonstrate effective team-work, leadership, marketing management skills in multi-disciplinary and multi-functional teams.

**Topics:** The purpose of this course is to develop knowledge and skills in the managerial aspects of marketing. The course provides an understanding of marketing as the basis for general management decision-making and as a framework for analyzing business situations. It aims to expose students to the basic concepts, tools and techniques in

marketing and provide them the opportunity to apply these in problem solving and decision making in the area of marketing.

### **ISYS8240 - INFORMATION TECHNOLOGY FOR MANAGEMENT (3SCU)**

**Learning Outcomes** successful completion of this course, students are expected to be able to Apply basic and strategic principles of management information systems (MIS) in light of current business world development; Explain the strategic uses of information technology and how to apply technology when developing a corporate strategy; Explain the use of information technology to transform the organization and create new lines of business and building relationships with other firms;

**Topics:** This course provides an overview of information systems (IS) organizational view of how information technology (IT) is utilized and applied to create competitive advantages, to manage global organizations, transform organizations, and collaborate with business partners more effectively. Topics include electronic businesses, information technology infrastructure, databases, telecommunication systems, the strategic use of information systems, the development of information systems, the economics of IT, and security issues involved with information systems.

### **BUSS8020 - BUSINESS ETHICS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain various theories of ethics and common business ethics issues in both local and international contexts; Explain and analyze the framework, implementation, mapping, and challenges of Corporate Social Responsibility (CSR) in Indonesia; Explain basic elements of good corporate governance (GCG) and analyze its implementations, impacts, and challenges in Indonesia; and Explain the roles of ethics and social responsibility in overall company's business and decision making.

**Topics:** This course introduces contemporary issues of ethics, morality and social responsibility that face the business community in Indonesia as well as abroad. From the point of view in business ethics, the course confronts a number of moral and legal issues that arise on both a domestic and international scale and are carried on as major ingredients of the violation of good corporate governance principles. Using both local and international case studies enrich student understanding of corporate social responsibility and good corporate governance

### **BUSS8021 - CORPORATE AND BUSINESS STRATEGY (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify, analyze problems and apply appropriate approaches to solve complex problems based on quality research in local & global management practices; collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results; and create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations.

**Topics:** Business leaders are faced with the following challenging questions: Why do firms in different industries have different performance? Why do firms in the same industry have different performance? Why do some firms succeed and others fail? What are the sources of sustained competitive advantage of firms? These challenging questions are the main focus of Corporate and Business Strategy course. This course is normally found as the capstone course in Master of Management program and is seen as a way of integrating the functional courses such as marketing,

operations, finance, human resources, and the like. This course emphasizes the perspective of a general manager in dealing with those business decisions that determine the future directions of the firms and effective implementation of these directions. These can include actions (moves) and reactions (countermoves) amongst firms in an industry with regard to competitors and fomenting competitive advantage and sustainable performance.

The course further introduces a wide range of modern strategy frameworks and methodologies in order to help students develop the skills needed to be a successful manager with responsibilities for the competitiveness and performance of firms. By extension, the course also aims to seek solutions to optimizing profitable growth, balancing short and long term business needs, and provide opportunities for analyzing organic and inorganic growth.

### **DSGN8280 - GROUP INTEGRATIVE, EXPERIENTIAL PROJECT & DESIGN THINKING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define and prioritize key problems and apply appropriate approaches to analyze them; to collect and analyze information in appropriate business and academic manners; to create innovative solutions to certain business and management model to solve issues faced the by client firm and assess the feasibility of the business models in terms of levels of attractiveness, cost and feasibility; to communicate business and management ideas and design effectively in verbal and written form

**Topics:** This course is designed for academicians as well as practitioners. It will give ideas, tools and concept to manage an integrative project within an organization. This course requires students to integrate the functional knowledge of the organization, as basis or foundation to develop synergy among functions involve in the project. This course will provide concept and best practice in how to make sure project and enterprise goals are aligned; that the organizational resources can support project communication and decision making more effectively; and how to integrate project process with other functions or processes; and overall, how to oversee projects more effectively.

### **ECON8020 - MANAGERIAL ECONOMICS (3 SCU)**

**Learning Outcomes:** Upon succesful completion of this course, students are expected to be able to analyze the macroeconomics and microeconomics condition to respond to business opportunities; apply demand theory and the concept of elasticity of demand to managerial decisions; apply systematic approach and integrative thinking in performing cost-benefit analysis and marginal analysis; and apply appropriate managerial economics techniques in performing market analysis

**Topics:** This course is designed to provide participants with a basic understanding of microeconomic theory that can be used to understand behavior (in markets and organizations) and to make effective managerial decisions. It is intended to provide students with economic tools and an economic analysis used in the process of managerial decision making. The course concentrates on microeconomic analysis, which deals with models of economic behavior of the consumer and the firm and will provide a basic understanding of firm and industry behavior that serves as a basis for decision making.

### **MGMT8087 - OPERATIONS AND SUPPLY CHAIN MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon succesful completion of this course, students are expected to be able to: Demonstrate outstanding knowledge and skills of the operation and supply chain management and business in the multi disciplines and multi functions organization to set of strategies and directions to achieve the organizational competitive advantage; Analyze and evaluate various operations and supply chain management concept and tools to propose

solutions in developing organizational value; Develop strategic innovation through the implementation of operation and supply chain excellence in the business process as an important aspect of creating organizational value to win the industry; and Derive and compute optimal policies/variables and performance measures such as costs/profits.

**Topics:** This course provides knowledge in designing and manufacturing a product and service and in distributing it to customers in order to provide a high-quality product or service at a reasonable cost. It also facilitates learning on how effective operations management becomes a key ingredient of success and how operations and supply chain integrates with other functions in the company. This course emphasizes processes of inter-related work activities characterized by specific inputs and value-adding tasks that produce specific outputs. This course also explores the key issues associated with the design and management of industrial Supply Chains (SC).

### **MGMT8088 - THESIS (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze the market and industry using latest business management conceptual frameworks; demonstrate the ability to apply comprehensive approaches in business decision-making process; articulate critical and creative problem-solving skills in understanding contemporary and complex business management issues and practices in competitive business settings; display effective verbal and written communication skills.

**Topics:** This compulsory course emphasizes research and analysis, by offering three alternative assessment activities: an academic research, consulting project or a Business Model Creation (BMC) project. Final stage of this thesis writing process, students must submit the final version of written thesis for examination. BINUS BUSINESS SCHOOL will assign a chairperson and examiners for the thesis defense, which will be the same as proposal defense panel. Further details on the thesis are included in the Thesis Guideline, provided separately.

## **5.7.5 MM Business Management Online**

### **FINC8059 - FINANCIAL FUNDAMENTALS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to interpret and prepare financial statement and reporting using appropriate approaches; to choose appropriate financial analysis tools in a given business situation for decision-making processes; to identify and use effective applications of IT in calculating bonds, optimal portfolio selections, options and leasing; to apply principles of financial analysis to forecast future performance

**Topics:** Financial Fundamentals deals with the maintenance and creation of economic value or wealth. It focuses on decision making with a special attention on creating wealth. In general, there are three groups of financial decisions: investment, financing, and dividend decisions. Investment decisions involve allocation of scarce resources across competing uses. Financing decisions involve raising funds to finance the investment projects. Dividend decisions involve reinvesting cash back to the business or returning cash to shareholders

### **RSCH8012 - RESEARCH METHODS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply systematic steps in using certain quantitative methods; to solve business, management and financial problems using



quantitative analysis; to formulate mathematical model for a certain business problem; and to compare and evaluate the effectiveness of several alternative decision models using computer software.

**Topics:** The course introduces the fundamental concept of quantitative methods to decision making in management. It is designed to equip students with a sound understanding of the basic roles of management science or operation research in the decision making process. It composes of the application of a wide variety of quantitative tools and techniques to the solutions of real business problems. The course also introduces the fundamental concepts of Mathematics of Finance and the application of mathematics in the financial markets. It would cover calculation of interest rates (simple, discount and compound interest), concepts of time value of money as well as annuities and perpetuities.

### **ACCT8144 - ACCOUNTING FOR MANAGERS (3SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the functions of each financial reporting and statement in firms' decision making; to analyze financial statements as part of decision making process; to interpret results of financial statement analysis to improve financial health of a firm

**Topics:** This course introduces students to concepts of financial statements as one of some important information sources in making economic decision. The course is designed to give understanding about the important of financial statements, to give ability to read the financial statement as well as to prepare the financial statements.

### **STAT8097 - BUSINESS STATISTICS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply appropriate descriptive statistics to present and summarize data into useful information; to apply appropriate statistical inference methods to solve a business problem; to conduct a thorough statistical analysis and utilize the interpretation in making business decision; to use appropriate statistical software in analysing data

**Topics:** Business Statistics is the science of good decision making in the face of uncertainty and is used in many business management areas such as marketing, finance, production and operations including services improvement. The course provides knowledge and skills to interpret and use statistical techniques in a variety of business applications. The course will emphasize the relevance of statistics, encourage the students to be familiar with the software used in business world, and provide ample practice in order to understand how statistics is used in business.

### **BUSS8022 - ETHICS AND SOCIAL AWARENESS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define and explain discuss and assess different theories of ethics, analyze its implication to global and local business, especially to its manager and leaders; understand analyze various approaches to CSR and Good Corporate Governance, evaluate the limit of CSR, and debate the importance of integrating ethical principles and values into business; demonstrate a deep understanding of discuss and appraise novel approaches for innovative and sustainable business

**Topics:** Ethics and social awareness has become more and more important for business practitioners these days. It governs the ways in which businesspeople define what is right and how to do the right things. This course will help students to understand various ethical theories and approaches in business. Students will also introduce to various novel approaches in developing sustainable business.

**MGMT8086 - LEADERSHIP AND ORGANIZATIONAL BEHAVIOR (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and analyze the main concept of people's and organization's behaviors and relate them to day-to-day business practices; to evaluate strategic management plan and formulate appropriate actions to be taken to ensure effective business results and organizational growth; and to demonstrate effective leadership skills in managing people's behavior and motivation as well as processes in an organization adhering to high ethical, good governance and professional principles.

**Topics :** Leadership and Organizational Behavior (LOB) is a field of study that investigates the impact that individuals, groups, and structure have on behavior within organizations for the purpose of applying such knowledge toward improving an organization's effectiveness. It looks upon what people think, feel and do in and around organizations, and discusses people behaviors in relation to personal and organizational values, corporate culture, motivation, human performance, leadership, power, conflict and management in general.

**MGMT8089 - STRATEGIC MANAGEMENT IN BUSINESS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define and explain Business Management principles and processes by understanding the strategic business in micro and macro environment. Students also expected to be able to analyze situations and competitors and formulating effective and powerful strategy in order to win the competition; demonstrate an understanding of the importance of information collection, communication and dissemination among organizational functions, apply comprehensive business management approach to support strategic decision-making in local as well as global organizational scope;

**Topics:** Strategic Management in Business in Binus Business School will provide the participants with "Strategic hands-on Knowledge, Skills and Behavior" Capabilities so later in real world they could manage the resources, organization, management and strategic positioning of the firm in order to gain core competence, capability and long-term competitive advantage by combining "Theory of Strategy" and "Practice of Strategy". To accomplish this purpose, this course introduces and employs various analytical frameworks through Case Studies from International and Asian Case Studies which assist the participants to identify the sources of core competence, capability and competitive advantage from both an industry and firm perspectives. This course will focus on strategic decisions and the processes by which general managers position their business and allocate resources in the face of both uncertainty and stiffer competition.

**COMM8158 - BUSINESS COMMUNICATIONS AND INTERPERSONAL SKILLS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate effective negotiation, presentation and interpersonal skills to respond local and global business opportunities, effective business communication to support decision makers for effective business results; apply effective business communication & team-work as well as leadership to lead the organizational growth.

**Topics:** Business communication is a course designed to coach the students on how to communicate effectively and improve interpersonal communication skills within the business organization. The competencies learned in this course will help the students to achieve peak performance in their career. This course also covers some practical and basic interpersonal skills and group skills such as: relationship, self-management, networking, business presentation, teamwork and negotiation.

**ENTR8034 - DESIGN THINKING & ENTREPRENEURSHIP (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to distinguish the life purpose and values that motivated to individual achievement; to analyse traits and skills of successful entrepreneurs; to analyze the environment of business and understand how to start new business using business plan; to develop innovation in managing customers, people, partnership and financial; to building Interpersonal Business Communication skills as Entrepreneur Skills

**Topics:** Facing global competition, businesses around the world are trying to survive by creating innovative products or services. Design thinking is one way to initiate creativity and “out-of-the box” ideas that can be implemented in business decision making or product/service development, and has been implemented successfully by different businesses. This course aims to acknowledge the role of design thinking in successfully transform businesses and sparks innovation, and will bring students to step out of their regular and comfort zone into a more adventurous venture in business.

In creating and growing the new venture, the entrepreneur assumes the responsibility and risks for its development and survival, and enjoys the corresponding rewards. The course emphasizes on changing the attitude and behavior of the students as well as giving knowledge update on all elements of the entrepreneurial process. Its covers a balance between *hard-skills* and *soft-skills* required to start, manage, and grow a successful business venture. This course comprises the topics of entrepreneurship competencies, ethics of entrepreneurship, entrepreneurial intelligence, intra personal skills and inter personal skills, as well as business management competencies which cover managing customers, people, cash flow, and developing a business plan

**ISYS8241 - INFORMATION SYSTEMS MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to examine the strategic uses of information technology; Apply information technology in developing a corporate strategy; Evaluate the use of technology in transforming the organization and creating new lines of business and new relationships with other firms; Apply appropriate technology to enhance professionalism and productivity.

**Topics:** This course provides an overview of information systems (IS) in the business world. It presents an organizational view of how information technology (IT) is manipulated or applied to create competitive advantages, manage global organizations, transform organizations, and collaborate with business partners more effectively. Topics include electronic businesses, information technology infrastructure, databases, telecommunication systems, the strategic use of information systems, the development of information systems, the economics of IT, and security issues involved with information systems.

**MGMT8090 - OPERATIONS FUNDAMENTALS (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to illustrate a systematic approach and integrative thinking in designing, operating, and improving of operation system to promote organizational growth; analyze global and local market issues related to tactical operation in order to sustain profitable growth; identify how to improve efficiency and effectiveness of operation system to support a firm performance; and apply information technology to improve operations system performance.

**Topics:** Operations Management is defined as the design, operation, and improvement of the systems that create and deliver the firm’s primary products and services. Most business student will either work in the operations area of a business or with people in the operations function during their careers, thus it is vital for them to have a basic

understanding of how to design, operate, and improve the operations system, and also how the operations system interacts with another system in a firm. This course will see how different business strategies require different business processes, and how different operational capabilities allow and support different strategies to gain competitive advantage.

### **MGMT8088 - THESIS (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding of a holistic view of business by analyzing complexities in environmental, market, and organizational issues and recommending a comprehensive business management approach to support business decision-making; demonstrate the capability in choosing and applying proper research methodology in the development of quality research; analyze and review strategic plan, process and the implementation of actions supporting strategic decision.

**Topics:** This compulsory course emphasizes research and analysis, by offering three alternative assessment activities: individual research activity, consulting project or Business Model Creation (BMC). At the end of the course, students are expected to submit a written thesis in the form of a final: research report, consulting report or a written BMC report. The School will assign an academic supervisor to assist each individual or group of students in their thesis/final project report based on the student(s)'s own research outline proposal. To assess the students' progress of the thesis/final project report writing, each student/group of students must present a thesis proposal in front of a panel of academics after the first few weeks. The same panel will then assess the student(s)' final thesis presentations at the end. Further details on the thesis are included in the Thesis Guideline, provided separately. Students are also expected to spend most of their independent study time outside the class/campus. Periodically, each student is scheduled to meet with the assigned supervisor, to discuss about their work and progress on the project and the written report. The students will receive either verbal and/or written feedback from the assigned supervisor.

## **5.7.6 MM Executive**

### **MGMT8092 - MANAGING ORGANIZATIONAL CHANGE (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to explain and analyze the need for change in an organization; choose effective intervention and communication strategies for effective change management at different stages in a change process; evaluate the process and effect of changes in organization; and explain and analyze the different approaches to change and different stages of change.

**Topics :** This course emphasizes the importance of change and why it is needed. It deals also with how planned change to organizations can bring forward organizational improvement and effectiveness, by providing organization-wide change strategies through various approaches and their integration. The course will also provide students and managers with tools to make growth-oriented business decisions in order to response to changing business environment.

### **ACCT8145 - ACCOUNTING FOR PLANNING AND CONTROL (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to create and analyze business profit (budget) plan including the application of flexible budgets Explain various concepts of cost accounting management Apply and analyze business using various accounting management concepts

Apply relevant cost and benefits and capital expenditure concepts for decision analysis

**Topics :** The objective of this course is to provide students with the necessary knowledge and skills in managerial accounting to be innovative and take the initiatives to lead the organization towards growth and the creation of shareholders wealth. This course provides students with the knowledge of managerial accounting and how to use accounting information for management planning and control. Students will learn how to use management accounting information for planning, making business decisions, monitoring performance, evaluating the result and making corrective decisions when necessary.

### **ECON8021 - THE ECONOMICS OF COMPETITION (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to analyse the impact of micro and macroeconomic policies to business; evaluate the roles of government in serving the community; assess consumers' and producers' behaviors; create strategies to overcome resources deterioration; assess opportunities to create economic activities in order to be able to sustain in global competition.

**Topics :** This course is designed to explore and discuss human behavior which then leads to resources allocation and product distribution in the community. The central of the discussion, however, will be on the decision making process in economy that led to social welfare in relation to sustainability. The two important foundations for discussion in this course are micro and macro economics theories. These two subject discuss the behavior of human, and company and market, and the government roles.

### **ECON8022 - INNOVATION AND KNOWLEDGE ECONOMY (2 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to apply situational leadership using the principle of Theory U : open mind, open heart & open will; design a business strategy using innovation as the engine for growth; and create and apply effective process and organization structure that nurturing innovation.

**Topics :** This course covers how innovation becoming a daily business in an organization. Moreover, the course also covers high level of knowledge economy concept in current domestic and foreign issues. Innovation will be elaborated from the perspectives of strategy, process, organization, and technology in order to instill leadership habits. knowledge economy, on the other hand, will be elaborated from the perspective of : how knowledge impacts innovation, how undistrupted innovation impacts the economy.

### **MGMT8094 - STRATEGIES FOR GROWTH AND VALUE CREATION (3 SCU)**

**Learning Outcomes :** Upon successful completion of this course, students are expected to be able to apply high analytical and abductive thinking skills in order to decide on a company's ambition for growth; choose a direction for growth that meets emerging local and global business opportunities; design and deliver an innovative architecture for unique growth for the company that separates it from the competition; apply effective growth strategies that integrate all company functions and Evaluate growth strategies from various industries with value creation to meet the needs of a specific business

**Topics :** Strategies for Growth and Value Creation course is intended to fill the gaps by exposing the students to the knowledge, skills, and attitudes required of effective top executives in (i) providing a sense of meaning and direction to their organization's growth, (ii) creating best value for their customers, (iii) maximizing value for their shareholders, and (iv) balancing the interests of the organizations' varied stakeholders.

In contrast to earlier courses, the Strategies or Growth and Value Creation course deals with the issues in managing growth of the organization (or its sub-units) as a whole, both organic growth and inorganic growth. Necessarily, in this course, Executive MM in Business Management of BINUS Business School students will be put in the position of the General Manager or Chief Executive Officer who is responsible for managing the organization's growth, survival, and value creation

### **DSGN8281 - DESIGN THINKING FOR LEADERS (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to incorporate lateral thinking techniques that utilizes numerous ideas and how they can be integrated and implemented; utilize structural thinking to focus on the selection of the best idea and being able to implement it successfully.

**Topics** : This course provides knowledge, skills and attitude required for practicing both lateral and structural thinking. Lateral thinking focuses on generating as many ideas as possible while structural thinking focuses on selecting the best ideas and implementing them. The course will provide students with practical tools necessary to apply these thinking styles effectively and also real life cases of prominent business leaders to adopt the attitude for possessing these two types of thinking. Both lateral and structural thinking will be used in the remaining of this program.

### **ENTR8035 - ENTREPRENEURSHIP FOR GROWTH (2 SCU)**

**Learning Outcomes** : Upon successful completion of this course, students are expected to be able to create a growth-oriented business decisions using concepts of entrepreneurial management based within the economic, political, and legal contexts; understand the entrepreneur roles, ethics, and strategies used for business growth; use entrepreneurial management knowledge in typical business issues and solutions of various industries.

**Topics** : This course is designed to coach the students on how to start and operate a new business venture which involves considerable risks and efforts with the possibility of great reward. It combines a practical, step-by-step approach with theoretical foundation to form a basic framework for understanding the business leadership process. It also focuses on the ability to create added value from the implementation of innovation and habits to steer that creativity to result in business growth.

## 6. Graduate Program

### **Graduate Program in Information System Management, Information Technology, Industrial Engineering and Doctoral Program in Management**

Bina Nusantara (Binus) University as an education institution has shown its continuous commitment to be the best in delivering quality education that is relevant to business and industry needs. In order to achieve international quality standard, we continuously make our best effort to provide students with an excellent learning process, up to date course materials, and professional resources to deliver knowledge and skill. Binus University is designed to help graduates gain excellent global career opportunities. Due to increased market requirements and the demand from experts and leader in business and ICT on September 2008 Binus University established the Graduates Program in Information System Management (ISM) and Information Technology (IT). Doctoral Program in management was also opened in 2011. Finally, new graduate program in Industrial Engineering is introduced in September 2014.

The Doctor of Research in Management (DRM) is a doctoral level program in management which emphasizes the development of knowledge in management by combining the elements of science, best practices, and use of Information and Communication Technology (ICT). It offers concentrations in Business, Marketing Science, and Information System. The program encourages students to gain research experience by working closely with faculty on a variety of industry projects and on alignment of research roadmaps.

The graduates of Information System Management (ISM) Study Program and Information Technology (IT) Study Program have competency as a leader in information system and Information Technology which able to control the function of information system in organization with both future insight and strategy to reach vision, mission, and target that have been determined, particularly regarding to development of information technology, in addition, he/she able to act as consultant of information system and information technology for organization in planning information system strategy, including evaluation to effectiveness and efficiency of information system and information technology application. It emphasizes on following aspects: Advise, Value/Assess, Communicate, and Innovate. Process management in development of information technology is the core of subject given, including IT Services, IT Strategic Management, Planning, Software Management, and Information Integration Technology.

The graduate of Industrial Engineering (IE) Study Program is designed to be a leader in supply chain engineering and industrial management with focused on the effectiveness and efficient methods by leveraging the information technology in the organization. This program offers the graduate of industrial engineering able to evaluate and integrate the resources such as man, material, machine, method, money and information technology in solving the industrial problems and projects. In addition, the graduate of industrial engineering has competency to predict the strategic impact of emerging technologies and innovations in industrial engineering area.

**Vision**

World class doctoral program in management, and graduate program in ISM, IT and IE study programs, continuously pursuing excellence in research by combining science, best practices, and leverage of ICT and innovative ICT Leaders in business and the advancement of knowledge and technology.

**Mission**

1. Being recognized by industry and peer of similar programs as the source of outstanding researchers, consultants, and business leaders capable in facing the dynamics of Management theories and practices, to improve the quality of life and the competitiveness level of Indonesia.
2. Being recognized by industry and government as a primary source of outstanding visionary ICT leaders and technopreneurs capable in facing the challenge of the future in information systems and information technology. Beside that to generate innovative technologies leading to new products and improved business processes also to improve and enhancing the quality of life.
3. Providing an excellent advanced education/research environment, that attracts potential qualified researchers and industry practitioners to take up the doctoral program and professional services in information system and information technology enterprise, recognize globally, that attracts and retains talented and creative student body and faculty.

**Prospective Career of the Graduates**

The doctoral of DRM and the graduates of IT/ISM/IE could take up one or combination of the following roles:

1. As Professional Researchers, actively conducting research and publishing their papers in SCOPUS-indexed international journals.
2. As Industry Consultants, actively conducting high profile consulting projects with leading companies and producing copyrighted frameworks and or white papers.
3. As Business Leaders, actively leading research based initiatives and actions in their respective company and becoming agent of change in the improvement and or innovation.

## 6.1 Master of Information System Management

**Graduate Program in Information System Management**

The graduates of Information System Management Study Program have competency as a leader in information system which able to control the function of information system in organization with both future insight and strategy to reach vision, mission, and target that have been determined, particularly regarding to development of information technology, in addition, he/she able to act as consultant of information system for organization in planning information system strategy, including evaluation to effectiveness and efficiency of information system application.

**Vision**

A world class Information Systems (IS) Graduate Program which creates IS Leaders and Technopreneurs who are able to leverage IS for business advantage.



**Mission**

1. Preparing outstanding visionary IS Leaders and Technopreneurs who are capable in facing the challenge of the future in information system for quality of the improvement.
2. Providing an excellent advanced education/research and professional services in technology, by attracting and retaining talented and creative student body and faculty.

**Program Objective**

1. To provide students with IS best practices in order to empower them to become IS Leaders that can attain global competitiveness.
2. To provide students with advanced knowledge in IS for strategic advantage.
3. To provide students with technopreneur's skills in IS business who are able to leverage knowledge and technology.

**Graduate Competency**

1. Graduates will be able to design business processes in an effective and efficient manner by leveraging IS.
2. Graduates will be able to predict the strategic impact of emerging technologies and innovations.
3. Graduates will be able to prepare, design, integrate, and plan new IS based projects.

**Prospective Career of the graduates**

Master of Management Information System graduates have the opportunity to fill positions at prestigious firms such as the IS Function Division Top Management, Consultant and System integrator, IS Project Manager, dan Business Analyst.

**Course Structure**

**SEMESTER 1**

**Periode 1**

<b>Mata Kuliah</b>	<b>SKS</b>
ISYS8006 – Managing Corporate Information System and Technology	3
MGMT8003 – Project and Change Management	3

**Periode 2**

<b>Mata Kuliah</b>	<b>SKS</b>
MGMT8004 – Strategic Knowledge Management	3
FINC8002 – Capital Planning and Investment	3
RSCH8008 – IS Research Methodology	3

## SEMESTER 2

## Periode 1

Mata Kuliah	SKS
ISYS8008 – Corporate IT Strategy	3
ISYS8014 – IS Risk Management	3
ISYS8015 – IS Leadership	3

## Periode 2

Mata Kuliah	SKS
ISYS8011 – Electronic Business Strategy and Management	3
RSCH8009 – Pre Thesis	0
<b>Stream: IS Strategic Management</b>	
ISYS8018 – IS Quality Assurance and Control	3
<b>Stream: Technopreneur</b>	
ENTR8001 – Entrepreneurship with Based Technology	3

## SEMESTER 3

## Periode 1

Mata Kuliah	SKS
ISYS8010 – IS Strategic Planning	3
<b>Stream: IS Strategic Management</b>	
ISYS8017 – Technology Management and Valuation	3
<b>Stream: Technopreneur</b>	
ISYS8013 – Services Oriented Enterprise	3

## Periode 2

Mata Kuliah	SKS
RSCH8007 – Thesis	6

## 6.2 Master of Information Technology

### Graduate Program in Information Technology

It is expected the graduates of Information Technology Study Program have competency as a leader with vision and future insight, able to design and apply information technology that will improve work performance of organization.

It emphasizes on following aspects:

1. Advise

Able to provide an input about products, services, strategy and structure organization, particularly regarding to technical competency of Information and Communication Technology (ICT).

2. Value/Assess  
 Doing research on products, copy rights, facilities and human resource in context of organization business and the possibility of new potential business.
3. Vision  
 Building a vision about possible technology and its impact to organization business area, and how to using the benefit with its changes.
4. Communicate  
 Communicating organization vision to staff to support the change and increasing organization's profit.
5. Manage  
 Managing the development and operational of ICT division to supporting utilization of technology for organization and preparing the expert to new technology.
6. Innovate  
 Get involved into research and product development directly, especially for creative process and its utility evaluation.

Supplies for the Post-Graduate Study Program consist of two aspects: information technology and business knowledge where it is expected that the graduates will have a commanding view to the process and performance of business corporate. The supply focuses on information technology referring to research, management and latest technology update.

Process management in development of information technology is the core of subject given, including IT Services, IT Strategic Management, IT Strategic Planning, Software Process Management, and Information Integration Technology. Technical aspect which has become new trend, such as Service Oriented Architecture, Open Source Architecture, Web/Mobile Technology and Network Issue turn into varieties in delivering the materials.

### **Vision**

A world class Information Communication Technology (ICT) Graduate Program which delivers visionary and innovative ICT Leaders in business and the advancement of knowledge and applications.

### **Mission**

1. Preparing outstanding visionary ICT leaders for industry and government which are capable in facing the challenge of the future in Information Communication Technology.
2. Providing an excellent advanced education/research and professional services in information technology, recognized globally, that attracts and retains a talented and creative student body and faculty.
3. Generating innovative technologies leading to new products and improved business processes, thus enhancing the quality of life.

### **Program Objective**

1. To preparing outstanding visionary ICT leaders for industry and government which are capable in facing the challenge of the future in Information Communication Technology.
2. To providing an excellent advanced education/research and professional services in information technology, recognized globally, that attracts and retains a talented and creative student body and faculty.

- To innovative technologies leading to new products and improved business processes, thus enhancing the quality of life.

### Graduate Competency

- Graduates will be able to design an ICT infrastructure blue print and strategic plan that can be applied by industry.
- Graduates will be able to value the transformation of data into knowledge in order to attain business competitiveness.
- Graduates will be able to propose ICT solutions in any fields, based on computational intelligence by applying state of the art research and development that can increase the value of humanity and environmental aspects.

### Prospective career of the graduate

Master of Management Information System graduates have the opportunity to fill positions at prestigious firms such as IT Leader, IT Innovator, IT Business Creator, IT Consultant, IT Solution and System Integrator, IT Project Manager, IT Lecturer.

### Course Structure

#### SEMESTER 1

##### Periode 1

Mata Kuliah	SKS
COMP8005 – IT Services	3
COMP8008 – IT Risk Management and Disaster Recovery	3

##### Periode 2

Mata Kuliah	SKS
ISYS8001 – IT Project Management	3
RSCH8001 – Research Methodology	3
<b>Stream: Information Engineering</b>	
COMP8009 – Advanced Software Engineering	3
<b>Stream: IT Infrastructure Management</b>	
COMP8009 – Advanced Software Engineering	3
<b>Stream: Computational Intelligence</b>	
COMP8014 – Knowledge Data Discovery	3

**SEMESTER 2**

**Periode 1**

<b>Mata Kuliah</b>	<b>SKS</b>
<b>Stream: Information engineering</b>	
ISYS8002 – IT Portfolio Management	3
COMP8011 – Advanced Database Systems	3
COMP8016 – Business Data Engineering	3
<b>Stream: IT Infrastructure Management</b>	
ISYS8002 – IT Portfolio Management	3
COMP8011 – Advanced Database Systems	3
CPEN8001 – Network Technology	3
<b>Stream: Computational Intelligence</b>	
COMP8001 – Machine Learning	3
COMP8003 – Selected Topics in Computational Intelligence I	6

**Periode 2**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH8004 – Pre Thesis	0
<b>Stream: Information engineering</b>	
ISYS8003 – IT Strategic Planning	3
COMP8006 – Services Oriented Architecture	3
<b>Stream: IT Infrastructure Management</b>	
ISYS8003 – IT Strategic Planning	3
COMP8006 – Services Oriented Architecture	3
<b>Stream: Computational Intelligence</b>	
COMP8004 – Selected Topics in Computational Intelligence II	6

**SEMESTER 3**

**Periode 1**

<b>Mata Kuliah</b>	<b>SKS</b>
<b>Stream: Information Engineering</b>	
COMP8015 – Multimedia Indexing and Retrieval	3
ISYS8005 – Ethical Issues in Electronic Information System	3
<b>Stream: IT Infrastructure Management</b>	
CPEN8003 – Network Governance	3
ISYS8005 – Ethical Issues in Electronic Information System	3
<b>Stream: Computational Intelligence</b>	
COMP8015 – Multimedia Indexing and Retrieval	3
COMP8002 – Machine Vision	3

## Periode 2

Mata Kuliah	SKS
RSCH8003 – Thesis	6

## 6.3 Master of Industrial Engineering

### Graduate Program in Industrial Engineering

The graduates of Industrial Engineering Program have competency as a leader in supply chain engineering and industrial management which able to control the function of man, material, machine, money, method and information technology in order to reach the vision and mission of companies. In addition, he/she able to act as industrial engineering consultant for organization in solving the problems, including evaluation to effectiveness and efficiency of the system in industry.

#### Vision

The most prestigious and dynamic Industrial Engineering School in Indonesia by producing globally competitive graduates.

#### Mission

1. Preparing outstanding visionary supply chain and industrial management leader who are capable in facing the challenge of the future in industrial engineering.
2. Providing an excellent advanced education/research and professional services in industry, by attracting and retaining talented and creative student body and faculty.

#### Program Objective

1. Recognize problem context and apply appropriate engineering design methods and tools to represent, integrate, and solve problems to work productively within their professions.
2. Possess effective communication and leadership strategy and commit to the highest standard of profession and ethical practice.
3. Understand the integrated and broad nature of the Industrial Engineering with appreciation of the depth of the field and able to find and utilize the up-to-date information and tools as needed.

#### Graduate Competency

1. Graduates will be able to apply mathematics, science, and engineering to the Industrial Engineering domain.
2. Graduates will be able to collect, analyze, and interpret the data used in designing and conducting experiments.
3. Graduates will be able to apply to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

4. Graduates will be able to apply to identify, formulate, and solve problems through Industrial Engineering approaches.
5. Graduates will be able to apply to function in multi-disciplinary teams.
6. Graduates will be able to understanding of professional and ethical responsibilities.
7. Graduates will be able to communicate effectively.
8. Graduates will be able to determine impact of Industrial Engineering in a global, economic, environmental, and societal context.
9. Graduates will be able to recognition of the need to engage in life-long learning.
10. Graduates will be able to updated knowledge of contemporary Industrial Engineering related issues.
11. Graduates will be able to use the techniques, skills, and modern engineering tools necessary for industrial engineering practice.

### Prospective Career of the graduates

Master of Industrial Engineering graduates have the opportunity to fill the positions at prestigious firms such as the Industrial Engineering Function Division Top Management, Supply Chain Engineer, Engineering Consultant, Project Manager, Quality Engineer, Manufacturing Engineer, Production Engineer, Human Resources Management, Lecturer, and Researcher.

### Course Structure

#### Semester 1

Mata Kuliah	SKS
STAT8001 – Statistical Analysis & Research Methodology	3
ISYE8001 – Engineering Optimization	3
ISYE8002 – Quality Assurance & TQM	3
<b>Stream: Industrial Management</b>	
ISYE8003 – Risk and Industrial Management	3
<b>Stream: Supply Chain Engineering</b>	
ISYE8004 – Global Supply Chain	3

#### Semester 2

Mata Kuliah	SKS
MGMT8005 – Operation Management	3
ISYE8006 – Human-Integrated System	3
ISYE8007 – Human Performance Technology	3
RSCH8010 – Thesis Proposal	0
<b>Stream: Industrial Management</b>	
ISYE8008 – Service Engineering	3
ISYE8009 – Industrial System Design	3
<b>Stream: Supply Chain Engineering</b>	
ISYE8010 – Logistics	3
ISYE8011 – Supply Chain Modelling	3

**Semester 3**

Mata Kuliah	SKS
ISYE8012 – System Simulation And Modeling	3
ISYE8013 – Occupational Safety & Health Management	3
MGMT8006 – Human Capital Management	3

**SEMESTER 4**

Mata Kuliah	SKS
RSCH8011 – Thesis	6

## 6.4 Course Description

### 6.4.1 Master of Information System Management

#### **ISYS8006 – MANAGING CORPORATE INFORMATION SYSTEM AND TECHNOLOGY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: classify key elements of creating an IT strategy and conducting a strategy audit; propose an effective on managing corporate information system and technology, especially relate to an IT infrastructure and operations; analyse an effective aspect on assuring reliable and secure IT planning and service; design an effective aspect on managing diverse IT infrastructures; evaluate on managing IT outsourcing; choose an appropriate the effective of project categories and degree of risk based on evaluating IT: Benefits, Costs, and Performance.

**Topics:** Business Impact; Managing Infrastructure and Operations; Leadership issues; Transaction Processing, Innovative Functional Systems, Supply Chain Integration; Supporting Management and Decision Making; Data and Knowledge Management; Intelligent Support Systems; Planning for Information Technology and Systems; Information Technology Economics.

#### **ISYS8013 – SERVICES ORIENTED ENTERPRISE (3 Credits)**

**Learning Outcomes:** Introduces the proposed service-oriented modeling framework and outlines its components; Discusses the service life cycle model and its various building blocks. It elaborates on service evolution management mechanisms during given projects and business initiatives. It also discusses various life cycle perspectives that enable monitoring and assessment of a project's process; Discusses the service oriented conceptualization process and elaborates on various mechanisms that can help organization to establish common concepts and identify conceptual services and establish enterprise taxonomies; Delves into service oriented planning and analysis mechanisms; Depicts service oriented business integration mechanisms and furnishes a business modeling language that can be used to integrate services with business domains and business products; Focuses on design and technology of service oriented architecture, such as, logical compositions of services, service design, and business process design; Elaborates on fundamental aspects of service oriented software architecture.

**Topics:** Introduction of SOE; Service Oriented Methodologies; Introducing SOA; Service Definition, Discovery and Development; Service Oriented Architecture; The evolution of SOA; Web Services and Primitive SOA; Web Services and Contemporary SOA; Principles of Service-Orientation; Service Layers; Building SOA (Planning and Analysis):



SOA Delivery Strategies; Service-Oriented Analysis (Introduction); Service-Oriented Analysis (Service Modelling); Building SOA (Technology and Design); Service-Oriented Design (Introduction); Service-Oriented Design (SOA Composition Guidelines); Service-Oriented Design (Services Design); Service-Oriented Design (Business Process Design); SOA Platforms; Business Process Management; Implementation Framework; Organization Foundation; Process Foundation; Technology Foundation; BPM Foundation; Elaboration Phase; Improvement Phase; People and Technology Development; Deployment; Monitor and Benefit Realization; Continuous Improvement; Integrated SOA with BPM; Enterprise Performance Management.

**MGMT8003 – PROJECT AND CHANGE MANAGEMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate understanding of project management process; Demonstrate understanding of how to organize a project management plan; Explain why organizations change and what is change management; Demonstrate understanding on implementing change and principle on leading change; Demonstrate understanding of how to integrate MOC into project management methodology.

**Topics:** Project Management Overview and IT Context; Project Management Process; Project Management Knowledge Areas; Why Organizations Change and What Changes in Organizations; Diagnosis for Change; Resistance to Change; Linking Vision and Change and Communicating Change; Implementing and Sustaining Change; Guiding Principle on Leading Change; How MOC fits into Project Management Methodology.

**MGMT8004 – STRATEGIC KNOWLEDGE MANAGEMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: To understand the urgency and need of Knowledge Management in current business competitiveness; To cover the level of knowledge management, the overall structure and organizational processes of the knowledge community, strategy to encourage adoption of the processes at organizational unit level, mechanism to support and guide the individual; To view the various factor which affect successful knowledge management; To provide with a useful guide to enhancing knowledge practice, whether in large corporation or in a smaller firms; To provide with a useful guide and references in designing features and facility for Knowledge Management System.

**Topics:** An overview of knowledge management; Knowledge influences On company; Knowledge influences On People; Knowledge Management versus Culture; Supporting KM through Human Resource Management Practice (Structural Support for Knowledge Management); Supporting Knowledge Management through Technology (Knowledge Management Systems); Business and Core Knowledge; Developing and Managing Knowledge Repositories; Developing an Effective Knowledge Service; Functional application of knowledge creation and management (research and innovation); Organizational Memory and Learning organization: Learning and development in a knowledge setting; Knowledge enhancement and review; The Leadership challenge of knowledge-creating companies; Study case on real KM implementation.

**ISYS8014 – IS RISK MANAGEMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify principles and attributes of information security risk; Analyze the security risk of an organization; Understand an organization's information security requirements and the need to establish policy and objectives for information security; Plan, Implement, operate and develop controls to manage an organization's information security risks in the context of the organization's overall risks.

**Topics:** An Introduction to Strategic IT Security and Risk Management; IT Risk Portfolio; Failure Mode and Effects Analysis (FMEA); Factor Analysis of Information Risk (FAIR); Quantitative and Qualitative Risk Assessment; OCTAVE Risk Assessment Methodology; COBIT for IT risk management; Security Risk Management Using CRAMM; Understanding an Information Security Management System using ISO 27001; Building Technology Recovery Plans.

**ISYS8008 – CORPORATE IT STRATEGY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain concept of business and business strategy and IT strategy planning and its alignment; analyze and assess the need of IT architecture and infrastructure, and IT application strategy as well to present impact of IT on business advantage; examines approaches in managing technology for IT, IT program, IT service, and also IT sourcing; justify corporate returns on IT investment and its leadership in managing IT change.

**Topics:** Business and IT: Business Strategy, Challenges and Opportunities for IT, and IT alignment; Strategic IT Planning; Enterprise IT Architecture; IT Application Strategy; Technology Management Strategy for IT; Strategy for IT Program Management and PMO; IT Service Management Service; IT Sourcing Strategy; Planning and Measuring Returns on IT Investment.

**ISYS8017 – TECHNOLOGY MANAGEMENT AND VALUATION (3 Credits)**

**Learning outcomes:** On successful completion of this Course, students will be able to: Understand about Company Value and Valuation Concept; Understand how to use IT Value based to review the performance of business operations; Understand how to estimate the value of information technology; Understand the link of IT Planning and IT Valuation Concept; Understand the Research of IT Valuation; Understand How to Measures of Efficiency and Effectiveness of IT Supply; Understand about an IT Measurement Program and Benchmarking IT.

**Topics:** Company Value and the Manager's Mission; Cash Flow Valuation and Applying Valuation; The Need to Measure, Role of IT and Planning for IT Value; The Link Between IT Planning, IT Valuation, Measures Business; Research in Information Systems – Focusing in IT Valuation; Measures of the Effectiveness and Efficiency of IT Supply; An IT Measurement Program and Benchmarking IT.

**RSCH8008 – IS RESEARCH METHODOLOGY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Formulate research problem; Design research to address the problem; Write a research proposal; Conduct research; Analyse and to use proper statistical tools.

**Topics:** Writing argumentative article; How to identify problem; Formulate related hypothesis; Build theoretical framework and formulate models; Design research; Using correct statistical tools.

**FINC8002 – CAPITAL PLANNING AND INVESTMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain IT Investment concepts, framework and decision making; Explain the financial management concepts related to IT Industry; Understand the financial statements and to demonstrate the ability to conduct financial analysis; Understand financial value, capital budget techniques, project valuation and selection of investment; Demonstrate his/her ability in making IT Investment business case, financial forecasting; Demonstrate his/her ability to calculate funding alternatives for IT Projects.

**Topics:** Introduction to IT Investment and Financial Management; Understanding of Financial Statement; Evaluating a Firm's Financial Statement; The Time Value of Money; Capital Budgeting Techniques, Project Valuation and Selection of Investment; Leasing to Finance IT Project; IT Investment business case and project costing; Cost of Capital to Fund Long Term Assets; Determining the Financing Mix & Measurement Risk of Return; Short term Financial plan and working capital; Business Case simulation.

**ISYS8018 – IS QUALITY ASSURANCE AND CONTROL (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: explain how far evolutions of IT control guidance and technique has comes; examine the overview of IT Governance and formulate the basic required control over IT resources in various organizations; examine IT acquisitions and implementation process including the related risk and controls of the life cycle in application systems; construct an overview of service management and IT Control; explain the risk in virtual environment that leverage the e-commerce and ERP. Select the appropriate security systems to secure it.

**Topics:** IT Control and Audit; IT Planning and Organization; IT Acquisition and Implementation; IT Delivery and Support; Virtual Environment and Security; Enterprise Resource Planning and E-Commerce.

**ISYS8015 – IS LEADERSHIP (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Analyze impact of IT on industries, markets, and organizations. It discusses issues of business model design, and strategic positioning and explains how twenty-first century IT provides opportunities to alter market/industry structure, power, and relationships; Resolve operational issues through the outsourcing strategy, managing relationship with the service provider, and managing the risk; Manage the project execution and managing implementations risk; Concentrate on leadership and management of IT activities, focusing on the issues that arise at the boundary as four key constituents – business executive, IT executive, users, and IT partners – work together to leverage technology to create a sustainable advantage; Classify the source, type and patterns of technology Innovations.

**Topics:** Understanding business models; IT Impact on Business models; IT Impact on organizations; Making the case for IT; Understanding IT Infrastructure; Assuring Reliable and secure IT service; Managing IT Service Delivery; Managing IT Project Delivery; Governance of the IT Function; Leadership of the IT Function.

**ISYS8011 – ELECTRONIC BUSINESS STRATEGY AND MANAGEMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Analise business needs, problem sources and opportunities; Plan and design business strategy by utilising electronic media and technology; Manage and execute electronic business operational; Developing electronic blueprint and interaction on various digital platforms and frameworks; Harness the required soft-skill and implement the best practices to be a future IT leader; Proficient in Electronic business entrepreneurships.

**Topics:** Overview of Electronic Business Strategy and Management; The Market: Defining Consumers; Production & Value Creation; E-Business Technology & Infra-structure; Electronic Marketing; Best Practices: CIO Interview Assignment; Web Development Framework & Usability; Mobile Commerce & Phone Platforms; New Digital Media & Research Development; Electronic Business Plan Overview; Customer Relationship Management.

#### **ISYS8010 – IS STRATEGIC PLANNING (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: understand how to develop align and integrate IS Strategy and Business Strategy; master the various tools and techniques in IS strategy development; understand the various issues and able to manage the implementation of an IS Strategy; formulate future IS strategy adjustment based on current trends.

**Topics:** Introduction: Setting the stage, i.e., the strategic role of IS in business organization; Business strategy formulation and its implication in IS strategy development; Approach to IS strategy formulation and planning; IS strategic analysis and tools: assessing and understanding the current situation; IS/IT strategic analysis and tools: determining the future potential; The IS strategy: coherently addressing the “demand side” of the strategy; The appropriate means of managing the applications portfolio; Structuring and organizing IS resources and the governance of IS activities; Managing investments in information systems and technology; Managing information as strategic assets: towards knowledge management; Managing IT Infrastructure and the provision of IS Services requirements; Implication of Current trends and emerging issues on Future IS strategy.

### **6.4.2 Master of Information Technology**

#### **COMP8009 – ADVANCED SOFTWARE ENGINEERING (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Analyse and differentiate the software process method; Appraise the quality of software; Assemble the software testing for certain software product; Integrated the concept of software engineering into pilot project; Measure the successful of software project; to value the strategic impact of the software project into organization; to examine the role of software engineering in ICT Industry.

**Topics:** life cycle models; requirement engineering; system analysis and design; software testing; software quality assurance (SQA); change management; UML; Software Engineering best practices.

#### **COMP8011 – ADVANCED DATABASE SYSTEMS (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: (1) Help the students to appreciate that database are widespread nowadays. The course discusses the development of the database approach and introduces the DBMS environment. The course is also to introduce the terminology and concepts of the relational model, which is now the dominant system for business applications; (2) Understand the purpose of the development lifecycle and how this cycle relates to the database system development lifecycle. To describe the activities associates with each stage of the database systems development lifecycle. To introduce the entity relationship (ER) model, a high-level conceptual data model, and to discuss the usefulness of this modelling technique in the database design. (3) Understand the concepts of object-oriented DBMS and object-relational DBMS as a major trend of the developments in the database systems area, which overcome the relational model problems. The aim of this course is to examine the object-oriented DBMS (OODBMS). The course first provides an introduction to object-oriented data models and persistent languages. (4) Capable to examine the object-relational DBMS as an

alternative products in the market, and provide a detailed overview of the object management features that have been added to the new release of the SQL standard. Also includes in this course, the integration of the DBMS into the Web environment, to examines the appropriateness of the Web as a database application platform. (5) Understand the concepts of data warehousing and to discuss how these systems are capable of potentially delivering competitive advantage to an organization. The course also describes the relationship between data warehousing and Online Transaction Processing (OLAP) systems and to identify the main characteristics of this systems and to describe Online Analytical Processing (OLAP) and the main features associated with OLAP applications (6) Describe the concept of Data Mining (DM) and the main features of DM applications, the main characteristics of data mining operations and associated techniques, and the process of DM and the main features of DM tools.

**Topics:** Overview of Relational Data Model; Relational Database Development; Object Oriented Data model; Object Oriented Database Design; Object Relational Database System; Object Definition Language (ODL); Guest Lecturer: Object Relational Definition and Query Language; Data Warehousing Concepts; Data Warehousing Designs; On Line Applications Processing; Data Mining Concepts; Data Mining Applications.

### **CPEN8001 – NETWORK TECHNOLOGY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define the basic terminology of computer networks and recognize the individual components of the big picture of computer networks; Distinguish between data and signals, and cite the advantages of digital data and signals over analog data and signals; List the primary function, activities, and application areas of a local area network and distinguish local area networks, metropolitan area networks, and wide area networks from each other; Understand management aspects of computer networks and the ways to conduct management activities over communication network; Understand security and risks aspects of data communications and the ways to conduct secure transactions over communication network; Recognize the systems development life cycle and define each of its phases.

**Topics:** Fundamentals of Data and signals; Conducted and Wireless Media; Making Connections; Making Connections Efficient: Multiplexing and Compression; Errors, Error Detection, and Error Control; Local Area Networks: The Basics; Local Area Networks: Software and Support Systems; Introduction to Metropolitan Area Networks and Wide Area Networks; The Internet; Network Security; Network Design and Management.

### **COMP8005 – IT SERVICES (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Applying IT Services as key Corporate Strategies; Understand on how Information Technology could be used as Services Offering; Capable to build a framework on how Information Technology could differentiate in Challenging Business Environment; Applying IT Services in any level of Organizations as key Innovators.

**Topics:** IT Services as part Of Corporate Strategy; Organizing for System Management; Availability; Performance & Tuning; Problem & Change Management; Storage Management; Network Management; Configuration Management; Capacity Planning; Strategy Management; Facility Management; Integrating System Management Process.

### **ISYS8001– IT PROJECT MANAGEMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Classify key elements of the IT project management; Propose an effective IT project plan; Analyse an IT project; Design an IT project; Evaluate an IT project; Choose an appropriate IT project.

**Topics:** Introduction to IT Project Management; Conceptualising & Initialising the IT Project; IT Project Integration Management; Defining and Managing IT Project Scope; IT Project Time management; IT Project Cost Management; IT Project Quality Management; IT Project Team and Resource Management.

#### **ISYS8003 – IT STRATEGIC PLANNING (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Choose and Design IT/IS Strategy tools and techniques; Manage Organizations IS/IT strategy; Measure business IS/IT strategy; evaluate IS/IT Strategy.

**Topics:** What Is Strategic Planning Anyhow?; Why Strategic Planning Impacts Your Growth; Getting Set Up for Successful Planning; Strategic Planning for Information Technology; Managing IT for Competitive Advantage; Assessment; Strategy and Execution; Administration and Quality Control; Executive Strategy; Enhancing Value –IT as a Value Driver for the Company; Controlling Performance –Value-Oriented IT Management; Reducing Costs – Increasing the Efficiency and Effectiveness through IT.

#### **RSCH8001 – RESEARCH METHODOLOGY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: What academic research about; Formulate a good research problems; Developing Research Design and Theoretical Formulation; Research Method in Information Technology; Write a good proposal; Using statistical tools for data analysis; Write a Thesis and Scientific Journal.

**Topics:** Preparing Research; Step for Research; Research Methodology; Writing Proposal; Writing Scientific Journal; Scientific Presentation.

#### **COMP8006 – SERVICES ORIENTED ARCHITECTURE (3 Credits)**

**Learning Outcomes:** Students will have an understanding of how information integration can be made possible through Service Oriented Architecture and an in-depth mastery of using the methodology involve in SOA world.

**Topics:** SOA and the Enterprise, an Architecture Fundamental; Service Fundamental; Using Services; SOA Development Process; Processes and Initial Project Scoping; The Artifice of Requirements; Business Process Architecture; SOA Security and Monitoring; Customer Data Integration (CDI).

#### **COMP8008 – IT RISK MANAGEMENT AND DISASTER RECOVERY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Analyse the nature of information security and the risk involved; Propose the necessary mitigations for probable security events; Evaluate results of computer forensics for security risk management; To propose disaster recovery methods to recover from security attacks; To propose business continuity plan that can mitigate the IT infra structure disruptions.

**Topics:** Risk Management - Contingency Planning Within Information Security; Risk Management - Planning For Organizational Readiness; Technical aspect of Information Security; Network Risk – Intrusion; Network Risk Mitigation – Intrusion Detection; Incident Response Preparation, Organisation and Prevention; Incident Response Reaction, Recovery and Maintenance; Principles and Investigations of Computer Forensics for risk mitigation; Computer Forensics – Tools and Acquisitions; Computer Forensics – Analysis and validation; Disaster Recovery – Preparation, Operation and Maintenance; Business Continuity - Preparation, Operations and Maintenance.

**ISYS8002 – IT PORTFOLIO MANAGEMENT (3 Credits)**

**Learning Outcomes:** As an outcome of this course, student is expected to have one of the CIO/CTO key capabilities, which is to align Business and technology in delivering IT strategic projects that bring real business value/benefits into the organization. These capability in including skills for doing: Outlining the CIO Roles in organization; Planning of the IT portfolio management; Implementing IT Governance in the organization; Executing and controlling the IT Portfolio; Assessing and monitoring IT portfolio Management; Creating communication strategy for IT portfolio management.

**Topics:** Overview of IT portfolio management; Planning for IT portfolio management; IT governance as foundation of ITPM; IT PM maturity level; Stage-Gate approach for IT Portfolio Management; The three ITPM content: IT discovery portfolio, IT Project Portfolio and IT Asset portfolio; Building IT portfolio Management; IT PM market and tools provided by Industry.

**COMP8014 – KNOWLEDGE DATA DISCOVERY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: explain basic concepts of data mining; design and computation of data cubes; implement data processing and understand data modeling services; compare analysis techniques on data mining; implement analysis techniques in data mining; explain trends and applications associated with data mining.

**Topics:** Introduction; Data Warehousing, Data Generalization, and Online Analytical Processing; Data Preprocessing; Data Cube Computation and Data Generalization; Mining Frequent Patterns, Association, and Correlations; Classification and Prediction; Cluster Analysis; Graph Mining, Social Network Analysis, and Multirelational Data Mining; Implementations: Real machine learning schemes; Applications and Trends in Data Mining; The Weka machine learning workbench.

**COMP8015 – MULTIMEDIA INDEXING AND RETRIEVAL (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the principle components of a multimedia information retrieval system and how they differ from other retrieval systems, most notably text information retrieval systems; State the computational principles underlying both current and emerging multimedia information retrieval systems; Discuss the importance of the human perception of multimedia data for the purpose of content-based retrieval; Understand standards for description and retrieval of multimedia content.

**Topics:** Introduction; Languages for Metadata; Searching for Text Documents; Image Processing and Multimedia Retrieval; Generative Probabilistic Models; Speech Indexing; A Spatio-temporal and Probabilistic Approach in Video Retrieval; Multimodal Content-based Video Retrieval; Evaluation of Multimedia Retrieval Systems.

**COMP8001 – MACHINE LEARNING (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Develop a comprehensive understanding of concepts, techniques and algorithms of machine learning in the supervised learning framework to solve regression and classification problems; Apply learning theories to design effective and efficient models of the learning machines; Evaluate the performance of different models in order to choose the best using model selection and regularization techniques; Develop a comprehensive understanding of concepts, techniques and algorithms of machine learning in the unsupervised learning framework for probability density estimation and data clustering problems; Identify and apply unsupervised learning methods for dimensionality reduction of the data using factor, principle component and independent component analysis; Identify current frontiers of machine learning to propose certain research topic in the field of computational intelligence.

**Topics:** Introduction of machine learning and supervised learning frameworks; Classification: Discriminative and generative Algorithms; Artificial Neural Networks; Support Vector Machines; Learning Theory; Model Selection and Regularization; Unsupervised Learning and Clustering; Mixture of Gaussians; The EM Algorithm; Factor Analysis and Principal Components Analysis; Independent Components Analysis; Current frontiers in machine learning.

### **COMP8003 – SELECTED TOPICS IN COMPUTATIONAL INTELLIGENCE I (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Analyse and differentiate the Computational Intelligence domain; Appraise the application of Artificial Neuron; Evaluate the Neural Network; Analyse and differentiate the model of Self-Organizing Feature Maps; Formulate the Reinforcement Learning; Appraise the Generic Evolutionary Algorithm; Value the Application of Canonical Genetic Algorithm; Integrate the Genetic Programming with other algorithm in Computational Intelligence; Formulate the Evolutionary Programming; Compare some Generic Evolution Strategy Algorithms; Compose the Differential Evolution; Evaluate the Fuzzy Cultural Algorithm; formulate the Cooperative Coevolution Modeling; Assemble the Particle Swarm Optimization algorithm for certain case; Value the Ant Colony Optimization Meta-Heuristic in Computational Intelligence domain; Compare some of the Natural Immune System Algorithms; Asses the Artificial Immune Models for some cases; Construct Fuzzy Sets modeling; Formulate the Fuzzy Inferencing with certain cases; Select Fuzzy Controller Types for certain problems; Evaluate the Uncertainty in Rough Sets in the Computational Case; Asses and compare the application of certain algorithm in Business; Asses and compare the application of certain algorithm in science and engineering; Asses and compare the application of certain algorithm in economics Modelling.

**Topics:** Artificial neural networks; Evolutionary computation; Swarm intelligence; Artificial immune systems; Fuzzy systems; Biological neural networks; Evolution; Swarm behavior of social organisms; Natural immune systems; Human thinking processes. Value creation potential of computational intelligence; Defining an implementation strategy for successful real-world applications of computational intelligence; Future directions of computational intelligence.

### **COMP8002 – MACHINE VISION (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: understand the basic knowledge of vision (human and machine); understand human biological visual system, cue and illusion; understand segmentation process; understand feature extraction process; understand recognition process; understand matching process; conduct and present a research project based on studied topics.

**Topics:** Introduction; Human Visual System, Cue, Illusion; Segmentation; Feature Extraction; Recognition; Matching; Project/Application.

### **COMP8016 – BUSINESS DATA ENGINEERING (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: understand the need of information for business; improve the skills, technologies, applications and practices that enhance the use of information for better decision making; describe a strategy and specific actions for addressing targeted problems and issues related to a business intelligence initiative; implement the steps of Business Intelligence development; develop business intelligence for business analysis.

**Topics:** An Overview of IT Project Management; Identifying and Prioritizing Business Intelligence-Driven Opportunities; Business Intelligence Readiness: Prerequisites for Leveraging Business Intelligence to Improve Profits;



Business intelligence applications; Development Step: - Justification and Planning; - The Business Analysis Stage; - The Design Stage; - The Construction Stage; - The Deployment Stage.

**ISYS8005 – ETHICAL ISSUES IN ELECTRONIC INFORMATION SYSTEM (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Master the various philosophical theories, problems, or issues presented; Learn the basic concepts and methods of several approaches to ethics and to see how these may be used to think about moral problems connected to information technology; Review the most famous computer science codes; Analyze and evaluate decisions, institutions, policies and issues from an ethical point of view; Examine the role ethical and legal factors connected to information technology.

**Topics:** Field of Information ethics; Historical Milestone in information Ethics; Professional Ethics; Ethical analysis Skills and Professional Values; Information ethics codes; Contemporary issues in information ethics.

**6.4.3 Master of Industrial Engineering**

**STAT8001 – STATISTICAL ANALYSIS & RESEARCH METHODOLOGY (3 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Select descriptive statistics and inference for analysis; Determine research design that appropriate to the topic; Compile research proposal and report; Describe the basic concepts and steps of research; Formulate the topic of research.

**Topics:** Basic concepts of research; Topic of research; Theoretical Frame Work; Research design; Population and sample; Sampling technique; Measurement scale and research instrument; Data collecting methods; Data analysis and interpretation; Research proposal; Research report

**ISYE8001 – ENGINEERING OPTIMIZATION (3 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Identify objectives and constraints based on problem descriptions; Create mathematical optimization models; Select and work through proper solution techniques; Use optimization software to conduct analyses and interpret the output; Express recommendations based on solutions, analyses and model's limitations.

**Topics:** Various Types of LP Models; Graphical Method for two variable LP; Sensitivity Analysis using Graphical Method; Simplex Algorithm; Duality Theory; Sensitivity Analysis; Transportation Problems; Assignment Problems; Transshipment Problems; Network Models; Modeling Integer Programming; Solving Integer Programming

**ISYE8002 – QUALITY ASSURANCE & TQM (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the principle of management of quality and quality management system ISO 9000:2008, Use statistical process control technique, Describe TQM concept and seven tools in process improvement, Analyze an organization's process in order to improve quality through quality management, Explain the implementation of TQM, Analyze process, solve the problem, and make the decision

**Topics:** Introduction to TQM (Total Quality Management); Quality Culture; Strategic Management: Planning and Execution; Customer Focus; Overview for Total Quality Tools; Problem Solving and Decision Making; Statistical Process Control; Benchmarking; Continuous Improvement; The Kaizen Approach; Quality Function Deployment (QFD); Quality Management System ISO 9000:2008

**ISYE8003 – RISK AND INDUSTRIAL MANAGEMENT (3 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Explain the theory, concept and application in risk and industrial management related in industry; Distinguish the role of risk and management based on uncertainty that might be applied in the organization; Asses the risk and management in real problem through case studies.

**Topics:** Introduction to risk and industrial management; Risk assessment process; Risk and industrial index; Risk strategy; Case studies; Risk management and business

**ISYE8004 – GLOBAL SUPPLY CHAIN (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the concepts of global supply chain; Perform proper calculation to solve supply chain problem; Explain the application of strategic planning and transportation planning including inter-modalism and land transportation; Distinguish the application in facilities, customs, regulation, and security; Prepare reports and presentation by working effectively in a team of engineers; Propose benchmark on information systems and future issues in international logistics

**Topics:** Global sourcing and trade; Global supply chain management; Strategic planning; Transportation planning; Intermodalism and land transportation; Air, ocean and port facilities; Customs, regulations and security; Trade documents and finance; Intermediaries and inventory management; Information systems and future issues in international logistics

**MGMT8005 – OPERATION MANAGEMENT (3 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Examines problems encountered in planning, operating, and controlling production of goods and services; Compute the quantitative models used in formulating managerial problems.

**Topics:** Waiting-line management; Quality assurance; Production system; Project management; Inventory management; Case studies

**ISYE8006 – HUMAN-INTEGRATED SYSTEM (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify ergonomics problem; Use anthropometric data in design, use basic of bio mechanical formulas, cognitive ergonomics concepts and formulas, and physiological concepts to analyze and solve human factor problem; Illustrate the relationships between the human and the machine at workplace environment; Recognize or Interpret what kind environment that affect work system efficiency; Write or create human factor analysis report.

**Topics:** Introduction; Human Body & Anthropometry; Workplace, Equipment, Tools Design; Manual Work Design; Biomechanics and Design of Manual Handling; Fatigue and Energy Consumption; Work Environment Design; Design Cognitive Work; Human- Machine System; Working Hour and Eat Habits; Body and Mind Working Together; Job Design to Avoid Monotonous Task.

**ISYE8007 – HUMAN PERFORMANCE TECHNOLOGY (3 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Apply the basic of ergonomic principles and human factor based on cognitive perspective at workplace; Evaluate the performance of system related to technology and engineering development; Design the procedures based on cognitive concept.

**Topics:** Introduction Hierarchical task analysis; Cognitive work system; Workload analysis and system; Cognitive application; Model, evaluation and working system planning; Case studies

**RSCH8010 – THESIS PROPOSAL (0 Credits)**

**Learning Outcomes:** At the end of this course, students will exhibit the ability to: Work independently in managing the thesis proposal. Define a problem properly considering the responsibilities, capabilities, and constraints in time, budget, information, and other resources; Identify relevant factors and collect the related data and information via communication, computer systems, and direct observations; Apply methodologies studied in the curriculum in a cumulative and comprehensive manner to model and to solve the problems, both analytically and computationally; Use library, online and other resources to acquire knowledge not covered in the curriculum; formal presentations and report

**ISYE8008 – SERVICE ENGINEERING (3 Credits)**

**Learning Outcomes:** Upon completion of the course, students will be able to: Explain the role of service in economy, its nature and service strategy concept; Describe productivity and performance measurement concepts in service industry; Summaries service enterprise concepts-design; Apply facility location technique on given situation; Use a variety of forecasting techniques; Apply managing service operation concepts on given situation.

**Topics:** Understanding Services; Operation and Productivity of Service; Designing the service enterprise; Service facility location; Forecasting Demand for Services; Managing Capacity and Demand; Managing Waiting Lines; Capacity Planning and Queuing Models; Managing Facilitating Goods; Service Supply Relationship.

**ISYE8009 – INDUSTRIAL SYSTEM DESIGN (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the principle of Industrial system design, Design the quality of function deployment (QFD) based on customer requirements; Develop the

**Topics:** Industrial system design; Questionnaires; Customer Voice; Quality Function Deployment (QFD); Product design and development; Robust engineering; Rapid prototyping; Case studies

**ISYE8010 – LOGISTICS (3 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Explain the model for industrial logistics problems of its objectives, constraints and decision variables; Design logistics systems of its engineering design method; Distinguish major classes of industrial logistics systems, operations and most significant characteristics; Solve the variants of industrial logistics problems with basic solution algorithms

**Topics:** How Logistics Systems Work; Logistics Decision and Further Supply Chain Engineering; Demand Forecasting Methods; Causal Methods; The Constant Trend Case; The Linear Trend Case; The Seasonal Effect Case; Advanced Forecasting Methods; Selection and Control of Forecasting Methods; Transport Fundamentals; Transport Decisions; Planning and Managing Long Haul Freight Transportation; Planning and Managing Short Haul

Freight Transportation; Inventory Policy Decisions; Supply Chain Systems and Models; Designing the Logistics Network; Global Logistics Systems

**ISYE8011 – SUPPLY CHAIN MODELLING (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe factors that affect the operation in manufacturing, service and distribution; Apply mathematical models to coordinate deployment and allocation of resources toward demand satisfaction and any additionally posed constraints; Use optimization, database, and productivity software to solve practical operational problems; Appraise the significance of ethics and sustainability issues emerge in the operations of the aforementioned systems.

**Topics:** The Role of Operations Management in modern corporations and its connection to corporate strategy; Inventory Control Systems; Production Planning and Control; Review; Layout Design; Warehousing Systems; Emerging Issues

**ISYE8012 – SYSTEM SIMULATION AND MODELING (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify applications of the discrete-event simulation (DES) approach; Employ discrete simulation models; Estimate statistical distributions during data input process; Analyze output data from simulations and draw conclusion based on the analysis; Summaries major steps in simulation; Prepare simulation project report.

**Topics:** Introduction to discrete-event system simulation; Simulation examples in spreadsheet; General principles and introduction to a discrete-event simulation software; Introduction to a discrete-event simulation software; Statistics models in simulation; Queueing models; Review materials Chapter 1—6; Simulation project; Random-number generation; Random-variate generation; Input modeling; Verification, calibration, and validation of simulation models; Estimation of absolute performance; Estimation of relative performance; Simulation of manufacturing and material-handling systems.

**ISYE8013 – OCCUPATIONAL SAFETY & HEALTH MANAGEMENT (3 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Describe core elements and design and manage prevention and promotion in a company; Apply international codes of conduct and international conventions for the practice of occupational health; Use the internet and other open resources to find information and to improve the quality of professional work in occupational health; Demonstrate ethical and professional work as a professional in occupational health.

**Topics:** Principles of safety & health management; Hazards Identification, Risk Assessment and Control; Exposures, Effects and Control Option; Safety tools; Practical risk assessment tools in the company; Case studies

**MGMT8006 – HUMAN CAPITAL MANAGEMENT (3 Credits)**

**Learning Outcomes:** At the end of this course, students will exhibit the ability to: Distinguish the concepts of human capital management; Manage the organization to sustain with dynamic and external changes; Plan the human resources management system for organization.

**Topics:** human capital strategy and planning; Evaluation and behavior of human capital; Human resources management system; Selection and recruitment; Rewards and benefits strategy; Case studies

**RSCH8011 – THESIS (6 Credits)**

**Learning Outcomes:** At the end of this course, students will exhibit the ability to: Work independently in managing the project, time, and people, and other stake holders; Define a problem properly considering the responsibilities, capabilities, and constraints in time, budget, information, and other resources; Identify relevant factors and collect the related data and information via communication, computer systems, and direct observations; Apply methodologies studied in the curriculum in a cumulative and comprehensive manner to model and to solve the problems, both analytically and computationally; Use library, online and other resources to acquire knowledge not covered in the curriculum; Define sound evaluation criteria and to apply them to the solutions and to present value of the project; Communicate to the various stake holders, including client, supervisor, and evaluator in one-one-one, group discussions, formal presentations, emails, formal correspondence and report.

## 6.5 Doctor of Research in Management (DRM)

### Introduction

The Doctor of Research in Management (DRM) is a doctoral level program in management which emphasizes the development of knowledge in management by combining the elements of science, best practices, and use of Information and Communication Technology (ICT). It offers concentrations in Strategy and Growth, Marketing Science, and Management Information System, Entrepreneurship and Innovation. The program is designed to be accomplished in 5 (five) semesters, which consists of 46 SKS including dissertation. Each student draws on the faculty's diverse expertise and varied interests to develop high quality research uniquely suited to his or her interests. The program encourages students to gain research experience by working closely with faculty on a variety of industry projects and on alignment of research roadmaps.

### Vision

World class doctoral program in management, continuously pursuing excellence in research by combining science, best practices, and leverage of ICT.

### Mission

1. Being recognized by industry and peer of similar programs as the source of outstanding researchers, consultants, and business, leaders capable in facing the dynamics of Management theories and practices, to improve the quality of life and the competitiveness level of Indonesia.
2. Providing an excellent advanced education/research environment, that attracts potential qualified researchers and industry practitioners to take up the doctoral program

### Program Objective

The objectives of the program are:

1. To provide students with the necessary skills and attitudes to get updated with state of the art research in their respective concentration area.

2. To provide students with current industry best practices as the basis for further research in the improvement and or innovation related initiatives.
3. To provide students with access to development in ICT as the key ingredients and or differentiators of their research

### Graduate Competency

At the end of the program graduates will be able to:

1. Graduates will be able to perform self updating exercise with latest development in their concentration area
2. Graduates will be able to analyze the current industry best practices, develop a quality research proposal, and embark on the required research for improvement and or innovations for the enhancement of best practices
3. Graduates will be able to utilize and embrace the development in ICT as leverage in their research

### Prospective Career of the Graduates

The graduates of DRM could take up one or combination of the following roles:

1. As Professional Researchers and lecturer, actively conducting research and publishing their papers in SCOPUS-indexed international journals, developing advance methode in education and always updating the content.
2. As Industry Consultants, actively conducting high profile consulting projects with leading companies and producing copyrighted frameworks and or white papers
3. As Business Leaders, actively leading research based initiatives and actions in their respective company and becoming agent of change in the improvement and or innovation of industry best practices

### Course Structure

#### SEMESTER 1

Mata Kuliah	SKS
PHIL9003 – Philosophy of Science and Management	2
MGMT9007 – Theory of Organization	2
<b>Stream: Entrepreneurship and Innovation (EI)</b>	
ENTR9002 – Entrepreneurship Theory	3
MGMT9008 – Advanced Strategic Management	3
<b>Stream: Marketing Science and Analytics (MS)</b>	
RSCH9033 – Research in Consumer Behavior	3
MKTG9002 – Theory of Marketing	3
<b>Stream: Business Information Systems Management (IS)</b>	
BUSS9003 – Advanced Business Intelligence	3
BUSS9002 – Business and Enterprise Systems	3

**SEMESTER 2**

<b>Mata Kuliah</b>	<b>SKS</b>
STAT9005 – Multivariate Analysis	2
MGMT9010 – Seminar on Innovation, Knowledge, and Technology	2
<b>Stream: Entrepreneurship and Innovation (EI)</b>	
RSCH9022 – Advanced Research Methodology and Dissertation Writing	3
ENTR9003 – Start Ups and Corporate Innovation	3
<b>Stream: Marketing Science and Analytics (MS)</b>	
MKTG9004 – Marketing Measurement and Modelling	3
RSCH9045 – Research in Marketing	3
<b>Stream: Business Information Systems Management (IS)</b>	
ISYS9023 – Managing Corporate Information System	3
RSCH9036 – Research in Management Information Systems	3

**SEMESTER 3**

<b>Mata Kuliah</b>	<b>SKS</b>
RSCH9037 – Research Proposal Exam	5

**SEMESTER 4**

<b>Course</b>	<b>SCU</b>
RSCH9038 – Research Finding Exam	8

**SEMESTER 5**

<b>Course</b>	<b>SCU</b>
RSCH9039 – Dissertation Defense I	8
RSCH9040 – Dissertation Defense II	5

## 6.6 Doctor of Research in Management (Strategy & Growth)

### SEMESTER 1

Mata Kuliah	SKS
PHIL9002 – Philosophy of Business	2
MGMT9012 – Organizational Behaviors	2
MGMT9015 – Seminar on ICT for Growth and Competitiveness	3
MGMT9013 – Projects on Selected Readings	3

### SEMESTER 2

Mata Kuliah	SKS
RSCH9027 – Business Research and Dissertation Writing	2
MGMT9014 – Competitive Strategy Dynamics	2
MGMT9017 – Seminar on Performance and Growth Management	3
RSCH9028 – Projects on Research Design and Model Building	3

### SEMESTER 3

Mata Kuliah	SKS
RSCH9041 – Research Proposal Exam	5

### SEMESTER 4

Mata Kuliah	SKS
RSCH9042 – Research Finding Exam	8

### SEMESTER 5

Mata Kuliah	SKS
RSCH9043 – Dissertation Defense I	8
RSCH9044 – Dissertation Defense II	5

## 6.7 Course Description

### PHIL9003 – PHILOSOPHY OF SCIENCE AND MANAGEMENT (2 Credits)

**Learning Outcomes:** On successful completion of this course, students will be able to: identify post-positivism paradigm in scientific programs; translate different scientific principles into management basic capabilities such as planning, organizing, self management and problem solving; learn about how certain model of management becomes dominant and the possibility of alternatives.

**Topics:** What is Philosophy of Science; Positivism in Philosophy of Science; The challenge of post-positivism; Popper and Falsification; Thomas Kuhn and Revolution of Science; Feyerabend and Anti Method; Imre Lakatos and Neo Popperian; Roy Bhaskar and Critical Realism; Philosophy of Science and Management.



**MGMT9007 – THEORY OF ORGANIZATION (2 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Understand the evolution of organisational theory from the classical organisational theory to the contingency management theory; Understand the organisational structure, culture and design involves difficult choices about how to control- that is, coordinate organizational tasks and communicate each other and making strategy to remain the organisational effectiveness; Organizations exist in uncertain, changing environments and continually confront new challenges and problems. Managers must find solution to these challenges and problems if organizations are to survive, prosper, and perform effectively; Decision making results in choices that determine the way an organization operates and how it changes or transform itself over time. Organizations have to continually improve the way decisions are made so that managers and employees can learn new, more effective ways to act inside the organization and respond to a changing environment; Understand how to critically evaluate organization theory articles, take lessons learned from them, and suggest significant improvement or further research direction.

**Topics:** Introduction to organization: Evolution of Organizational Theory; Organizational Structure and Design; Organizational Strategy and Effectiveness; External Environmental; Organizational Communication; Organizational Conflict and Change; Organizational decision Making and Learning; Organizational Culture and Life Cycle.

**MGMT9008 – ADVANCED STRATEGIC MANAGEMENT (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Equip the students with academic substance on the development of theories and practices of corporate strategy and other organizational strategies, such as the private sector, so as to strategize with world class quality; Compare the evolution and the development of strategic management theories from the classical theories to the current state of the art; Understand how to critically evaluate strategy research articles, take lessons learned from them, and suggest significant improvement or further research direction; Explore interactively theoretical and research issues in the development of the discipline of strategic management, lay out foundation for doctoral research, profession in the corporate world, and teaching career in the graduate schools.

**Topics:** Strategy and Sustainable Competitive Advantage; Strategic Management Process; External Environment Analysis; Internal Environment Analysis; Business-Level Strategy; Corporate-Level strategy; Growth Strategies; Interface between Organization Theory with Strategy; Technology as Enabler in Strategy Implementation; Strategic Entrepreneurship; The Future of Strategic Management.

**BUSS9003 – ADVANCED BUSINESS INTELLIGENCE (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand, analyze, and synthesize fact-based decision making process supported by information technology; Understand, utilize and synthesize the latest research results related to data warehousing, online analytical processing (OLAP), and data mining; Use tools such as optimization and simulation to analyze complex business problems and implement research results, to get a rational solution; Model an ideal business intelligence system for the organization and industry.

**Topics:** IT for management decision making; Data warehousing and data mining; Business intelligence modelling.

**RSCH9022 – ADVANCED RESEARCH METHODOLOGY AND DISSERTATION WRITING (3 Credits)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: demonstrate an understanding of the systematic process of research; design a research approach for a specific issues in

management, marketing and Information technology; apply appropriate approaches and techniques in developing data analysis; display effective verbal and written communication skill in research

**Topics:** Research Methods-Revisited; Research Design Strategy; Writing Thick Case Studies; Dissertation Analysis: Qualitative Perspectives; Dissertation Analysis: Quantitative Perspectives; Research Findings Presentations and Writing; Qualitative Research Methods-Overview; Research Analysis; Applied Quantitative Research; Research Modeling; Research Proposal and Report;

#### **MGMT9010 – SEMINAR ON INNOVATION, KNOWLEDGE, AND TECHNOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: understand the common root causes of common problems in innovation showing how these can manifest in various stages of the development process and in different areas of the firm; understand the complex issues related with development of technological capability both in the context of advanced and developing nations; learn to identify and synthesize what tools and approaches that can be used to address management problems related with innovations.

**Topics:** Innovation management; Technology development; Knowledge management.

#### **MKTG9002 – THEORY OF MARKETING (3 Credits)**

**Learning Outcomes:** After completing this course, doctoral students are expected to: Command state-of-the-art knowledge of the current development of marketing theories and to deepen their analytical capabilities to explore, to understand and to predict marketing phenomena; Possess scientific capabilities to constructing and testing of marketing theories.

**Topics:** Introduction to Marketing Theory, Class Rules and Policy, Research Priorities in Marketing The nature, scope and contents of marketing discipline; Foundations of science and theory; marketing as art and science; gap between marketing academia and practitioners; Foundation of marketing theory; law-like generalizations; Exchange (transactional, relational, and interimistic) and interactions as the core concept of marketing; Multi-discipline and multi-perspective as the basic characteristics of marketing; Philosophy of science as the basis to develop marketing theories; Construction and testing of marketing theories; Meta-theory approach in marketing; Developing general theory and specific theory in marketing; Schools of thought in marketing; Recap and presentation on position paper.

#### **ISYS9023 – MANAGING CORPORATE INFORMATION SYSTEM (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand the business impacts of managing corporate information systems; Understand the concept of IT service delivery; Understand the concept of IT governance; Understand the concept of IT leadership; design the research model for managing corporate information system.

**Topics:** Business models; IT impact analysis; IT infrastructure; IT service; IT governance; IT leadership; Research in managing corporate information system.

#### **PHIL9002 – PHILOSOPHY OF BUSINESS (2 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Achieving a solid grounding in philosophy theory and its application to business that needed to improve the individual and organization skills involved in handling uncertainty, leadership questions, and the entrepreneur-venture capitalist relationship in climate of organizational change; Increasing ability to make financing policy decisions to the objective of supporting corporate growth and in creating value of corporations; Provide students with the necessary knowledge and tools to

develop marketing strategies for a variety of markets in diverse cultural, political and economic situations; Develop skills in analyzing and diagnosing of business problems in order to formulate structure, strategy, system, skills, style, staff and shared values for the improvement of organizational performance and solving ethical problems in management.

**Topics:** Introduction to Philosophy of Business; Entrepreneurship, Creativity and Organization; Capital Structure and Valuation.- in Strategy and Growth Perspective; Creating value through Investment Decisions; Corporate Restructuring and Company Growth; The Future of Global Marketing; In search of Excellence; Managing Strategic Change: A Philosophical Approach.

**MGMT9012 – ORGANIZATIONAL BEHAVIORS (2 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Gain knowledge of contemporary issues and approaches to the organizational change facing organizations; Apply organizational behavior approaches to the analysis of one organization's initiative(s); Understand how to critically evaluate organization behavior articles, take lessons learned from them, and suggest significant improvement or further research direction.

**Topics:** Foundation of Individual Behaviour; Attitude, Personality, Perception and Learning; Motivation; Understanding Work Team; Leadership, Power and Conflict; Communication; Organization culture; Organization Change and Development.

**MGMT9013 – PROJECTS ON SELECTED READINGS (3 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Demonstrate an understanding of scopes, domains, and depth of strategic management research area; Articulate a scientific approach and perspective to a specific issue in management and strategic management; Apply appropriate critical thinking in evaluating research articles; Display effective verbal and written communication skill in explaining, summarizing, and evaluating scientific articles

**MGMT9014 – COMPETITIVE STRATEGY DYNAMICS (2 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Be equipped with academic substance on the development of theories and practices of dynamics competitive strategies, such as competitive rivalry, competitive behavior, and competitive dynamics; Compare the evolution and the development of dynamics competitive strategy theories from the classical theories to the current state of the art; Understand how to critically evaluate competitive dynamics research articles, take lessons learned from them, and suggest significant improvement or further research directions; Explore interactively theoretical, frameworks, tools, and research issues in the development of the discipline of competitive dynamics, lay out foundation for doctoral research and profession in the corporate world.

**Topics:** Sustainable Competitive Advantage; Competitive Dynamics Perspectives; Industry and Competitive Dynamics; Regional Clusters Development; The Nature of the Firm; Resource-Based Theory; Industrial Organization; Austrian School; Analytical Frameworks and Tools; The Future of Competitive Dynamics Research.

**RSCH9028 – PROJECTS ON RESEARCH DESIGN AND MODEL BUILDING (3 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Get knowledge and facilitate the process of in-depth mastery of Scientific Resach; Develop the capability to identify and define

Business/management Reseach and apply theories, approaches, and tools that are most relevant and helpful in particular situation; Understand how to critically, evaluate articles, especially in up to date selected topics in business/management and related field, take lessons learned from them, and suggest significant improvement and further research direction and dissertation proposal.

**Topics:** Introduction to research; The Building Block of Sciences; Types of Business Research; Some commonly Researched Areas in Business Research and related; Problem Definition; Theoretical Framework and Generation of Hypotheses; Research design and model building; Data Collection, and Analysis; Measurement and Measures.

#### **MGMT9015 – SEMINAR ON ICT FOR GROWTH AND COMPETITIVENESS (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: understand the concept and framework of ICT-enabled business transformation; understand the ICT impact on value chain for business transformation; understand the role of ICT in nurturing innovation which in turn will generate growth and competitiveness; understand the strategic importance of business analytics; understand the business impact of emerging technologies

**Topics:** ICT-enabled Business Transformation; ICT Impact on Value Chain for Business Transformation; Business Process Redesign; Business Network Redesign; Business Scope Redefinition; Enterprise Architecture; Infusion of ICT for Innovation; Analytics; Mobile Computing; Cloud Computing; Advanced Business Intelegence

#### **MGMT9017 – PROJECTS ON PERFORMANCE AND GROWTH (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Be equipped with academic substance on the development of theories and practices of corporate performance, such as organizational effectiveness, balanced scorecard, and strategy maps; Compare the evolution and the development of performance and growth theories from the classical theories to the current state of the art; Understand how to critically evaluate performance and growth literatures, take lessons learned from them, and suggest significant improvement or further research directions; Explore interactively theoretical, frameworks, models, and research issues in the development of the concept of performance and growth, lay out foundation for doctoral research and profession in the corporate world

**Topics:** Corporate Performance; Balanced Scorecard & Strategy Maps; Growth Theories; Continuous Growth; Creating New Markets; Disrupting Markets; Designing Business Models; Creating Innovative Brand, Products & Services; Building Teams; Leading the Growth; Inorganic Growth Strategies; Growth by Reputation

#### **ENTR9002 – ENTREPRENEURSHIP THEORY (3 Credits)**

**Learning Outcomes:** On the successful completion of this course, students will be able to: Understand theory of Entrepreneurship; the entrepreneurial perspective and entrepreneurial mindset; introduces entrepreneur and entrepreneur process from both historical and a research perspective, the characteristic and background entrepreneur and some methods individuals assessment and various aspects of international entrepreneur; Understand various topics in entrepreneurship in order to suggest topics for further research; Understand how to critically evaluate Entrepreneurship/ Entrepreneurial articles, take lessons learned from them, and suggest significant improvement or further research direction, and also possibility of implementation; To execute an empirical study to be targeted to an appropriate journal.

**Topics:** Entrepreneurship and Entrepreneurial Mindset; Entrepreneurial orientation; Cognition and entrepreneurial intention; Creativity entrepreneurship; Cultural entrepreneurship; Entrepreneurship in Global Era; Social

Entrepreneurship; Gender Entrepreneurship; Family Entrepreneurship; Strategic/corporate Entrepreneurship; Entrepreneurship, Technopreneurship & Economic Development.

**ENTR9003 – STARTS UP AND CORPORATE INNOVATION (3 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Be equipped with academic substance on the development of theories and practices of corporate entrepreneurship and new ventures; Compare the development of corporate entrepreneurship and business innovation theories from the classical theories to the current state of the art; Understand how to critically evaluate corporate and business innovation literatures, take lessons learned from them, and suggest significant improvement or further research directions; Explore interactively theoretical, frameworks, models, and research issues in the development of the concept of corporate entrepreneurship and business innovation and lay out foundation for doctoral research and profession in the corporate world

**Topics:** Corporate Entrepreneurship (CE); Behavioral Aspects of CE; Entrepreneurial Process; Opportunities Assessment; Locating the Venture; Organising the Venture; Controlling the Venture; Internal Politics of Venturing; Planning Innovation; Innovation Metrics; Foster Creative Culture; Future Research Directions of CE

**STAT9005 – MULTIVARIATE ANALYSIS (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: understand the breadth and depth concerning theories and practices of; compare the evolution of marketing theories from the classical theories to the current state of the art; understand various topics in marketing in order to suggest topics for further research; understand how to critically evaluate research papers and suggest significant improvement; leverage ICT capabilities to enhance business best practices

**Topics:** Introduction & Preparing for Multivariate Analysis; Factor Analysis and Cluster Analysis; Multiple Regression Analysis and Canonical Correlation; Conjoint Analysis ; Multiple Discriminant Analysis and Logistic Regression; Multivariate Analysis of Variance; Multidimensional Scaling (MDS)& Correspondence Analysis; Statistical Analysis Exercise using SPSS; Equation Modeling (SEM) SEM Concept; Structural Equation Modeling (SEM) SEM Procedures; Confirmatory Factor Analysis (CFA) and Structural Model; Multisample / Multigroup Analysis

**BUSS9002 – BUSINESS AND ENTERPRISE SYSTEMS (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: understand the emerging competitive landscape and the role of enterprise systems at the dynamics environment; understand the challenges with the current enterprise systems and what emerging technologies offer; understand the role of enterprise systems in global resource leverage: risk and benefit; understand the links between business security, governance and compliance to the role of information systems within enterprise organizations; connect IT capabilities and business innovation.

**Topics:** Enterprise Systems: Technologies, Solutions, and Strategic Perspectives; Enterprise Systems: Risks, Performance, and Business Value; Enterprise Systems: Small, Medium, and Large Organizations; Enterprise Systems: Implementation and Applications; ERP; Enterprise System: Future Challenging.

# 7. Internationalization Program

## 7.1 Introduction

As one of the largest and most successful private universities in Indonesia, BINUS is proud to keep growing our network of learning partners to offer our students high-impact learning experiences.

Do grab hold of such opportunities to gain a global experience, broader perspective, social understanding and culturally relevant skill sets. Come back and impact your fellow students to join other future study abroad programs.

Internationalization Program at BINUS UNIVERSITY focuses to provide the students to have an international experience during their study. The program covers:

- **Student Exchange** (1 - 2 semesters), students from similar programs joining courses at partnered foreign university. This student mobility program is based on reciprocal principle that applied to both number of students and tuition fees waiver. The credit obtained by the students shall be transferrable.
- **Study Abroad** (1 -2 semesters), student pursuing educational opportunities in a university abroad; the credits obtained by the students shall be transferrable.
- **Short Course Abroad** (1 - 4 weeks), in the format of summer/winter courses, usually on local language and cultural courses with excursions and trips. Some country destinations including China, Taiwan, Korea, Japan, Australia, United Kingdom, Canada and many more.
- **Short Learning Visit / Immersion Program** (1 – 2 weeks), in the format of study tour, cultural exchange and other activities at foreign university or global institution abroad.
- **Internship Abroad** (1 month – 1 semester), a supervised practical training, in global industries / organization all over the world; attached with the respective department or through AIESEC.
- **Twinning Program/Joint Degree** (at least 2 semesters), a joint program with foreign university, combining curriculum and/or degrees. The participating students study at both universities consecutively (e.g. 3+1 scheme, 3 years at BINUS and 1 year at partner university), then get degrees from both universities at the end of the program.
- **Guest Lecture**, a lecture session inviting guest lecture from foreign university or global institution as the speaker.
- **Video Conference**, a joint session with foreign university(ies) for lecture/seminar with live interaction such as asking questions and discussion.

Below is the summary of BINUS' foreign university partners (check [io.binus.ac.id](http://io.binus.ac.id) for detail programs):

No	Continent	Country	Partner Name
1	America	Brazil	Universidade de São Paulo
2		USA	Emporia State University
3			Portland State University
4			University of California, Irvine
5			University of Hawai'i at Mānoa
6	Asia	Brunei Darussalam	Universiti Brunei Darussalam
7		Cambodia	Cambodian Mekong University
8		China	Beijing Institute of Technology
9			Fujian Normal University
10			Ningbo University
11			South China University of Technology
12			Zhejiang University
13		Hong Kong	Hong Kong Polytechnic University, School of Professional Education and Executive Development (SPEED)
14		India	Chitkara University
15			VIT University
16		Japan	Hokuriku University
17			Tama University
18			University of Toyama
19			Waseda University
20			Yamanashi Gakuin University
21		Korea	Chung-Ang University
22			Dankook University
23			Dong-A University
24			Dongguk University
25			Duksung Women's University
26			Hanyang University
27			Inha University
28			Kangwon National University
29			Kookmin University
30			Kyung Hee University
31			Sejong University
32			SolBridge International School of Business, Woosong University
33			Sungkyunkwan University
34			Woosong University
35		Malaysia	University of Malaya
36	Universiti Sains Malaysia		
37	Universiti Teknologi MARA		

No	Continent	Country	Partner Name	
38		Philippines	Ateneo de Manila University	
39		Singapore	S P Jain School of Global Management	
40		Taiwan	Cheng Shiu University	
41			Chinese Culture University	
42			Chung Yuan Christian University	
43			National Chengchi University	
44			National Taipei University of Technology	
45			Thailand	Mahidol University International College
46				Prince of Songkla University
47		Thammasat University		
48		University of the Thai Chamber of Commerce		
49	Vietnam	FPT University		
50	Australia	Australia	Curtin University of Technology	
51			Deakin University	
52			La Trobe University	
53			Macquarie University	
54			Murdoch University	
55			Queensland University of Technology	
56			Royal Melbourne Institute of Technology	
57			Swinburne University of Technology	
58			University of New South Wales	
59			University of Wollongong	
60		Victoria University		
61		New Zealand	Auckland University of Technology	
62			University of Canterbury	
63	Victoria University of Wellington			
64	Europe	Belgium	Ghent University	
65			ICHEC Brussels Management School	
66		Czech Republic	Tomas Bata University	
67		Finland	Aalto University	
68			Kajaani University of Applied Sciences	
69		France	Burgundy School of Business	
70			ESC Rennes School of Business	
71			ESC Troyes - Champagne School of Management	
72			Grenoble Graduate School of Business	
73			ISC Paris School of Management	
74	Universite Catholique de Lille			



No	Continent	Country	Partner Name
75		Germany	Cologne Business School
76			University of Bremen
77		Lithuania	Kaunas University of Technology
78		Poland	Kozminski University
79		Spain	Universidad Catolica San Antonio De Murcia
80		Switzerland	FHS St. Gallen - University of Applied Science
81			International Hotel and Tourism Training Institutes (IHTTI)
82		The Netherlands	HAN University of Applied Sciences
83			Hanze University of Applied Sciences
84			Inholland University of Applied Sciences
85			Rotterdam Business School
86			Saxion University of Applied Sciences
87			University of Twente
88			United Kingdom
89		Cranfield University	
90		King's College London	
91		Northumbria University	
92		University of Northampton	
93		University of Nottingham	

## 7.2 BINUS STAR Program

**STAR** Program is abbreviation of **S**tudent **T**ransnational **A**mbassado**R** Program.

It is a program that focuses on BINUS students who would like to have an international experience through internationalization programs of BINUS UNIVERSITY.

Benefits:

- Having an international mind set due to the exposure of studying abroad
- Obtaining points for Student Activity Transcript (SAT)
- Will be prioritized to be included for the Global Recruitment to work in international companies
- Will be prioritized by BINUS UNIVERSITY into any other type of international programs
- As students representatives of BINUS UNIVERSITY in international events

Activities:

- All students participating in Student Mobility activities
- To share vision and enthusiasm about BINUS UNIVERSITY abroad
- To assist in bridging and building positive relationships with International Institutions and students
- To regularly document and share experience while overseas in order to add to learning of IO and BINUS community
- To volunteer supporting services in BINUS Internationalization

### 7.3 How to Participate in International Programs

- Contact International Office (IO) for consultation and/or updating information
  - IO Website (<http://io.binus.ac.id>), email ([io@binus.edu](mailto:io@binus.edu)), facebook ([www.facebook.com/binus.io](http://www.facebook.com/binus.io)), twitter ([www.twitter.com/binus\\_io](http://www.twitter.com/binus_io))
  - Posters or banners on campuses
  - Visit IO Office (consultation hours: Monday – Friday, 03:00 PM – 05:00 PM)
- Self-finding
  - Through international agencies, association, organization, government program
  - Scholarship offering