



The information in this catalog is provided for Binusian 2017 (Academic Year 2013/2014).  
BINUS University has the right to revise the content of this catalog e.g. regulation  
and curriculum referring 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 and service excellence criteria.

With more than 30 years of exceptional experience in education, 75,649 alumni, and 27,884 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 Multi Channel Learning method, IT-based independent learning, 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 2013



**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 Economics 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, 75,649 alumni, and currently enrolled 27,884 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 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 m<sup>2</sup> 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.

BINUS University is committed to provide 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>• Mathematics*</li> <li>• Statistics*</li> <li>• Mobile Application &amp; Technology</li> <li>• Game Application &amp; Technology</li> <li>• Computer Science &amp; Mathematics</li> <li>• Computer Science &amp; Statistics</li> </ul>	S1 S1 S1 S1 S1 S1
2.	School of Information System <ul style="list-style-type: none"> <li>• Information System*</li> <li>• Accounting Information System</li> <li>• Computerized Accounting</li> <li>• Information System Audit</li> <li>• Accounting &amp; Information Systems</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>• Management &amp; Information Systems</li> <li>• Management &amp; Industrial Engineering</li> </ul>	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>• Industrial Engineering &amp; Industrial Engineering</li> </ul>	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> </ul>	S1 S1 D IV 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 Dual Degree</li> <li>○ MM Executive</li> </ul> </li> <li>• Doctoral of Research in Management</li> </ul>	S2 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>• Fashion Management</li> <li>• Graphic Design</li> <li>• Communication</li> <li>• Film</li> </ul>	S1 S1 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

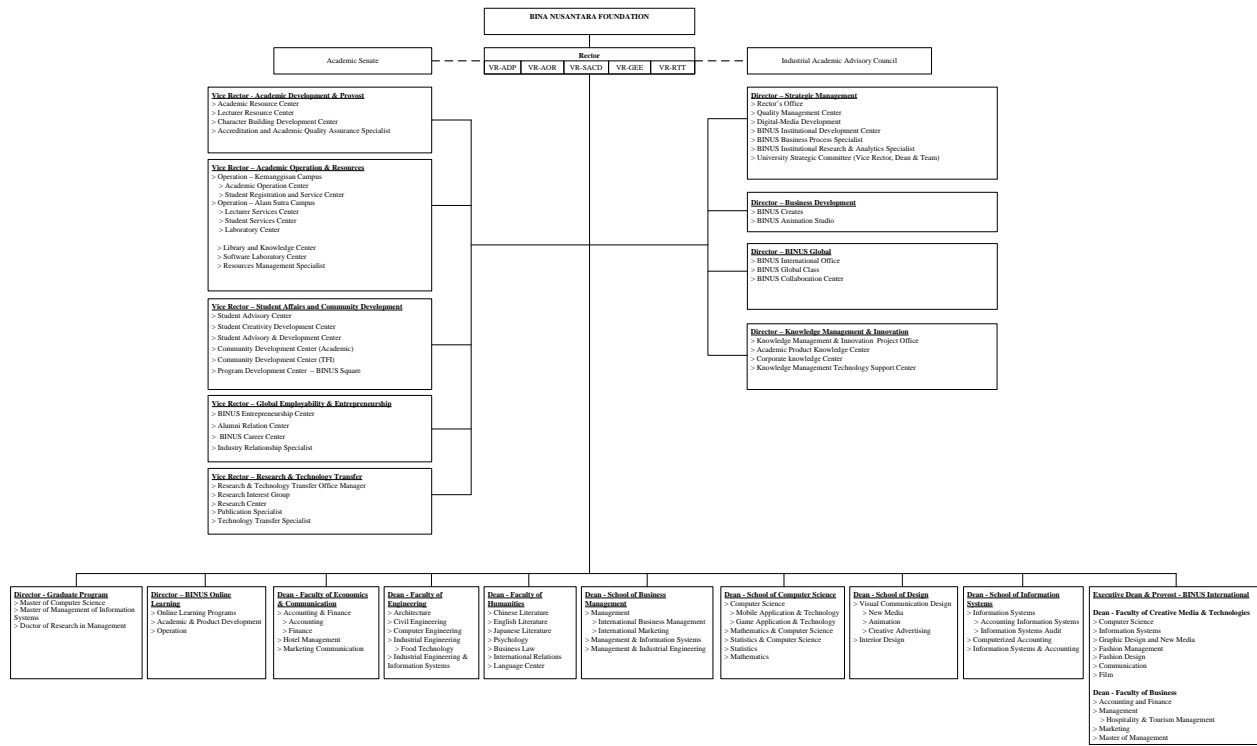
Dengar semua para BINUSIAN  
Panggilan nusa dan bangsa telah menanti  
Sambutlah dengan visi inovatif  
Songsonglah dengan sikap positif  
Dan selalu menjadi yang terdepan.  
Ayo kita berjuang demi ibu pertiwi  
Dengan karya bermanfaat  
Ayo kita berbakti untuk sesama  
Dengan karya nyata  
Semuanya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

- 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 : Very Good	4	85 - 100
B : Good	3	75 - 84
C : Adequate	2	65 - 74
D : Less than adequate	1	50 - 64
E : Failed	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 Credit 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:

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

Cumulative Grade Point Average (IPK/GPA) is counted as follow:

$$\text{GPA} = \frac{\sum M}{\sum L}$$

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	B	3	2	6
Linier Algebra	A	4	2	8
Discrete Mathematics	C	2	2	4
Entrepreneurship	A	4	2	8
Algorithm and Programming	D	1	4	4
General Management	A	4	2	8
Introduction to Economics	C	2	2	4
Economic Statistics	E (Failed)	0	2	0
T O T A L			20	50
Number of passing credits : 18 credits				
GPS attained : $50 / 20 = 2,5$				
GPA attained : $50 / 18 = 2,78$				

## 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 Entrant (2 SKS), specifically aimed for **beginner students** (397-430 PBT/30-39 iBT) to allow them achieve the **minimum upper-beginner** level (463 PBT/50 iBT). It is the pre-requisite course for English in Focus.
- English In Focus (2 SKS), specifically aimed for **upper-beginner students** (433-463 PBT/40-49 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 ENTRANT	A	60 (497) – 120 (677)	85 – 100
	B	55 (480) – 59 (497)	75 – 84
	C	50 (463) – 54 (480)	65 – 74
	D	42 (440) – 49 (463)	50 – 64
	E	0 (310) – 41 (437)	0 – 49
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:

### **Kemanggisan 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 Evaluation 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
	2	≤2,00	≤ 30	An Agreement Letter dealing with the requirements for continuing their study at BINUS or The students should write their resignation letter to BINUS UNIVERSITY
2	3	≤2,00	≤ 45	An Agreement Letter dealing with the requirements for continuing their study at BINUS or The students should write their resignation letter to BINUS UNIVERSITY
	4	≤2,00	≤ 60	An Agreement Letter dealing with the requirements for continuing their study at BINUS or The students should write their resignation letter to BINUS UNIVERSITY
3	5	≤2,00	≤ 75	An Agreement Letter dealing with the requirements for continuing their study at BINUS or The students should write their resignation letter to BINUS UNIVERSITY
	6	≤2,00	≤ 90	An Agreement Letter dealing with the requirements for continuing their study at BINUS or The students should write their resignation letter to BINUS UNIVERSITY

### **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).

## **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 mentoring lecturer 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 mentoring lecturer 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 Doctoral 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

Study Program/Program	Study Level	Academic Title
Computer Science	S1	Sarjana Komputer (S. Kom)
Mobile Application & Technology	S1	Sarjana Komputer (S. Kom)
Mathematics & Computer Science	S1	Sarjana Komputer (S. Kom) and Sarjana Sains (S.Si)
Statistics & Computer Science	S1	Sarjana Komputer (S. Kom) and Sarjana Sains (S.Si)
Mathematics	S1	Sarjana Sains (S.Si)
Statistics	S1	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.)

Study Program/Program	Study Level	Academic Title
Management	S1	Sarjana Ekonomi (S.E.)
International Marketing	S1	Sarjana Ekonomi (S.E.)
International Business Management	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 Teknik (S.T.)
Industrial Engineering & Information Systems	S1	Sarjana Teknik (S.T.) and Sarjana Komputer (S.Kom)
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 Internasional (S.Hub.Int)
Accounting	S1	Sarjana Ekonomi (S.E.)
Finance	S1	Sarjana Ekonomi (S.E.)
Marketing 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 System Management	S2	Magister Manajemen Sistem Informasi (MMSI)
Doctoral Program in Management	S3	Doktor (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.

All of SACs’ departments are dedicated to ensure all BINUS University students to be successful in their academic pursuit through advisory activities. In addition, all of the activities at the SAC are recorded and reported frequently both to the students and the parents.

## 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

Becoming a study program of choice in Computer Science which focuses in developing creative software solutions for the 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. Educate 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. 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 Machinery), 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 2013 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

All subjects of Computer Science Curriculum 2013 are distributed in 8 semesters. The concentration subjects (stream) are opened in the fourth, fifth, sixth and seventh semester. Although it is distributed across 8 semesters, in fact, it is possible for the students to finish their studies less than 8 semesters.

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	K0144	Discrete Mathematics	4	
	T0152	Programming Language Concepts	2	
	T0016	Algorithm and Programming	4/2	
	T0604	Introduction to Information Technology	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	K0314	Calculus	4	
	T0026	Data Structures	4/2	
	T0104	Program Design Methods	4	
	K0292	Linear Algebra	2	
	G1382	English in Focus	2	
3	T0114	Software Engineering	4	23
	T0206	Database Systems	4/2	
	H0515	Computer Network	4/1	
	T0264	Artificial Intelligence	4	
	G1392	English Savvy	2	
	EN001	Entrepreneurship I	2	

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	21	
	T1472	Software Architecture*	2		
	T0044	Object Oriented Programming	2/2		
	T0034	Algorithm Design and Analysis	4		
	T0553	Multimedia Systems	2/1		
	<b>Stream : Software Engineering</b>				
	T1484	Code Reengineering	4		
	T1492	Agile Software Development	2		
	<b>Stream : Intelligent System</b>				
	T1503	Neuro Language Processsing	2/1		
	T0273	Expert Systems	2/1		
	<b>Stream : Interactive Multimedia</b>				
	T1512	Multimedia Database	2		
	T1524	Computer Graphic	2/2		
	<b>Stream : Database Technology</b>				
	T0773	Database Design	2/1		
	T1533	Database Architecture	2/1		
	<b>Stream : Applied Database</b>				
	T0773	Database Design	2/1		
	T1533	Database Architecture	2/1		
	<b>Stream : Network</b>				
	T1544	Network Security	2/2		
	T1552	Network Design	2		
<b>Stream : Applied Network</b>					
T1544	Network Security	2/2			
T1552	Network Design	2			
5	CB442	CB: Professional Development	2	23	
	EN002	Entrepreneurship II	2		
	T1392	Advanced Object Oriented Programming	2		
	T0316	Operating System	4/2		
	T0593	Human and Computer Interaction	2/1		
	<b>Stream : Software Engineering</b>				
	T1564	Pattern Software Design	2/2		
	T1574	Object Oriented Analysis & Design	2/2		
	<b>Stream : Intelligent System</b>				
	T1584	Computer Vision	2/2		
	T1594	Artificial Neural Network	2/2		
	<b>Stream : Interactive Multimedia</b>				
	T0934	Multimedia Programming Foundation	2/2		
	T1604	Multimedia 3D	4		
	<b>Stream : Database</b>				
T1744	Data Warehouse	2/2			
T1624	Database Administration	2/2			

Sem	Code	Course Name	SCU	Total
6	<b>Stream : Applied Database</b>			23
	M0924	Applied Database I	4	
	T1744	Data Warehouse	2/2	
	<b>Stream : Network</b>			
	T1634	Network Programming	2/2	
	T1644	Server Technology	4	
	<b>Stream : Applied Network</b>			
	T0374	Applied Networking I	0/4	
	T1634	Network Programming	2/2	
	T1973	Web Programming*	2/1	
	T1652	Computer Architecture and Organization	2	
	T0174	Compilation Techniques	4	
	I0262	Probability and Statistics	2	
	T0432	Practical Work	2	
	<b>Stream : Software Engineering</b>			
	T1664	Framework Layering Architecture	2/2	
	T0132	Software Project Management	2	
	T1674	Service-Oriented Architecture Foundation	2/2	
	<b>Stream : Intelligent System</b>			
T1683	Advanced Computer Vision	2/1		
T1693	Machine Learning	2/1		
T1704	Artificial Intelligence in Games	2/2		
<b>Stream : Interactive Multimedia</b>				
T1714	Multimedia Streaming Concept	2/2		
T1722	Game Design	2		
T1734	User Experience	2/2		
<b>Stream : Database Technology</b>				
T1613	Mobile Database	2/1		
T1754	Object-Oriented Database	4		
T0243	Geographical Information System	2/1		
<b>Stream : Applied Database</b>				
M0934	Applied Database II	4		
T1613	Mobile Database	2/1		
T0243	Geographical Information System	2/1		
<b>Stream : Network</b>				
H0994	Network Management	2/2		
T1764	Linux Operating System	2/2		
T1772	Distributed System	2		
<b>Peminatan : Applied Network</b>				
T0384	Applied Networking II	0/4		
H0994	Network Management	2/2		
T1772	Distributed System	2		

Sem	Code	Course Name	SCU	Total	
7	T0922	Guest Lecturer	2	10	
	I0192	Research Methodology	2		
	<b>Stream : Applied Networking</b>				
	T1784	Software Enterprise Architecture	2/2		
	T1792	Software Metric	2		
	<b>Stream : Intelligent System</b>				
	T1803	Artificial Intelligence for Business	2/1		
	T1813	Current Trends in Artificial Intelligence	2/1		
	<b>Stream : Interactive Multimedia</b>				
	T1822	Digital Multimedia Project	2		
	T1834	Game Programming	4		
	<b>Stream : Database Technology</b>				
	T1844	Data Mining	2/2		
	T1872	Popular Database Technology	2		
	<b>Stream : Applied Database</b>				
	M0944	Applied Database III	4		
	T1872	Popular Database Technology	2		
	<b>Stream : Network</b>				
	T1852	Network Administration	2		
	T1864	Popular Network Technology	2/2		
<b>Stream : Applied Network</b>					
T0394	Applied Networking III	0/4			
T1852	Network Administration	2			
8	T0446	Thesis	6	6	
	<b>Elective Course</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

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

No.	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	T0016	Algorithm and Programming*	C
4	T0026	Data Structures*	C
5	T0104	Program Design Methods*	C
6	T0114	Software Engineering*	C
<b>Stream</b>			
<b>Software Engineering</b>			
7	T1574	Object Oriented Analysis and Design*	C
8	T1664	Framework Layering Architecture	C
<b>Artificial Intelligence</b>			
7	T1584	Computer Vision*	C
8	T1683	Advanced Computer Vision	C
<b>Interactive Multimedia</b>			
7	T0934	Multimedia Programming Foundation*	C
8	T1722	Game Design	C
<b>Database</b>			
7	T1624	Database Administration*	C
8	T1754	Object Oriented Database	C
<b>Applied Database</b>			
7	T0773	Database Design*	C
8	M0924	Applied Database I	C
<b>Network</b>			
7	T1634	Network Programming*	C
8	T1764	Linux Operating System	C
<b>Applied Networking</b>			
7	T1634	Network Programming*	C
8	T0384	Applied Networking II	C

\*) Tutorial & Multipaper

## Computer Science Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	K0144	Discrete Mathematics	4	
	T0152	Programming Language Concepts	2	
	T0016	Algorithm and Programming	4/2	
	T0604	Introduction to Information Technology	4	
	G1982	English Access	2	
2	CB422	CB: Spiritual Development	2	20
	K0314	Calculus	4	
	T0026	Data Structures	4/2	
	T0104	Program Design Methods	4	
	K0292	Linear Algebra	2	
	G1992	English Global	2	
3	T0114	Software Engineering	4	23
	T0206	Database Systems	4/2	
	H0515	Computer Network	4/1	
	T0264	Artificial Intelligence	4	
	G2002	English for Academic Writing	2	
	EN001	Entrepreneurship I	2	
4	CB432	CB: Interpersonal Development	2	23
	T1472	Software Architecture*	2	
	T0044	Object Oriented Programming	2/2	
	T0034	Algorithm Design and Analysis	4	
	T0316	Operating Systems	4/2	
	T1492	Agile Software Development	2	
5 Study Abroad	I0262	Probability and Statistics/Elective Course	2	19
	T1392	Advanced Object Oriented Programming/Elective Course	2	
	T1652	Computer Architecture and Organization/Elective Course	2	
	T0553	Multimedia System/Elective Course	2/1	
	T0132	Software Project Management/Elective Course	2	
	T1584	Computer Vision/Elective Course	2/2	
	T0934	Multimedia Programming Foundation/Elective Course	2/2	

Sem	Code	Course Name	SCU	Total
6	T0593	Human and Computer Interaction	2/1	24
	T0174	Compilation Techniques	4	
	I0192	Research Methodology	2	
	T0432	Practical Work	2	
	T1574	Object Oriented Analysis & Design	2/2	
	T1973	Web Programming*	2/1	
	T1544	Network Security	2/2	
	EN002	Entrepreneurship II	2	
7	T0922	Guest Lecturer	2	11
	CB442	CB: Professional Development	2	
	T1784	Software Enterprise Architecture	2/2	
	T1533	Database Architecture	2/1	
8	T0446	Thesis	6	6
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship embedded

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

No.	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	T0016	Algorithm and Programming*	C
4	T0026	Data Structures*	C
5	T0104	Program Design Methods*	C
6	T0114	Software Engineering*	C
7	T0273	Expert Systems	C
8	T1574	Object Oriented Analysis & Design	C

\*) Tutorial & Multipaper

## Mobile Application & Technology

### Introduction

Mobile computing is a growing trend technology that provide the infrastructure and technology for all businesses to ride on. With mobile computing, 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 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 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 Application/Developer
3. Games Designer & Games Developer
4. Mobile Business Application Developer.
5. Information Analyst in Decentralized Businesses.
6. IT Support/Consultant
7. 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 Machineries), 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 2013 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. Although it is distributed across 8 semesters, in fact, it is possible for the students to finish their studies before the eighth semester.

## Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	K0144	Discrete Mathematics	4	
	K0292	Linear Algebra	2	
	T0016	Algorithm and Programming	4/2	
	T1004	Introduction to Mobile Application and Technology	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	K0424	Calculus I	4	
	T0026	Data Structures	4/2	
	T1022	Ubiquitous Computing	2	
	T0994	Mobile Object Oriented Programming	2/2	
	G1382	English in Focus	2	
3	I0262	Probability and Statistics	2	22
	T0034	Algorithm Design and Analysis	4	
	G1392	English Savvy	2	
	EN001	Entrepreneurship I	2	
	T0104	Program Design Methods	4	
	T1034	Mobile Community Solution	2/2	
	T1044	Mobile Push Technology Solution	2/2	
4	CB432	CB: Interpersonal Development	2	23
	H0515	Computer Network	4/1	
	T0206	Database Systems	4/2	
	T1414	Software Engineering*	4	
	T1052	Mobile Game Creative Design	2	
	T1064	Mobile Multimedia Solution	2/2	
5	CB442	CB: Professional Development	2	23
	T1082	Market Research Methodologies	2	
	T0316	Operating System	4/2	
	T0593	Human and Computer Interaction	2/1	
	EN002	Entrepreneurship II	2	
	T0264	Artificial Intelligence	4	
	T1094	Web Design	2/2	
6	G0012	Indonesian	2	20
	T0174	Compilation Techniques	4	
	T1014	Mobile Application Security	4	
	T1104	Mobile Cloud Computing	2/2	
	T1114	Applied Project in Mobile System Solution	4	
	T1432	Company Development Planning*	2	

Sem	Code	Course Name	SCU	Total
7	I0192	Research Methodology	2	12
	T0922	Guest Lecturer	2	
	T1122	Mobile Testing and Implementation	2	
	T1882	Mobile User Experience	2	
	T1152	Business Process Standardization	2	
	T1162	Mobile Project Management	2	
8	T1896	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
			<b>TOTAL CREDIT 146</b>	

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	T0016	Algorithm and Programming*	C
4	T0026	Data Structures	C
5	T0104	Program Design Methods	C
6	T1414	Software Engineering	C
7	T0994	Mobile Object Oriented Programming*	C
8	T1052	Mobile Game Creative Design*	C

\*) Tutorial & Multipaper

## Game Application & Technology

### Introduction

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. Game Application and Technology focuses about 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. The GAT program was found in September 2012, under BINUS UNIVERSITY, it became one of the programs under the coordination of School of Computer Science and supported by Ministry of Tourism and Creative Economy of the Republic of Indonesia.

### 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
4. Game Designer
5. Game Director
6. Game Content Provider
7. Entrepreneur
8. Game Consultant
9. 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:

### 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 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, multimedia, computer and human interaction, operation system, Game Art, Game Programming, and Game Design.

**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.
2. Game Design: to explore the various methodologies and techniques of game story 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. Although it is distributed across 8 semesters, in fact, it is possible for the students to finish their studies before the eighth semester.

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	K0144	Discrete Mathematics	4	
	K0292	Linear Algebra	2	
	T0016	Algorithm and Programming	4/2	
	I0262	Probability and Statistics	2	
	T1182	Introduction to Game Technology	2	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	K0424	Calculus I	4	
	T0026	Data Structures	4/2	
	T1192	Game Design	2	
	T1214	Object Oriented Game Programming	2/2	
	G1382	English in Focus	2	
3	T0034	Algorithm Design and Analysis	4	20
	G1392	English Savvy	2	
	EN001	Entrepreneurship I	2	
	T1994	2D Game Programming	4	
	T2102	Storyboarding & Concept Art	2	
	T0104	Program Design Methods	4	
	T1302	User Experiences	2	
4	CB432	CB: Interpersonal Development	2	23
	H0515	Computer Network	4/1	
	T0206	Database Systems	4/2	
	T0264	Artificial Intelligence	4	
	T1414	Software Engineering*	4	
	T1912	2D Animation	2	
5	CB442	CB: Professional Development	2	23
	T0316	Operating System	4/2	
	T0174	Compilation Techniques	4	
	EN002	Entrepreneurship II	2	
	T2114	Mobile & Web Game Programming *	4	
	T2122	3D Modelling for Games	2	
	T0593	Human and Computer Interaction	2/1	
6	T2138	Internship I	8	16
	T2144	EES in Game Industry I	4	
	T2152	Game Production in Industry	2	
	T2162	Game Prototyping in Industry	2	



Sem	Code	Course Name	SCU	Total
7	T2188	Internship II	8	18
	T2194	EES in Game Industry II	4	
	T2172	Game Engine Programming**	2	
	T2202	Game Testing and Quality Assurance in Industry	2	
	T2212	Game Research Quest in Industry	2	
8	T1956	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship embedded

\*\*) *This course is available for online*

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	T0016	Algorithm and Programming*	C
4	T0026	Data Structures*	C
5	T0104	Program Design Methods*	C
6	T1414	Software Engineering*	C
7	T1192	Game Design	C
8	T1994	2D Game Programming	C

\*) Tutorial & Multipaper

## 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.

### 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, analyze and solve problems using Fundamental Mathematics, especially in Computer Science.
2. Interpret, analyze and create mathematical solutions in the form of algorithms, and integrate the appropriate Computing Technology for its solution.
3. Recognize, apply, appraise various mathematics methods
4. Apply, analyze, formulate and evaluate using advanced Computational Mathematics.
5. Analyze, compose, and assess innovative algorithms in order to solve real problems in many related fields.
6. 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; and
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	CB412	CB: Self Development	2	20
	T0152	Programming Language Concepts	2	
	T0016	Algorithm and Programming	4/2	
	T0604	Introduction to Information Technology	4	
	K0144	Discrete Mathematics	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	K0034	Applied Linear Algebra	4	
	K0424	Calculus I	4	
	T0026	Data Structures	4/2	
	I0262	Probability and Statistics	2	
	G1382	English in Focus	2	

Sem	Code	Course Name	SCU	Total
3	K0044	Calculus II	4	24
	T0044	Object Oriented Programming	2/2	
	I0344	Mathematical Statistics I	4	
	G1392	English Savvy	2	
	T0104	Program Design Methods	4	
	T0206	Database Systems	4/2	
4	CB432	CB: Interpersonal Development	2	24
	K0742	Scientific Computing Lab	2	
	K0074	Calculus III	4	
	I0354	Mathematical Statistics II	4	
	K0754	Ordinary Differential Equations	2/2	
	K0762	Numerical Methods I	2	
	T0316	Operating System	4/2	
5	CB442	CB: Professional Development	2	24
	T0593	Human and Computer Interaction	2/1	
	K0784	Geometric Algebra	4	
	H0515	Computer Networks	4/1	
	K0114	Complex Variable Function	4	
	EN001	Entrepreneurship I	2	
	T0034	Algorithm Design and Analysis	4	
6	K0813	Computer Vision	2/1	24
	K0882	Partial Differential Equations	2	
	T1392	Advanced Object Oriented Programming	2	
	K0902	Interdisciplinary Seminar*	2	
	T0114	Software Engineering	4	
	K0803	Computational Number Theory	2/1	
	K0064	Modern Algebra	4	
T0324	Computer Architecture and Organization	4		
7	I0192	Research Methodology	2	24
	K0094	Real Analysis	4	
	EN002	Entrepreneurship II	2	
	K0793	Numerical Methods II	2/1	
	K0842	Applied Projective Geometry	2	
	K0164	Mathematics Programming	4	
	T0264	Artificial Intelligence	4	
	T0053	Web Programming	2/1	
8	K0914	Interdisciplinary Project*	4	24
	K0824	Fluid Physics	4	
	K0834	Coding Theory	4	
	T0273	Expert Systems	2/1	
	K0892	Applied Mathematics Modeling	2	
	T1404	Mobile Programming	2/2	
	T0293	Neuro Computing	2/1	

Sem	Code	Course Name	SCU	Total
9	K0852	Computational Fluid Dynamics	2	12
	K0863	Computational Geometry	2/1	
	T0174	Compilation Techniques	4	
	K0873	Cryptography	2/1	
10	K0456	Thesis/Final Project	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
			<b>TOTAL CREDIT 202</b>	

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship	C
3	K0074	Calculus III*	C
4	K0882	Partial Differential Equations	C
5	K0892	Applied Mathematics Modeling*	C
6	K0793	Numerical Methods II*	C
7	K0064	Modern Algebra	C
8	K0863	Computational Geometry	C
9	T0016	Algorithm and Programming*	C
10	T0026	Data Structures*	C
11	T0206	Database Systems	C
12	T0316	Operating System	C
13	T0114	Software Engineering	C
14	T0264	Artificial Intelligence*	C

\*) Tutorial & Multipaper

## 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.

### 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. Educate 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. Provide 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. Provide 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 the abilities to conduct statistical analysis and marketing research that help to solve problems.
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, analyze and solve problems using the fundamental Statistics.
2. Interpret, analyze, and create statistical solutions in form of algorithms using appropriate Database Technology.
3. Recognize, apply, and appraise statistical processes.

4. Apply, analyze, formulate and evaluate problems in marketing research using advanced Computational Statistics.
5. Create and assess innovative database solution in order to solve real problems in economics and business.
6. Design and evaluate data warehouse 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; and
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	CB412	CB: Self Development	2	20
	T0152	Programming Language Concepts	2	
	T0016	Algorithm and Programming	4/2	
	T0604	Introduction to Information Technology	4	
	K0144	Discrete Mathematics	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	K0034	Applied Linear Algebra	4	
	K0424	Calculus I	4	
	T0026	Data Structures	4/2	
	I0262	Probability and Statistics	2	
	G1382	English in Focus	2	

Sem	Code	Course Name	SCU	Total
3	K0434	Calculus II	4	24
	I0372	Matrix Algebra for Statistics	2	
	I0164	Statistical Theory I	4	
	I0512	Statistical Computing Lab	2	
	I0522	Numerical Methods for Statistics	2	
	G1392	English Savvy	2	
	T0104	Program Design Methods	4	
	T0044	Object Oriented Programming	2/2	
4	CB432	CB: Interpersonal Development	2	24
	I0642	Sampling Techniques	2	
	I0152	Simulation Techniques	2	
	T0316	Operating System	4/2	
	I0184	Statistical Theory II	4	
	T0206	Database Systems	4/2	
	I0422	Non Parametric Statistics	2	
5	CB442	CB: Professional Development	2	24
	I0533	Regression Analysis	2/1	
	I0542	Operations Research	2	
	I0054	Design and Analysis of Experiments	4	
	EN001	Entrepreneurship I	2	
	T0773	Database Design	2/1	
	J0594	Economics Theory	4	
T0034	Algorithm Design and Analysis	4		
6	I0593	Econometrics	2/1	24
	I0414	Stochastic Process	4	
	I0563	Time Series Analysis	2/1	
	T1392	Advanced Object Oriented Programming	2	
	I0482	Linear Model	2	
	I0662	Interdisciplinary Seminar*	2	
	I0584	Multivariate Statistics	4	
	T0114	Software Engineering	4	
7	H0515	Computer Networks	4/1	24
	I0492	Categorical Data Analysis	2	
	I0572	Risk Theory	2	
	EN002	Entrepreneurship II	2	
	T0264	Artificial Intelligence	4	
	K0654	Mathematics of Finance	4	
	I0652	Statistical Marketing Research	2	
	T0233	Data Warehouse	2/1	



Sem	Code	Course Name	SCU	Total
8	I0605	Actuarial Mathematics	4/1	24
	I0612	Structural Equation Modeling	2	
	I0622	Statistical Data Mining	2	
	I0674	Interdisciplinary Project*	4	
	T0324	Computer Architecture and Organization	4	
	T0593	Human and Computer Interaction	2/1	
	T1404	Mobile Programming	2/2	
9	I0633	Statistical Quality Control	2/1	12
	I0552	Survival Analysis	2	
	T0053	Web Programming	2/1	
	T0174	Compilation Techniques	4	
10	I0336	Thesis/Final Project	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 202</b>				

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	K0434	Calculus II*	C
4	I0184	Statistical Theory II*	C
5	I0533	Regression Analysis	C
6	I0414	Stochastic Process	C
7	I0584	Multivariate Statistics*	C
8	I0633	Statistical Quality Control	C
9	T0016	Algorithm and Programming*	C
10	T0026	Data Structures*	C
11	T0206	Database Systems	C
12	T0316	Operating System	C
13	T0114	Software Engineering	C
14	I0622	Statistical Data Mining*	C

\*) Tutorial & Multipaper

## 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.

### Vision

A world class department in Computational Mathematics based on ICT

### Mission

The mission of Mathematics 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 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 modeling to solve problem in related fields to be successful applied mathematics career.
3. To prepare students with 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. Able to apply, analyze and solve problems using Fundamental Mathematics, especially in Computer Science.
2. Able to interpret, analyze and create mathematical solution in form of algorithm, and integrate the appropriate Computing Technology for its solution.
3. Able to recognize, apply, appraise various Mathematics
4. Able to apply, analyze, formulate and evaluate using advanced Computational Mathematics.

5. Able to analyze, compose, and assess innovative algorithm in order to solve real problems in many related fields.
6. Able to use and analyze current techniques and skills in order to design and evaluate recent software.

### Prospective Career of the Graduates

The graduates of the study program 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

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	CB412	CB: Self Development	2	20
	K0144	Discrete Mathematics	4	
	T0016	Algorithm and Programming	4/2	
	T0604	Introduction to Information Technology	4	
	K0424	Calculus I	4	
2	CB422	CB: Spiritual Development	2	20
	K0034	Applied Linear Algebra	4	
	G1372	English Entrant	2	
	T0026	Data Structures	4/2	
	I0262	Probability and Statistics	2	
	K0044	Calculus II	4	
3	K0754	Ordinary Differential Equations	2/2	20
	G1382	English in Focus	2	
	T0044	Object Oriented Programming	2/2	
	I0344	Mathematical Statistics I	4	
	K0074	Calculus III	4	
	K0742	Scientific Computing Lab	2	

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	20	
	G1392	English Savvy	2		
	EN001	Entrepreneurship I	2		
	K0762	Numerical Methods I	2		
	I0354	Mathematical Statistics II	4		
	K0784	Geometric Algebra	4		
	K0114	Complex Variable Function	4		
5	CB442	CB: Professional Development	2	20	
	K0902	Interdisciplinary Seminar*	2		
	K0064	Modern Algebra	4		
	K0882	Partial Differential Equations	2		
	K0793	Numerical Methods II	2/1		
	K0803	Computational Number Theory	2/1		
	K0164	Mathematics Programming	4		
6	K0094	Real Analysis	4	20	
	EN002	Entrepreneurship II	2		
	K0892	Applied Mathematics Modeling	2		
	K0824	Fluid Physics	4		
	<b>Elective I**</b>				
	K0852	Computational Fluid Dynamics	2		
	K0863	Computational Geometry	2/1		
	K0813	Computer Vision	2/1		
	K0873	Cryptography	2/1		
	T0114	Software Engineering	4		
T1404	Mobile Programming	4			
7	I0192	Research Methodology	2	20	
	K0914	Interdisciplinary Project*	4		
	K0834	Coding Theory	4		
	K0842	Applied Projective Geometry	2		
	<b>Elective II**</b>				
	T0273	Expert Systems	2/1		
	T0264	Artificial Intelligence	4		
	T0053	Web Programming	2/1		
	T1392	Advanced Object Oriented Programming	2		
	T0293	Neuro Computing	2/1		
T0324	Computer Architecture and Organization	4			
8	K0456	Thesis/Final Project	6	6	
	<b>Mata Kuliah Pilihan</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

\*\*\*) Student choose 8 credits from elective course I

\*\*\*\*) Student choose 8 credits from elective course II

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship	C
3	K0074	Calculus III*	C
4	K0882	Partial Differential Equations	C
5	K0892	Applied Mathematics Modeling*	C
6	K0793	Numerical Methods II*	C
7	K0064	Modern Algebra	C
8	K0863	Computational Geometry	C
9	T0016	Algorithm and Programming*	C
10	T0026	Data Structures*	C

\*) Tutorial and Multipaper

## 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.

### Vision

A world class department in Computational Statistics based on ICT.

### Mission

The mission of 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 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. Able to apply, analyze and solve problems using Fundamental Statistics.
2. Able to interpret, analyze, and create statistical solution in form of algorithm, using appropriate Database Technology.
3. Able to recognize, apply, and appraise statistical process
4. Able to apply, analyze, formulate and evaluate problem in marketing research using advanced Computational Statistics.
5. Able to create and assess innovative database solution in order to solve real problems in economics and business.
6. Able to design, and evaluate data warehouse and data mining.

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

The graduates of the study program 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**

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 Machinerics), 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	CB412	CB: Self Development	2	20
	K0424	Calculus I	4	
	T0016	Algorithm and Programming	4/2	
	T0604	Introduction to Information Technology	4	
	K0144	Discrete Mathematics	4	
2	CB422	CB: Spiritual Development	2	20
	K0034	Applied Linear Algebra	4	
	G1372	English Entrant	2	
	T0026	Data Structures	4/2	
	I0262	Probability and Statistics	2	
	K0434	Calculus II	4	
3	G1382	English in Focus	2	20
	I0372	Matrix Algebra for Statistics	2	
	I0164	Statistical Theory I	4	
	I0512	Statistical Computing Lab	2	
	T0044	Object Oriented Programming	2/2	
	I0522	Numerical Methods for Statistics	2	
	I0422	Non Parametric Statistics	2	
	I0642	Sampling Techniques	2	
4	CB432	CB: Interpersonal Development	2	20
	I0533	Regression Analysis	2/1	
	EN001	Entrepreneurship I	2	
	J0594	Economics Theory	4	
	G1392	English Savvy	2	
	I0184	Statistical Theory II	4	
	I0633	Statistical Quality Control	2/1	
5	CB442	CB: Professional Development	2	20
	I0414	Stochastic Process	4	
	I0482	Linear Model	2	
	I0593	Econometrics	2/1	
	I0563	Time Series Analysis	2/1	
	I0662	Interdisciplinary Seminar*	2	
	I0054	Design and Analysis of Experiments	4	

Sem	Code	Course Name	SCU	Total	
6	I0652	Statistical Marketing Research	2	20	
	K0654	Mathematics of Finance	4		
	I0584	Multivariate Statistics	4		
	EN002	Entrepreneurship II	2		
	<b>Elective Courses I**</b>				
	I0152	Simulation Techniques	2		
	I0492	Categorical Data Analysis	2		
	I0572	Risk Theory	2		
	I0612	Structural Equation Modeling	2		
	I0622	Statistical Data Mining	2		
	I0552	Survival Analysis	2		
	T1404	Mobile Programming	2/2		
7	I0605	Actuarial Mathematics	4/1	20	
	T0773	Database Design	2/1		
	I0674	Interdisciplinary Project *	4		
	<b>Elective Courses II***</b>				
	T0152	Programming Language Concepts	2		
	T0264	Artificial Intelligence	4		
	T0053	Web Programming	2/1		
	T1392	Advanced Object Oriented Programming	2		
8	I0336	Thesis/Final Project	6	6	
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

\*\*\*) Student choose 8 credits from elective course I

\*\*\*\*) Student choose 8 credits from elective course II



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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	K0434	Calculus II*	C
4	I0184	Statistical Theory II*	C
5	I0533	Regression Analysis	C
6	I0414	Stochastic Process	C
7	I0584	Multivariate Statistics*	C
8	I0633	Statistical Quality Control	C
9	T0016	Algorithm and Programming*	C
10	T0026	Data Structures*	C

\*) Tutorial & Multipaper

## **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 System now manages the study programs under STMIK BINA NUSANTARA.

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

Domain of Studies at School of Information system are IT and Business. All programs under School of Information System 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 supports staff, records, communication, and the information technology that together helps develop the business operation as well as assisting with problem solving and management decision 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: development, methods and equipment (language programming and database) and also information system management.

#### **Vision**

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

#### **Mission**

The mission of Information System 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 System 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 system 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 System 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 System 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 in the following:

1. Corporate Information Systems
2. Database and E-Business
3. Information System Department
4. Information System Development Project
5. Programmer Analyst
6. System Support
7. System Design
8. Database Administrator
9. IT/IS Consultant
10. 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 - namely ISSC'99 (Information System-Centric Curriculum '99 for educating the Next generation of Information Systems Specialists, in collaboration with industry), IS 2002 (Model curriculum and guidelines for undergraduate degree program in Information system) ACM and AIS, MSIS 2000 (Model curriculum and guidelines for undergraduate degree program in Information System) ACM and AIS, 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/Information Technology
2. Organization, Management, and Character Building
3. Information Systems Development and its Implementation
4. Mathematics and Research
5. Concentration Subject of Strategic Information System, Business Intelligence and E-Business

## Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	A0354	Accounting	4	
	J0712	Introduction to Business	2	
	M0014	Information System Concept	4	
	T0622	Introduction to Information Technology	2	
	I0284	Statistics	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	J0562	Management	2	
	M0034	Information and Business Process	4	
	T1446	Algorithm and Programming	2/4	
	G1382	English in Focus	2	
	M0054	Information System Development	2/2	
3	H0532	Computer Network	2	24
	M0892	Management Information System	2	
	G1392	English Savvy	2	
	EN001	Entrepreneurship I	2	
	M0086	Information System Analysis and Design	4/2	
	T1456	Object Oriented Programming	2/4	
	M0564	Introduction to Database Systems	2/2	

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	24	
	T0084	Human and Computer Interaction	2/2		
	M1006	Advanced Information System Analysis and Design*	4/2		
	T1464	Programming for Business	2/2		
	<b>Stream : Business Intelligence</b>				
	M0724	Business Intelligence	4		
	M0174	Object Oriented Database	4		
	<b>Stream : Strategic Information System</b>				
	M0164	End-User Information System	4		
	M0154	Management Support System	4		
	<b>Stream : E-Business</b>				
	M0204	eBusiness Concept	4		
	M0284	Technology and Infrastructure of eBusiness	4		
	<b>Stream : Applied ERP</b>				
	M0734	Business Process Reengineering	4		
	M0594	Enterprise System	4		
	<b>Stream : Applied Database</b>				
	M0724	Business Intelligence	4		
M0174	Object Oriented Database	4			
5	EN002	Entrepreneurship II	2	20	
	M0114	Web-Based Programming	2/2		
	M1016	Information System Minor Project*	6		
	<b>Stream : Business Intelligence</b>				
	M0574	Decision Support System	4		
	M0754	Database Design	4		
	<b>Stream : Strategic Information System</b>				
	M0734	Business Process Reengineering	4		
	M0594	Enterprise System	4		
	<b>Stream : E-Business</b>				
	M0764	E-Business Marketing	4		
	M0294	eBusiness Analysis and Design	4		
	<b>Stream : Applied ERP</b>				
	M0954	Applied ERP I	4		
	M0244	Information System Strategic Planning	4		
	<b>Stream : Applied Database</b>				
	M0924	Applied Database I	4		
	M0754	Database Design	4		

Sem	Code	Course Name	SCU	Total	
6	I0192	Research Methodology	2	22	
	M0134	Project Management	4		
	M1022	Advanced Topics in Information System	2		
	K0442	Quantitative Methods	2		
	M0232	Testing and Implementation	2		
	<b>Stream : Business Intelligence</b>				
	M0744	Database Management	2/2		
	M0774	Data Warehouse	4		
	M0782	Text Mining Concept	2		
	<b>Stream : Strategic Information System</b>				
	M0624	Information Technology Valuation	4		
	M0244	Information System Strategic Planning	4		
	M0792	Information System Security	2		
	<b>Stream : E-Business</b>				
	M0804	E-Learning	4		
	M0884	Advanced Web-Based Programming	2/2		
	M0812	E-Business Security	2		
	<b>Stream : Applied ERP</b>				
	M0962	Applied ERP II	2		
	M0972	Applied ERP III	2		
	M0792	Information System Security	2		
	M0304	Corporate Information System Management	4		
	<b>Stream : Applied Database</b>				
	M0934	Applied Database II	4		
M0774	Data Warehouse	4			
M0782	Text Mining Concept	2			
7	CB442	CB: Professional Development	2	10	
	M0224	Knowledge Management	4		
	<b>Stream : Business Intelligence</b>				
	M0824	Data Mining	4		
	<b>Stream : Strategic Information System</b>				
	M0304	Corporate Information System Management	4		
	<b>Stream : E-Business</b>				
	M0834	E-Business Strategy	4		
	<b>Stream : Applied ERP</b>				
	M0982	Applied ERP IV	2		
	M0992	Applied ERP V	2		
	<b>Stream : Applied Database</b>				
M0944	Applied Database III	4			

Sem	Code	Course Name	SCU	Total
8	M0336	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	M0014	Information System Concept*	C
4	M0086	Information System Analysis and Design*	C
5	M0564	Introduction to Database Systems	C
6	M0134	Project Management	C
<b>Stream</b>			
<b>Business Intelligence</b>			
7	M0724	Business Intelligence	C
8	M0754	Database Design*	C
<b>Strategic Information Systems</b>			
7	M0244	Information System Strategic Planning*	C
8	M0304	Corporate Information System Management	C
<b>E -Business</b>			
7	M0204	eBusiness Concept	C
8	M0294	eBusiness Analysis and Design*	C
<b>Applied ERP</b>			
7	M0594	Enterprise System	C
8	M0244	Information System Strategic Planning*	C
<b>Applied Database</b>			
7	M0724	Business Intelligence	C
8	M0754	Database Design*	C

\*) Tutorial & Multipaper

## Information System Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	A0354	Accounting	4	
	M0014	Information System Concept	4	
	T0622	Introduction to Information Technology	2	
	T1446	Algorithm and Programming	2/4	
	G1982	English Access	2	
2	CB422	CB: Spiritual Development	2	20
	G1992	English Global	2	
	J0712	Introduction to Business	2	
	M0034	Information and Business Process	4	
	T1456	Object Oriented Programming	2/4	
	M0054	Information System Development	2/2	
3	G2002	English for Academic Writing	2	24
	M0892	Management Information System	2	
	EN001	Entrepreneurship I	2	
	M0086	Information System Analysis and Design	4/2	
	M0564	Introduction to Database Systems	2/2	
	T0084	Human and Computer Interaction	2/2	
	T1464	Programming for Business	2/2	
4	CB432	CB: Interpersonal Development	2	24
	H0532	Computer Network	2	
	I0192	Research Methodology	2	
	M0114	Web Based Programming	2/2	
	M1006	Advanced Information System Analysis and Design	4/2	
	M0204	eBusiness Concept	4	
	M0284	Technology and Infrastructure of eBusiness	4	
5 Study Abroad	I0284	Statistics/Elective Course	4	16
	J0562	Management/Elective Course	2	
	M1022	Advanced Topics in Information System/Elective Course	2	
	M0804	E-Learning/Elective Course	4	
	M0764	E-Business Marketing/Elective Course	4	



Sem	Code	Course Name	SCU	Total
6	K0442	Quantitative Methods	2	22
	M0232	Testing and Implementation	2	
	M0294	eBusiness Analysis and Design	4	
	M0884	Advanced Web-Based Programming	2/2	
	M1016	Information System Minor Project*	6	
	EN002	Entrepreneurship II	2	
7	M0812	E-Business Security	2	14
	CB442	CB: Professional Development	2	
	M0134	Project Management	4	
	M0224	Knowledge Management	4	
8	M0834	E-Business Strategy	4	6
	M0336	Thesis	6	
<b>TOTAL CREDIT 146 SCU</b>				

(\*) = Entrepreneurship Embedded Course

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	M0014	Information System Concept*	C
4	M0086	Information System Analysis and Design*	C
5	M0564	Introduction to Database Systems	C
6	M0134	Project Management	C
7	M0204	eBusiness Concept	C
8	M0294	eBusiness Analysis and Design*	C

\*) Tutorial & Multipaper

## 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 system 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 – D3 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 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 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 themselves 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	F1474	Accounting Principles I	2/2	20
	CB412	CB: Self Development	2	
	T0622	Introduction to Information Technology	2	
	F1484	Accounting Principles II	2/2	
	CB422	CB: Spiritual Development	2	
	T2036	Algorithm and Object Oriented Programming Method I	2/4	
2	T2046	Algorithm and Object Oriented Programming Method II	2/4	20
	F1494	Intermediate Accounting I	2/2	
	CB432	CB: Interpersonal Development	2	
	M1052	Information System Concept	2	
	EN001	Entrepreneurship I	2	
	F1504	Intermediate Accounting II	2/2	
3	M0054	Information System Development	2/2	24
	M0564	Introduction to Database System	2/2	
	F1514	Cost Accounting I	2/2	
	M1032	Information and Business Process	2	
	F1524	Cost Accounting II	2/2	
	G2014	English Professional	4	
	EN002	Entrepreneurship II	2	
4	A0226	Accounting Information Systems	4/2	24
	F1534	Advanced Accounting I	2/2	
	M1044	Project Management	2/2	
	T2052	Web Programming	2	
	A1072	Professional Ethics	2	
	I0192	Research Methodology	2	
	F1544	Advanced Accounting II	2/2	
5	F1554	Taxation Accounting	2/2	16
	A1564	Internship	4	
	A1574	Financial Management	2/2	
	A1586	Corporate Budgeting	2/2	
6	A1593	Final Project 1	3	6
	A1603	Final Project 2	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	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	F1474	Accounting Principles I	C
4	T2046	Algorithm and Object Oriented Programming Method II	C
5	M1052	Information System Concept	C
6	M1032	Information and Business Process	C
7	A0226	Accounting Information Systems	C
8	A1072	Professional Ethics	C

## Accounting Information Systems

### Introduction

Today's successful IT organization cannot be hierarchical. It must be fluid team based, and driven by roles and skills. Problems must be "swarmed", an project or crisis teams often must be assembled on a just-in-time, ad hoc basis to ensure that the right skills are in place to deliver service on time, on budget, an to the right user constituency.

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 Business : A Survival Guide for CEOs, John Wiley and Sons, Inc.)

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.

Historically, information systems programs prepared students to work with functionally oriented business applications such as payroll, accounts receivables, inventory management, etc. on the technology side, IS students could expect to become familiar with computer applications related to these traditional business areas. (Computing Curricula 2005, Information System).

The level of investment in IT is significant and continues to increase. Few organizations could operate for long today without their IT infrastructure. IT enabled business investments, when managed well within an effective governance framework, provide organizations with significant opportunities to create value. (ITGI, Enterprise Value : Governance of IT Investment, 2006).

Computerized Accounting program which is a stream under information systems study program is considered to handle the above matters, as its outcomes are expected to be able to master accounting field and also information technology for doing its function.

## **Vision**

A program of choice in Computerized Accounting which specializes in Accounting Information Systems and IT Investment, is recognized internationally, champions innovation and delivers graduates with international qualifications.

## **Mission**

The mission of Accounting Information System 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 ICT Investment and valuation, 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. Analyze accounting information and business processes requirements
2. Produce a framework for Information system design
3. Evaluate accounting processes in specific industries
4. Construct an information technology budget and portfolio for an enterprise and assess information technology investment performance.
5. Calculate IT investment based on IT best practices in the industry
6. Recommend integrated business systems.

### Prospective Career of the Graduates

Work domains for the graduates of Accounting Information program are:

1. System developer in the System analyst, System designer, System development project team leader
2. Business consultant in consulting company
3. Management development program in a service, commerce, or industry
4. Financial evaluator or controller in a public company
5. Working in government institution or non-profit organization
6. Instructor or lecturer in the education institution
7. Working in research area
8. Develop entrepreneurship

### Curriculum

In the academic instruction activities, Accounting Information System program develops the science and arrange its courses in groups:

- Accounting Information System
- Information Technology / Information System Investment

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	A1214	Accounting Principles	4	
	I0262	Probability and Statistics	2	
	J0084	Introduction to Management and Business	4	
	M0014	Information System Concept	4	
	T0622	Introduction to Information Technology	2	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	F0632	Accounting Software Package	2	
	M0034	Information and Business Process	4	
	T1446	Algorithm and Programming	2/4	
	G1382	English in Focus	2	
	M0054	Information System Development	2/2	
3	A0144	Financial Management	4	24
	T1456	Object Oriented Programming	2/4	
	G1392	English Savvy	2	
	EN001	Entrepreneurship I	2	
	M0086	Information System Analysis and Design	4/2	
	T0084	Human and Computer Interaction	2/2	

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	24	
	H0532	Computer Network	2		
	M0564	Introduction to Database Systems	2/2		
	A1416	Accounting Information System*	4/2		
	T1464	Programming for Business	2/2		
	M0892	Management Information System	2		
	<b>Stream : Accounting Information System</b>				
	A0934	Manufacturing Information System	4		
	<b>Stream : IT/IS Investment</b>				
	A0784	Information Technology Investment Strategy	4		
5	CB442	CB: Professional Development	2	24	
	A0214	Information Systems Audit	4		
	A1054	Cost Accounting	4		
	M0126	Advanced Information System Analysis and Design	4/2		
	M0134	Project Management	4		
	EN002	Entrepreneurship II	2		
	<b>Stream : Accounting Information System</b>				
	A0882	Accounting Information System - Advance Topic	2		
	<b>Stream : IT/IS Investment</b>				
	A0872	IT/IS Investment - Advance Topic	2		
6	A0572	Taxation	2	22	
	I0192	Research Methodology	2		
	M0114	Web Based Programming	2/2		
	M0224	Knowledge Management	4		
	M0232	Testing and Implementation	2		
	<b>Stream : Accounting Information System</b>				
	A1424	Accounting Information System Minor Project*	4		
	A0854	IT Cost Management	4		
	<b>Stream : IT/IS Investment</b>				
	A0824	Information Technology Investment Portfolio	4		
A1434	IT/IS Investment Minor Project*	4			
7	K0442	Quantitative Methods	2	6	
	<b>Stream : Accounting Information System</b>				
	A0964	Information Technology Strategic Management	4		
	<b>Stream : IT/IS Investment</b>				
A0914	IT Investment Management	4			
8	A0676	Thesis	6	6	
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
G1412	English for Written Business Communication	2			
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded



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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	A0214	Information Systems Audit	C
4	A1416	Accounting Information System*	C
5	M0086	Information System Analysis and Design*	C
6	M0034	Information and Business Process*	C
<b>Stream</b>			
<b>IT/IS Investment</b>			
7	A0914	IT Investment Management	C
8	A0824	Information Technology Investment Portfolio	C
<b>Accounting Information Systems</b>			
7	A0934	Manufacturing Information System	C
8	A0854	IT Cost Management	C

\*) Tutorial & Multipaper

## 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 programme in Information Systems Audit to pursuit the innovation and enterprise in IT auditing and Assurance.

## Mission

The mission of Information System 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 System Audit, IT management, information system development to become a professional IT auditor or practicing consultant and preparing them for continuing for advanced degrees.
2. Conducting professional services which focus on information system audit on national or international standards, with an emphasis on the application of knowledge to society.
3. Recognizing and rewarding the most talented graduates by promoting them in global industry.
4. Improving the quality of life in Indonesia and the international community through information systems audit sharing knowledge to society
5. Conducting intensive applied research activities in information system audit through 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 System Framework
2. Analyze information requirements and business processes.
3. Design systems that are aligned with organizational goals.
4. Demonstrate knowledge necessary to provide information system (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 systems are protected and controlled
5. Demonstrate knowledge of protection the 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 information technology

### Prospective Career of the Graduates

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

- IS Auditor
- IS Risk Management and Assurance
- IS Management Advisory
- Internal Auditor
- IS Security Consultant

### Curriculum

Information System Audit curriculum has developed according to ACM – Information System 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	CB412	CB: Self Development	2	20
	M0014	Information System Concept	4	
	T0622	Introduction to Information Technology	2	
	A1214	Accounting Principles	4	
	A1252	Operational Audit	2	
	M0374	Management Information Systems	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	H0532	Computer Network	2	
	M0034	Information and Business Process	4	
	T1446	Algorithm and Programming	2/4	
	G1382	English in Focus	2	
	M0054	Information System Development	2/2	
3	A1274	Information System Audit Fundamental	4	24
	A1284	IS Strategy	4	
	A1294	IS Risk Management	4	
	A0572	Taxation	2	
	G1392	English Savvy	2	
	EN001	Entrepreneurship I	2	
	M0086	Information System Analysis and Design	4/2	

Sem	Code	Course Name	SCU	Total
4	CB432	CB: Interpersonal Development	2	24
	M0564	Introduction to Database Systems	2/2	
	A0144	Financial Management	4	
	A1416	Accounting Information System*	4/2	
	A0294	Advanced Information System Audit	4	
	A0844	Introduction to IT Governance	4	
5	CB442	CB: Professional Development	2	22
	A1304	IS Control	4	
	EN002	Entrepreneurship II	2	
	M0844	Information System Security	4	
	A1314	Business Continuity and Disaster Recovery	4	
	A1264	Financial Audit	4	
	M0232	Testing and Implementation	2	
6	A0862	Information System Audit - Advance Topic	2	22
	I0284	Statistics	4	
	M0134	Project Management	4	
	I0192	Research Methodology	2	
	A1322	Computer Assisted Audit Techniques	2	
	A0894	Information Quality Assurance	4	
	A1444	Information System Audit Minor Project*	4	
7	A0274	Managing Information System Audit Function	4	8
	M0224	Knowledge Management	4	
8	A1336	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	A1274	Information System Audit Fundamental*	C
4	A1294	IS Risk Management	C
5	A0844	Introduction to IT Governance*	C
6	M0844	Information System Security	C
7	A0294	Advanced Information System Audit	C
8	A0894	Information Quality Assurance*	C

\*) Tutorial & Multipaper

## 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 System 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. Improving 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 enable them to develop a corporate information systems in specific industries.

### **Graduate Competency**

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

1. Generate financial reports based on Accepted Standards.
2. Apply audit rules and analyze the financial performance to support planning, controlling and decision making.
3. Analyze information requirements and business processes.
4. Design systems that are aligned with organizational goals.
5. Analyze the Business Process Requirements of Corporate Financial Information Systems (CFIS)
6. Propose a Financial Business Process.

### **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 curriculum is arranged in such a way by benchmarking to the curricula of Accounting and Information System Study Program of reputable foreign universities in Accounting and Information Systems.

The curriculum focuses in :

1. Accounting and Finance
2. Taxation
3. Auditing
4. Information systems and Information technology
5. Organization, Management and Character building

## Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB : Self Development	2	20
	F0014	Introduction to Accounting I	4	
	F0542	General Management	2	
	O0134	Statistics	4	
	M0014	Information System Concept	4	
	T0622	Introduction to Information Technology	2	
	G1372	English Entrant	2	
2	F0024	Introduction to Accounting II	4	20
	M0034	Information and Business Process	4	
	G1382	English In Focus	2	
	M0054	Information System Development	2/2	
	T0974	Algorithm and Object Oriented Programming Methods I	2/2	
	CB422	CB : Spiritual Development	2	
3	J0572	Economics Mathematics	2	24
	T0984	Algorithm and Object Oriented Programming Methods II	2/2	
	F0044	Financial Accounting I	4	
	F0562	Introduction to Computer Application, Lab.	2	
	K0442	Quantitative Methods	2	
	M0892	Management Information System	2	
	G1392	English Savvy	2	
	M0086	Information System Analysis and Design	4/2	
4	CB432	CB: Interpersonal Development	2	24
	F0054	Financial Accounting II	4	
	M0864	Programming I	2/2	
	F1054	Introduction to Taxation	4	
	F1064	Cost Accounting	4	
	M0126	Advanced Information System Analysis and Design	4/2	
5	CB442	CB: Professional Development	2	24
	EN001	Entrepreneurship I	2	
	M0564	Introduction to Database Systems	2/2	
	F0812	Accounting Theory	2	
	F1074	Managerial Accounting	4	
	M0874	Programming II	2/2	
	I0192	Research Methodology	2	
	T0084	Human and Computer Interaction	2/2	

Sem	Code	Course Name	SCU	Total
6	F1134	Accounting for Complex Financial Transactions	4	24
	F1142	Business Valuation and Analysis	2	
	F1084	Advanced Taxation	4	
	M0134	Project Management	4	
	M0754	Database Design	4	
	A1452	Interdisciplinary Seminar *	2	
	A1244	Introduction to Financial Planning	4	
7	EN002	Entrepreneurship II	2	24
	J0594	Economics Theory	4	
	A1224	Risk Management For Project Management	4	
	F0274	Corporate Financial Management	4	
	F1014	Financial Audit I	4	
	H0532	Computer Network	2	
	F0942	Management Control System	2	
	M0232	Testing and Implementation	2	
8	A1464	Interdisciplinary Project*	4	24
	T1404	Mobile Programming	2/2	
	M0154	Management Support System	4	
	M0224	Knowledge Management	4	
	F1024	Financial Audit II	4	
	A1534	IT Strategic Management	4	
9	F1242	Method and Practice of Auditing	2	10
	A1544	Business Process Management	4	
	A1554	Business Intelligence for Accounting	4	
10	F0596	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
			<b>TOTAL CREDIT 200</b>	

\*) Entrepreneurship Embedded



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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	M0014	Information System Concept*	C
4	M0086	Information System Analysis and Design*	C
5	M0564	Introduction to Database Systems*	C
6	M0134	Project Management	C
7	T0974	Algorithm and Object Oriented Programming Methods I	C
8	T0084	Human and Computer Interaction	C
9	F0024	Introduction to Accounting II*	C
10	F1074	Managerial Accounting*	C
11	F0274	Corporate Financial Management	C
12	F1024	Financial Audit II*	C
13	F0812	Accounting Theory	C
14	M0034	Information and Business Process	C

\*) Tutorial & Multipaper

### 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 programs within, they are: Single degree programs which consist of Management (S1 - SE), International Marketing (S1 - SE), International Business (S1 - SE) and Double Degree programs of Management & Industrial Engineering (S1 - SE & ST) and Management & Information Systems (S1 - SE & S.Kom). 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 and 2011 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 of looking at various business problems. The principles, approaches, and conclusions derived from the study of marketing form 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.

The Double degree programs were established in 1998. These programs enable students to earned two degrees in five years. The curriculums are designed with a uniqueness rather than as a sum of two study programs, hence the curriculums prepare students to be equipped to enter and develop careers; for Management-Information Systems double degrees it means careers including in but not restricted to information technology and management, and also in health care information systems related; while for Management-Industrial Engineering degrees it means careers including in but not restricted to financial engineering and management, and also production and logistics management.

## **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	CB412	CB: Self Development	2	20
	J0084	Introduction to Management and Business	4	
	J0254	Introduction to Accounting	4	
	K0644	Business Mathematics	4	
	G1372	English Entrant	2	
	J0282	Introduction to Information Technology	2	
	J0292	Computer Laboratory I	2	
2	CB422	CB: Spiritual Development	2	20
	J0024	Microeconomics	4	
	J0114	Marketing Management	4	
	M0374	Management Information Systems	4	
	J1562	Business Statistic I	2	
	G1382	English in Focus	2	
	J0302	Computer Laboratory II	2	

Sem	Code	Course Name	SCU	Total	
3	J0034	Macroeconomics	4	22	
	A0144	Financial Management	4		
	J0124	Human Resources Management	4		
	J0434	Managerial Economics	4		
	G1392	English Savvy	2		
	<b>Stream : Business and Organization</b>				
	J1582	Introduction to Psychology	2		
	J1592	Organization Behaviour	2		
	<b>Stream : Entrepreneurship</b>				
	J0754	Managing Entrepreneurial Organization	4		
	<b>Stream : E-Business</b>				
J0324	eBusiness System	4			
4	CB432	CB: Interpersonal Development	2	22	
	J1522	Legal Aspect in Economics	2		
	J0334	International Business	4		
	F0254	Managerial Accounting	4		
	EN001	Entrepreneurship I	2		
	<b>Stream : Business and Organization</b>				
	J0744	Management and Organization	4		
	J1604	Management Science	4		
	<b>Stream : Entrepreneurship</b>				
	J0782	Global Entrepreneurial Leadership	2		
	J1186	Quantitative Business Analysis	4/2		
	<b>Stream : E-Business</b>				
	J0524	Website Design	2/2		
J0794	eCorporation Management	4			
5	CB442	CB: Professional Development	2	21/23/23	
	J1574	Business Statistics II	2/2		
	J0444	Operational Management	4		
	J0612	Business Communication	2		
	<b>Stream : Business and Organization</b>				
	J1653	Organization Culture and Power *	3		
	J1832	Industrial and Organization Psychology	2		
	J0134	Strategic Management	4		
	<b>Stream : Entrepreneurship</b>				
	J0832	Entrepreneurial Finance	2		
	J0134	Strategic Management	4		
	J1665	Entrepreneurial Marketing *	5		
	<b>Stream : E-Business</b>				
	J1673	Analysis on eBusiness Investment*	3		
	J0974	Database	2/2		
J1614	eBusiness Strategy and Implementation	4			

Sem	Code	Course Name	SCU	Total	
6	J0894	Research Methodology	4	20/18/18	
	EN002	Entrepreneurship II	2		
	<b>Stream : Business and Organization</b>				
	J0764	Leadership & Managing Human Capital in Organization	4		
	J0494	Change Management	4		
	J1844	Compensation and Performance Management	4		
	J1622	International Human Resource Management	2		
	<b>Stream : Entrepreneurship</b>				
	J0942	Advanced Topics in Entrepreneurship	2		
	J0934	Sustainability Management	4		
	J0704	Business Plan	4		
	J0952	Financing and Credit Institution	2		
	<b>Stream : E-Business</b>				
	J0912	Knowledge Management	2		
	J1092	Advanced Topics in eBusiness	2		
	J0494	Change Management	4		
J1104	Strategic Information System	4			
7	J1202	Cross Cultural Management	2	15	
	<b>Stream : Business and Organization</b>				
	J1032	Corporate Governance	2		
	J1042	Advanced Topics in Business and Organization	2		
	J1634	Strategic Human Resource Management	4		
	J1685	Business and Organization Seminar*	5		
	<b>Stream : Entrepreneurship</b>				
	J1064	Entrepreneurship Seminar	4		
	J1644	Managing Innovation	4		
	J1693	Salesmanship and Merchandising*	3		
	J1072	Lab. Business Plan	2		
	<b>Stream : E-Business</b>				
	J1644	Managing Innovation	4		
J1114	eBusiness Seminar	4			
J1705	e-Marketing and e-CRM*	5			
8	J0366	Thesis	6	6	
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship embedded

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

Subject		Credits	Subject		Credits
F0254	Managerial Accounting	4	J0254	Introduction to Accounting	4
J0366	Thesis	6	J0894	Research Methodology	4
<b>Scream : Business &amp; Organization</b>					
J0134	Strategic Management	4	J0124	Human Resources Management	4
J1844	Compensation and Performance Management	4	J0744	Management and Organization	4
<b>Scream : Entrepreneurship</b>					
J0754	Managing Entrepreneurial Organization	4	J0084	Introduction to Management and Business	4
J0952	Financing and Credit Institution	2	A0144	Financial Management	4
<b>Scream : E'Business</b>					
J1104	Strategic Information System	4	M0374	Management Information Systems	4
J1614	eBusiness Strategy and Implementation	4	J0324	eBusiness System	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management *	C
6	J0024	Microeconomics	C
<b>Stream</b>			
<b>Business and Organization</b>			
7	J0744	Management and Organization*	C
8	J1653	Organization Culture and Power*	C
<b>Entrepreneurship</b>			
7	J0704	Business Plan*	C
8	J1665	Entrepreneurial Marketing*	C
<b>E-Business</b>			
7	J0324	eBusiness System*	C
8	J1614	eBusiness Strategy and Implementation*	C

\*)Tutorial & Multipaper

## Management Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	J0084	Introduction to Management and Business	4	
	J0254	Introduction to Accounting	4	
	K0644	Business Mathematics	4	
	G1982	English Access	2	
	J0282	Introduction to Information Technology	2	
	J0292	Computer Laboratory I	2	
2	CB422	CB: Spiritual Development	2	20
	J0024	Microeconomics	4	
	J0114	Marketing Management	4	
	M0374	Management Information Systems	4	
	J1562	Business Statistic I	2	
	G1992	English Global	2	
	J0302	Computer Laboratory II	2	
3	J0034	Macroeconomics	4	22
	A0144	Financial Management	4	
	J0124	Human Resources Management	4	
	J0434	Managerial Economics	4	
	G2002	English for Academic Writing	2	
	J1582	Introduction to Psychology	2	
	J1592	Organization Behaviour	2	
4	CB432	CB: Interpersonal Development	2	22
	J1522	Legal Aspect in Economics	2	
	J0334	International Business	4	
	F0254	Managerial Accounting	4	
	EN001	Entrepreneurship I	2	
	J0744	Management and Organization	4	
	J1604	Management Science	4	



Sem	Code	Course Name	SCU	Total
5	CB442	CB: Professional Development	2	21
	J0894	Research Methodology	4	
	J1574	Business Statistics II	2/2	
	J0444	Operational Management	4	
	J0612	Business Communication	2	
	J1653	Organization Culture and Power*	3	
	J1832	Industrial and Organization Psychology	2	
6 Study Abroad	J0764	Leadership & Managing Human Capital in Organization/Elective Course	4	18
	J0494	Change Management/Elective Course	4	
	J1844	Compensation and Performance Management/Elective Course	4	
	J1622	International Human Resource Management/Elective Course	2	
	J0134	Strategic Management/Elective Course	4	
7	EN002	Entrepreneurship II	2	17
	J1202	Cross Cultural Management	2	
	J1032	Corporate Governance	2	
	J1042	Advanced Topics in Business and Organization	2	
	J1634	Strategic Human Resource Management	4	
	J1685	Business and Organization Seminar*	5	
8	J0366	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) Entrepreneurship Embedded

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

Subject		Credits	Prerequisites		Credits
F0254	Managerial Accounting	4	J0254	Introduction to Accounting	4
J0366	Thesis	6	J0894	Research Methodology	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management *	C
6	J0024	Microeconomics	C
7	J0744	Management and Organization *	C
8	J1653	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	CB412	CB: Self Development	2	20	
	J0084	Introduction to Management and Business	4		
	J0254	Introduction to Accounting	4		
	K0644	Business Mathematics	4		
	J0612	Business Communication	2		
	J0292	Computer Laboratory I	2		
	G1372	English Entrant	2		
2	CB422	CB: Spiritual Development	2	20	
	J0024	Microeconomics	4		
	J0114	Marketing Management	4		
	M0374	Management Information Systems	4		
	J1562	Business Statistic I	2		
	J0302	Computer Laboratory II	2		
	<b>Elective Courses : Foreign Language I**</b>				
	J1852	Chinese Language I	2		
	J1862	Korean Language I	2		
3	J0034	Macroeconomics	4	22	
	J0124	Human Resources Management	4		
	J1522	Legal Aspect in Economic	2		
	J0434	Managerial Economics	4		
	J0384	Consumer Behavior	4		
	J1972	Introduction to International Retail Marketing	2		
	<b>Elective Courses : Foreign Language II**</b>				
	J1872	Chinese Language II	2		
	J1882	Korean Language II	2		
4	CB432	CB: Interpersonal Development	2	22	
	EN001	Entrepreneurship I	2		
	J1444	Global Supply Chain Management	4		
	A0144	Financial Management	4		
	J1604	Management Science	4		
	J1354	International Marketing	4		
	<b>Elective Courses : Foreign Language III**</b>				
	J1892	Chinese Language III	2		
	J1902	Korean Language III	2		
5	CB442	CB: Professional Development	2	22	
	J1324	eMarketing Management	4		
	J1574	Business Statistic II	2/2		
	J1714	Product and Project*	4		
	J0444	Operational Management	4		
	J1942	Pricing Strategy and Project	2		
	J1952	IMC & Project	2		

Sem	Code	Course Name	SCU	Total
6	EN002	Entrepreneurship II	2	22
	J0504	Marketing Strategy	4	
	J1014	Marketing Research	2/2	
	J1022	Selling and Sales Management	2	
	J1964	Service Management	4	
	F0254	Managerial Accounting	4	
	J1362	International Marketing Seminar	2	
7	J1202	Cross Cultural Management	2	12
	J1122	Customer Relationship Management	2	
	J1822	International Trade	2	
	J1484	Strategic Alliance Management	4	
	J1722	Project Retail Management *	2	
8	J1396	Thesis	6	6
<b>TOTAL CREDIT</b>			<b>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

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

Subject		Credits	Subject		Credits
J1354	International Marketing	4	J0114	Marketing Management	4
A0144	Financial Management	4	J0084	Introduction to Management and Business	4
J1396	Thesis	6	J1014	Marketing Research	2/2
J0504	Marketing Strategy	4	J0114	Marketing Management	4
			J0384	Consumer Behavior	4
J1014	Marketing Research	2/2	J1562	Business Statistic I	2

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management*	C
6	J0024	Microeconomics	C
7	J1354	International Marketing*	C
8	J0504	Marketing Strategy*	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 from universities abroad
- Global Learning System
- Collaboration Learning

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	G1372	English Entrant	2		
	J0334	International Business	4		
	J0084	Introduction to Management and Business	4		
	K0644	Business Mathematics	4		
	J0282	Introduction to Information Technology	2		
	J0292	Computer Laboratory I	2		
2	CB422	CB: Spiritual Development	2	20	
	J0024	Microeconomics	4		
	J1402	Law in International Business	2		
	J0114	Marketing Management	4		
	J0302	Computer Laboratory II	2		
	J1562	Business Statistic I	2		
	J1822	International Trade	2		
	<b>Elective Courses : Foreign Language I</b>				
	J1852	Chinese Language I	2		
	J1862	Korean Language I	2		



Sem	Code	Course Name	SCU	Total	
3	J0124	Human Resources Management	4	22	
	J1522	Legal Aspect in Economic	2		
	J1434	Export-Import Management***	4		
	J1414	Political Economy	4		
	J0034	Macroeconomics	4		
	J1922	Introduction to Accounting I	2		
	<b>Elective Courses : Foreign Language II**</b>				
	J1872	Chinese Language II	2		
	J1882	Korean Language II	2		
4	CB432	CB: Interpersonal Development	2	22	
	EN001	Entrepreneurship I	2		
	J1354	International Marketing	4		
	J1452	Export-Import Policy***	2		
	J0224	Business Quantitative Methods	4		
	M0374	Management Information Systems	4		
	J1932	Introduction to Accounting II	2		
	<b>Elective Courses : Foreign Language III**</b>				
	J1892	Chinese Language III	2		
J1902	Korean Language III	2			
5	CB442	CB: Professional Development	2	22	
	J0434	Managerial Economics	4		
	J1462	Export-Import Documentation & Standardization***	2		
	J1542	International Business Project I*	2		
	J1574	Business Statistic II	2/2		
	J0444	Operational Management	4		
	F0254	Managerial Accounting	4		
6	J1914	Research Methods for International Business	4	22	
	A0144	Financial Management	4		
	EN002	Entrepreneurship II	2		
	J1444	Global Supply Chain Management	4		
	J1492	Export-Import Cost Management***	2		
	J1502	International Business Seminar	2		
	J1474	Cross-Cultural Management***	4		

Sem	Code	Course Name	SCU	Total
7	J1484	Strategic Alliance Management	4	12
	J1552	International Business Project II****	2	
	J0612	Business Communication	2	
	J1514	Market Entry Strategy***	4	
8	J1536	Thesis	6	6
<b>TOTAL CREDIT</b>				<b>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 Centre/ Pendidikan dan Pelatihan Ekspor Indonesia)

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

Subject		Credits	Subject		Credits
J1434	Export-Import Management	2	J0334	International Business	4
J1354	International Marketing	4	J0114	Marketing Management	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management*	C
6	J0024	Microeconomics	C
7	J1822	International Trade*	C
8	J1434	Export-Import Management*	C

\*) Tutorial & Multipaper

## International Business Management Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	G1982	English Access	2		
	J0334	International Business	4		
	J0084	Introduction to Management and Business	4		
	K0644	Business Mathematics	4		
	J0282	Introduction to Information Technology	2		
	J0292	Computer Laboratory I	2		
2	CB422	CB: Spiritual Development	2	20	
	J0024	Microeconomics	4		
	J1402	Law in International Business	2		
	J0114	Marketing Management	4		
	J0302	Computer Laboratory II	2		
	J1562	Business Statistic I	2		
	J1822	International Trade	2		
	<b>Bahasa Asing Pilihan I**</b>				
	J1852	Chinese Language I	2		
	J1862	Korean Language I	2		
3	J0124	Human Resources Management	4	22	
	J1522	Legal Aspect in Economic	2		
	J1434	Export-Import Management	4		
	J1414	Political Economy	4		
	J0034	Macroeconomics	4		
	J1922	Introduction to Accounting I	2		
	<b>Bahasa Asing Pilihan II**</b>				
	J1872	Chinese Language II	2		
	J1882	Korean Language II	2		

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	22	
	EN001	Entrepreneurship I	2		
	J1354	International Marketing	4		
	J1452	Export-Import Policy	2		
	J0224	Business Quantitative Methods	4		
	M0374	Management Information Systems	4		
	J1932	Introduction to Accounting II	2		
	<b>Bahasa Asing Pilihan III**</b>				
	J1892	Chinese Language III	2		
J1902	Korean Language III	2			
5	CB442	CB: Professional Development	2	22	
	J0434	Managerial Economics	4		
	J1462	Export-Import Documentation & Standardization	2		
	J1542	International Business Project I*	2		
	J1574	Business Statistic II	2/2		
	J0444	Operational Management	4		
	F0254	Managerial Accounting	4		
6 Study Abroad	J1914	Research Methods for International Business/Elective Course	4	20	
	J1484	Strategic Alliance Management/Elective Course	4		
	J1514	Market Entry Strategy/Elective Course	4		
	J1444	Global Supply Chain Management/Elective Course	4		
	J1492	Export-Import Cost Management/Elective Course	2		
	J1502	International Business Seminar/Elective Course	2		
7	EN002	Entrepreneurship II	2	14	
	A0144	Financial Management	4		
	J1474	Cross-Cultural Management	4		
	J1552	International Business Project II*	2		
	J0612	Business Communication	2		
8	J1536	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

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

Subject		Credits	Prerequisites		Credits
J1434	Export-Import Management	2	J0334	International Business	4
J1354	International Marketing	4	J0114	Marketing Management	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	J0114	Marketing Management	C
4	A0144	Financial Management	C
5	J0124	Human Resources Management *	C
6	J0024	Microeconomics	C
7	J1822	International Trade *	C
8	J1434	Export-Import Management*	C

\*) Tutorial & Multipaper

**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 applied skills and ability that they will need as system analyst
2. To provide students with fundamental knowledge in Management Science and Business that they will need in management practices
3. To provide students with Management and Business skills integrated with IT and High Impact Research (business, management, marketing, fincance 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 a good knowledge about the framework of information system
2. Analyze information requirements and business process
3. Design system that area 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 e 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	CB412	CB: Self Development	2	20
	M0014	Information System Concept	4	
	J0254	Introduction to Accounting	4	
	J1522	Legal Aspect in Economic	2	
	G1372	English Entrant	2	
	J0084	Introduction to Management and Business	4	
	T0622	Introduction to Information Technology	2	
2	CB422	CB: Spiritual Development	2	20
	J0024	Microeconomics	4	
	M0034	Information and Business Process	4	
	M0892	Management Information System	2	
	T1446	Algorithm and Programming	2/4	
	G1382	English in Focus	2	
3	J0034	Macroeconomics	4	24
	J0114	Marketing Management	4	
	M0564	Introduction to Database Systems	2/2	
	G1392	English Savvy	2	
	M0054	Information System Development	2/2	
	T1456	Object Oriented Programming	2/4	
4	CB432	CB: Interpersonal Development	2	24
	H0532	Computer Network	2	
	J0444	Operational Management	4	
	K0442	Quantitative Methods	2	
	M0086	Information System Analysis and Design	4/2	
	T1464	Programming for Business	2/2	
	T0084	Human and Computer Interaction	2/2	
5	CB442	CB: Professional Development	2	24
	J1216	Economics Statistics	4/2	
	EN001	Entrepreneurship I	2	
	K0644	Business Mathematics	4	
	M0204	eBusiness Concept	4	
	M0126	Advanced Information System Analysis and Design	4/2	

Sem	Code	Course Name	SCU	Total
6	I0192	Research Methodology	2	24
	M0114	Web-Based Programming	2/2	
	F0254	Managerial Accounting	4	
	J1982	Innovation & Entrepreneurship	2	
	J1996	Developing New Business Model & Business Plan	4/2	
	J1732	Interdisciplinary Seminar*	2	
	J0434	Managerial Economics	4	
7	M0884	Advanced Web-Based Programming	2/2	24
	A0144	Financial Management	4	
	M0224	Knowledge Management	4	
	EN002	Entrepreneurship II	2	
	J2006	E-Business Strategy and Implementation	4/2	
	M0134	Project Management	4	
8	J1744	Interdisciplinary Project*	4	24
	T1404	Mobile Programming	2/2	
	J2016	Channel Marketing Management	4/2	
	J0124	Human Resources Management	4	
	M0232	Testing and Implementation	2	
	J2024	E-Business-Law	4	
9	J0612	Business Communication	2	10
	J1644	Managing Innovation	4	
	J1202	Cross Cultural Management	2	
	J2032	eCommerce Research	2	
10	J0606	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 200</b>				

\*) Embedded Entrepreneurship

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

Subject		Credits	Prerequisites		Credits
F0254	Managerial Accounting	4	J0254	Introduction to Accounting	4
J0114	Marketing Management	4	J0084	Introduction to Management and Business	4
A0144	Financial Management	4			



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

No	Code	Course Code	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	A0144	Financial Management	C
4	J0024	Microeconomics	C
5	J0114	Marketing Management	C
6	J0124	Human Resources Management*	C
7	J2006	E-Business Strategy and Implementation	C
8	M0014	Information System Concept*	C
9	M0086	Information System Analysis and Design*	C
10	M0134	Project Management	C
11	M0204	eBusiness Concept	C
12	M0564	Introduction to Database Systems	C
13	J1996	Developing New Business Model & Business Plan	C
14	J1982	Innovation & Entrepreneurship	C

\*) Tutorial & Multipaper

## **Industrial Engineering – Management**

### **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 - Industrial Engineering and Management – 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 students 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 for problem solving in business
8. Model, map, analyze and design organization business process and have skills to implement business process management
9. Develop, implement, analyze organizational performance management system and have skill to develop dashborad 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	CB412	CB: Self Development	2	20
	D0052	Introduction to Industrial System	2	
	J0084	Introduction to Management and Business	4	
	J0254	Introduction to Accounting	4	
	G1372	English Entrant	2	
	T0016	Algorithm and Programming	4/2	
2	CB422	CB: Spiritual Development	2	20
	D0684	Physics I	4	
	J0024	Microeconomics	4	
	J0124	Human Resources Management	4	
	K0584	Calculus I	4	
	G1382	English in Focus	2	

Sem	Code	Course Name	SCU	Total
3	D0696	Physics II	4/2	24
	D0712	Probability Theory	2	
	D1044	Technical Drawing	2/2	
	M0564	Introduction to Database Systems	2/2	
	J1522	Legal Aspect in Economic	2	
	K0434	Calculus II	4	
	G1392	English Savvy	2	
4	CB432	CB: Interpersonal Development	2	24
	D1054	Linear and Discrete Mathematics	4	
	J2044	Statistic for Business Excellence	4	
	K0074	Calculus III	4	
	J0034	Macroeconomics	4	
	EN001	Entrepreneurship I	2	
	J0434	Managerial Economics	4	
5	CB442	CB: Professional Development	2	24
	J1754	Introduction to Business Process Modeling*	4	
	D1062	Biology	2	
	F0254	Managerial Accounting	4	
	D0744	Deterministic Optimization	4	
	K0644	Business Mathematics	4	
	M0374	Management Information Systems	4	
6	EN002	Entrepreneurship II	2	24
	J0444	Operational Management	4	
	D0734	Stochastics Process	4	
	J0114	Marketing Management	4	
	K0134	Industrial Chemistry	4	
	J2054	Business Intelligence	4	
	J0612	Business Communication	2	
7	J1764	Performance Management & Measurement System*	4	24
	D0762	Engineering Economy	2	
	J2064	Business Process Modeling, Analysis and Design	4	
	D1226	Production Planning and Inventory Control	4/2	
	M0584	Datawarehouse	2/2	
	D0174	System Modeling and Simulation	4	
8	J2072	Advanced Topics in Performance Excellence	2	24
	A0144	Financial Management	4	
	J2086	Business Process Measurement and Metrics	4/2	
	J1232	Business Research Method	2	
	J2104	Knowledge Management	4	
	J2094	Digital Dashboard and Performance Management & Measurement	2/2	
	D0782	Quality Control	2	

Sem	Code	Course Name	SCU	Total
9	D1104	Leadership and Organization Behaviour	4	10
	J1202	Cross Cultural Management	2	
	D1084	Human Integrated System	4	
10	D0466	Final Project	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 200</b>				

(\*) = Entrepreneurship embedded

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

Subject		Credits	Prerequisites		Credits
K0074	Calculus III	4	K0584	Calculus I	4
D0734	Stochastics Process	4	D0712	Probability Theory	2
D0174	System Modeling and Simulation	4	D0734	Stochastics Process	4
J0114	Marketing Management	4	J0084	Introduction to Management and Business	4
A0144	Financial Management	4			

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

No	Code	Course Code	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	D0734	Stochastics Process*	C
4	D0744	Deterministic Optimization*	C
5	J2044	Statistic for Business Excellence	C
6	D1084	Human-Integrated Systems	C
7	J2094	Digital Dashboard and Performance Management & Measurement	C
8	J1754	Introduction to Business Process Modeling	C
9	A0144	Financial Management	C
10	J0024	Microeconomics	C
11	J0114	Marketing Management	C
12	J0124	Human Resources Management*	C
13	J1764	Performance Management & Measurement System	C
14	J2064	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) Graphic Computer Animation, Creative Advertising, and Interior Design (with two concentration fields; Commercial & Hospitality Design and Furniture & Interior Accessories).

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 can support the scientific development of designer of Visual Communication: Print Media, Web Design and Multimedia.

Students can apply the knowledge they have, such as layout, composition, photography, illustration, typography and audio-visual 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 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 user-contexts and trends, visual communication approaches & technology of new media design
2. Apply knowledge of user-contexts, communication approaches and visual technology to develop new media design solutions.
3. Analyze visual communication problems & generate new media design solutions.

### Prospective Career of the Graduate

1. Design Bureau Studio
2. Publication Design
3. Brand Consultant
4. Graphic Boutique
5. Corporate & Retail Industry
6. Television
7. Government Institutions
8. Inhouse Designer
9. Illustrator

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	U1492	Western Art Review	2	
	U0724	Color Theory	4	
	U0754	Design and Materials	4	
	U1503	Eastern Art Review	3	
	U0733	Drawing I	3	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	U0793	Typography I	3	
	U0743	Drawing II	3	
	U0763	Graphic Computer I	3	
	U0824	Visual Communication Design I	4	
	U1103	Photography I	3	
	G1382	English in Focus	2	
3	G1392	English Savvy	2	23
	U0152	Audio Visual I	2	
	U0804	Typography II	4	
	U1113	Photography II	3	
	U1263	Design Illustration	3	
	U0836	Visual Communication Design II	6	
	U0773	Graphic Computer II	3	



Sem	Code	Course Name	SCU	Total
4	CB432	CB: Interpersonal Development	2	24
	U0012	Esthetics	2	
	EN001	Entrepreneurship I	2	
	U0784	Audio Visual II	4	
	U1084	Graphic Reproduction Methods I	4	
	U0814	Typography III	4	
	U0846	Visual Communication Design III	6	
5	CB442	CB: Professional Development	2	23
	U1413	Visual Communication Design Reviews	3	
	U1604	Graphic Reproduction Methods II	4	
	U1056	New Media I	6	
	U0492	Advertising I	2	
	U0856	Visual Communication Design IV	6	
6	U1623	Advertising II	3	22
	U1616	New Media II*	6	
	U0866	Visual Communication Design V	6	
	U1632	Design Methods	2	
	U1023	Guest Lecturer	3	
	EN002	Entrepreneurship II	2	
7	U1536	Internship	6	6
8	U1568	Final Project	8	8
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
			<b>TOTAL CREDIT</b>	<b>146</b>

\*) Entrepreneurship Embedded

### The Table of Prerequisite for New Media Program

Subject		Credits	Prerequisites	Credits	
U1568	Final Project	8	U0824	Visual Communication Design I	4
			U0836	Visual Communication Design II	6
			U0846	Visual Communication Design III	6
			U0856	Visual Communication Design IV	6
			U0866	Visual Communication Design V	6

Students should pass Visual Communication Design I-V with a minimum Grade is C

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	U0804	Typography II	C
4	U0773	Graphic Computer II	C
5	U0824	Visual Communication Design I*	C
6	U1632	Design Methods	C
7	U1616	New Media II*	C
8	U0866	Visual Communication Design V*	C

\*) Tutorial & Multipaper

## Animation Program

### Introduction

In this specialization, students are equipped with the skills that they bring the character design in a series of stories, the atmosphere, the movement and music. 3D Animation Computer Graphic World has evolved into the creative process to the needs of various media from motion graphics to visual effects, games to movies.

### 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 Graphic             |
| 3. Games               | 8. Visualizer                 |
| 4. Animator Freelancer | 9. Production House           |
| 5. 3D Artist           |                               |

## Course Structure

Sem	Code	Course Name	SKS	Total
1	CB412	CB: Self Development	2	20
	U1492	Western Art Review	2	
	U0724	Color Theory	4	
	U0754	Design and Materials	4	
	U1503	Eastern Art Review	3	
	U1163	Drawing I	3	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	U0793	Typography I	3	
	U1173	Drawing II	3	
	U1233	Graphic Computer I	3	
	U1184	Visual Communication Design I	4	
	U1143	Photography I	3	
	G1382	English in Focus	2	
3	G1392	English Savvy	2	24
	U0152	Audio Visual I	2	
	U1354	Typography II	4	
	U1153	Photography II	3	
	U1284	Shape & Character Design	4	
	U0916	Visual Communication Design II	6	
	U1243	Graphic Computer II	3	
4	CB432	CB: Interpersonal Development	2	24
	U0012	Esthetics	2	
	EN001	Entrepreneurship I	2	
	U0784	Audio Visual II	4	
	U1294	Modelling & Shading Lighting Rendering I	4	
	U1314	Screenplay of Animation	4	
	U0926	Visual Communication Design III	6	
5	CB442	CB: Professional Development	2	23
	U1423	Visual Communication Design Reviews	3	
	U1304	Modelling & Shading Lighting Rendering II	4	
	U0974	Digital Compositing I	4	
	U0994	Cinematography for Animation	4	
	U1666	Visual Communication Design IV*	6	

Sem	Code	Course Name	SKS	Total
6	U0984	Digital Compositing II	4	21
	EN002	Entrepreneurship II	2	
	U1643	Technology of Computer Animation	3	
	U0946	Visual Communication Design V	6	
	U1653	Design Methods	3	
	U1513	Guest Lecturer	3	
7	U1716	Internship*	6	6
8	U1578	Final Project	8	8
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship Embedded

### The Table of Prerequisite for Animation Program

Subject	Credits	Prerequisites	Credits
U1716	6	U1304 Modelling & Shading Lighting Rendering II	4
U1578	8	U1184 Visual Communication Design I	4
		U0916 Visual Communication Design II	6
		U0926 Visual Communication Design III	6
		U1666 Visual Communication Design IV	6
		U0946 Visual Communication Design V	6

Students should pass Visual Communication Design I-V with a minimum Grade is C

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	U1354	Typography II	C
4	U1243	Graphic Computer II	C
5	U1184	Visual Communication Design I*	C
6	U1653	Design Methods	C
7	U1666	Visual Communication Design IV*	C
8	U0946	Visual Communication Design V*	C

\*) Tutorial & Multipaper

## **Creative Advertising Program**

### **Introduction**

Creative Advertising S1 program is unique in providing creative education for future creative advertising people (art director/ creative director) 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 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 communication approaches, market trends or behavior, and media of creative advertising designs.
2. Apply knowledge of market, media and communication approaches to produce 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. Creative Director
3. Art Director
4. Creative Copywriter
5. Creative Concept at inhouse company
6. Creative Concept at printed media

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	U1492	Western Art Review	2	
	U0724	Color Theory	4	
	U0754	Design and Materials	4	
	U1503	Eastern Art Review	3	
	U0733	Drawing I	3	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	U0793	Typography I	3	
	U0743	Drawing II	3	
	U1743	Graphic Computer I	3	
	U0824	Visual Communication Design I	4	
	U1103	Photography I	3	
	G1382	English in Focus	2	
3	G1392	English Savvy	2	24
	EN001	Entrepreneurship I	2	
	U0152	Audio Visual I	2	
	U1363	Typography II	3	
	U1123	Photography II	3	
	U1673	Design Illustration	3	
	U1253	Graphic Computer II	3	
	U1196	Visual Communication Design II	6	
4	CB432	CB: Interpersonal Development	2	23
	U0012	Esthetics	2	
	U1721	Entrepreneurship Business Project I	1	
	U0784	Audio Visual II	4	
	U1133	Photography III	3	
	U1322	Graphic Reproduction Methods	2	
	U1333	Copy Writing I	3	
	U1206	Visual Communication Design III	6	
5	CB442	CB: Professional Development	2	23
	EN002	Entrepreneurship II	2	
	U1486	New Media	6	
	U1343	Copy Writing II	3	
	U1692	Marketing I	2	
	U1472	Consumer Psychology	2	
	U1216	Visual Communication Design IV	6	

Sem	Code	Course Name	SCU	Total
6	U1392	Advertising Ethics	2	22
	U1404	Media Planning	4	
	U1432	Visual Communication Design Reviews	2	
	U1753	Marketing II*	3	
	U1463	Design Methods	3	
	U1226	Visual Communication Design V	6	
	U1702	Guest Lecturer	2	
7	U1556	Internship	6	6
8	U1588	Final Project	8	8
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship embedded

### The Table of Prerequisite for Creative Advertising Program

Subject		Credits	Prerequisites	Credits	
U1588	Final Project	8	U0824	Visual Communication Design I	4
			U1196	Visual Communication Design II	6
			U1206	Visual Communication Design III	6
			U1216	Visual Communication Design IV	6
			U1226	Visual Communication Design V	6

Students should pass Visual Communication Design I-V with a minimum Grade is C

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	U1363	Typography II	C
4	U1253	Graphic Computer II	C
5	U0824	Visual Communication Design I*	C
6	U1463	Design Methods	C
7	U1216	Visual Communication Design IV*	C
8	U1226	Visual Communication Design V*	C

\*) Tutorial & Multipaper

## **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 an 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 enable 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. Choose sustainable, local content sources and to estimate the interior design growth in a global market.
2. Produce furniture and products such as home accessories, as well as develop a marketing strategy to promote them.
3. Solve problems related to the practice of interior design.
4. Apply thorough design knowledge, from design concept into real projects.
5. Prepare a professional design portfolio using the latest technology.
6. Create and manage small interior design projects.

### 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:

#### Commercial and Hospitality Design

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

**Furniture and Interior Design Accessories**

- Interior design consultant
- Interior design contractor
- Furniture designer
- Manufacturer of Interior accessories
- Furniture & home accessories shop/ gallery owner
- Retailer
- Stylist for magazine/ production house
- Interior Decorator/Home decorator
- Home accessories designer
- Book writer
- Trader
- Supplier (furniture/ accessories interior)
- Workshop owner
- Product Development
- Retail Manager
- Buyer Merchandizing

**Curriculum**

Curriculum which is applied in Interior Design program, Faculty of Communication and Multimedia, 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.

Currently, the Interior Design program provides 2 concentrations that the students can choose from according to their goals and interests:

**Commercial & Hospitality Design :**

This stream provides students with ability to design commercial & hospitality space, such as: design of apartments and houses, shops, restaurants, offices, hotels, hospitals, schools, etc.

**Furniture and Interior Design Accessories :**

This stream provides students with ability to design furniture and accessories for both residential and commercial such as hotels, offices, restaurants, by observing the terms of ergonomics, functionality & aesthetic.

## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	W0024	Color Theory	4		
	W0032	Drawing I	2		
	W0092	Building Construction I	2		
	W0624	Two Dimensional Design	4		
	W0634	Technical Drawing I	4		
	G1372	English Entrant	2		
2	CB422	CB: Spiritual Development	2	20	
	W0042	Drawing II	2		
	W0102	Building Construction II	2		
	W0164	Interior Design I	4		
	W0644	Three Dimensional Design	4		
	W0654	Technical Drawing II	4		
	G1382	English in Focus	2		
3	W0012	Art Principles	2	24	
	W0142	Building Materials I	2		
	W0176	Interior Design II	6		
	W0234	Furniture Design I	4		
	W0274	CAD Design I	4		
	W0462	Interior Ergonomics	2		
	W0482	History of Western Art	2		
	G1392	English Savvy	2		
4	CB432	CB: Interpersonal Development	2	22	
	W0152	Building Materials II	2		
	W0492	History of Eastern Art	2		
	EN001	Entrepreneurship I	2		
	W0186	Interior Design III	6		
	W0244	Furniture Design II	4		
	W0284	CAD Design II	4		
5	CB442	CB: Professional Development	2	24	
	W0502	History of Indonesian Art	2		
	W0532	Interior Design Methodology	2		
	W0664	Portfolio Presentation	4		
	<b>Stream : Commercial and Hospitality Design</b>				
	R0142	Building Physics	2		
	W0196	Interior Design IV	6		
	W0714	Computer Interior for Commercial & Hospitality*	4		
	W0672	Lighting Design : Commercial & Hospitality	2		
	<b>Stream : Furniture and Interior Design Accessories</b>				
	W0256	Furniture Design III	6		
	W0562	Material and Finishing Furniture I	2		
	W0724	Computer Interior for Furniture & Interior Accessories*	4		
	W0682	Lighting Design : Retail & Exhibition	2		

Sem	Code	Course Name	SCU	Total	
6	W0512	Interior Design History and Culture	2	22	
	W0472	Interior Aesthetics	2		
	W0402	Cross Culture Design	2		
	W0602	Green Design	2		
	EN002	Entrepreneurship II	2		
	<b>Stream : Commercial and Hospitality Design</b>				
	W0206	Interior Design V	6		
	W0742	Building Statics for Interior	2		
	W0694	Visual Merchandising	4		
	<b>Stream : Furniture and Interior Design Accessories</b>				
	W0266	Furniture Design IV	6		
	W0752	Material and Finishing Furniture II	2		
W0704	Photography	4			
7	W0736	Internship*	6	6	
8	W0458	Final Project	8	8	
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
			<b>TOTAL CREDIT 146</b>		

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Grade minimal
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	W0644	Three Dimensional Design*	C
4	W0654	Technical Drawing II*	C
5	W0042	Drawing II	C
6	W0176	Interior Design II*	C
<b>Stream</b>			
<b>Commercial &amp; Hospitality Design</b>			
7	W0196	Interior Design IV	C
8	W0206	Interior Design V	C
<b>Furniture and Interior Design Accessories</b>			
7	W0256	Furniture Design III	C
8	W0266	Furniture Design IV	C

\*) Tutorial & Multipaper

## 2.2.5 Faculty of Economics & Communication

The Faculty of Economics and Communication at Binus University currently manages three programs, they are: Accounting & Finance (S1), Marketing 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, sales promotion, direct marketing, personal selling and cyber-marketing into a single professional field of expertise.

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

#### 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 department in the world that cooperates closely with business and accounting organizations to produce professional accountants with extensive business and information technology (IT) expertise.

**Mission**

The mission of Accounting 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 with extensive business and IT knowledge in their work organization and communities.
4. Contributing to the improvement of the body of knowledge in accounting practice in Indonesia and international 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 advance learning and performance by (1) developing lecturers' research and teaching skills essential to success in an academic career (2) encouraging scholarship in the pursuit of academic excellence and to recognise and reward outstanding achievement.
2. To prepare students with solid technical skills and conceptual knowledge of accounting and finance.
3. To prepare students with organizational and business knowledge to succeed in a career in accounting & finance.
4. To equip students with information technology knowledge that is in demand by the accounting and finance industries.
5. To build the research capability of the department by: (1) giving high priority to the development of International Financial Reporting Standard (IFRS) research activities; (2) producing and disseminating useful and timely research; (3) identifying and nurturing new or emerging areas of research.
6. To provide relevant continuing business accounting education and professional outreach activities that meet the needs of alumni, employers, and other constituents.

### 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 an accountant with state registration, 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 and professional regulation, 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	CB412	CB: Self Development	2	20
	G1372	English Entrant	2	
	F0014	Introduction to Accounting I	4	
	F0422	Introduction to Commercial and Private Laws	2	
	J0084	Introduction to Management and Business	4	
	F0562	Introduction to Computer Application, Lab.	2	
	J0594	Economics Theory	4	
2	CB422	CB: Spiritual Development	2	20
	G1382	English in Focus	2	
	F0024	Introduction to Accounting II	4	
	F1042	Introduction to Money & Capital Market	2	
	F1054	Introduction to Taxation	4	
	F1064	Cost Accounting	4	
	J0572	Economics Mathematics	2	



Sem	Code	Course Name	SCU	Total	
3	G1392	English Savvy	2	22	
	EN001	Entrepreneurship I	2		
	F0044	Financial Accounting I	4		
	F1074	Managerial Accounting	4		
	F1084	Advanced Taxation	4		
	M0402	Management Information Systems	2		
	J0682	Economics Statistics	2		
	F0632	Accounting Software Package	2		
4	CB432	CB: Interpersonal Development	2	23	
	J0192	Organizational Behaviour	2		
	F0054	Financial Accounting II	4		
	F1092	Database System Laboratory	2		
	F1155	Corporate Financial Management*	5		
	F1106	Accounting Information System and Internal Control	6		
	<b>Stream : Managerial Accounting</b>				
	F1112	Human Resource Management	2		
	<b>Stream : Auditing</b>				
	F1122	Accounting for Government and Non-Profit Organization	2		
	<b>Stream : Taxation</b>				
	F0462	Sales Tax and Other Indirect Taxes	2		
	5	CB442	CB: Professional Development		2
EN002		Entrepreneurship II	2		
F1134		Accounting for Complex Financial Transactions	4		
F1014		Financial Audit I	4		
F1142		Business Valuation & Analysis	2		
F0242		Financial Modelling Laboratory	2		
<b>Stream : Managerial Accounting</b>					
F1164		Treasury Management	4		
<b>Stream : Auditing</b>					
F1174		Internal Audit	4		
<b>Stream : Taxation</b>					
F0452		Taxation Accounting	2		
F0872		PBB, BPHTB, BM and Regional Taxes	2		

Sem	Code	Course Name	SCU	Total	
6	F1024	Financial Audit II	4	21	
	F1303	Strategic and Business Performance Management*	3		
	F1202	Research Methodology in Accounting	2		
	F0812	Accounting Theory	2		
	<b>Stream : Managerial Accounting</b>				
	F1214	Social and Environmental Accounting	4		
	F1222	Method and Practice of Cost Accounting	2		
	F1184	Merger & Acquisition: Accounting & Managerial Impact	4		
	<b>Stream : Auditing</b>				
	F1444	Management Audit	4		
	F0142	International Accounting	2		
	F1314	Merger & Acquisition: Accounting & Auditing Impact	4		
	<b>Stream : Taxation</b>				
	F1454	International Taxation	4		
	F1194	Merger & Acquisition: Accounting & Tax Impact	4		
F0502	Taxation Laboratory	2			
7	F0942	Management Control System	2	14	
	F1242	Method and Practice of Auditing	2		
	F0952	Current Issues in Accounting and Auditing	2		
	<b>Stream : Managerial Accounting</b>				
	F1254	Financial Accounting: Analysis and Reporting Incentives	4		
	F1262	Project Management	2		
	F1292	Risk & Internal Control	2		
	<b>Stream : Auditing</b>				
	F1272	Method and Practice of Computerized Audit	2		
	F1232	Corporate Governance	2		
	F0184	Fraud Auditing	4		
	<b>Stream : Taxation</b>				
F0512	Tax Audit, Tax Collection, Objection, and Appeal	2			
F0522	Taxation Management	2			
F1284	Taxes and Business Strategy	4			
8	F0436	Thesis	6	6	
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	F0024	Introduction to Accounting II*	C
4	F1074	Managerial Accounting*	C
5	F1084	Advanced Taxation	C
6	F1024	Financial Audit II*	C
<b>Stream</b>			
<b>Auditing</b>			
7	F1444	Management Audit	C
8	F1174	Internal Audit	C
<b>Taxation</b>			
7	F0502	Taxation Laboratory	C
8	F0462	Sales Tax and Other Indirect Taxes	C
<b>Managerial Accounting</b>			
7	F1222	Method and Practice of Cost Accounting	C
8	F1164	Treasury Management	C

\*) Tutorial & Multipaper

## Accounting Global Class

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	G1982	English Access	2	
	F0014	Introduction to Accounting I	4	
	F0422	Introduction to Commercial and Private Laws	2	
	J0084	Introduction to Management and Business	4	
	F0562	Introduction to Computer Application, Lab.	2	
	J0594	Economics Theory	4	
2	CB422	CB: Spiritual Development	2	20
	G1992	English Global	2	
	F0024	Introduction to Accounting II	4	
	F1042	Introduction to Money & Capital Market	2	
	F1054	Introduction to Taxation	4	
	F1064	Cost Accounting	4	
	J0572	Economics Mathematics	2	

Sem	Code	Course Name	SCU	Total
3	G2002	English for Academic Writing	2	22
	EN001	Entrepreneurship I	2	
	F0044	Financial Accounting I	4	
	F1074	Managerial Accounting	4	
	F1084	Advanced Taxation	4	
	M0402	Management Information Systems	2	
	J0682	Economics Statistics	2	
	F0632	Accounting Software Package	2	
4	CB432	CB: Interpersonal Development	2	23
	J0192	Organizational Behaviour	2	
	F0054	Financial Accounting II	4	
	F1092	Database System Laboratory	2	
	F1155	Corporate Financial Management*	5	
	F1106	Accounting Information System and Internal Control	6	
	F1122	Accounting for Government and Non-Profit Organization	2	
5	CB442	CB: Professional Development	2	23
	EN002	Entrepreneurship II	2	
	F1134	Accounting for Complex Financial Transactions	4	
	F1468	Principles of Financial Audit	8	
	F1142	Business Valuation & Analysis	2	
	F1232	Corporate Governance	2	
	F1303	Strategic and Business Performance Management*	3	
6 Study Abroad	F1174	Internal Audit/Elective Course	4	18
	F0242	Financial Modeling Laboratory/Elective Course	2	
	F0184	Fraud Auditing/Elective Course	4	
	F1272	Method & Practice of Computerized Audit/Elective Course	2	
	F0142	International Accounting/Elective Course	2	
	F1314	Merger & Acquisition: Accounting & Auditing Impact/Elective Course	4	
7	F0942	Management Control System	2	14
	F1242	Method and Practice of Auditing	2	
	F1202	Research Methodology in Accounting	2	
	F0812	Accounting Theory	2	
	F0952	Current Issues in Accounting and Auditing	2	
	F1444	Management Audit	4	
8	F0436	Thesis	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	F0024	Introduction to Accounting II*	C
4	F1074	Managerial Accounting *	C
5	F1084	Advanced Taxation	C
6	F1468	Principles of Financial Audit*	C
7	F1232	Corporate Governance	C
8	F1444	Management Audit	C

\*) Tutorial & Multipaper

## Finance

### Introduction

The Finance Study Program has been designed in accordance with finance industry practices. In this program, students will learn a lot of topic about finance, investment and financial services. For financial services, the emphasis is banking industry (from conventional banking until investment banking) as the largest financial industry which supports other industries. The curriculum also provides you with technical expertise in the field and develops your critical thinking, team-building, communication and information technology skills.

### Vision

A leading and innovative Finance Program in the world that cooperates closely with business and finance industry to produce professional 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 advance learning and performance by (1) developing lecturers' research and teaching skills essential to success in an academic career (2) encouraging scholarship in the pursuit of academic excellence and to recognise and reward outstanding achievement.
2. To prepare students with solid technical skills and conceptual knowledge of finance, investment and accounting.
3. To prepare students with organizational, business knowledge and ethical values to succeed in their careers as finance professionals.
4. To equip students with information technology knowledge and competences that is in demand by finance and accounting industries.
5. To build the research capability of the program by: (1) giving high priority to the development of capital market and finance industry based research; (2) producing and disseminating useful and timely research; (3) identifying and nurturing new or emerging areas of research.
6. To provide relevant continuing business finance education and professional outreach activities that meet the needs of alumni, employers, and other constituents.

### **Graduate Competency**

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

1. Understand the process of financial reports preparation for business entities based on Global Generally Accepted Accounting Principles (GGAAP), the process of audit and other assurance services in accordance to Global Generally Accepted Auditing Standard (GGAAS)
2. Conduct investment analysis for business and investment purposes
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

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, not just finance industry as every companies need professional who understands banking, corporate finance and investment.

### Curriculum

The Finance Study Program has been developed to provide an education with high quality standards. Students will learn about finance, investment and financial services in domestic and international perspectives. It will prepare the students to access job markets across the nation.

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	G1372	English Entrant	2	
	F0014	Introduction to Accounting I	4	
	F0422	Introduction to Commercial and Private Laws	2	
	J0084	Introduction to Management and Business	4	
	F0562	Introduction to Computer Application, Lab.	2	
	J0594	Economics Theory	4	
2	CB422	CB: Spiritual Development	2	20
	G1382	English in Focus	2	
	F0024	Introduction to Accounting II	4	
	F1042	Introduction to Money & Capital Market	2	
	F1054	Introduction to Taxation	4	
	F1064	Cost Accounting	4	
	J0572	Economics Mathematics	2	
3	G1392	English Savvy	2	22
	EN001	Entrepreneurship I	2	
	F0044	Financial Accounting I	4	
	F1074	Managerial Accounting	4	
	F1084	Advanced Taxation	4	
	M0402	Management Information Systems	2	
	F0274	Corporate Financial Management	4	
4	CB432	CB: Interpersonal Development	2	21
	J0682	Economics Statistics	2	
	F0054	Financial Accounting II	4	
	F1104	Accounting Information System and Internal Control	4	
	F1322	Bank and Other Financial Institution	2	
	F1332	Islamic Finance & Banking	2	
	F1355	Real Estate Finance & Investment*	5	

Sem	Code	Course Name	SCU	Total
5	CB442	CB: Professional Development	2	20
	EN002	Entrepreneurship II	2	
	F1134	Accounting for Complex Financial Transactions	4	
	F1014	Financial Audit I	4	
	F1142	Business Valuation and Analysis	2	
	F0242	Financial Modelling Laboratory	2	
	F1364	Investment Management	4	
6	F1024	Financial Audit II	4	21
	F1303	Strategic and Business Performance Management*	3	
	F1202	Research Methodology in Accounting	2	
	F0812	Accounting Theory	2	
	F1384	Lab Applied Finance	4	
	F1392	Business Report Writing	2	
	F1404	Wealth Management	4	
7	F0942	Management Control System	2	16
	F1412	Risk Management	2	
	F1242	Method and Practice of Auditing	2	
	F1422	Current Issues in Finance & Accounting (Kapita Selektta)	2	
	F1434	Lab. Trading Simulation	4	
	F0384	Money and Capital Market Seminar	4	
8	F1346	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship Embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	F0024	Introduction to Accounting II*	C
4	F1074	Managerial Accounting*	C
5	F1084	Advanced Taxation	C
6	F1014	Financial Audit I	C
7	F1364	Investment Management*	C
8	F1404	Wealth Management	C

\*) Tutorial & Multipaper



## Hotel Management

### Introduction

The Diploma IV in Hotel Management aims to offer an academic and vocational education for a successful career in hospitality/hotel management. The program provides expertise in food and beverage, events and comprehensive skills in management know-how as well as valuable knowledge of key management subjects (human resources, finance, marketing) 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, 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 hospitality 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.
- 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.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	G1372	English Entrant	2		
	V0504	Introduction to hospitality and operational services	4		
	V0514	Intercultural Communication and Service Excellence	4		
	V0602	Principles of Finance & Accounting	2		
	V0432	Organizational Behavior	2		
	V0072	French Language I	2		
	V0112	Chinese Language I	2		
2	CB422	CB: Spiritual Development	2	20	
	V0452	Hotel Management Information System	2		
	V0062	Introduction to Information Technology	2		
	G1382	English in Focus	2		
	V0834	Introduction to Tourism and Event Management	4		
	V0412	Tourism and Hospitality Law	2		
	V0594	Workplace Hygiene, Safety and Security	4		
	<b>Elective Courses : Foreign Language I**</b>				
	V0082	French Language II	2		
V0122	Chinese Language II	2			
3	G1392	English Savvy	2	22	
	EN001	Entrepreneurship 1	2		
	<b>Stream : Hotel Operation Services</b>				
	V0196	Housekeeping Operations	2/4		
	V0966	Food and Beverage Service Operations	2/4		
	V0732	Hotel Accounting	2		
	V0022	English for Hotel	2		
	<b>Stream : Culinary</b>				
	V0624	Food Hygiene & Sanitation	4		
	V0526	Continental Cuisine	2/4		
	V0552	Food Nutrition	2		
	V0534	Pastry & Bakery I	2/2		
	<b>Stream : Event Management</b>				
	V0792	Event Sales and Marketing	2		
	V0802	Event Financial Management	2		
	V0576	Event Design & Production I	2/4		
	V0826	Meeting and Incentive Operation Services	2/4		
	<b>Elective Courses : Foreign Language II**</b>				
	V0092	French Language III	2		
	V0132	Chinese Language III	2		

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	23	
	<b>Stream : Hotel Operation Services</b>				
	V0206	Front Office Administrations and Operations	2/4		
	V0742	Hotel Purchasing	2		
	V0222	Hotel Sales and Marketing	2		
	V0697	Bar Management & Service Operation*	3/4		
	V0402	Hotel Financial Management	2		
	<b>Stream : Culinary</b>				
	V0636	Asian Cuisine	6		
	V0704	Culinary Art	4		
	V0652	Beverage for Culinary	2		
	V0617	Pastry & Bakery II*	3/4		
	<b>Stream : Event Management</b>				
	V0852	English for Event	2		
	V0867	Expo and Exhibition Management*	3/4		
	V0874	Public Relations	4		
	V0882	Fund Raising & Sponsorship	2		
	V0814	Event Design and Production II	4		
<b>Elective Courses : Foreign Language III**</b>					
V0102	French Language IV	2			
V0142	Chinese Language IV	2			
5	<b>Stream : Hotel Operation Services</b>			15	
	V0310	Industrial Work Placement I	10		
	V1025	Certificates & IWP Report I	5		
	<b>Stream : Culinary</b>				
	V0990	Industrial Work Placement I	10		
	V0985	Certificates & IWP Report I	5		
	<b>Stream : Event Management</b>				
	V1050	Industrial Work Placement I	10		
V1045	Certificates & IWP Report I	5			

Sem	Code	Course Name	SCU	Total
6	<b>Stream : Hotel Operation Services</b>			21/15/21
	CB442	CB: Professional Development	2	
	EN002	Entrepreneurship 2	2	
	V0757	The Art Wine and Coffee*	3/4	
	V0352	Supervision in the Hospitality Industry	2	
	V0774	Rooms Division Management	4	
	V0782	Restaurant Management	2	
	V0442	Research Methodology	2	
	<b>Stream : Culinary</b>			
	V1010	Industrial Work Placement II	10	
	V1005	Certificates & IWP Report II	5	
	<b>Stream : Event Management</b>			
	CB442	CB: Professional Development	2	
	EN002	Entrepreneurship 2	2	
	V0897	Showbiz & Entertainment Project Management*	3/4	
	V0904	Conference Management	4	
	V0922	Showbiz Project Financial Management	2	
V0442	Research Methodology	2		
V0582	Strategic Management and Contemporary issues in Event	2		
7	<b>Stream : Hotel Operation Services</b>			15/21/15
	V0320	Industrial Work Placement II	10	
	V1035	Certificates & IWP Report II	5	
	<b>Stream : Culinary</b>			
	CB442	CB: Professional Development	2	
	EN002	Entrepreneurship 2	2	
	V0562	Catering Management	2	
	V0767	Indonesian Cuisine*	3/4	
	V0684	Pastry & Bakery III	2/2	
	V0442	Research Methodology	2	
	V0642	Food Cost Control	2	
	<b>Stream : Event Management</b>			
	V1070	Industrial Work Placement II	10	
V1065	Certificates & IWP Report II	5		
8	V0844	Facility and Design Planning for Hotel, Resort & Restaurant	4	10
	<b>Stream : Hotel Operation Services</b>			
	V1096	Final Project	6	
	<b>Stream : Culinary</b>			
	V1086	Final Project	6	
	<b>Stream : Event Management</b>			
	V1106	Final Project	6	
	G1402	English for Business Presentation	2	
G1412	English for Business Communication	2		
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship Embedded

\*\*) Student choose one of Elective Foreign Language Courses on Semester 2, Semester 3 and Semester 4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	V0504	Introduction to Hospitality and Operational Services*	C
4	V0514	Intercultural Communication and Service Excellence	C
5	V0834	Introduction to Tourism and Event Management	C
6	V0594	Workplace Hygiene, Safety and Security*	C
<b>Stream</b>			
<b>Culinary</b>			
7	V0552	Food Nutrition*	C
8	V0642	Food Cost Control	C
<b>Hotel Operation Services</b>			
7	V0774	Rooms Division Management	C
8	V0782	Restaurant Management*	C
<b>Event Management</b>			
7	V0826	Meeting and Incentive Operation Services	C
8	V0867	Expo and Exhibition Management*	C

\*) Tutorial & Multipaper

## Marketing Communications

### Introduction

Marketing communication is an interdisciplinary major that combines the concepts and theories of Marketing and Communication Science, integrating the activities of advertising, public relations, broadcasting, sales promotion, direct marketing, personal selling and cybermarketing into a single professional field of expertise.

Since the 1980's, the development of media in Indonesia and the demands of qualified professionals in radio and television as well as in the fields of marketing and promotion are increasing up to more than 10% per year. In response to this trend, the Marketing Communication program offers a general education in humanities and skills in communication and analysis that are essential in most careers. The Marketing Communication major allows students to understand how and why communication should work, and communicate effectively in written, visual and oral modes. Students will also learn to create or manage effective integrated marketing communication programs.

### Vision

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

**Mission**

The mission of Marketing Communication 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 in the fundamental skills, knowledge, research and practice of broadcasting, and public relations.
3. Providing excellent learning experiences with real world applications.
4. Preparing students for strategic positions in service industries and/ or for advanced degrees in broadcasting and public relations.
5. Improving the quality of life of the global Community.

**Program Objective**

The objectives of the program are :

1. Provide students with a solid foundation of theoretical and practical knowledge in Broadcasting, Public Relations and Digital Journalism in the fields of, Radio, Television, Public Relations and Digital Journalism.
2. Prepare students with a solid foundation in communication skills for success in the Broadcasting, Public Relations and Digital Journalism industries.
3. Provide students with communication, entrepreneurial skills and internship for success in a global market.
4. Conduct ICT-based research in the field of Broadcasting, Public Relations and Digital Journalism.
5. Prepare students to succeed in the global industry and to improve the quality of life of the global Community.

**Graduate Competency**

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

1. Solve problems and formulate solutions related to Broadcasting, Public Relations and Digital Journalism.
2. Organize the production of Radio and Television programs in the role of a Broadcaster, Public Relations Officer, and Digital Journalist.
3. Classify and analyze professional communication approaches, and adopt a professional image based on communication protocol.
4. Apply the theory and practice of communication through internship programs.
5. Create a business plan in broadcasting.
6. Create a Business Plan in Public Relations.
7. Create a Business Plan in Digital Journalism.

**Prospective Career of the Graduates**

A major in Marketing Communication prepares a student for work in advertising, branding, broadcasting (radio and television), direct marketing, graphic design, marketing, online marketing, packaging, promotion, publicity, public relations, government and public service, sales, sales and promotion, sponsorship, publishing, journalism, education, and business.

After finishing the program, graduates will have an ideal foundation to enter a multitude of career opportunities such as account executive, advertising manager, financial marketer, inventory manager, market researcher, media

planner, product manager, public relations executive, retail store manager, nonprofit organization director, reporter, news presenter, journalist, master of ceremony (MC), sport broadcaster, public relation specialist, sales and promotion manager, marketing manager, event organizer, and general manager in marketing communication.

## **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 television and radio broadcasting laboratory located at the Syahdan campus. Practical experience with current technology tools and internship programs ensure that students have not only strong academic preparation, but also practical experience in marketing communications activities.

Currently, the Marketing Communication program provides 2 concentrations that the students can choose from according to their goals and interests:

### **1. Public Relations**

Graduates who choose the Public Relations concentration will develop skills in the practice of managing communication between an organization and its publics. Public relations gains an organization or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement. Common activities include speaking at conferences, working with the media, crisis communications, social media engagement, and employee communication.

### **2. Broadcasting**

Graduates who choose the Broadcasting concentration will learn about communication formats like television, radio, film, multimedia and the internet. As the field itself trends toward newer technologies, like the internet and multimedia, the program teaches students about the nature of contemporary audiences and their relationship to media. Students learn how new technologies can target increasingly specific audiences, and how broadcasting practices, finances, marketing and reporting changes as market niches expand.

The program train students in all aspects of broadcasting, including announcing, production, writing and editing. As such, the program have some emphasis on technology and require students to gain hands-on experience, which often comes by way of external internships or time spent working for student-run broadcasting entities such as Binus TV, production houses, school news programs or radio stations.

### **3. Digital Journalism**

Graduates who choose the Digital Journalism concentration will learn about how to be a Web-Journalist. In this specialization, beside Communication Science in general, they will be prepared to be able to make applications of the development of journalism that are applied in a variety of Print-Media, and also based on Internet technology. The development of internet media journalism through this, going pretty fast, not only to speed up the message by writing to the audience, but also help to accelerate the impact of the news contained in general. In this specialization, students will study the Indonesian Journalism specifically, Graphic, Publication Press, Media convergence and Digital Journalism, Photography, Multi Media Magazine, Politics Communication, Propaganda and Public Opinion and Communication Ethnography.



## Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	G1372	English Entrant	2		
	O0012	Introduction to Social Anthropology	2		
	O0062	Introduction to Communication Science	2		
	O0104	Theory of Communication	4		
	O0124	Social Change and Globalization	4		
	O0204	Chinese Language I	4		
2	O0032	Introduction to Political Science	2	20	
	O0072	Introduction to Psychology	2		
	O0144	Theory of Mass Communications	4		
	G1382	English in Focus	2		
	O0294	Professional Image and Acting	4		
	CB422	CB: Spiritual Development	2		
	O0254	Chinese Language II	4		
3	G1392	English Savvy	2	20	
	O0154	Public Speaking (MC/Protocol)	4		
	O0162	Introduction to Journalistic	2		
	O0222	Public Opinion	2		
	O0704	Media Interview Technique	2/2		
	O0174	Intercultural Communication	4		
	O0712	Computer Laboratory	2		
4	CB432	CB: Interpersonal Development	2	20/20/19	
	EN001	Entrepreneurship I	2		
	O0134	Statistics	4		
	O0182	Introduction to Marketing	2		
	O0274	Integrated Marketing Communications	4		
	<b>Stream : Public Relations</b>				
	O0312	Introduction to Public Relations	2		
	O0724	Public Relations Writing	2/2		
	<b>Stream : Broadcasting</b>				
	O0733	The Principles of Radio Broadcast Production	2/1		
	O0743	The Principles of Television Broadcast Production	2/1		
	<b>Stream : Digital Journalism</b>				
	O0753	Introduction to Graphic	2/1		
	O0582	Politics Communication	2		

Sem	Code	Course Name	SCU	Total	
5	CB442	CB: Professional Development	2	20/21/22	
	O0282	Organization Communication	2		
	O0192	Advertising	2		
	<b>Stream : Public Relations</b>				
	O0764	Crisis Communication and Public Relations	2/2		
	O0342	Public Relations Management	2		
	O0774	Digital Public Relations	4		
	O0644	Public Relations Advertising*	3/1		
	<b>Stream : Broadcasting</b>				
	O0404	Radio and Television Script Writing	4		
	O0414	Computer/Multimedia	4		
	O0472	Producer and Programa	2		
	O0655	Radio and Television Broadcast Production*	3/2		
	<b>Stream : Digital Journalism</b>				
	O0554	Press Publication	4		
	O0574	Indonesian Language for Journalism	4		
	O0784	Printed and Convergence Media*	3/1		
O0794	News Writing Practice	2/2			
6	O0242	Philosophy and Ethics of Communication Science	2	17/18/18	
	EN002	Entrepreneurship II	2		
	O0302	Mass Communication Sociology	2		
	<b>Stream : Public Relations</b>				
	O0804	Public Relations and Branding	2/2		
	O0362	Consumer Behaviour	2		
	O0843	Media Planning and Relations	2/1		
	O0442	Business Law	2		
	<b>Stream : Broadcasting</b>				
	O0494	Audio – Video Editing	4		
	O0814	Broadcasting Management	4		
	O0824	Reportage Technique and News Caster	2/2		
	<b>Stream : Digital Journalism</b>				
	O0834	Journalism Photography	2/2		
	O0622	Propaganda and Public Opinion	2		
O0632	Ethnography of Communication	2			
O0664	Digital Campaign	2/2			

Sem	Code	Course Name	SCU	Total	
7	O0054	Indonesian	4	19/17/17	
	O0084	Quantitative and Qualitative Research Methods	4		
	O0214	Mass Communication Research Methods	4		
	<b>Stream : Public Relations</b>				
	O0675	Event Management*	3/2		
	J0612	Business Communication	2		
	<b>Stream : Broadcasting</b>				
	O0685	News Magazine*	3/2		
	<b>Stream : Digital Journalism</b>				
O0695	Multi Media Magazine*	3/2			
8	O0504	Internship	4	10	
	O0516	Thesis	6		
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	O0062	Introduction to Communication Science	B
4	O0104	Theory of Communication*	B
5	O0704	Media Interview Technique	C
6	O0294	Professional Image and Acting*	C
<b>Stream</b>			
<b>Public Relations</b>			
7	O0342	Public Relations Management	B
8	O0724	Public Relations Writing*	B
<b>Broadcasting</b>			
7	O0824	Reportage Technique and News Caster*	B
8	O0655	Radio and Television Broadcast Production	B
<b>Digital Journalism</b>			
7	O0753	Introduction to Graphic	C
8	O0554	Press Publication*	C

\*) Tutorial & Multipaper

## 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, and Industrial Engineering. In addition to its single degree, Industrial Engineering department offers double degree program, IE-IS (Industrial Engineering and Information System). 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. Arrange Building Systems
3. Produce an Architectural Design project.
4. Integrate Environmental Systems and Local Values with Architectural Design
5. Adopt Professional Ethics
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 its 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 economic 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	CB412	CB: Self Development	2	20	
	R0022	Introduction to Architecture	2		
	R0434	Aesthetics	4		
	R0444	Architectural Communication Technique	4		
	R0702	Design Methods	2		
	R0714	Architectural Design I	4		
	G1372	English Entrant	2		
2	CB422	CB: Spiritual Development	2	20	
	R0132	Material Technology	2		
	R0474	Building Technology I	4		
	R0724	Architectural Design II	4		
	R0772	Traditional Architecture	2		
	G1382	English in Focus	2		
	R0594	Computerized Architectural Design I	4		
3	R0484	Building Technology II	4	22	
	R0734	Architectural Design III	4		
	R0782	Modern Architecture	2		
	G1392	English Savvy	2		
	R0464	Site Planning	4		
	R0604	Computerized Architectural Design II	4		
	R0762	Behavior in Architecture	2		
4	CB432	CB: Interpersonal Development	2	22	
	R0792	Tropical Architecture	2		
	EN001	Entrepreneurship I	2		
	R0494	Building Technology III	4		
	R0746	Architectural Design IV	6		
	<b>Stream : Real Estate</b>				
	R0322	Introduction to Real Estate	2		
	R0822	Quantitative Business Analysis	2		
	R0832	Managerial Economic	2		
	<b>Stream : Digital Architecture</b>				
	R0452	Mathematics of Architecture	2		
	R0614	Computerized Architectural Design III	4		
	<b>Stream : Interior Architecture</b>				
	R0844	Interior Presentation	4		
	R0852	Interior Design Principles	2		

Sem	Code	Course Name	SCU	Total	
5	CB442	CB: Professional Development	2	22	
	R0142	Building Physics	2		
	R0504	Building Technology IV	4		
	R0756	Architectural Design V	6		
	R0812	Utility	2		
	<b>Stream : Real Estate</b>				
	R1072	Property Assessment I*	2		
	R0882	Leadership Organization Behavior	2		
	R0892	Information Technology for Management	2		
	<b>Stream : Digital Architecture</b>				
	R0904	Computerized Architectural Design IV	4		
	R1082	Architectural Photography*	2		
	<b>Stream : Interior Architecture</b>				
	R0924	Interior Design	4		
R1092	Building Material Knowledge*	2			
6	R0802	Urban Architecture	2	22	
	R1132	Project Management	2		
	R0952	Sustainable Architecture	2		
	R0962	Architectural Research Methods	2		
	EN002	Entrepreneurship II	2		
	<b>Stream : Real Estate</b>				
	R0874	Property Assessment II	4		
	R0976	Real Estate Design	6		
	R0982	Financial Accounting	2		
	<b>Stream : Digital Architecture</b>				
	R0414	Multi Media	4		
	R0996	Advanced Architectural Design	6		
	R1002	Architectural Animation Design	2		
	<b>Stream : Interior Architecture</b>				
R1016	Advanced Interior Design	6			
R1024	Acoustics and Lighting Design	4			
R1032	Interior Installation	2			
7	R0242	Seminar	2	10	
	R0212	City and Settlement	2		
	<b>Stream : Real Estate</b>				
	R1106	Internship*	6		
	<b>Stream : Digital Architecture</b>				
	R1116	Internship*	6		
	<b>Stream : Interior Architecture</b>				
R1126	Internship*	6			



Sem	Code	Course Name	SCU	Total
8	R0688	Final Project	8	8
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship embedded

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	R0714	Architectural Design I*	C
4	R0724	Architectural Design II*	C
5	R0734	Architectural Design III*	C
6	R0746	Architectural Design IV	C
<b>Stream</b>			
<b>Real Estate</b>			
7	R0322	Introduction to Real Estate	C
8	R0976	Real Estate Design	C
<b>Interior Architecture</b>			
7	R0852	Interior Design Principles	C
8	R1016	Advanced Interior Design	C
<b>Digital Architecture</b>			
7	R0452	Mathematics of Architecture	C
8	R0996	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	CB412	CB: Self Development	2	20
	K0024	Calculus I	4	
	D0684	Physics I	4	
	S1096	Building Construction	4/2	
	S0012	Introduction to Civil Engineering	2	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	K0594	Calculus II	4	
	K0923	Physics II	2/1	
	S0372	Chemistry for Civil Engineering	2	
	G1382	English in Focus	2	
	S1072	Algorithm & Programming	2	
	S0695	Statics	4/1	

Sem	Code	Course Name	SCU	Total	
3	I0685	Statistical Method	4/1	20	
	K0104	Engineering Mathematics I	4		
	S0663	Surveying	2/1		
	S0262	Numerical Analysis	2		
	S1014	Mechanics of Materials	4		
	G1392	English Savvy	2		
4	CB432	CB: Interpersonal Development	2	22	
	K0124	Engineering Mathematics II	4		
	S1114	Structural Analysis	4		
	S0705	Soil Mechanics	4/1		
	S0715	Fluid Mechanics & Hydraulics	4/1		
	EN001	Entrepreneurship I	2		
5	CB442	CB: Professional Development	2	19	
	S0782	Environmental Engineering	2		
	S1183	Construction Material Technology*	2/1		
	S0484	Foundation Engineering	4		
	S0844	Theory and Design of Steel Structures	4		
	S1122	Traffic Engineering	2		
	S0622	Construction Management	2		
6	S0753	Highway Engineering	2/1	21	
	S0802	Estimating Cost	2		
	S0834	Theory and Design of Concrete Structures	4		
	S1032	Computer Application in Structural Engineering	2		
	S0732	Hydrology	2		
	EN002	Entrepreneurship II	2		
	<b>Elective Courses I**</b>				
	S0522	Geosynthetics Application in Civil Engineering	2		
	S0892	Soil Improvement Method	2		
	S0862	Airport Engineering	2		
	S0972	Evaluation of Project Management & Project Feasibility	2		
	S0512	Steel Structures Design for Advanced	2		
	S1132	Dynamics of Structures	2		
	S1142	Bridge Engineering	2		
S0442	Construction Method	2			

Sem	Code	Course Name	SCU	Total	
7	S1042	Computer Application in Geotechnical Engineering	2	18	
	S0182	Case Study in Civil Engineering	2		
	S0202	Internship	2		
	S0252	Seminar	2		
	S1152	Project*	2		
	S0192	Research Methodology and Technical Writing	2		
	<b>Elective Courses**</b>				
	S1102	Advanced Soil Mechanics	2		
	S0432	Urban Drainage	2		
	S0902	Infrastructure Management	2		
	S1162	Computer Application in Construction Management	2		
8	S0502	Concrete Structures Design for Advanced	2	6	
	S1172	Earthquake Engineering	2		
	S0882	Railway Engineering	2		
	S0412	Earthwork / Heavy Equipment	2		
	S0216	Thesis	6		
<b>Elective Courses</b>					
G1402	English for Business Presentation	2			
G1412	English for Written Business Communication	2			
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

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

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

Subject		Credits	Prerequisites		Credits
K0104	Engineering Mathematics I	4	K0024	Calculus I	4
S1114	Structural Analysis	4	S0695	Statics	4/1

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship 2	C
3	S0695	Statics*	C
4	S0705	Soil Mechanics*	C
5	S0715	Fluid Mechanics & Hydraulics	C
6	S0484	Foundation Engineering	C
7	S0622	Construction Management	C
8	S0753	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 competitive 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. 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**

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

1. An ability to apply mathematics, science, and engineering to the Industrial Engineering domain
2. An ability to collect, analyze, and interpret the data used in designing and conducting experiments
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 problems through Industrial Engineering approaches
5. An ability to function in multi-disciplinary teams
6. An understanding of professional and ethical responsibilities
7. An ability to communicate effectively
8. The broad education necessary to determine impact of Industrial Engineering in a global, economic, environmental, and societal context
9. A recognition of the need 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	CB412	CB: Self Development	2	20
	D0052	Introduction to Industrial System	2	
	D0684	Physics I	4	
	D0992	Managerial Economics	2	
	K0024	Calculus I	4	
	K0134	Industrial Chemistry	4	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	D0696	Physics II	4/2	
	D1044	Technical Drawing	2/2	
	K0044	Calculus II	4	
	D0702	Environmental Science	2	
	G1382	English in Focus	2	

Sem	Code	Course Name	SCU	Total	
3	D0712	Probability Theory	2	22	
	D1054	Linear and Discrete Mathematics	4		
	D1062	Biology	2		
	K0074	Calculus III	4		
	G1392	English Savvy	2		
	T0016	Algorithm and Programming	4/2		
	D0222	Research Methodology	2		
4	CB432	CB: Interpersonal Development	2	20	
	D1074	Applied Statistics	4		
	D1084	Human-Integrated Systems	2/2		
	D0744	Deterministic Optimization	4		
	EN001	Entrepreneurship I	2		
	M0564	Introduction to Database Systems	2/2		
5	CB442	CB: Professional Development	2	20/22/22	
	D0734	Stochastics Process	4		
	D1252	Business Ethics and Communication*	2		
	D1114	Financial Accounting	4		
	<b>Stream : Manufacturing System</b>				
	D1212	Mechanics of Materials	2		
	D1226	Production Planning and Inventory Control	4/2		
	<b>Stream : Service System Engineering</b>				
	D1182	Human Interaction in Service Systems	2		
	D0814	Operation of Service System	4		
	D0314	Quality Management System Design	4		
	<b>Stream : Supply Chain Management</b>				
	D1192	Global Supply Chain	2		
	D0314	Quality Management System Design	4		
	D0954	E-Supply Chain Management	2/2		

Sem	Code	Course Name	SCU	Total	
6	D0174	System Modeling and Simulation	4	22/20/20	
	D0762	Engineering Economy	2		
	EN002	Entrepreneurship II	2		
	D1104	Leadership and Organization Behavior	4		
	<b>Stream : Manufacturing System</b>				
	D1232	Facility Planning	2		
	D0782	Quality Control	2		
	D1126	Manufacturing Process	4/2		
	<b>Stream : Service System Engineering</b>				
	D1134	Financial Engineering	4		
	D0834	Decision Support System	4		
	<b>Stream : Supply Chain Management</b>				
	D0844	Supply Chain : Logistics	4		
	D0854	Supply Chain : Manufacturing and Warehousing	4		
7	D1144	Industrial Practice	4	12	
	<b>Stream : Manufacturing System</b>				
	D1264	Project Management*	4		
	D1164	Sustainable Engineering Systems	4		
	<b>Stream : Service System Engineering</b>				
	D1264	Project Management*	4		
	D1174	Dynamic Service Facility Design	2/2		
	<b>Stream : Supply Chain Management</b>				
	D0874	Transportation System Modeling	4		
D1274	Supply Chain Risk and Negotiation*	4			
8	D0386	Final Project	6	10	
	<b>Stream : Manufacturing System</b>				
	D0414	Advanced Topics in Production and Manufacturing System	4		
	<b>Stream : Service System Engineering</b>				
	D0974	Advanced Topics in Service System Engineering	4		
	<b>Stream : Supply Chain Management</b>				
	D0984	Advanced Topics in Supply Chain Management	4		
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
G1412	English for Written Business Communication	2			
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

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

Subject		Credits	Prerequisites		Credits
K0074	Calculus III	4	K0024	Calculus I	4
D0734	Stochastics Process	4	D0712	Probability Theory	2
D0174	System Modeling and Simulation	4	D0734	Stochastics Process	4
<b>Stream</b>					
<b>Supply Chain Management</b>					
D0844	Supply Chain : Logistics	4	D0744	Deterministic Optimization	4
D0854	Supply Chain : Manufacturing and Warehousing	4			
<b>Manufacturing System</b>					
D0782	Quality Control	2	D1074	Applied Statistics	4
<b>Service System Engineering</b>					
D1134	Financial Engineering	4	D0744	Deterministic Optimization	4
D1174	Dynamic Service Facility Design	2/2	D0734	Stochastics Process	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	D0734	Stochastics Process*	C
4	D0744	Deterministic Optimization*	C
5	D1074	Applied Statistics*	C
6	D1084	Human-Integrated Systems	C
<b>Stream</b>			
<b>Manufacturing System</b>			
7	D1226	Production Planning and Inventory Control	C
8	D1126	Manufacturing Process	C
<b>Service System Engineering</b>			
7	D0814	Operation of Service Systems*	C
8	D1174	Dynamic Service Facility Design	C
<b>Supply Chain Management</b>			
7	D0854	Supply Chain : Manufacturing and Warehousing*	C
8	D0844	Supply Chain : Logistics*	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. To provide students with a fundamental knowledge of scientific, engineering, and professional principles that are essential to the practice of computer engineering.
2. To provide students with the methodological and computational skills within Computer Engineering that enable them to be successful in their career
3. To prepare students with team work and social responsibility skills, and support them to be successful as ethical citizens and global team players.
4. To provide students with the ability to meet the needs of a rapidly changing world by continually updating and renewing their knowledge throughout their careers.

## **Graduate Competencies**

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

1. An ability to apply 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, 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	CB412	CB: Self Development	2	20
	D0684	Physics I	4	
	H0874	Chemistry	4	
	K0314	Calculus	4	
	G1372	English Entrant	2	
	H0884	Introduction to Computer Engineering	4	
2	CB422	CB: Spiritual Development	2	20
	D0696	Physics II	4/2	
	T0016	Algorithm and Programming	4/2	
	H0864	Engineering Mathematics I	4	
	G1382	English in Focus	2	

Sem	Code	Course Name	SCU	Total	
3	H0894	Engineering Mathematics II	4	22	
	K0362	Discrete Mathematics	2		
	H0903	Electric Circuit Theory	2/1		
	H0915	Electronic Devices	4/1		
	H0612	Introduction to Data Structure	2		
	I0262	Probability and Statistics	2		
	G1392	English Savvy	2		
	EN001	Entrepreneurship I	2		
4	CB432	CB: Interpersonal Development	2	21	
	H0926	Digital System*	5/1		
	H0572	Signal and System	2		
	K0572	Numerical Methods	2		
	H0515	Computer Networks	4/1		
	H0932	High Level Programming Language	2		
	T0542	Operating Systems	2		
5	H0622	Control System	2	21/23/22	
	H0803	Assembly Language	2/1		
	H0822	Computer System Development and Methodology	2		
	EN002	Entrepreneurship II	2		
	CB442	CB: Professional Development	2		
	H0943	Digital Signal Processing	2/1		
	<b>Stream : Robotics and Automation</b>				
	H0272	Actuators and Sensors	2		
	H0332	Simulation and Modeling	2		
	H0733	Artificial Neural Network	2/1		
	<b>Stream : Embedded System</b>				
	H0685	Cross Platform Application Development	4/1		
	H0694	Advanced Logic Design	4		
	<b>Stream : Communication System</b>				
	T0374	Applied Networking I	0/4		
	H0704	Communication Transmission System	2/2		



Sem	Code	Course Name	SCU	Total	
6	H0344	Computer Organization and Architecture	4	23/19/23	
	H0956	Microcontroller Design and Application*	5/1		
	H0812	Research Methodology	2		
	<b>Stream : Robotics and Automation</b>				
	H0674	Advanced Digital Signal Processing	4		
	H0963	Advanced Control System	2/1		
	H0724	Robotics Fundamental	2/2		
	<b>Stream : Embedded System</b>				
	H0272	Actuators and Sensors	2		
	H0975	Advanced Large Scale Integration System Design	4/1		
	<b>Stream : Communication System</b>				
	T0384	Applied Networking II	0/4		
	H0984	Wireless and Mobile Technology	4		
H0833	Network Security Fundamental	2/1			
7	H0763	Database Design and Application	2/1	13/15/12	
	H0352	Parallel Processing	2		
	<b>Stream : Robotics and Automation</b>				
	H0775	Robotics and Industrial Automation	4/1		
	T0283	Computer Vision	2/1		
	<b>Stream : Embedded System</b>				
	H0786	Embedded Linux System Development	4/2		
	H0794	Mobile Application Development	2/2		
	<b>Stream : Communication System</b>				
	H0493	Network Management	2/1		
H0844	Applied Network Security	4			
8	H0446	Thesis	6	6	
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

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

Subject	Credits	Prerequisites	Credits		
H0894	Engineering Mathematics II	4	K0314	Calculus	4
H0932	High Level Programming Language	2	T0016	Algorithm and Programming	4/2
H0956	Microcontroller Design and Application	5/1	H0926	Digital System	5/1

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	K0314	Calculus*	C
4	T0016	Algorithm and Programming*	C
5	H0926	Digital System*	C
6	H0956	Microcontroller Design and Application	C
<b>Stream</b>			
<b>Stream : Robotics and Automation</b>			
7	H0724	Robotics Fundamental	C
8	H0963	Advanced Control System	C
<b>Stream : Embedded System</b>			
7	H0975	Advanced Large Scale Integration System Design	C
8	H0786	Embedded Linux System Development	C
<b>Stream : Communication System</b>			
7	T0384	Applied Networking II	C
8	H0844	Applied Network Security	C

\*) Tutorial & Multipaper

## **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 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 the Industrial Engineering domain
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 god 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:

7. Service Industry: Client Management, Commercial Banking and Real Estate, Financial Consulting, Health Systems, and Human Resource Consulting
8. Manufacturing Industry: Inventory Management, Logistics, Operation Management, Production Management, and Warehousing
9. Research and Development: Data Analysis, Environmental Protection and Preservation, and Human Factors Engineering

10. Business and Management: Business Strategy, Investment Banking, Management Analysis, Project Management, and Business Development
11. Information Technology: Corporate Information System, Database Design/Administration, E-Business, System Analyst & Design, Web development/Design, IT / IS consultant
12. 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	CB412	CB: Self Development	2	20
	D0052	Introduction to Industrial System	2	
	D0684	Physics I	4	
	K0584	Calculus I	4	
	M0014	Information System Concept	4	
	T0622	Introduction to Information Technology	2	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	D0696	Physics II	4/2	
	K0434	Calculus II	4	
	T1446	Algorithm and Programming	2/4	
	G1382	English in Focus	2	
3	K0074	Calculus III	4	24
	K0134	Industrial Chemistry	4	
	M0034	Information and Business Process	4	
	T1456	Object Oriented Programming	2/4	
	G1392	English Savvy	2	
	M0054	Information System Development	2/2	
4	CB432	CB: Interpersonal Development	2	24
	D0702	Environmental Science	2	
	EN001	Entrepreneurship I	2	
	M0086	Information System Analysis and Design	4/2	
	D1054	Linear and Discrete Mathematics	4	
	T1464	Programming for business	2/2	
	T0084	Human and Computer Interaction	2/2	
5	CB442	CB: Professional Development	2	24
	D1062	Biology	2	
	D0744	Deterministic Optimization	4	
	D1044	Technical Drawing	2/2	
	D1264	Project Management*	4	
	M0126	Advanced Information System Analysis and Design	4/2	
	D0712	Probability Theory	2	

Sem	Code	Course Name	SCU	Total
6	EN002	Entrepreneurship II	2	24
	M0564	Introduction to Database Systems	2/2	
	D1074	Applied Statistics	4	
	D1084	Human-Integrated Systems	2/2	
	D1114	Financial Accounting	4	
	M0154	Management Support System	4	
	M0232	Testing and Implementation	2	
7	D1232	Facility Planning	2	24
	D0782	Quality Control	2	
	D0734	Stochastics Process	4	
	D1282	Engineering Risk and Benefit Analysis*	2	
	D1226	Production Planning and Inventory Control	4/2	
	M0594	Enterprise System	4	
	M0734	Business Process Reengineering	4	
8	D0174	System Modeling and Simulation	4	24
	I0192	Research Methodology	2	
	M0114	Web-Based Programming	2/2	
	M0244	Information System Strategic Planning	4	
	M0304	Corporate Information System Management	4	
	M0624	Information Technology Valuation	4	
	M0792	Information System Security	2	
9	D0414	Advanced Topics in Production and Manufacturing System	4	20
	D1126	Manufacturing Process	4/2	
	D1144	Industrial Practice	4	
	D1212	Mechanics of Materials	2	
	D1164	Sustainable Engineering Systems	4	
10	D0446	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 210</b>				

\*) Entrepreneurship Embedded

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

Subject	Credits	Prerequisites	Credits		
K0074	Calculus III	4	K0584	Calculus I	4
D0734	Stochastics Process	4	D0712	Probability Theory	2
D0174	System Modeling and Simulation	4	D0734	Stochastics Process	4
D0782	Quality Control	2	D1074	Applied Statistics	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	D0734	Stochastics Process	C
4	D0744	Deterministic Optimization*	C
5	D1074	Applied Statistics*	C
6	D1084	Human-Integrated Systems	C
7	D1226	Production Planning and Inventory Control	C
8	D1126	Manufacturing Process*	C
9	D1264	Project Management	C
10	M0014	Information System Concept*	C
11	M0086	Information System Analysis and Design*	C
12	M0244	Information System Strategic Planning*	C
13	M0304	Corporate Information System Management	C
14	M0564	Introduction to Database Systems	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 Culture and it is awarded Grade B from National Accreditation Board (BAN-PT). In only four years of study, students will reach a level of knowledge unmatched by any other programs in Indonesia. By the end, 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 boost their 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. Analyze Chinese culture in work places and the global community
7. Apply knowledge and teaching skills in education field
8. Apply Chinese business knowledge and skills in business industry
9. Apply Chinese communication skills in broadcasting industry

## **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	CB412	CB: Self Development	2	20
	E0516	Chinese Language I	6	
	E0652	Basic Listening I	2	
	E0722	Character Writing	2	
	E0734	Conversation I	4	
	G0812	Indonesian Culture and Society	2	
	G1372	English Entrant	2	
2	CB422	CB: Spiritual Development	2	20
	E0526	Chinese Language II	6	
	E0664	Basic Listening II	4	
	E0692	Composition I	2	
	E0744	Conversation II	4	
	G1382	English in Focus	2	
3	E0536	Chinese Language III	6	20
	E0622	Reading I	2	
	E1212	Listening News I	2	
	E0702	Composition II	2	
	E0754	Conversation III	4	
	G0012	Indonesian	2	
	G1392	English Savvy	2	

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	20	
	EN001	Entrepreneurship I	2		
	E0546	Chinese Language IV	6		
	E0632	Reading II	2		
	E0682	Listening News II	2		
	E0712	Composition III	2		
	E0764	Conversation IV	4		
5	CB442	CB: Professional Development	2	20	
	E0556	Chinese Language V	6		
	E0604	Computer Skills	4		
	E0642	Reading Chinese Newspaper	2		
	E1192	General Translation I*	2		
	<b>Stream : Teaching</b>				
	E0862	Intonation and Pronunciation Teaching	2		
	E1032	Intermediate HSK Preparation	2		
	<b>Stream : Media</b>				
	E0862	Intonation and Pronunciation Teaching	2		
	E1032	Intermediate HSK Preparation	2		
	<b>Stream : Business</b>				
	E0912	Business Correspondence	2		
	E1032	Intermediate HSK Preparation	2		
	<b>Stream : Culture</b>				
	E1052	Chinese Overseas Research	2		
E1032	Intermediate HSK Preparation	2			
6	EN002	Entrepreneurship II	2	20	
	E0572	Modern Chinese I	2		
	E0566	Chinese Language VI	6		
	E0614	Chinese Computer Skills	4		
	E0812	Images of China	2		
	<b>Stream : Teaching</b>				
	E0882	Chinese Teaching Methodology for Foreigners	2		
	E0892	Chinese Vocabulary Research	2		
	<b>Stream : Media</b>				
	E1012	Chinese Broadcasting Techniques	2		
	E1092	Broadcasting Practices	2		
	<b>Stream : Business</b>				
	E1104	Business Negotiation	4		
	<b>Stream : Culture</b>				
	E0992	Chinese Philosophy	2		
	E1112	Myth, Legend and Tradition of China	2		

Sem	Code	Course Name	SCU	Total	
7	E0822	History of China	2	18	
	E0142	Chinese Scientific Writing	2		
	E0592	Classic Chinese	2		
	E0582	Modern Chinese II	2		
	E0772	Contemporary Chinese Literature	2		
	E1202	General Translation II*	2		
	E0872	Chinese Culture	2		
	<b>Stream : Teaching</b>				
	E0902	Research of Modern Chinese Grammar	2		
	E1122	Psychology of Education	2		
	<b>Stream : Media</b>				
	E1022	Press News Writing	2		
	E1132	Advertisement Design of Newspaper and Television	2		
	<b>Stream : Business</b>				
	E1144	Chinese Business Ethics	4		
<b>Stream : Culture</b>					
E1154	Chinese Art and Culture	4			
8	E0786	Chinese Thesis	6	8	
	<b>Elective Courses</b>				
	E1002	Chinese Classic Literature	2		
	E0932	Chinese Classic Poetry	2		
	E1162	Chinese Film	2		
	E1172	Chinese Proverbs	2		
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
G1412	English for Written Business Communication	2			
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

\*\*) Elective course: minimum 2 credits

### The Table of Prerequisite for Chinese Literature (S1)

Subject	Credits	Prerequisites	Credits
E0536	Chinese Language III	E0516 Chinese Language I	6
E0546	Chinese Language IV	E0526 Chinese Language II	6
E0556	Chinese Language V	E0536 Chinese Language III	6
E0566	Chinese Language VI	E0546 Chinese Language IV	6
E1212	Listening News I	E0652 Basic Listening I	2
E0682	Listening News II	E0664 Basic Listening II	4

Subject		Credits	Prerequisites		Credits
E0712	Composition III	2	E0692	Composition I	2
E0702	Composition II	2	E0722	Character Writing	2
E0754	Conversation III	4	E0734	Conversation I	4
E0764	Conversation IV	4	E0744	Conversation II	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	E0764	Conversation IV*	C
4	E0556	Chinese Language V*	C
5	E0712	Composition III*	C
6	E0142	Chinese Scientific Writing	C
<b>Stream</b>			
<b>Teaching</b>			
7	E0862	Intonation and Pronunciation Teaching	C
8	E0882	Chinese Teaching Methodology for Foreigners	C
<b>Media</b>			
7	E0862	Intonation and Pronunciation Teaching	C
8	E1092	Broadcasting Practices	C
<b>Business</b>			
7	E0912	Business Correspondence	C
8	E1104	Business Negotiation	C
<b>Culture</b>			
7	E1052	Chinese Overseas Research	C
8	E1112	Myth, Legend and Tradition of China	C

\*) Tutorial & Multipaper

## 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. To educate students with Japanese language skills, knowledge, culture, and Applied Japanese for Office and translation by providing excellent courses based on Information Technology.
2. To provide a solid learning and research experience through the creation of creative and value-added talents of leaders for global community
3. To prepare graduates aiming for higher education degree in Japanese or related disciplines
4. To develop 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 provide applied Japanese skills which enable the students to adapt to the working environment
3. To provide 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 to meet 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	CB412	CB: Self Development	2	20
	G1372	English Entrant	2	
	N1162	Japanese Literature ( <i>Nihon Bungaku</i> )	2	
	N0934	Japanese I ( <i>Nihongo I</i> )	4	
	N0024	Conversation and Listening Comprehension I ( <i>Kaiwa to Chookai I</i> )	4	
	N0514	Writing and Reading I ( <i>Kakikata to Yomikata I</i> )	4	
	N0572	Images of Japan ( <i>Nihon JiJou</i> )	2	
2	CB422	CB: Spiritual Development	2	20
	G1382	English in Focus	2	
	N0582	Contemporary Japanese Society ( <i>Gendai Nihonjin Shakai</i> )	2	
	N0944	Japanese II ( <i>Nihongo II</i> )	4	
	N0034	Conversation and Listening Comprehension II ( <i>Kaiwa to Chookai II</i> )	4	
	N0524	Writing and Reading II ( <i>Kakikata to Yomikata II</i> )	4	
	N0552	History of Japan ( <i>Nihonshi</i> )	2	

Sem	Code	Course Name	SCU	Total	
3	G1392	English Savvy	2	18	
	EN001	Entrepreneurship I	2		
	N0954	Japanese III ( <i>Nihongo III</i> )	4		
	N0044	Conversation and Listening Comprehension III ( <i>Kaiwa to Chookai III</i> )	4		
	N0534	Writing and Reading III ( <i>Kakikata to Yomikata III</i> )	4		
	N0702	Japanese Work Ethics ( <i>Bijinesu Mana-</i> )	2		
4	CB432	CB: Interpersonal Development	2	21	
	N1323	Practical Japanese Culture ( <i>Nihon Bunka Taiken</i> )*	3		
	N0964	Japanese IV ( <i>Nihongo IV</i> )	4		
	N0054	Conversation and Listening Comprehension IV ( <i>Kaiwa to Chookai IV</i> )	4		
	N0544	Writing and Reading IV ( <i>Kakikata to Yomikata IV</i> )	4		
	N0672	Japanese Phonology and Morphology ( <i>Nihon no Onseigaku to Keitaigaku</i> )	2		
	N0892	Japanese Computer I ( <i>Nihon no Kompyuta I</i> )	2		
5	CB442	CB: Professional Development	2	20	
	EN002	Entrepreneurship II	2		
	N0984	Text Analysis I ( <i>Tekisuto no Bunseki I</i> )	4		
	N1002	Intermediate Kanji I ( <i>Chuukyuu Kanji I</i> )	2		
	N1182	Noryoku Shiken IV	2		
	<b>Stream : Translation</b>				
	N0612	Indonesian-Japanese Translation ( <i>I-Nichi Honyaku</i> )	2		
	N0602	Japanese-Indonesian Translation ( <i>Nichi - I Honyaku</i> )	2		
	N1152	Theory of Translation ( <i>Honyaku Riron</i> )	2		
	N1192	Translation of Japanese Comics and Animation ( <i>Nihon no Anime to Manga no Honyaku</i> )	2		
	<b>Stream : Office</b>				
	N1202	Public Relation ( <i>kouteki Kankei</i> )	2		
	N1214	Japanese Business Correspondence I ( <i>Nihon no Bijinesu Reta-</i> )	4		
N1232	Japanese Business Conversation I ( <i>Nihon no Bijinesu Kaiwa</i> )	2			



Sem	Code	Course Name	SCU	Total	
6	N0994	Text Analysis II ( <i>Tekisuto no Bunseki II</i> )	4	19	
	N1012	Intermediate Kanji II ( <i>Chuukyuu Kanji II</i> )	2		
	N1252	Japanese Semantics and Syntax <i>Syntax (Nihon no Imiron-Nihon no Kobunho)</i>	2		
	N1262	Composition and Presentation ( <i>Sakubun to Hapyou</i> )	2		
	<b>Stream : Translation</b>				
	N1272	Translation of Japanese Song Lyrics and Poetry ( <i>Nihon no Uta to Shi no honyaku</i> )	2		
	N1282	Translation of Newspaper ( <i>Shinbun Honyaku</i> )	2		
	N1293	Interpreting for Tourism* ( <i>kankou no tame no Tsuyaku</i> )	3		
	N1302	Translation of Advertising Media ( <i>media no honyaku</i> )	2		
	<b>Stream : Office</b>				
	N1224	Japanese Business Correspondence II ( <i>Nihon no Bijinesu Reta-ouyou</i> )	4		
	N1242	Japanese Business Conversation II ( <i>Nihon no Bijinesu Kaiwa ouyou</i> )	2		
N1313	Japanese Management* ( <i>Nihon no Keiei</i> )	3			
7	N1084	Scientific Research Methodology ( <i>Kenkyuuriron</i> )	4	18	
	N0902	Japanese Computer II ( <i>Nihon no Kompyuta II</i> )	2		
	N0802	Advanced Japanese I ( <i>Jokyu Nihongo I</i> )	2		
	N1172	Noryoku Shiken III	2		
	<b>Stream : Translation</b>				
	N1332	Translation of Japanese Novel and Short Story ( <i>Shosetsu no Honyaku</i> )	2		
	N1342	Interpreting for Industry ( <i>Sangyou no tameno tsuyaku</i> )	2		
	N1354	Internship ( <i>Intaanshippu</i> )	4		
	<b>Stream : Office</b>				
	N1362	Japanese Corporate Culture( <i>Nihon kigyou no Manaa</i> )	2		
	N0742	Japanese Public Speaking ( <i>Nihongo no supi-chi no Shikata</i> )	2		
	N1374	Internship ( <i>Intaanshippu</i> )	4		
8	N0812	Advanced Japanese II ( <i>Jokyu Nihongo II</i> )	2	10	
	N0346	Thesis ( <i>Rombun</i> )	6		
	N1112	Japanese Teaching Methodology ( <i>Nihongo Kyoujuhousu</i> )**	2		
	N1132	Japanese Drama ( <i>Nihon no Geki</i> )**	2		
	N0752	Japanese Tourism ( <i>Nihon Kankou</i> )**	2		
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<b>TOTAL CREDIT 146</b>					

\*) Entrepreneurship Embedded

\*\*\*) Elective courses (2 SCU)

**The Table of Prerequisite for Japanese Literature (S1)**

Subject		Credits	Prerequisites	Credits
N0954	Japanese III (Nihongo III)	4	N0934 Japanese I (Nihongo I)	4
			N0944 Japanese II ( <i>Nihongo II</i> )	4

Student can enroll N0954 Japanese III Subject (Nihongo III) if already pass N0934 - Japanese I (Nihongo I) subject or N0944 Japanese II (Nihongo II) subject.

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	N0054	Conversation and Listening Comprehension IV*	C
4	N0544	Writing and Reading IV	C
5	N0902	Japanese Computer II	C
6	N0964	Japanese IV*	C
<b>Stream</b>			
<b>Translation</b>			
7	N0602	Japanese-Indonesian Translation*	C
8	N1293	Interpreting for Tourism	C
<b>Office</b>			
7	N1224	Japanese Business Correspondence II	C
8	N1242	Japanese Business Conversation II*	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 score well in Internationally recognized English tests (e.g. IELTS, TOEFL iBT, Cambridge ESOL)
2. Analyze how language works and employ this understanding to practical contexts.
3. Appraise works of Literature and creative expression in English and take a critical perspective of the values held in society
4. Apply and examine a range of cultural values for a successful future career and academic pursuits
5. Produce research papers and other forms of Literary and Cultural appraisals
6. Demonstrate subject specific knowledge to achieve clear career objectives

### **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	CB412	CB: Self Development	2	20
	G1422	World Concepts	2	
	G1432	Office Automation Laboratory	2	
	G1444	Language Use I	4	
	G1482	Pronunciation	2	
	G1492	Basic Reading Skills	2	
	G1502	Communicative Skills I	2	
	G1532	Paragraph Writing	2	
	G1542	Indonesian Language, Culture and Society	2	
2	CB422	CB: Spiritual Development	2	20
	G0302	Introduction to Literature	2	
	G0882	British Culture and Society	2	
	G0922	Introduction to Linguistics	2	
	G1454	Language Use II	4	
	G1512	Communicative Skills II	2	
	G1552	Active Listening	2	
	G1582	Reading for Fluency	2	
	G1592	Short Essay Writing	2	

Sem	Code	Course Name	SCU	Total	
3	G0332	English Phonology	2	22	
	G0352	English Semantics	2		
	G1464	Language Use III	4		
	G1522	Communicative Skills III	2		
	G1562	Effective Listening	2		
	G1602	Text Analysis	2		
	G1612	Essay Writing	2		
	G0862	American Culture and Society	2		
	G1022	Poetry Analysis	2		
	EN001	Entrepreneurship I	2		
4	CB432	CB: Interpersonal Development	2	22	
	G0362	Sociolinguistics	2		
	G1474	Language Use IV	4		
	G1572	Evaluative Listening	2		
	G1622	Reading Skills for Academic Study	2		
	G1912	Presentation Skills*	2		
	G0872	Australian Culture and Society	2		
	G1052	Prose Analysis	2		
	G1642	Academic Writing	2		
	G1702	English Test Preparation I	2		
5	CB442	CB: Professional Development	2	22	
	G0892	Drama Analysis	2		
	G1042	Pragmatics	2		
	G1672	Discourse	2		
	EN002	Entrepreneurship II	2		
	<b>Stream : English for Business Professionals</b>				
	G0394	Business Management	4		
	G0934	Leadership and Organization	4		
	G1354	Business Communications	4		
	<b>Stream : International TESOL/TEFL</b>				
	G0434	Teaching Methodology	4		
	G1734	Class Management and Resource Management	4		
	G1744	Introduction to Educational Psychology (Teaching, Learning, and Self-Development)	4		
	<b>Stream : English for Hospitality and Service Industries</b>				
	G1834	Introduction to Hospitality and Service Industries	4		
G1844	Travel, Hotel and Restaurant Management	4			
G1824	Introduction to Hospitality Marketing & Management	4			

Sem	Code	Course Name	SCU	Total	
6	G0022	Research Methods	2	20	
	G0842	Desktop Publishing Laboratory	2		
	G0982	Literary Criticism I	2		
	G1662	Drama Performance	2		
	<b>Stream : English for Business Professionals</b>				
	G0384	Public Relations	4		
	G1814	Translating Business and Legal Documents	4		
	G1924	Current Issues in Business (Kapita Selekt)*	4		
	<b>Stream : International TESOL/TEFL</b>				
	G0444	Material Design and Testing	4		
	G1854	English for Specific Purposes: International TESOL/TEFL	4		
	G1934	Current Issues in International TESOL (Kapita Selekt)*	4		
	<b>Stream : English for Hospitality and Service Industries</b>				
	G1864	English for Specific Purposes: Hospitality and Service Industries	4		
	G1874	Hospitality and Service Planning and Marketing	4		
G1944	Current Issues in Tourism (Kapita Selekt)*	4			
7	G0152	Scientific Writing	2	14	
	G0992	Literary Criticism II	2		
	G1342	Research Seminar	2		
	G1712	English Test Preparation II	2		
	<b>Stream : English for Business Professionals</b>				
	G1954	Internship	4		
	G1882	Interpreting for Business Purposes	2		
	<b>Stream : International TESOL/TEFL</b>				
	G1892	Interpreting for Educational Purposes	2		
	G1964	Internship	4		
	<b>Stream : English for Hospitality and Service Industries</b>				
	G1902	Interpreting for Hospitality and Service Industries	2		
	G1974	Internship	4		
8	G0216	Thesis	6	6	
Elective Courses **	G0292	Organizational Behavior	2	2-4	
	G1032	Popular Culture	2		
	G1252	Broadcasting	2		
	G1262	Editing	2		
	G1272	Advertising	2		
	G1362	Creative Writing	2		
	G1682	Introduction to Film Studies	2		
	G1722	Introduction to Indonesian Music and Culture	2		
	G1782	Introduction to Language and Testing: Indonesia Perspective	2		

\*) Entrepreneurship embedded

\*\*) Elective courses: Student can take elective course after semester 4 as addition elective courses that can be taken maximum two courses or 4 credits. The course cannot be canceled (it will be additional credit in transcript)

**The Table of Prerequisite for English Literature (S1)**

Subject		Credits	Prerequisites		Credits
G1464	Language Use III	4	G1454	Language Use II	4

Students should pass G1454 Language Use II with a minimum Grade is C

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	G1474	Language Use IV*	C
4	G1912	Presentation Skills*	C
5	G0022	Research Methods	C
6	G1454	Language Use II*	C
<b>Stream</b>			
<b>International TESOL/TEFL</b>			
7	G0434	Teaching Methodology	C
8	G0444	Material Design and Testing	C
<b>English for Business Professionals</b>			
7	G0934	Leadership and Organization	C
8	G1354	Business Communications	C
<b>English for Hospitality and Service Industries</b>			
7	G1834	Introduction to Hospitality and Service Industries	C
8	G1864	English for Specific Purposes: Hospitality and Service Industries	C

\*) Tutorial & Multipaper

**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	CB412	CB: Self Development	2	20
	G1372	English Entrant	2	
	L0634	General Psychology 1	4	
	L1084	Biological Psychology	4	
	L0652	Statistics for Psychology 1	2	
	L0664	Philosophy of Science, Logic and Scientific Writing	4	
	L0112	Personal and Professional Use of Technology	2	
2	CB422	CB: Spiritual Development	2	20
	G1382	English in Focus	2	
	L0682	General Psychology 2	2	
	L0696	Developmental Psychology	6	
	L0702	Statistics for Psychology 2	2	
	L0716	Social Sciences for Psychology: Philosophical Anthropology, Sociology, and Anthropology	6	
3	G1392	English Savvy	2	22
	EN001	Entrepreneurship I	2	
	L0726	Methodology of Psychological Research	6	
	L0734	Learning and Cognitive Psychology	4	
	L0742	Statistics for Psychology 3	2	
	L0756	Personality Psychology	6	
4	CB432	CB: Interpersonal Development	2	22
	L0766	Observation and Interview Methods	4/2	
	L0774	Educational Psychology	4	
	L0786	Social Psychology	6	
	L0594	Industrial and Organizational Psychology*	4	

Sem	Code	Course Name	SCU	Total	
5	CB442	CB: Professional Development	2	22	
	EN002	Entrepreneurship II	2		
	L0224	Experimental Methods in Psychology	4		
	L0796	Clinical Psychology	6		
	<b>Stream : Educational Psychology</b>				
	L0804	Psychology of Intelligence	4		
	L0812	Psychology of Creativity and Giftedness	2		
	L0822	Psychology of Early Childhood Education	2		
	<b>Stream : Community Psychology</b>				
	L0832	Psychology of Social Networks	2		
	L0472	Forensic Psychology	2		
	L0642	Introduction to Urban Psychology	2		
	L0672	Psychology of Public Policy	2		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	L0854	Organizational Behavior and Leadership	4		
	L0862	Human Performance Technology	2		
	L0552	Consumer Psychology	2		
6	L0874	Psychodiagnostics	4	20	
	L0886	Psychometrics and Psychological Test Construction	6		
	L0894	Assessment Center Methods	2/2		
	<b>Stream : Educational Psychology</b>				
	L0902	Thesis Proposal Seminar	2		
	L0912	Psychology of Special Needs Education	2		
	L0922	e-Learning Psychology	2		
	<b>Stream : Community Psychology</b>				
	L0842	Indigenous Psychology	2		
	L0932	Thesis Proposal Seminar	2		
	L0942	Urban Psychology	2		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	L0952	Thesis Proposal Seminar	2		
	L0962	Psychological Approach on Knowledge Management	2		
L0972	Human Resources Function & Information System	2			

Sem	Code	Course Name	SCU	Total	
7	L0984	Counseling and Psychotherapy	2/2	14	
	<b>Stream : Educational Psychology</b>				
	L0994	Internship	4		
	L1002	Current Issues in Educational Psychology	2		
	L0604	Psychology of Instructional Design*	4		
	<b>Stream : Community Psychology</b>				
	L1014	Internship	4		
	L1022	Current Issues in Social Psychology	2		
	L0614	Psychology of Social Intervention*	4		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	L1034	Internship	4		
	L1042	Current Issues in Industrial and Organization Psychology	2		
	L0624	Psychology of Training & Development*	4		
8	<b>Stream : Educational Psychology</b>				
	L1056	Thesis	6		
	<b>Stream : Community Psychology</b>				
	L1066	Thesis	6		
	<b>Stream: Industrial &amp; Organizational Psychology</b>				
	L1076	Thesis	6		
	<b>Elective Courses</b>				
G1402	English for Business Presentation	2			
G1412	English for Written Communication	2			
<b>TOTAL CREDIT 146 SKS</b>					

\*) Entrepreneurship embedded

### The Table of Prerequisite for Psychology (S1)

Subject	Credits	Prerequisites	Credits	
L0726	Methodology of Psychological Research	6	L0652 Statistics for Psychology 1	2
L0742	Statistics for Psychology 3	2		2
L0756	Personality Psychology	6	L0634 General Psychology 1	4
L0224	Experimental Methods in Psychology	2/2	L0726 Methodology of Psychological Research	6
			L0702 Statistics for Psychology 2	2
L0796	Clinical Psychology	6	L0756 Personality Psychology	6
L0984	Counseling and Psychotherapy	4	L0796 Clinical Psychology	6
<b>Stream: Educational Psychology</b>				
L0902	Thesis Proposal Seminar	2	L0726 Methodology of Psychological Research	6
<b>Stream: Community Psychology</b>				
L0932	Thesis Proposal Seminar	2	L0726 Methodology of Psychological Research	6

Subject		Credits	Prerequisites		Credits
<b>Stream: Industrial &amp; Organizational Psychology</b>					
L0952	Thesis Proposal Seminar	2	L0726	Methodology of Psychological Research	6

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

No	Code	Course Name	Minimum Grade
1	CB412	CB : Self Development	B
2	EN002	Entrepreneurship II	C
3	L0634	General Psychology I	C
4	L0726	Methodology of Psychological Research	C
5	L0756	Personality Psychology*	C
6	L0886	Psychometrics and Psychological Test Construction*	C
<b>Mata Kuliah Peminatan</b>			
7	L0804	Psychology of Intelligence	C
8	L0604	Psychology of Instructional Design*	C
7	L0942	Urban Psychology	C
8	L0614	Psychology of Social Intervention*	C
7	L0862	Human Performance Technology	C
8	L0624	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**

Becomes a leading business law study program (center) with a globally competence 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. To educate 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. To contribute in enhancing both legal theories as well as legal practices, especially in the research areas of business law based on ICT.
3. To provide legal professional services to meet the needs of business communities benefiting the "Nusantara" society-at-large.
4. To create outstanding potential leaders by taking advantage of any opportunities to broaden their perspectives in applying the legal theories and practices.
5. To take 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. Categorize fundamental and structure of law
2. Construct fundamental and structure of civil and business law
3. Analyze and solve law cases on business and IT
4. Criticize law cases focussing on business and IT
5. Recommend legal opinion to settle business law's cases
6. Argue with logical law reason aligned with professional ethic

**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 : Judges, Prosecutors, Advocates, Notaries, IPR Consultant, Consultant Capital Markets law, Curator, and Mediator.

**Curriculum**

The ability of jurisprudence on which to base has contained a number of 78 credits that became a compulsory subject Study Program Business Law, while 16 credits of courses UBINUS typical form of character-building courses, English and Entrepreneurship, the uniqueness courses, while 52 credits will be focused for the specification and applied science in business and ICT in these two concentrations of up to a total of 146 credits.

**Course Structure**

Sem	Code	Course Name	SCU	Total
1	CB412	CB: Self Development	2	20
	G1372	English Entrant	2	
	B0012	Theory of the State	2	
	B0024	Introduction to Law	4	
	B0652	Agrarian Law	2	
	B0044	Introduction to Indonesian Law	4	
	B0052	Introduction to Philosophy of Law	2	
	B0062	Sociology of Law	2	
2	CB422	CB: Spiritual Development	2	20
	G1382	English in Focus	2	
	B0074	Civil Law	4	
	B0084	Criminal Law	4	
	T0622	Introduction to Information Technology	2	
	B0212	Commerce/Trade Law	2	
	B0672	Adat Law	2	
	B0662	Administrative Law	2	
3	G1392	English Savvy	2	20
	B0092	Islamic Law	2	
	B0132	Law of Insurance and Freight	2	
	B0142	Constitutional Law	2	
	B0232	Legal Reasoning I	2	
	B0112	Environmental Law	2	
	B0172	Labor Law	2	
	B0184	Intellectual Property Rights	4	
	EN001	Entrepreneurship I	2	
4	CB432	CB: Interpersonal Development	2	22
	B0122	Law and Human Rights	2	
	B0264	Capital Market Law	4	
	B0204	Criminal Procedural Law	4	
	B0622	Consumer Protection Law*	2	
	B0242	English for Law Studies	2	
	B0682	Antitrust Law	2	
	B0154	Civil Procedural Law	4	



Sem	Code	Course Name	SCU	Total	
5	CB442	CB: Professional Development	2	18/20	
	EN002	Entrepreneurship II	2		
	B0194	Islamic Business Law	4		
	B0272	International Law	2		
	B0282	Criminology	2		
	B0694	Commercial Court and Judicial Practice of Industrial Relations	4		
	<b>Stream : Business Law</b>				
	B0392	Company Law	2		
	<b>Stream : ICT Law</b>				
	B0602	Computer for Law	2		
B0522	Disclosure of Information Law	2			
6	B0642	Legal Research Methods	2	20/20	
	B0702	Private International Law	2		
	B0714	Alternative Dispute Resolution*	4		
	B0352	International Criminal Law	2		
	<b>Stream : Business Law</b>				
	B0722	Corporate Law Strategy	2		
	B0362	International Commercial Law / Trade Law	2		
	B0732	Construction and Procurement Law	2		
	B0384	Taxation	4		
	<b>Stream : ICT Law</b>				
	B0584	Law of Telematics	4		
	B0752	Media Law	2		
B0424	E-Commerce Law	4			
7	B0432	Current Issues in Law Practices	2	20/18	
	B0442	Legal Reasoning II	2		
	B0452	Accounting for Law	2		
	<b>Stream : Business Law</b>				
	B0464	Banking Law	4		
	B0474	International Economic Law	4		
	B0742	Economic Criminal Law	2		
	B0492	The Law of Private Investment and Development	2		
	B0592	Bankruptcy Law	2		
	<b>Stream : ICT Law</b>				
	B0764	Intellectual Property Law in Cyberspace	4		
	B0772	Computer Forensics	2		
	B0782	Privacy and Cyberspace Law	2		
B0312	Comparative Cyber Law	2			
B0612	Cyber Market in Law Perspective	2			

Sem	Code	Course Name	SCU	Total
8	B0556	Thesis	6	6
	<b>Elective Courses</b>			
	G1402	English for Business Presentation	2	
	G1412	English for Written Business Communication	2	
<b>TOTAL CREDIT 146</b>				

\*) Entrepreneurship Embedded

### The Table of Prerequisite for Business Law (S1)

Subject	Credits	Prerequisites	Credits
B0204	4	B0084 Criminal Law	4
B0154	4	B0074 Civil Law	4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	B0024	Introduction to Law	C
4	B0044	Introduction to Indonesian Law*	C
5	B0074	Civil Law*	C
6	B0084	Criminal Law	C
<b>Stream</b>			
<b>Business Law</b>			
7	B0474	International Economic Law	C
8	B0362	International Commercial Law / Trade Law*	C
<b>ICT Law</b>			
7	B0424	E-Commerce Law*	C
8	B0584	Law of Telematics	C

\*) Tutorial & Multipaper

## 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 analise 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	CB412	CB: Self Development	2	20	
	G1372	English Entrant	2		
	X0014	Indonesia in Perspectives	4		
	X0024	Introduction to International Relations	4		
	X0034	Modern World History	4		
	X0044	Philosophy of Social Science	4		
2	CB422	CB: Spiritual Development	2	20	
	G1382	English in Focus	2		
	X0054	Introduction to International Trade and Business	4		
	X0064	Introduction to Security Studies	4		
	X0074	International Relations Research Method	4		
	<b>Elective Courses : Foreign Language I**</b>				
	X0132	Introductory Chinese I	2		
	X0192	Introductory Japanese I	2		
	X0252	Introductory Arabic I	2		
	X0312	Introductory French I	2		
X0372	Introductory Spanish I	2			
3	G1392	English Savvy	2	18	
	EN001	Entrepreneurship I	2		
	X0112	World Strategic Thoughts	2		
	X0084	Modern Theories of International Relations	4		
	X0094	Diplomacy and International Politics	4		
	<b>Elective Courses : Foreign Language II**</b>				
	X0142	Introductory Chinese II	2		
	X0202	Introductory Japanese II	2		
	X0262	Introductory Arabic II	2		
	X0322	Introductory French II	2		
X0382	Introductory Spanish II	2			

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	18	
	X0494	ASEAN Community: Security, Economic, and Socio-Cultural Aspects*	4		
	X0542	International Law Issues and International Dispute Settlement	2		
	X0122	International Political Economic Thoughts	2		
	<b>Elective Courses : Foreign Language III**</b>				
	X0152	Intermediate Chinese I	2		
	X0212	Intermediate Japanese I	2		
	X0272	Intermediate Arabic I	2		
	X0332	Intermediate French I	2		
	X0392	Intermediate Spanish I	2		
	<b>Stream : Multinational Corporations</b>				
	X0434	The Rise and Fall of Multinational Corporations	4		
	<b>Stream: Trade and Business Diplomacy</b>				
	X0444	Global Economic Architecture	4		
	<b>Stream: Media, International Organization and Global Governance</b>				
	X0454	International Communication and Multiculturalism	4		
	<b>Stream: Security Studies</b>				
X0464	Global Security Architecture	4			
5	CB442	CB: Professional Development	2	20	
	EN002	Entrepreneurship II	2		
	X0474	Foreign Policy of Developed Countries	4		
	X0104	Indonesia's Foreign Policy	4		
	<b>Elective Courses : Foreign Language IV**</b>				
	X0162	Intermediate Chinese II	2		
	X0222	Intermediate Japanese II	2		
	X0282	Intermediate Arabic II	2		
	X0342	Intermediate French II	2		
	X0402	Intermediate Spanish II	2		
	<b>Stream : Multinational Corporations</b>				
	X0504	Dynamics of State Interaction and Multinational Corporations in Globalization Era	4		
	<b>Stream : Trade and Business Diplomacy</b>				
	X0514	Risk Analysis in International Relations	4		
	<b>Stream : Media, International Organization and Global Governance</b>				
	X0524	The Role of International Media in a Global World	4		
	<b>Stream: Security Studies</b>				
X0534	Strategic Industry and Global Security	4			

Sem	Code	Course Name	SCU	Total	
6	X0484	International Organization in International Relations*	4	20	
	X0552	Non-Conventional Issues in International Relations	2		
	J0282	Introduction to Information Technology	2		
	<b>Elective Courses : Foreign Language V**</b>				
	X0172	Advanced Chinese I	2		
	X0232	Advanced Japanese I	2		
	X0292	Advanced Arabic I	2		
	X0352	Advanced French I	2		
	X0412	Advanced Spanish I	2		
	<b>Stream : Multinational Corporations</b>				
	X0574	Indonesia and International Development	4		
	<b>Stream : Trade and Business Diplomacy</b>				
	X0584	National Identity in a Global World	4		
	<b>Stream : Media, International Organization and Global Governance</b>				
	X0594	The Role of Indonesia in the Global Governance	4		
	<b>Stream: Security Studies</b>				
	X0604	The Indonesian Defense Strategy	4		
	<b>Elective Courses ***</b>				
	X0614	Political Economy and Regional Integration in Europe	4		
X0624	Political Economy and Regional Integration in East Asia	4			
X0634	Political Economy and Regional Integration in America	4			
X0644	Political Economy and Regional Integration in Africa and Middle East	4			
7	X0684	Research Proposal Seminar	4	20	
	<b>Elective Courses : Foreign Language VI**</b>				
	X0182	Advanced Chinese II	2		
	X0242	Advanced Japanese II	2		
	X0362	Advanced French II	2		
	X0422	Advanced Spanish II	2		
	X0302	Advanced Arabic II	2		
	<b>Stream: Multinational Corporations</b>				
	X0654	Multinational Corporations and Social Responsibility	4		
	X0664	International Political Economy of Multinational Corporations	4		
	X0674	Multinational Corporation's Global Strategy	4		
	<b>Stream : Trade and Business Diplomacy</b>				
	X0694	WTO and Trade Diplomacy	4		
X0704	Indonesia's Trade Policy in An Era of Free Competition	4			
X0714	Economic Diplomacy of China and India	4			
<b>Stream : Media, International Organization and Global Governance</b>					
X0734	Development of Information Technology and Warfare	4			



Sem	Code	Course Name	SCU	Total	
	X0744	Media, War and Peace	4		
	X0754	International Media and State Role	4		
	<b>Stream : Security Studies</b>				
	X0774	Strategic Leadership	4		
	X0784	Conflict and Peace Studies	4		
	X0794	Terrorism Era: Economic, Social, Political and Security Impacts	4		
8	X0814	Internship	4	10	
	X0826	Thesis	6		
	<b>Elective Courses</b>				
	G1402	English for Business Presentation	2		
	G1412	English for Written Business Communication	2		
<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 (4 SCU) on 6<sup>th</sup> semester

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	X0024	Introduction to International Relations	C
4	X0084	Modern Theories of International Relations*	C
5	X0104	Indonesia's Foreign Policy	C
6	X0474	Foreign Policy of Developed Countries*	C
<b>Stream</b>			
<b>Multinational Corporations</b>			
7	X0664	International Political Economy of Multinational Corporations*	C
8	X0574	Indonesia and International Development	C
<b>Trade and Business Diplomacy</b>			
7	X0704	Indonesia's Trade Policy in An Era of Free Competition*	C
8	X0584	National Identity in a Global World	C
<b>Media, International Organization and Global Governance</b>			
7	X0594	The Role of Indonesia in the Global Governance*	C
8	X0754	International Media and State Role	C
<b>Security Studies</b>			

No	Code	Course Name	Minimum Grade
7	X0604	The Indonesian Defense Strategy*	C
8	X0794	Terrorism Era: Economic, Social, Political and Security Impacts	C

\*) Tutorial & Multipaper

## 2.3 Course Description

### Subject Code: A

#### A1366 – INTERNSHIP (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.

#### A1402 – COST ACCOUNTING, LAB. (2 Credits)

**Learning Outcomes:** On successful completion of this course, student will be able to: Calculate CVP, cost of goods manufactured, cost variances, cost allocation; Analyze decision making and customer profitability; Prepare job order cost sheet, master budget, flexible budget, process costing.

**Topics:** 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 Profitabilty Analysis and Sales

#### A0144 – 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.

#### A0214 – INFORMATION SYSTEMS AUDIT(4 Credits)

**Learning Outcomes:** At the end of this course, the students 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 I: Auditing Operating Systems and Networks; 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.

**A0274 – MANAGING INFORMATION SYSTEM AUDIT FUNCTION (4 Credits)**

**Learning Outcomes:** Students are able to: Adopt Audit Information System Knowledge; Create Corporate Reporting Audit Information system; Employ Audit Information System Process and Tools; Integrate Audit Information System in Department Functions.

**Topics:** History of Internal Auditing; Professional Organizations Related to Internal Auditing; Audit Standard and Responsibilities; Auditing Standards and Responsibilities; Internal Control System; Department Organization; Personnel, Administration and Recruitment; Audit Planning; Audit Performance; Audit Reporting; Managing the Effectiveness of Audit Department.

**A0294 – ADVANCED INFORMATION SYSTEM AUDIT (4 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 process 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.

**A0354 – 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 explain all stages in the accounting cycle; Identify the differences between service and merchandising companies, and 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, accounts receivable, plant assets, natural resources and intangible assets; Identify some of the methods in accordance with Financial Accounting Standards (SAK) and International Financial Reporting Standards (IFRS) relating liabilities; Prepare a statement of cash flows

**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

**A0572 – TAXATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain overview of Indonesian taxation; Analyze tax subject and tax object, deductible and non deductible expenses and specific income taxes applied for income tax calculation; Calculate specific income tax dan annual income tax; Prepare fiscal reconciliation and annual income tax form

**Topics:** The Basics of Taxation; General Provisions and Tax Procedures; Income Tax (General); Final Income Tax; Income Tax Article 21; Income Tax Article 22; Income Tax Article 23; Income Tax Article 24; Income Tax Article 25; Income Tax Article 26; Fiscal Reconciliation and Annual Income Tax Return Filling Practices

**A0676 – 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.

**A0704 – ACCOUNTING INFORMATION SYSTEM (4 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Connect the accounting transactions in the company with business processes; Design accounting information systems with UML class diagram; Demonstrate the risk control in business process, relationships between business process with accounting data, and UML activity diagram; Connect the activities of Purchasing and Receiving of revenue cycle; Design application of accounting system and management.

**Topics:** Introduction to Accounting Information Systems; Business Processes and AIS Data; Documenting Accounting Systems; Identifying Risks and Controls in Business Processes; Understanding and Designing Accounting Data; Understanding and Designing Queries and Reports; Understanding and Designing Forms; Using Accounting Applications; The Acquisition Cycle - Purchasing and Receiving; The Acquisition Cycle - Purchase Invoices and Payments; The Revenue Cycle; Using Technology to Enhance Business Processes; Accounting Systems: Managing the IT Environment; Accounting Systems Development.

**A0784 – INFORMATION TECHNOLOGY INVESTMENT STRATEGY (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Identify IT investment and decision making method; Calculate financial method in IT investment strategy; Compare some methods in IT investment; Explain the importance of IT investment strategy.

**Topics:** Introduction to IT Investment Decision-making; Need Analysis and Alternative IT Investment Strategies; Measuring IT Investment Performance; Basic Financial Methods; Other Financial Methodologies; Cost Benefit Analysis; Critical Success Factors, Delphi Method, and Balance Score Card Method; Decision Analysis; Benchmarking Techniques; Investment Portfolio Methodologies; Value Analysis and Benefit/Risk Methodology.

**A0824 – INFORMATION TECHNOLOGY INVESTMENT PORTFOLIO (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Students will be able to choose the appropriate method of evaluating investment and balancing portfolio that can provide maximum benefit to the company; Students will be able to calculate investment portfolio of information technology in company.

**Topics:** Introduction to IT Portfolio Management; IT Investment Management Framework; Evaluating and Selecting IT Investments; Developing the Portfolio; Confirming Critical Portfolio Content; Analyzing and Balancing the Portfolio; Excelling at Enterprise Performance Management; Practical Implementation Steps.

**A0844 – INTRODUCTION TO 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.

**A0854 – IT COST MANAGEMENT (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Complete the amount of software and the amount of data that invested in asset; Make a diagram / schema of the ABR pictures end development of the business picture; Explain ICT investment as an asset; Explain a timeline view of ICT-based evaluation of ideas; Explain the required concept for accounting business case and be able to place financial estimation of intangible benefits; Produce a risk analysis using spreadsheets; Make IT or IS department's budget and strategic planning of information systems; Calculate the total IT investment; Adjust the assessment of the strategy.

**Topics:** The evaluation of IT investment - a 50 year odyssey; The elusive nature of ICT benefits; The role of instinct in ICT benefits assessment; The total ICT investment; Costing ICT; Issues and techniques of ICT evaluation; ICT cost control; ICT business case accounting; Risk analysis; Evaluation of the IT function; Ranking and scoring; Value for money and health checks; Designing IT surveys for benefit measurement; Evaluation and ABR project management.

**A0862 – INFORMATION SYSTEM AUDIT - ADVANCE TOPIC (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify risk and control for IT operation in organization; Design risk and control for IT operation in organization; Evaluate risk and control for IT operation in organization

**Topics:** Introduction; Advanced Topics in Information Systems Audit I; 1st Paper Submission; Advanced Topics in Information Systems Audit II; 2nd Paper Submission

**A0872 – IT/IS INVESTMENT - ADVANCE TOPIC (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe different types of IT investment decisions-making, steps in the IT project planning, financial performance measures, basic financial method, stages of a CBA, CSF, multi factor scoring and game theory; Explain why the role of IT investment decision making, how reengineering can be used in IT investment analysis, role in IT investment analysis, strategies for IT, what measures of IT effectiveness/efficiency are used for in TI investment decision making, some of the cost categories that should be considered; Illustrate breakeven point, payback period and accounting rate of return for IT investment decision making, PV analysis, ROI, and IRR methodology in IT investment decision making, goal programming; Analyze of breakeven point, payback period and accounting rate of return for IT investment decision making, PV analysis, ROI, and IRR methodology in IT investment decision making, goal programming; Prepare project proposal; Compare between pure strategy and mixed strategy.

**Topics:** Introduction; Information Technology Investment: Decision-Making Methodology; Paper Submission.

**A0882 – ACCOUNTING INFORMATION SYSTEM - ADVANCE TOPIC (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define minimum 8 concepts in advanced information systems; Explain in detail 4 concepts in advanced information systems; Illustrate the application of detail concepts above in the industrial world.

**Topics:** Introduction; Advanced Topics in Information Systems; Paper Submission.

**A0894 – INFORMATION QUALITY ASSURANCE (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify concept of Information Assurance (IA) Architecture in enterprise architecture and systems engineering disciplines; Describe a more accurate business context for IA; Explains how to use IA Framework and IA Process as tools for business risk management; Design frameworks of IA architecture with an effective approach that manage the complexity of enterprisewide IA.

**Topics:** Foundational Concepts for Information Assurance Architecture (IA2); Information Assurance Architecture (IA2) Framework; Information Assurance Architecture (IA2) Process; Information Assurance (IA) Quantification; Organizational Views of Information Assurance (IA); Information Assurance (IA) Business and Technical Driver; The Framework Perspective; Information Assurance (IA) Justification; Future of Information Architecture (IA) and Information Assurance Architecture (IA2).

**A0914 – IT INVESTMENT MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify the new approaches to the management approaches of IS/IT investment; Describe and Explain IS/IT investment management; Demonstrate how benefits plans can be used to improve both investment decision making and the implementation of IS/IT projects and IT-enabled change programmes; Calculate and Analyze IS/IT investment; Plan IS/IT Investment; Choose IS/IT Investment Project.

**Topics:** The Challenge of IS/IT Investment; Understanding the Strategic Context; The Foundations of Benefits Management; Establishing the Why, What, and How; Building the Business Case; Stakeholder and Change Management; Implementing a Benefit Management Approach; The Importance of Context; From Projects to Programmers to Portfolio.

**A0934 – 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 Attributes; 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.

**A0964 – INFORMATION TECHNOLOGY STRATEGIC MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the main issues in effective management and use of IT resources; Define the importance of the alignment of IT strategy with business strategies; Analyze the decisions taken in case of strategic information systems planning; Define the critical role that IT Governance plays in how much value an enterprise receives from IT; Assess the value of IT investments; Analyze the strategic issues regarding IT outsourcing

**Topics:** The Information Systems Strategy Triangle; Strategic Use of Information Resources; Organizational Strategy and Information Systems; Information Systems and the Design of Work; Information Systems for Managing Business Processes; Architecture and Infrastructure; The Business of IT; Governance of the Information Systems Organization; Information Systems Sourcing; Knowledge Management, Business Intelligence, and Analytics; Using Information Ethically

**A0972 – OFFICE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Develop documents with ms word; Create presentation with ms powerpoint; Create schedule with ms project.

**Topics:** Making a Document & Formatting, Styles & page setup; Tables and Graphics; Mail Merge & Document Security; A First Look at PowerPoint 2007, Creating a Presentation, Slides, and Text; Working with Layouts, Themes, Masters, tables and charts; Using SmartArt Diagrams, Clip Art, and Pictures; Building Animation Effects, Transitions, Support Materials & Delivering a Live Presentation; Project management basic; Getting your project going.

**A0982 – OFFICE II (2 Credit)**

**Learning Outcomes:** At the end of this course, the students will be able to: Operate Microsoft Office specifically Microsoft Excel by combining features, formulas and functions existing in Microsoft Excel.

**Topics:** Introduction to Microsoft Excel; Working with Microsoft Excel's formula and basic function; Selection, calculation and Array function; Advanced functions which are combined with searching function (H/Vlookup); Advanced functions which are combined with searching function (H/Vlookup and Match); Consolidate, making graph and using toolbar drawing; Sorting function and data grouping in Microsoft Excel; Data selection by Using Filter Advanced Filter; Pivot Table; Pivot Table with Grouping; Import Data, Validation, Data Formatting; Macro and material review.

**A0992 – OFFICE III (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain Database Development; Create Access Tables; Create and Entering Data with Basic Access Forms; Select Data with Queries; Manage data to be presented with Access Reports in navigation pane and macros.

**Topics:** An Introduction to Database Development; Creating Access Tables; Creating and Entering Data with Basic Access Forms; Selecting Data with Queries; Presenting Data with Access Reports; Navigation Pane; Using Access Macro.



**A1034 – INTERMEDIATE ACCOUNTING (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Connect the linkages between the financial components of a complete financial report

**Topics:** Financial Reporting; A Review of The Accounting Cycle; The Balance Sheet and Notes to The Financial Statements; The Income Statement; Statement of Cash Flows and Articulation; Earnings Management; The Revenue/Receivables/Cash Cycle; Revenue Recognition; Inventory and Cost of Goods Sold; Investments in Noncurrent Operating Assets – Acquisition; Investments in Noncurrent Operating Assets-Utilization and Retirement.

**A1054 – 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

**A1072 – PROFESSIONAL ETHICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain definition and background of ethics within organization; Recognize the nature of the IT profession and the special ethical duties of the IT professional and constraints necessary for justice in an efficient market economy, practice of moving skilled IT jobs; Discuss how to value IT itself; Analyze “ultimate” ethical question of the value of technology, the value of modern technology per se and discusses to what extent conclusions about modern technology apply to information technology.

**Topics:** Ethical Issues in Information Technology; A Background in Ethical Theory; The context of IT Ethical Issues; Professional Duties; Justice in a Market Economy; Trust Issues in a Market Economy; Offshoring as an Ethical Issue; Privacy and Security; Copyright and Piracy; E-Problems; Valuing Information Technology; The Ultimate Value of Technology; The Ultimate Value of Information Technology.

**A1084 – ADVANCED ACCOUNTING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe mention the meaning of terms, characteristics of an limited liability partnership, consignment , the meaning of liquidation, Accounting system for a branch, and nature of consolidated financial statements; Explain the partnership contract, liquidation, computation of cost of a combine and criticism of traditional concept of control; generate various of financial statements; generate financial statement of t financial statements of parent companies and subsidianes; Prepare financial statements; Produce financial report that match the case.

**Topics:** Partnerships: Organization and operation; Partnerships liquidation and incorporation; Installment Sales; Consignment; Accounting for branches; combined financial statements; Business combinations; Consolidated financial statement; on date of business combination; Consolidated financial statement; subsequent to date of business combination; Consolidated financial statement: Intercompany Transactions; Consolidated financial statement; income taxes, cash flows, and instalment acquisition; Consolidated financial statement; special problems; Review.

#### **A1092 – PROCEDURE DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Choose suitable business processes, data modeling and information system; Explain transaction processing accounting cycles, elements, controls, and documentation; Use models computer-based data management: basic file concepts; Describe systems analysis and design process, modeling, quality and development in the future.

**Topics:** Data Modeling and Information System; Systems Concepts; Application to transaction processing Cycle; Transaction Processing Accounting Cycles; Design features of effective report; Evaluation of computer based information system; Data Conversion; Design Consideration System; Database Management Systems; System Development Controls; Communication Networks and Auditing; Decision Support Systems; System organisation, Planning, Systems Analysis and Design.

#### **A1204 – FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the role of finance in the organization; Describe the role of Financial Statements, tax, financial markets, interest rate markets, and financial policies for the benefit of managerial decisions; Calculate the valuation of bonds, and the project based on the concept of Time Value of Money, including the relation with risk and company operation budgeting; Interpret between business and financial risk, cash inflows and outflows, internal and external financing, benefits and cost of debt; Design of working capital management model based on various approaches.

**Topics:** Introduction to Managerial Finance; Financial statement and analysis; Cash flow and financial planning; Time value of money; Interest rates and bond valuation; Master Budget and Responsibility; Capital budgeting Cash flows; Capital Budgeting Techniques; The cost of capital; Leverage and capital structure; Working capital and current assets; Current liabilities management; International managerial finance.

#### **A1214 – ACCOUNTING PRINCIPLES (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Generate the nature of a business the role of accounting and ethics in business, characteristics of an account, chart of accounts, journalizing transactions and an unadjusted trial balance; Arrange journal entries for accounts requiring adjustment and an adjusted trial balance, financial statement from adjusted account balances and closing entries; Arrange Journal and post transactions in a manual accounting system that subsidiary ledgers and special journals, also accounting process for merchandising business; Manage the inventory cost flow assumptions and how they impact the income statement and balance sheet, and the SOX impact on internal controls and the application of internal controls to cash; Manage the accounting process of receivable, Fixed assets and intangible assets, Current liabilities and payroll in business.

**Topics:** Introduction to Accounting and Business; Analyzing Transactions; The Adjusting Process; Completing The Accounting Cycle; Accounting Systems; Accounting for Merchandising Businesses; Inventories; Sarbanes-Oxley, Internal control, and Cash; Receivables; Fixed Assets and Intangible Assets; Current Liabilities and Payroll.

#### **A1244 – INTRODUCTION TO FINANCIAL PLANNING (4 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Explain about budgeting definition, type of budgets, budgetary process, and advantages and disadvantages of budget; Construct budget based on short-term plans and long-term plans so that align with the company's future direction and achieve expected cost and returns; Conduct reporting, analyzing, and evaluating the budget; Analyze the profitability of the company using break-even and contribution margin analysis; Formulate realistic profit objectives and targets and accomplishing them; Construct a formal statement of management's expectation regarding sales, expenses, volume and other financial transaction; Classify the cost based on their activity; Use variance analysis to evaluate the performance of the company; Develop a sales forecast and based on its magnitude, generating production and manufacturing expense budgets; Prepare, analyze, and control the marketing costs, including selling expenses, advertising and sales promotion, distribution costs, packaging, and travel and entertainment; Prepare budget for research and development cost in order to remain competitive and grow; Prepare general and administrative expenses budget for maximum productivity; Prepare capital expenditure budget to meet organizational long term investment; Outline the budgeting aspects for airlines and hotels; Outline the budgeting aspects for government, voluntary hospital, colleges, and professional associations.

**Topics:** What is budgeting?; Strategic planning and budgeting; Administering budget; Breakeven and contribution margin analysis; Profit planning; Master budget; Cost behavior; Evaluating performance; Manufacturing costs; Marketing; Research and Development; General and administrative costs; Capital expenditure; Forecasting and planning; Moving averages and smoothing techniques; Cash budgeting and forecasting cash flow; Financial modelling; Software packages; Capital budgeting; Zerobase budgeting; Budgeting for service organizations; Budgeting for non-profit organizations.

#### **A1252 – OPERATIONAL AUDIT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze COBIT 5 Process within Information System Audit Activity; Construct COBIT 5 Process Assessment Model within Information System Audit Activity; Evaluate COBIT 5 Process Assessment Model within Information System Audit Activity

**Topics:** Introduction to COBIT 5 Process Assessment Model; Overview of the COBIT 5 Process Assessment Model; Process Dimension and Process Performance Indicators; Process Capability Indicators; Conformity of the COBIT 5 Process Assessment Model

#### **A1264 – FINANCIAL AUDIT (4 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.

**A1274 – 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.

**A1284 – IS STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the knowledge about how business strategy align with IT strategy in all activities, such as planning, innovation, prioritization, alignment, performance measurement and portfolio and culture management; Adopt NIE practices by studying case study on creating IT strategic plans, whether in large or in a small firms; Explain the management's strategic intentions; Illustrate principles in performance measurement practices.

**Topics:** Define the Goals; Ask the Right Questions; Connect to the Bottom Line; Understand Costs and Resources; Focus on the Right Things; Adopt Effective Process to Produce Action; Tackle the Practical Problems; Make the Right Decisions; Plan for the Right Results; Keep Score; Deal with Culture; Chart the Path to Implementation.

**A1294 – 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.

**A1304 – IS CONTROL (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze internal control in accounting information system; Construct internal control in accounting information system within an organization; Evaluate internal control in accounting information system within an organization

**Topics:** Introduction to AIS; Foundational Concepts of the AIS; Fraud, Ethics, and Internal Control; Internal Controls and Risks in IT Systems; Corporate Governance and the Sarbanes-Oxley Act; IT Governance; Auditing Information Technology-Based Processes; Revenue and Cash Collection Processes and Controls; Expenditures Processes and Controls-Purchases; Expenditures Processes and Controls-Payroll and Fixed Assets; Conversion Processes and Controls; Administrative Processes and Controls; Data and Databases

**A1314 – BUSINESS CONTINUITY AND DISASTER RECOVERY (4 Credits)**

**Learning Outcomes:** Student understand the concept of Business Continuity and Disaster Recovery and what the difference and how to implement.

**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; BC/DR Plan maintenance.

**A1322 – COMPUTER ASSISTED AUDIT TECHNIQUES (2 Credits)**

**Learning Outcomes:** Student understand how to use software for data analysis to support audit process.

**Topics:** Data queries; Data stratification; Sample extractions; Missing sequence identification; Statistical analysis; Calculations; Duplicate inquires; Pivot tables; Cross tabulation.

**A1352 – ACCOUNTING PRINCIPLE, LAB (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify accounting and to report at system with method is able to SAK; Calculate to score on writing accounting; Explain the accounting basic concept as the foundation of finance report management; Explain financial statement of trade & service Company based on SAK

**Topics:** Introduction to Accounting and business; Analyzing transactions; The Adjusting process; Completing The Accounting Cycle; Accounting for Merchandising businesses.

**A1372 – INTERMEDIATE ACCOUNTING LAB. (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the role of the financial statements; Explain the role of the financial statements, the financial markets, flower markets, and financial policies for the benefit of managerial decisions; Calculate the project based on the concept of Time Value Money, including the relationship with risk; Evaluate the business and financial risk, cash inflows and outflows, funding; internal and external benefits and costs of debt.

**Topics:** A review of The Accounting Cycle; The balance Sheet and Notes to The Financial Statements; The Income Statement; Statement of Cash Flows and Articulation; Earnings Management; The Revenue/Receivables/Cash Cycle; Revenue Recognition; Inventory and Cost of Goods Sold; Investments in Noncurement Operating Assets Acquisition; Investments in Noncurement Operating Assets-Utilization and Retirement

**A1384 – ACCOUNTING SOFTWARE PACKAGE I (4 Credits)**

**Learning Outcomes:** Students will be able to demonstrate their ability to run accounting application to produce financial reports with specific software.

**Topics:** Creating chart of accounts; Maintain chart of accounts; Input and managing daily transaction; Managing closing activities in accounting; Creating financial reports.

**A1394 – ACCOUNTING SOFTWARE PACKAGE II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify introduction about payroll and MS Access 2007; Create database payroll application with Ms Access 2007; Create form of payroll application and query with Ms Access 2007; Create report and switchboard payroll application with Ms Access 2007

**Topics:** Introduction; Creating a database for payroll application; Populating a database; Creating a form for payroll application; Simplifying data entry by using form; Locating specific information; Keeping your information accurate; Working and creating report for payroll application; Making database for payroll application easy to use

**A1404 – ACCOUNTING SOFTWARE PACKAGE III (4 Credits)**

**Learning Outcomes:** Students will be able to demonstrate their ability to run accounting application to produce financial reports with specific software.

**Topics:** Creating chart of accounts; Maintain chart of accounts; Input and managing daily transaction; Managing closing activities in accounting; Creating financial reports.

**A1416 – ACCOUNTING INFORMATION SYSTEM\* (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate the importance of transaction processing as information provider for users and representing manual procedures and computer operation using system flowcharts, data flow diagram, and entity relationship diagram relate to the business environment.; Design business task and internal control profile in the revenue, expenditure, and conversion cycle to produce financial information for management relate to the business model.; Illustrate risks, controls, and tests of controls related to IT governance including organizing IT function, controlling computer center operation, and designing an adequate disaster recovery plan; Discover the risk, controls, audit objectives, and tests of controls using Computer Assisted Audit Tools and Techniques (CAATTS); Create the business model, business process and the propose project with the company

**Topics:** Review SIA and Introduction to Ms. Visio; System Flowchart; Data Flow Diagram; Entity Relationship Diagram; Introduction to Ms. Access, Database, Table and Relationship; Introduction to Query; Form Design; Report Design and Menu Switchboard; Project Submission

**A1424 – 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.

**A1434 – IT/IS INVESTMENT 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 IT/IS Investment Minor Project; Discussion; Doing Presentation and Collecting of research result.

**A1444 – INFORMATION SYSTEM AUDIT MINOR PROJECT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the problem to be research; Explain how to solve identified problem; Demonstrate presentation skill; Analyse identified problem for all alternative solution; Create a scientific research project proposal; Evaluate output of research.

**Topics:** Proposal; Journal searching technique and writing scientific paper; Introduction and Theoretical Review Chapter; Presentation Concept; General Description of Research's Object for Information System Audit; Discussion; Doing Presentation and Collecting of research result.

**A1452 – INTERDISCIPLINARY SEMINAR \* (2 Credits)**

**Learning Outcomes:** The primary purpose of the Interdisciplinary Seminar is to prepare students for Business Startup Project. As part of the seminar, each student is responsible for creating Interdisciplinary Team; completing a written proposal for Business Startup Project; and presenting the project proposal orally in the context of the seminar.

**Topics:** Collaborated with other double majors students to formulate a specific Business Startup Project Plan; Conducted literature review relevant to a specific business; Collaborated with other double majors students to develop current marketing review; Written a project proposal outlining key elements of the proposed project; Developed a budget for the proposed project; Developed a timeline for the proposed project; Presented the project proposal orally in seminar; Committed to executed the project proposal in Interdisciplinary Team, until launching Business; Startup when taking I0674 Interdisciplinary Project class.

**A1464 – INTERDISCIPLINARY PROJECT\* (4 Credits)**

**Learning Outcomes:** The primary purpose of the Interdisciplinary Project is to support students for managing Business Startup. As part of the project, each student is responsible for launching Business Startup; monitoring day to day process; solving the real business problems and presenting their Business Startup development orally in front of examiner team.

**Topics:** Understood the planning and managing of Business Startup Project.; Understood “real-life business” opportunities and threats; Understood the importance of teamwork and conflict resolution skills; Conducted the process of problem solving in real business through the interdisciplinary knowledge; Had their own Business Startup.

**A1471 – BUSINESS PROJECT I (1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize the opportunity, idea, innovation for entrepreneurial project; Recognize concepts and principles of management engage in a business project; Produce valuable and innovative product or services based on market needs

**Topics:** Project idea; Team strengths, weakness and context of the project; Characteristic of the offer; Communication Plan and Action Plan; Human Resource Plan and Financing Plan; Implement and evaluate the Plan; Presentation

**A1494 – CHINESE LANGUAGE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Differentiate the basic spelling and intonation in Chinese; Practice basic vocabulary in daily use; Use basic vocabulary in a simple conversation.

**Topics:** Greeting; Asking about nationality, address, family, date and time; Buying food.

**A1544 – 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.

**A1554 – BUSINESS INTELLIGENCE FOR ACCOUNTING (4 Credits)**

**Learning Outcomes:** After completing this course, student will be able to: Understand about general framework for business intelligence and highlighting the connections with other disciplines; Understand about the structure of the decision-making process and introduces the concept of decision support system; Understand about data warehouses and data marts; Understand about the main characteristics of mathematical models used for business intelligence analyses; Understand about the phases of a data mining process and their objectives; Understand about the activities of data preparation for business intelligence and data mining (including data validation, anomaly detection, data transformation and reduction); Understand about mathematical models for pattern recognition; Understand about application of data mining to relational marketing, models for salesforce planning, models for supply chain optimization.

**Topics:** Business intelligence; Decision support system; Data warehousing; Mathematical models for decision making; Data mining, preparation and exploration; Regression; Time series; Classification; Association; Clustering; Marketing models; Logistic and production models.

**Subject Code: B****B0012 – THEORY OF THE STATE (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Explain the Theory of state; Discover the Theory of state; Manage between classical and modern theory

**Topics:** Introduction of The Theory of state; Relation with other science; Value, Function and Status State Science; Types in the history of the principal countries; Definition, purpose and function of the state; Growth, state elements, and an instrument; State Command Theory; Power of the State and Law of Power; State Law; Composition and Modern Democracy; State form, form of government and system of government; State and Globalization



**B0024 – INTRODUCTION TO LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Explain the meaning of norm/rule in society, Analyze various perspectives or theories of law, Analyze the structure and system of law, Evaluate the problems of law in society.

**Topics:** Encyclopaedia of law, The meanings of law, law disciplinary, Recognizing law as a science about reality, Law as a science of norm, Law as a social institution, Law study with comprehension approach, Goal of law with description of values in law, How law was occurred and its function in society, Principle and system of law, Source of law in the system of Civil Law and Common Law, Ideology of law, How the differentiate the types of law, Elementary comprehensions in law, Law in development perspective, Law meet change.

**B0652 – AGRARIAN LAW (2 Credits)**

**Learning Objectives:** On successful completion of this Course, students will be able to: Explain the terminology related to the Agrarian Law, Define the laws and regulations relating to the Agrarian Law, Explain the knowledge to do an analysis of an arising issue, Select the ability to provide solutions for issues that may arise in the future.

**Topics:** Terminology and Definition, History, Establishment of the Basic Agrarian Law (BAL), Principles in the BAL, Rights to Land, Land Registration, Conversion, Land Reform, Land Procurement, Revocation of Land Rights, Land Use and Spatial Planning, Land consolidation, Mortgage.

**B0044 – INTRODUCTION TO INDONESIAN LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Define the Indonesia legal system, Recognize Indonesia existing law, Explain basic principles of Indonesia existing law.

**Topics:** Introduction of Indonesia Legal System, Classification of legal system, Sources of Indonesia legal system, Historical and political aspects of Indonesia legal system, Pancasila, Hukum Tata Negara, Hukum Administrasi, Negara, Hukum Perdata, Hukum Pidana, Hukum Islam, Hukum Dagang, Hukum Adat, Hukum Pajak, Hukum Ketenagakerjaan, Hukum Acara, Hukum International.

**B0052 – INTRODUCTION TO PHILOSOPHY OF LAW (2 Credits)**

**Learning Objectives:** On successful completion of this Course, students will be able to: Explain philosophy and philosophy of law, Discover law of school of scientific discipline (mazhab) in philosophy of law, Distinguish between eastern, western philosophy and Indonesia legal philosophy.

**Topics:** Philosophy of law, Law and Ethic, Theory of truth, Foundation of Thought, Eastern and Western Philosophy, Pancasila legal philosophy, School of law, Natural law, Positivist, Utilitarian, Critical legal studies, Science of law, Problem in law philosophy.

**B0062 – SOCIOLOGY OF LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Classify the key-terms or concepts of legal sociology as the means to address legal issues; Apply the appropriate concepts or theories in legal sociology in addressing certain legal issues; Analyze the weaknesses of the positive law implementation in various social contexts

**Topics:** Introduction Sociology of Law; Law in Society (1); Law in Society (2); Law in Society (3); The classic theories of legal sociology (1); The classic theories of legal sociology (2); Social Structures and Law; Social

Changes and Law (1); Social Changes and Law (2); Legal Transplantation; Legal Gaps; Legal Pluralism; Legal Semiotics

**B0074 – CIVIL LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain The terminology related to the Civil Law; Explain The laws and regulations relating to the Civil Law; Explain The knowledge to do an analysis of an arising issue; Select The ability to provide solutions for issues that may arise in the future.

**Topics:** Terminology and Definition; Scope of Civil Law; Civil Law system in Indonesia; The Systematic of Indonesian Civil Code; Subject of Civil Law; Authority to act and ability to do; Legal Entities as a subject of Civil Law; Law Responsibility of Legal Entities; Civil Registers; Requirement and procedure in Civil Registers; Family Laws; Marriage Law; Assets and the distinctions between Assets; Relationship between owners and their assets; Possession and Ownership; Debt; Pledges; Mortgages; Succession by demise; Last wills; Commitments; Contract; Nullification of contracts; Compensation or comparison; Invalidity and the nullification of the contracts; Evidence and prescription.

**B0084 – CRIMINAL LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Describe criminal law as part of jurisprudence; Distinguish legal offence and criminal offence; Categorize between violation and criminal offence to correspond in criminal code.

**Topics:** Criminal Law I; Introduction to Criminal Law II; History Criminal Law in Indonesia I; Criminal Law Theory II; Scope of Criminal Law I; Jurisdiction II; Strafbbaar Feit; Mens Rea; Rechtsperson; Straft-Uitsluiting-Gronden; Poging; Deelneming; Samenloop Van Strafbare Faiten; Right to Sue; Special Crime; Interpretation of Law I; Relationship Between Criminal Offense Outside Criminal Code II; Penitentiair Recht I; Criminal Law and Social Change II.

**B0092 – ISLAMIC LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the scope, characteristics, and purpose of Islamic law; Explain the details sources of Islamic law; al-quran, as-Sunnah and ijthad; Explain an overview about sharia economical system; Apply the Islamic law in Indonesia.

**Topics:** Islamic law in law faculty curriculum; Islam and Islamic Law; Islamic law's sources; Approach and implementation of islamic law; General principal and specific principal in Islamic law; Theories of Islamic law's validity in Indonesia; Islamic law and development of national law; Introduction to the regulation adopted from Islamic law; Overview about sharia economical system; Economic characteristic of Islam; Sharia Economic compilation (Kompilasi Ekonomi Syariah (KHES)).

**B0112 – ENVIRONMENTAL LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the all of the regulation of environmental in Indonesia; Analyze case studies on environmental law in Indonesia, including Pollution and Environmental Destruction; Analyze law enforcement environmental law in Indonesia, including Environmental Impact Assessment (AMDAL).

**Topics:** Introduction to Environmental Law; Environmental Law in Indonesia; Act Number 4 Years 1982; Act Number 23 Years 1997; Act Number 32 Years 2009; Comparative Study Act Number 4 Years 1982, Act Number 23 Years 1997and Act Number 29 Years 2009; Environment Pollution and Destruction; Law of Environmental

Dispute; International Environmental Dispute Resolution; Legal Aspect of EIA in Indonesia; Threat of Toxic Waste in Indonesia; Class Action in the Environment; Enforcement of Environmental Law in Indonesia.

#### **B0122 – LAW AND HUMAN RIGHTS (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain Constitutional State, Human Rights Law, and its theories in general; Explain Rule of Law concept, Historical and development of Human Rights and the related regulations; Analyze Law and Human Rights cases.

**Topics:** Introduction to Constitutional State and Human Rights; The Concept Idea of Constitutional State; The Dynamic of Human Right in Nature Law theory, and theories of Human Rights Resources; Human Rights in the framework of a state; Universal Declaration of Human Rights and the category of Human Rights; Case Study of the violations of Human Rights (international); Dynamics of Human Rights's struggles in the world and International Law; Constitution and Act Number 39 Year 1999 Concerning Human Rights; Study case of Human Rights's violation in Indonesia (Tanjung Priok's Case and May 1998's Case); Act Number 26 Year 2000 Concerning Court of Human Rights; Humanitarian Law, Terrorism and International Criminal Court; Human Rights in theory and practice and its enforcement; Law and Human Rights enforcement in Indonesia.

#### **B0132 – LAW OF INSURANCE AND FREIGHT (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the all of the regulation of insurance and transportation in Indonesia; Analyze case studies on insurance and transportation law in Indonesia; Analyze of law enforcement for insurance and transportation law in Indonesia.

**Topics:** Law of Commercial Transportation; Transportation Agreement; Transportation Agreement Subject; Legal Facts in Transportation; Responsibility of The Carrier; Insurance in General; Double Insurance, Insurance Solvency and Reinsurance; Insurance Agreement; The object of insurance; Road and railway transportation insurance; Shipping insurance; Aviation insurance.

#### **B0142 – CONSTITUTIONAL LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain Constitutional Law concepts; Analyze case studies about the theory of Constitutional Law; Analyze the Implementation of the Constitutional Law.

**Topics:** Philosophy of the Constitutional Law; Study and Sources of Constitutional Law; Law and Constitutional Theory; Theory of Legislation; Political Parties and The Elections; Legislative Institutions; Presidency institution; Judicial Power in the perspective of Constitutional law; Citizenship; Human Rights; Good Governance; Regional Autonomy; Constitutional Amendment.

#### **B0154 – CIVIL PROCEDURAL LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: understand the theory of The Civil Procedure Code and the institutions involved within, so that students know how to ensure compliance with civil law materials with mediation of the judges in the court process.

**Topics:** The legal basis, understanding, the nature and principles of civil procedure law, the State court agencies, environmental justice; Article 118 HIR; mediation; power of attorney letter, the lawsuit; the answer; participation of

third parties: Reply, closing argument and the conclusion; proof; sequestration ; decision; execution; the efforts of law; class action; commercial court.

**B0662 – ADMINISTRATIVE LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Define the administrative law concept; Describe Indonesia administrative law; Use administrative law principles to analyse current situation.

**Topics:** Administrative Law; Authority and Government actions; Source of Administrative Law; Government instruments; Indonesia Government Structure; Public Domain; Principles of state administration development; Legal responsibility; State administration court.

**B0172 – LABOR LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: State the labour regulations as a normative; Recognize the contents in all labour matters; Apply the suitable action regarding the points matter.

**Topics:** Introduction to Labour of Law; The Scope of Labour of Law; The Positioning Labour of Law in Indonesian Law System; Working Agreement and Industrial Relation; Manpower Protection & Welfare; Training and Development Working Area; Industrial Relation Disputes; Termination and Assignment of Labour Rights; Labour Inspection; The Union; The Enforcement in Labour of Law; The Autonomy and it's Implication in Labour of Law; The Revision of UU 13/2003 and it's Problem.

**B0184 – INTELLECTUAL PROPERTY RIGHTS (4 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the terminology related of the intellectual property rights; Identify the laws and regulations relating to the intellectual property rights; Analyze case studies to solve problems of the intellectual property rights.

**Topics:** A brief review of IPR; Indonesia and the international regulation of IPR; IPR and developing countries; The Ideas of Copyrights; Trade Mark registration; Developments geographical Indication; Protection of IPR on the Internet; Innovation in the patent; Industrial design; Layout designs of integrated circuits; Protection of plant varieties; Confidential information and trade secrets; Protection of traditional knowledge; Anti-monopoly law and intellectual property rights; IPR enforcement in Indonesia; Licensing and franchising.

**B0194 – ISLAMIC BUSINESS LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Identify Islamic Business Law; Use related regulations, doctrine to solve legal problem; Examine legal problem and recommend legal solution

**Topics:** Introduction to Islamic Business Law; Law & Economic relations; Characteristic of Islamic Law in Business/Economy; Fundamentals of Islamic Contract /Aqad; Financial System in Indonesia; Sharia/Islamic Banking; Sharia Capital Market; Sharia Insurance; Sharia Multi Finance Company; Sharia Pawn Institution; Sharia Cooperation; Sharia Pension Fund & Sharia Bonds/Sukuk; Disputes Settlement in Sharia Business/Economy; Crime in Sharia Business

**B0204 – CRIMINAL PROCEDURAL LAW (4 Credits)**

**Learning Objectives:** Students will learn, understand and can explain the position of Criminal Procedure Law on Criminal Law materials, or how the Criminal Law Material is implemented, the principles of applicable Criminal Law, proceedings process in the theory and practice, inquirers, investigators, prosecutors, judge, and the experts.

**Topics:** Basic understanding; Inquiry and Investigation: Certain actions, Preliminary Hearing and Interconnection; Replace losses and rehabilitation; prosecution of criminal cases; examination of court; verification; legal efforts, implementation of court decisions, legal aid and the rights of suspects / defendants; history of criminal procedural law developments according to Act No. 3 of 1971; law of criminal procedure by Act No.7 of 1963.

**B0212 – COMMERCE/TRADE LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Describe the scope of commercial law; Explain the laws and regulations relating to the commercial law; Analyze of an arising issue relating to the Commercial Law; Select the ability to provide solutions for issues that may arise in the future.

**Topics:** Introduction, Terminology and Definition of Commercial Law; Scope of Commercial Law; Trade contracts; The transfer of rights of objects of trade; The subject of commercial law; Laws on brokers and brokerage; Law on securities; Basic understanding of securities; Legal relationship between the parties.

**B0232 – LEGAL REASONING I (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the definition of Legal Reasoning and its relation with other fields of Law, and also benefits in studying this subject; Describe the definition and purpose of Logics and Language in Law; Describe the definition and purpose of Legal Concepts; Explain the basics and steps of Legal Reasoning; Explain how to put Legal Reasoning in Legal Opinion and other Legal Documents; Apply Cases Study in Legal Reasoning.

**Topics:** Introduction of Legal Reasoning; Logics and Language in Law; Legal Concepts; Basics and Steps of Legal Reasoning; Using Legal Reasoning in Legal Opinion and other Legal Documents; Cases Study in Legal Reasoning.

**B0242 – ENGLISH FOR LAW STUDIES (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: understand and reiterate the legal papers in English

**Topics:** Deducing Meaning from Context, World Analysis, Sentence Study, Paragraph Study, Inference, Restatement, Recognising Text Structure and Discourse Patterns, Getting the Main Ideas, Discussing the reading.

**B0682 – BUSINESS COMPETITION LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Classify the key-concepts of business competition law; Apply the appropriate concepts or theories in business competition law in addressing certain legal issues; Criticize the weaknesses of Law No. 5 Year 1999 concerning Prohibition of Monopolistic Practices and Unfair Business Competition

**Topics:** The Backgrounds of Law on Business Competition; Legal Concepts on Business Competition Law; Prohibited Agreements (1); Prohibited Agreements (2); Prohibited Agreements (3); Cases on Prohibited

Agreement; Prohibited Activities (1); Prohibited Activities (2); Cases on Prohibited Activities; Dominant Position; Cases on Dominant Position; Exclusion Clause of Law on Business Competition; Procedural Law of the KPPU

**B0264 – CAPITAL MARKET LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Providing an understanding and introduction of the theory and practice of Capital Market as an alternative investment for investors and an alternative source of financing for the development of the business. In addition, students are also given understanding of legislation and regulation relating to the Capital Market in Indonesia and its application in cases (case study) regarding Capital Markets.

**Topics:** Overview and History of Capital Market; the Development of Indonesian's Capital Market: The parties involved in Capital Market, Instruments of Capital Market; Initial Public Offering and its Legal Aspects; Tender Offer and Rights Issue; Transparency of Capital Markets, Conflicts of Interest; Good Corporate Governance, Syariah Capital Markets, Crimes and Violations in Capital Market, Going Private.

**B0272 – INTERNATIONAL LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the nature of international law, in particular the theory of power binding, relationship, sources and subject, including the case study of Internasional Law; Analyze the issue recognition, territorial sovereignty, state jurisdiction and state responsibility; Analyze the succession of states and settlement of disputes in International Law

**Topics:** Introduction to International Law; Nature and Power Binding International Law; Relationship International Law and National Law; The Subjects of International Law; Case Study in International Law; Recognition in International Law; Sources of International Law; Treaties as a Source of International Law; Territorial Sovereignty; State Jurisdiction in International Law; State Responsibility in International Law; Succession of States in International Law; Settlement of Disputes in International Law

**B0282 – CRIMINOLOGY (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain relation of criminology with law science; Describe schools of thought and theoretical thinking in criminology; Analyze a crime, type of crime and crime victim

**Topics:** Introduction to Criminology; Understanding, scope of study and benefit of studying criminology; Object, Method and Relation of Criminology with law science and other sciences; Historical Development of Criminology; Theories in Criminology; New Trend in Crime; Pattern and Development of Crime in Indonesia; Victimology

**B0694 – COMMERCIAL COURT AND JUDICIAL PRACTICE OF INDUSTRIAL RELATIONS (4 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Explain the function of Commercial Court and Industrial Relation Court as institutions to settling business disputes; Explain the special civil procedure laws which apply in Commercial Court and Industrial Relation Court ; Apply the business settlement dispute process in Commercial Court and Industrial Relation Court; Analyze Drafting simple Commercial Court and Industrial Relation Court documents; Produce simple Commercial Court and Industrial Relation Court documents

**Topics:** Introduction class; Introduction to Commercial Court and Industrial Relation Court as Special Courts under District Court; Introduction to Commercial Court ; Procedural Process at Commercial Court for Bankruptcy Dispute; Procedural Process at Commercial Court for Suspension of Obligation for Payment of Debts with The Blessings of

God Almighty (PKPU); Simulation application for bankruptcy law suit Court Hearing; Simulation application for PKPU Court Hearing; Procedural Process at Commercial Court for Intellectual Property Dispute; Compensation Damage for Intellectual Property Dispute Lawsuits & Execution; Simulation application for Mark dispute law suit Court Hearing; Introduction to Industrial Relation Court ; Outside Court Dispute Settlement Resolution According to Law No. 2 Year 2004 Concerning Industrial Relation Dispute Resolution; Inside Court Dispute Settlement Resolution According to Law No. 2 Year 2004 Concerning Industrial Relation Dispute Resolution; Legal Remedy for Industrial Relation Court Decision; Industrial Relation Court Decision Execution; Simulation Industrial relation dispute related employment termination lawsuit Court Hearing; Simulation Industrial relation dispute related interest dispute lawsuit Court Hearing

#### **B0312 – COMPARATIVE CYBER LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: have skill of using computer related in practice as legal professional

know about cyber law in other country, basically the difference and similarity among civil law and common law system.

**Topics:** about cyber crime, type of cyber crime, the structure of cyber crime, the difference and similarity cyber law in civil law and common law system, scope of cyber law, a solid understanding of the architecture of the internet and the manner in which it functions , students will acquire an understanding of the issues related to jurisdiction which affect the resolution of disputes arising out of internet transactions and cyber law problems.

#### **B0702 – PRIVATE INTERNATIONAL LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand both general and specialized theories of in Private International Law so that they are able to identify the legal relations that are characterized by private International Law, and to resolve legal problems that arise in legal relations that contain a foreign element, and able to identify the relationship between national legal systems and foreign legal systems.

**Topics:** Historical development of Private International Law or the Law of Inter-Corporate Law (HATAH) External and Inter-Tata relationship with Legal Intern Law in Indonesia; understanding of the theory point of affinity in Private International Law and other general theories such as the principle of nationality and domicile principle, the theory of qualification , the theory of smuggling laws, theories about the smuggling law, theory of acquired rights, the theory of preliminary issues, theories about the timbale behind and retaliation, the theory of adjustment, and theories on the use of foreign law.

#### **B0352 – INTERNATIONAL CRIMINAL LAW (2 Credits)**

**Learning Objectives:** This course will be given the knowledge and the cases related to legal aspect (criminal) against national and international law against the law (criminal) nationwide.

**Topics:** History and development of international criminal law, international crime and procedure law enforcement against international crime, including a discussion concerning extradition, mutual assistance in criminal matters and the jurisdiction of the tribunal international criminal.

**B0362 – INTERNATIONAL COMMERCIAL LAW / TRADE LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: provide more specific knowledge about business transactions that have elements of international trade, ranging from the corporate form, type of business, as well as rules related to international business transactions. This is also added with a knowledge of international trade through the internet media related to understanding e-commerce. Students will learn the process of business in a transaction, including legal subjects and legal objects that are traded, and thus are expected to understand their rights and obligations and the need for legal applications that can be applied, including choice of law and international trade dispute settlement.

**Topics:** In this course, students will be given of teaching on: The scope of international trade transactions; Subjects of law in international transactions; The types of international transactions; Multinational Companies; Regulation of international trade, including customs clearance; Choice of law and international trade dispute settlement.

**B0732 – CONSTRUCTION AND PROCUREMENT LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: have a basic knowledge of various legal regulations as well as construction requirements in the procurement of services and products. What also needs to be understood by students are the various aspects of security that must be known in the standards of work and procurement, as well as legal efforts to address them. Therefore this course material is expected to facilitate the students to follow courses with a description: The definition of work in construction services; Legal relationship between employer and contractor; Regulation of construction services; The forms of contracts in construction services; Security aspects and the efforts of case handling.

**B0384 – TAXATION (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand the important aspects in the Law of Taxation and able to explain the purpose of tax, tax functions of the rights and obligations of communities to implement tax payments as well as the position of Law in the Legal System in Indonesia.

**Topics:** Giving meaning to the students about the history of tax collection; understanding taxes, subject to tax; tax payer; tax rates, tax collection system; the principles of taxation; incidence of tax payable; Legal taxation administration; income tax, value added tax, Personal property tax; stamp duties, local taxes, the tax court.

**B0392 – COMPANY LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: understand the general principles, forms or types, requirements, procedures and mechanisms for the establishment, operation and dissolution and liquidation of the company, problem indication and solution.

**Topics:** Company Law, Civil Law Fellowship; (Partnership) Firm & Guild Commanditaire; Law Society of Legal Entity-association; Limited Liability Companies: Capital and Shares; Organs PT; GMS; Directors & Board of Commissioners; Good Corporate Governance & Liability of Directors; PT Domestic and PT PMA; Dissolution & Liquidation, Merger, Consolidation and Acquisition of the Company; actual things in the company.

**B0752 – MEDIA LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: give knowledge to students about the meaning of law of media and entertainment / multimedia. It is considered as a necessity for



students, especially for those who specialize in studying business law, considering the business media and entertainment / multimedia is growing rapidly and already dominates everyday life. Therefore, the law of the media and entertainment / multi-media will inform the elements of legal acts related to the use all broadcast media (both conventional and up to date), and also the setting of the contents.

**Topics:** Definitions and scope of law of media; The role of the press in the media and legal acts of the press and producer; Regulations related to media law; The rights and obligations of subjects of law in broadcasting; Position of the Press Council and the Indonesian Broadcasting Commission; Dispute settlement of the press and broadcasting;

As for law of entertainment / multi-media: Several of definitions of entertainment law / multimedia; The types of contracts in the business of entertainment / multimedia; Unlawful acts in the business of entertainment / multimedia; Settlement of disputes.

#### **B0424 – E-COMMERCE LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: provide knowledge on legal developments in the field of Electronic transactions, this is considered very important in the current era, in which the legal act is often done through the internet media and communication tools such as cell phones. The goal is to provide an understanding of the scope of legal aspect in electronic transaction.

**Topics:** Electronic evidence (e-evidence), Electronic record and signature, Security procedure and attribution, electronic agents and automated transaction, consumer protection.

#### **B0432 – CURRENT ISSUES IN LAW PRACTICES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: allow students to gain exposures and deep discussions about current issues of practical law and legal officer in various industries.

**Topics:** Legal System, Crime and Society, Law in changing society, other current issues.

#### **B0442 – LEGAL REASONING II (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: understand the laws of logical thinking as the basis of scientific thinking

**Topics:** Discuss the process and structure of logical thinking as well as its laws.

#### **B0452 – ACCOUNTING FOR LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand the basics of making financial reports and why the financial statements is required and arrangements in the legislation in Indonesia. In addition, students are also expected to read a financial statement from company as an additional skill as a practitioner of law.

**Topics:** Basic obligation to make financial reports based on Indonesian laws and regulations, accounting in preparing the financial report, spatial and Presentation of Financial Statements, Capital, Reserves (Reserve), Liabilities (Liabilities) Assets (Asset), Benefits, Annual Report, Interpretation of Financial Statements, Liquidation and Bankruptcy, Financial Statement Audit and Investigation.

**B0464 – BANKING LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand the legal principles relating to the banking sector so that they can analyze various issues related to banking law.

**Topics:** Financial systems and banking systems in Indonesia; Establishment, merger, consolidation, and acquisition of Bank, Bank Indonesia, Bank's legal relationship with the clients and the Know Your Customer Principle; Sources of funding; Credit and collateral; banking services; Securities and clearing banks; Confidentiality in banking activities; criminal action related to banking activities and money laundering; Bank Syariah.

**B0474 – INTERNATIONAL ECONOMIC LAW (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: give perspective to the dynamics of the global economy following its legal system. In this course will be given the knowledge and the cases related to the relationship between the national economic system with laws that were born out of international conventions, treaties, the World Trade Organization / GATT, or other international agreements as a result of global economic interaction. It is expected that students will understand the patterns of interaction as well as macro-economic system that runs in a legal relationship between States which then affect the legal relationship between the legal subject of international economic transactions.

**Topics:** Course subjects include the differences and similarities between the laws of economics with economic laws, the meaning of money, foreign exchange and balance of payments, understanding the scope of international economic law; further increase in the provision of materials to the system prevailing in international economic system based on the General Agreement on Tariffs and Trade or GATT, and the development of rules and conventions that were born through the WTO; Related to the case, then taught about how the cases in the context of international economics, in particular that happened in the GATT and its resolution, including the WTO, the rules in detail in the regulation including the regulation of dumping and anti-dumping, investment laws in the context of the responsibility of the host with foreign investors, the settlement of foreign direct investment cases, and development of standard provisions in foreign investment, the relationship between international economic issues with the existing monetary system in the world follows the rules, and the last is the role of the control of global economic transactions, whether by the UN as well as the sanctions provided by the International Organization in the economic field.

**B0742 – ECONOMIC CRIMINAL LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know the extent of the provisions of law in the fields of economy, particularly crime offenses the field of Economy.

**Topics:** About Law of economic crime and criminal provisions in the economy, crime in the field of economy and the legal subject of criminal responsibility in the field of economy; sanctions against crimes in the field of economy.

**B0492 – THE LAW OF PRIVATE INVESTMENT AND DEVELOPMENT (2 Credits)**

**Learning Objectives:** This course discusses how the laws works and the issues regarding all aspects related to investment (capital investment).that must be resolved.

**B0764 – INTELLECTUAL PROPERTY LAW IN CYBERSPACE (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: As an applied science in the process of technological industry by taking into account the meaning and role of technology which is important

in the industry. Technology is basically born intellectual intention, as creation of human intellect, technology has the value of economic benefits because its birth has involved energy, time and costs.

**Topics:** Understanding Intellectual Property: Understanding Patents, Trademark Law, Industrial Product Design; Copyright

#### **B0522 – DISCLOSURE OF INFORMATION LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Identify Information and Privacy Law; Use related legislation to solve legal problem; Recommend problem legal solution

**Topics:** Introduction to Information and Privacy Law; Privacy and the Media; Legal Foundation and Law Enforcement; Health and Genetic Privacy; Health Care Legislation; Privacy of Association and Identity; Legal Foundation of Group Association; Privacy and Government Records; Legal Foundation Government Records; Privacy of Financial and Commercial Data; Legal Foundation of Commercial Entities; Privacy and Place; International Privacy Law

#### **B0772 – COMPUTER FORENSICS (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Assisting (as a supporter) in Court if necessary, through Chemistry, Physics, Biology, to make a case that will be submitted to the Court.

**Topics:** Introduction: Introduction History of Forensic Science, How To Delivery of evidence for examination by an expert, including sealing of the evidence, the relationship between the dose of drugs and poisons and Narcotics Act; Discusses intoxication / poisoning is often the case, determination of blood stains; dactyloscopy, writing and ink; Ballistics; Environmental Pollution, including air, water, drinks, food.

#### **B0782 – PRIVACY AND CYBERSPACE LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know about privacy law in Indonesia, and privacy in terms of cyber space and the limitations.

**Topics:** About privacy law in real world as fundamental law knowledge, type privacy in cyber space, E-mail, Search Engines, "Cookies", Clickstream Data, On-Site Registration, Children's Privacy, Privacy of Online Transactions, privacy right in personal information, Publicity Given to Private Life.

#### **B0556 – THESIS (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: identify problems with the framework of relevant legal theory; demonstrate the ability to implement a comprehensive law in the decision-making process in business; articulate critical and creative problem-solving skills in understanding business legal issues both in the real world or in cyberspace; display effective verbal and written communication skills.

**Topic:** This compulsory course emphasizes research and analysis, by offering two alternative assessment: an academic research or case studies. The first stage of this process will decide on a topic and the School will assign an academic supervisor to assist each individual in their thesis based on the student(s)'s own research outline proposal. To assess student progress of the thesis writing, at the end each student/group of students must present a research proposal (chapter one to three) in front of a panel of academics at the end of this term. 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 written report. The students will receive either verbal and/or written feedback from the assigned supervisor.

**B0672 – ADAT LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, student will be able to: Define the customary law concept; Describe Indonesia customary law; Use customary law principles to analyse current situation.

**Topics:** Introduction; Customary Law Developments Before Indonesia's Independence; Identification Process of Customary Law; Status of Customary Law by Pancasila; Development of Customary Law According to Legislation and Judicial Decisions in Indonesia; Causes and Patterns of Change in the Use of Customary Law; The period of 2005 – 2009 Supreme Court Jurisprudence on the Kinship Patrilineal, Materilineal and Parental.

**B0722 – CORPORATE LAW STRATEGY (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: give students basic knowledge of the sale and purchase transactions carried out between companies (business transactions) in the review from a legal perspective both nationally and internationally (import-export). This is part of the corporate strategy that requires its own understanding of the wealth, assets and liabilities of a business.

**Topics:** The definition and nature of sale and purchase companies; Introductions refreshment that is about: The subject of law in commercial transactions, Civil Commitments Law, Inter Legal Procedures Law, Inheritance Law, Bankruptcy Law; Legal sale and purchase by KUHP: Understanding, As it happened, then associated with sale and purchase companies, Delivery of items: The subject-related laws that are related either directly or indirectly related to the transportation, Object transportation, Commitments of transportation, Commitments insurance. All of the above associated with Incoterms 1990; Payment of the price of items: The subject-related law, Various ways of payment, Commitments Letters of Credit. All of the above associated with UCP publication No. 500; Due to Default: The relevant parties directly, The parties are not directly related.

**B0584 – LAW OF TELEMATICS (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: provide knowledge on legal developments in the field of telematics and telecommunications, this is considered very important in the current era, in which the legal act is often done through the internet media and communication tools such as cell phones, radio, television, etc. The goal is to provide an understanding of the scope of telecommunications law, including cyber crime, electronic transactions and others, while for the telecommunications law is to understand the various regulations associated with the use of telecommunications facilities used by the public.

**Topics:** This course will be given step by step. Lectures before midterms (UTS) will be concentrated for the telematics law, after that will be taught the law relating to telecommunications. The things that are given regarding content law of telematics as follows: The meaning and scope of telematics, Understandings of legal acts in the Internet, Criminal and civil aspects of the legal act on the internet, The types of crimes on the internet (cyber crime), Regulations and policies in legal acts on the internet, The types of sanctions and compensation in law telematics, Settlement of disputes in the telematics law, Telecommunication legal materials that will be given as follows: Definition and scope of the telecommunications law, Legal acts through communication devices, Unlawful act in the use of communication tools, Regulation in telecommunications law, The types of sanctions and compensation in telecommunications law, Settling disputes in the telecommunications law

**B0592 – BANKRUPTCY LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand the Law of Bankruptcy and are able to explain the basic ratios of bankruptcy law and its relationship with other laws enforced in Indonesia. Student are also provided with understanding of legal issues relating to the birth of the regulation on bankruptcy, and understanding of public policy relating to bankruptcy.

**Topics:** History of Bankruptcy Law and Bankruptcy Law Reform in Indonesia; Source of bankruptcy law in Indonesia; Regulations of Bankruptcy in Indonesia; Bankruptcy arrangement in the Law of Limited Liability Company (Perseroan Terbatas), Bankruptcy Law function; purpose of Bankruptcy Law, Bankruptcy Law Asaa principles; Application for Bankruptcy; Party involved in the process bankruptcy; Judiciary Jurisdiction; definition of Debt; Suspension of obligatory Debt Payment (PKPU); Settlement under PKPU; Due Bankrupt statement (announcement in the State news, Matching Debt, debt and compensation); Bankruptcy Case Remedies; Enforced Agency; Responsibility after declared bankrupt.

**B0602 – COMPUTER FOR LAW (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: Select the best hardware and software in the law profession (law office); Operate To operate software for law profession (law office); Diagram law cases and statutes in interactive presentation

**Topics:** The Fundamental Technology; Computer Hardware and Software; The Internet and Electronic Mail; Electronic Research; Word Processing; Electronic Spreadsheets; Electronic Database; The Paperless Office; Office management software; Case Organization and Management Software; Electronic Discovery; Litigation Support; Presentation

**B0612 – CYBER MARKET IN LAW PERSPECTIVE (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand about digital market and potential benefit for economic in terms on cyber space. Law must control and regulate digital market, because of economy needs effect the law, and law must maintain justice and welfare.

**Topics:** About economy digital, market digital, marketing in law perspective, the risk and benefit of digital market, cases in digital market, and electronic contracting, including consumer protection issues.

**B0622 – CONSUMER PROTECTION LAW\* (2 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: know and understand and be able to develop the principles and rules (laws) that protect consumers, the positive law that protects consumer interests and the renewal of other law and regulation that accommodate the protection of consumer interests.

**Topics:** The idea of protection for consumers and consumer protection movement; Understanding Consumer Law (Consumer Protection Law) including understanding of consumer and business and the formulations /views of its business organization; The rights and obligations of Consumer and Business; Pre transactions, transactions and after transaction stages and related matters; Instruments and Legal Aspects of Consumer Protection: Consumer Access to information, law and justice; Consumer Protection to the Treaty of agreement /clause standards; Providing Incorrect Information Practice; Unhealthy Business Practices; Environment Rights; Accountability System in Consumer Protection Cases, Small Claims Court and Class Action of Consumer Protection case (case study).

**B0714 – ALTERNATIVE DISPUTE (4 Credits)**

**Learning Objectives:** On successful completion of this course, students will be able to: analyze the legal issues and solve them wisely in accordance with the principles of dispute settlement; students are expected to have the insight knowledge of the settlement of disputes and are able to apply the law after being introduced the theories and cases of dispute settlement through legal cases.

**Topics:** Carry out several simulations by applying various theories in dispute settlement that has been given which are the introduction of negotiation, interest based bargaining (IBB) and Positional based Bargaining (PBB), PIOC (People, Interest, Option, Criteria), BATNA (Best Alternative To A Negotiated Agreement ), effective negotiating, obstacles/constraints in negotiating, the steps of negotiation, conflict analysis, introduction to mediation, the mediator function, the type of mediator, the prisoners' dilemma, the steps of mediation, caucus, communication skills, preparing agendas, preparing agreements, court connected mediation.

**Subject Code: CB**

**CB412 – CB: SELF DEVELOPMENT (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Build self awareness; Describe stress management; Construct thinking creatively; Identify personal goals; Build empathy and self assertive; Build trustworthiness

**Topics :** Introduction to the CB Self Development; Self Awareness; Discovering My True Self; Identifying My Potentials; Creating Support Structure; Dealing with Stress; Thinking Creatively; Achieving My Goals; Resilience and Perseverance; Increasing Empathy; Being Assertive; Building Trustworthiness; Changes in the Working Environment.

**CB422 – CB: SPIRITUAL DEVELOPMENT (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain how to build their spiritual awareness; Explain how to build their spiritual values; Demonstrate the source of spiritual truth (God) and manifestation of loyalty to the truth; Criticize their faith to God in tolerance context; Explain examples how to build cooperation with others spiritualism and religious; Explain their spiritual values in the place of working.

**Topics :** Introduction to the Spiritual Intelligence; Religion and Spiritualism; Spiritual Experience; Developing Spiritual Intelligence; Caring and Mindfulness; Forgiving and Peace; Being loyal to the Truth; Being Faithfull Critically; Religion Tolerance; Inter Religion Cooperation; Appreciating the Meaning of Work; Responsibility in Working; Independence and Autonomy.

**CB432 – CB: INTERPERSONAL DEVELOPMENT (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain the meaning of others existence; Apply an effective communication; Explain an effective leadership in team works; Analyze the sources of conflict in organization; Apply the social networks by using information technology.

**Topics :** Introduction to Interpersonal Development; Awareness of Others; Social Networks; Social Norms; Unity In Diversity; Managing Conflict; Interpersonal Communication; Business Communication; Persuading; Negotiation; Taking Leadership; Developing Leadership; Motivating Others.

**CB442 – CB : PROFESSIONAL DEVELOPMENT (2 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain the meaning of ethics; Explain the ethical principles in decision makings and profession; Analyze the ethical cases of information technology; Analyze the ethical case of industrial relations; Explain the ethical principles of good corporate practices

**Topics :** Introduction to Professional Development; Theories of Ethics; Professional Ethics; Ethical Decision Making; Ethical aspect of Information Technology; Consumer Protection; Job Discrimination; Employee Rights; The Employee's Obligation to the Firm; The Firm's Duties to the employee; Environmental Ethics; Corporate Social Responsibilities; Good Corporate Governance.

**Subject Code: D****D0052 – INTRODUCTION TO INDUSTRIAL SYSTEM (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic concepts of industrial engineering problems, domains, and methods; Demonstrate 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 relating to industrial engineering.

**Topics:** Introduction to Systems: Systems Science and Engineering; The System Design Process: Overview; System Analysis and Design Evaluation: Overview; Economic Evaluation; Optimization in Design and Operations; Systems Engineering Management: Overview; Queueing Theory and Analysis; Design for Usability ( Human Factors ); Design for Services and Affordability ( Product Life Cycle ); Project of Queueing Theory and Human Factors; Design for Logistics, Supply Chain and Supportability; Design for Producibility, Manufacturing, Disposability and Sustainability.

**D0174 – 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.

**D0222 – RESEARCH METHODOLOGY (2 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.

**D0314 – QUALITY MANAGEMENT SYSTEM DESIGN (4 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; Implementing Total Quality Management.

**D0386 – FINAL PROJECT (6 Credits)**

**Learning Outcomes:** At the end of this course, students will exhibit the ability to: Work effectively in a team project that includes managing the project, time, and people, including team members 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.

**D0414 – ADVANCED TOPICS ON PRODUCTION AND MANUFACTURING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the business models and strategies of production systems and manufacturing, Assess and recognize risk and problem in production systems and manufacturing and the methods available to minimize it, Evaluate and recommend improvements to the design and implementation of production systems and manufacturing.

**Topics:** Inventory with Back Order; Probabilistic Inventory; Cases I; Case Analysis Inventory Systems and Probabilistic; Assessment Inventory Systems; Line Balancing; Analysing Line Balancing; Cases II; Cases III; Plant Layout and Material Handling; Analysing Plant Layout and Material Handling; Cases Assessment Plant Layout and Material Handling; Optimization in Manufacturing; Analysing Optimization in Applying; Cases Analysing Optimization in Applying; Presentation Manufacturing Systems.

**D0446 –THESIS (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 topic of the thesis.



**D0466 – 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.

**D0684 - 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.

**D0696 - 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.

**D0702 – ENVIRONMENTAL SCIENCE (2 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Apply interdisciplinary approach to solve environmental problems; Explain correlation between environmental science and industrial system; Use environmental management system to enhance performance in industry and solving environmental problems; Analyze current strategic issues in the field of environmental science, e.g: climate change, energy conservation, renewable energy.

**Topics:** Introduction to environmental science; Water supply system; Wastewater handling system; Municipal solid waste handling system; Risk Management; Air Pollution; Hazardous Waste; Environmental Economics; Environmental Impact Assessment; Environmental management system based on ISO 14001:2004; Corporate Social Responsibility (CSR); Saving environment through renewable energy and energy conservation; Summary and review recent issues in environmental science.

**D0712 - 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.

**D0734 – STOCHASTICS PROCESS (4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: 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.

**D0744 – 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.

**D0762 – ENGINEERING ECONOMY (2 Credits)**

**Learning Outcomes:** At the end of this course, students 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.

**D0782 – 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.

#### **D0814 – OPERATION OF SERVICE SYSTEMS (4 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; Summarise 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.

#### **D0834 – 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.

#### **D0844 – SUPPLY CHAIN: LOGISTICS (4 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

#### **D0854 – SUPPLY CHAIN: MANUFACTURING AND WAREHOUSING (4 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.

**D0874 – TRANSPORTATION SYSTEM MODELING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the impact of technological aspects of multi model transport system (MMTS); Evaluate the current transportation system; Design an integrated network, parking facilities, land usage, station area development, and/or operating strategy of public transportation system; Appraise the role of multimodal transport in international logistics.

**Topics:** Transportation Modes And Route Selection; Strategic Network Planning; Local Vehicle Routing; Fleet Management; Consolidation Transportation Systems, Network, And Models; Traffic Flow Characteristics; Traffic And Intersection Simulation; Behavioral Model.

**D0954 – 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.

**D0974 – ADVANCED TOPIC IN SERVICE SYSTEM ENGINEERING (4 Credits)**

**Learning Outcomes:** Students are expected to be able to develop a deeper understanding of service system design and operational problems, and familiar with some of the complicated nature of practical service industry problems and learn how to attack these problems using industrial engineering tools.

**Topics:** Advanced topic in service industry based upon the current global trend through the use of case study in service industries

**D0984 – ADVANCED TOPIC IN SUPPLY CHAIN MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain descriptions of logistics problems clearly and precisely, Formulate logistics problems in an industrial engineer's framework through mathematical programming and probability, Apply the tools taught in earlier courses to analyze and solve logistics problems, Analyze logistic issues encountered in practice using approaches used to deal with complex practical problems.

**Topics:** The Travelling Salesman Problems; The Node Routing Problem with Capacity and Length Constraints; Arc Routing Problems and Vendor – Managed Inventory Routing; Terminal Design and Operations; Single Flow Routing

Through a Network; Routing Multiple Flows Through a Network; Designing Distribution Networks and Applications to e-Business; Network Design in the Supply Chain; Network Design in an Uncertain Environment; Transportation Modes and Infrastructure; Forecasting Logistic Requirement; Topics based on the updated.

**D0992 – MANAGERIAL ECONOMICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe The concept of economic managerial; Apply managerial economic theory and managerial decision making within company; Adopt economic managerial concept in decision making.

**Topics:** Fundamentals of Managerial Economics; Market Forces: Demand and Supply; Quantitative Demand Analysis; Theory of Individual Behavior; The Production Process and Costs; The Organization of a Firm; The Nature of Industry; Managing in Competitive, Monopolistic, and Monopolistically Competitive Markets; Basic Oligopoly Models; Game Theory: Inside Oligopoly; Pricing Strategies for Firms with Market Power; The Economics of Information.

**D1044 – 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

**D1054 – LINEAR AND DISCRETE MATHEMATICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Hypothesize basics of linear and discrete mathematics, Interpret problems to discrete mathematics terminology, Explain suitable discrete mathematics tools for the problem, Apply discrete mathematics tools in industrial problems.

**Topics:** Apply discrete mathematics tools in industrial problems, Logic and Arguments, Counting Methods and Pigeonhole Principle, Graph Theory & Trees, Systems of Linear Equation, Eigen Values and Eigenvectors, Applications of Linear Algebra.

**D1062 – 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

**D1074 – 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.

**D1084 – HUMAN-INTEGRATED SYSTEMS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify ergonomics problem; Use antropometric 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 Intreprate 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.

**D1092 - BUSINESS ETHICS AND COMMUNICATION\* (2 Credits)**

**Learning Outcomes:** Explain multi modal (written, oral, visual, electronic, and nonverbal) communication strategies; Employ informative and persuasive approaches to speech and writing; Express ethical and linguistic problems in workplace communication using multimodal media; Analyze communication situations and audience in corporate and other professional settings; Demonstrate an ability to communicate effectively using written, oral, visual, electronic, and nonverbal media; Demonstrate an ability to work collaboratively in an effective and productive manner

**Topics:** Introduction to Technical Communication; Preparing an Effective Technical Document; Persuasive approach; Ethical Issues; Working in teams; Research Process; Visual, Design, and Usability Elements; Specific Documents and Application; Proposal and Report; Analytical Report; Oral Presentation

**D1104 – 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.

**D1114 – 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

**D1126 – 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.

**D1134 – 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.

**D1144 – 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.

**D1164 – SUSTAINABLE ENGINEERING SYSTEMS (4 Credits)**

**Learning Outcomes:** Upon completion of this course, students will: Have deeper understanding about environmentally conscious design and manufacture and the growing national and international efforts in reducing the environmental impact of products; Learn how the environmental considerations affect the design's technical, economical, and quality requirements; Be able to use the knowledge gained in practical design situations.

**Topics:** Product life cycles; business drivers; environmental impact; manufacturing & pollution prevention; recycling and demanufacture; life-cycle assessment and trade-offs; design for environment; service, reuse, and remanufacturing; sustainability in the context of market forces, availability of resources, technology, and society; methods for identifying, modeling, and selecting sustainable designs.

**D1174 – DYNAMIC SERVICE FACILITY DESIGN (2/2 Credits)**

**Learning Outcomes:** At the end of the course, students 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

**D1182 – 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

**D1192 – GLOBAL SUPPLY CHAINS (2 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.

**D1212 – 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; Perform simple failure analysis.



**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.

#### **D1226 – 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.

#### **D1232 – 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

#### **D1242 INTRODUCTION TO SUPPLY CHAIN MODELING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Provide examples of supply chain models; Provide basic definitions of the various sources of supply chain; Generate case studies related to supply chain management and is Able to solve it by using models provide supply chain basic definitions of the various sources of supply chain; Identify the elements and problems in the supply chain; Identify coordination within the supply chain

**Topics:** Introduction to supply chain; Integrasi antara produksi, inventori, dan distribusi; Problems in logistics; Mathematics program in supply chain; Pricing model multi-partner; Multimodal transportation problem; Decision-making; Coordination of supply chain

#### **D1252 – BUSINESS ETHICS AND COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain explain multi modal (written, oral, visual, electronic, and nonverbal) communication strategies; Employ informative and persuasive approaches to speech and writing; Express ethical and linguistic problems in workplace communication using multimodal media; Analyze communication situations and audience in corporate and other professional settings; Demonstrate an ability to communicate effectively using written, oral, visual, electronic, and nonverbal media; Demonstrate an ability to work collaboratively in an effective and productive manner.

**Topics:** Introduction to Technical Communication; Preparing an Effective Technical Document; Persuasive approach; Ethical Issues; Working in teams; Research Process; Visual, Design, and Usability Elements; Specific Documents and Application; Proposal and Report; Analytical Report; Oral Presentation.

**D1264 – PROJECT MANAGEMENT (4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Understand the essential principles associated with effective project management; Apply the project management principles in the day-to-day business environment; Define, plan, initiate, and monitor projects using proven techniques and available software tools; Apply methods for solving and avoiding common difficulties in project management.

**Topics:** Project scope (time, cost, quality, human resource, communication); work breakdown structure; scheduling and budget analysis; risk management; project procurement and outsourcing; project closure; project management related software.

**D1274 – 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.

**Subject Code: E****E0142 – 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).

**E0516 – 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

#### **E0526 – 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 & esson 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.

#### **E0536 – 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

#### **E0546 – 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.

#### **E0556 – 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.

**E0566 – CHINESE LANGUAGE VI (6 Credits)**

**Learning Outcomes:** Students are able to apply the utilization of grammar in complex sentence through: The combination of reading, listening, conversation; Mastering the utilization of Chinese vocabulary at intermediate and advanced level; Detail discussion and exercise.

**Topics:** Vocabulary; Text; The use of word combination; Grammar; Conversation; Additional reading; Exercise; Intonation; Hanyu pinyin; Vocabulary; Text or dialog; Grammar; Phonetics; Syllable; Sentence analysis; Word selection; Completing sentence; Making sentence or conversation; Proverb; Poetry; Chinese culture.

**E0572 – MODERN CHINESE I (2 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Explain the basic structures of Chinese phonetics and characters; Classify the Chinese phonetics and characters based on the Chinese language theories; Analyze Chinese language based on Chinese phonetics and characters from the perceptual to rational perspectives

**Topics:** Introduction to Chinese language; Chinese phonetics; Chinese characters

**E0582 – MODERN CHINESE II (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Conclude the types of Chinese vocabulary and grammar; Compare Chinese and Indonesian vocabulary and grammar; Use Chinese vocabulary and grammar in passage or sentence.

**Topics:** Definition of Chinese vocabulary; Chinese vocabulary formation; Meaning of Chinese vocabulary; Change in meaning of Chinese vocabulary; Similar sound; Word synonym; Definition of grammar; Types of phrase; Phrase analysis in sentence; Elements of a sentence; Figure of speech.

**E0592 – CLASSIC CHINESE (2 Credits)**

**Learning Outcomes:** By the end of this course, students 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

**E0604 – COMPUTER SKILLS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Compose documents with ms word; Compose presentation with ms power point; Create schedule with ms project; Create spreadsheet program with Ms Excel.

**Topics:** Making a Document & Formatting, Styles & Page Setup; Tables and Graphics; Mail Merge & Document Security; A First Look at PowerPoint 2007, Creating a Presentation, Slides, and Text; Working with Layouts, Themes, Masters, tables and charts; Using SmartArt Diagrams, Clip Art, and Pictures; Building Animation Effects, Transitions, Support Materials & Delivering a Live Presentation; Project management basic; Getting your project going; Using Excel Worksheets and Workbooks; Entering and Editing Worksheet Data; Essential Worksheet and

Cell Range Operations; Introducing Formulas and Functions; Working with Dates and Times; Creating Formulas That Count and Sum; Getting Started Making Charts; Working with Database Tables in Excel; Analyzing Data with Pivot Tables.

#### **E0614 – CHINESE COMPUTER SKILLS (4 Credits)**

**Learning Outcomes:** By the end this course, the students will be able to: Demonstrate the theories on their computer; Apply theories to practice; Produce more variable creation; Explain the computer components in Chinese language.

**Topics:** Chinese computer; Windows; Microsoft Office 2003; Word 2003; Excel 2003; PowerPoint 2003; Internet.

#### **E0622 – READING I (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.

#### **E0632 – READING II (2 Credits)**

**Learning Outcomes:** 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.

#### **E0642 – READING CHINESE NEWSPAPER (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Underline the main topic and the important point of articles; Explain the content of the news texts; Use the specific vocabularies on the news texts

**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.

#### **E0652 – BASIC LISTENING I (2 Credits)**

**Learning Outcomes:** By the end 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

**E0664 – BASIC LISTENING II (4 Credits)**

**Learning Outcomes:** By the end this course, student will be able to: Choose the correct answer of each question based on the voice that has been heard; Demonstrate the materials that have been studied in daily conversation; Describe the meaning of the sentence that have been heard; Conclude the meaning of a sentence or dialog.

**Topics:** Making a phone call; Develop a plan; Develop a time; Asking preparation; A letter; Where more appropriate ?; Introducing someone; Shopping; Asking experience; Our house; Neighbour; Who is that ?; Foreigner; Position; Son/daughter's first love; Vehicle population; Visiting someone's home.

**E0682 – LISTENING NEWS II (2 CREDITS)**

**Learning Outcomes:** By the end this course, student will be able to: Understand the contents of reading; Re-demonstrate the content of reading using the good and correct grammar; Complete the reading practice with new vocabulary; Complete table of contents based on reading; Summarize the content of reading which have been studied in Chinese language with good and correct grammar; Explain the meaning of reading; Summarize the contents of the news that was heard in Indonesian language.

**Topics:** Stating a complaint; Summarizing and comparing; Providing advice and persuading; Arguing and defending; Expressing joy, sadness, and anger; Talking heart to heart; Negotiating; Finding information or investigating a problem.

**E0692 – COMPOSITION I (2 CREDITS)**

**Learning Outcomes:** After finishing this course, student will be able to: Write various types of letters and other writings are frequently used in daily activities.

**Topics:** Introduction to composition; Using punctuation; Using conjunction and making a paragraph; Writing short letter/memo, announcement etc.; Nick name in a family; Writing personal letter; Writing diary; Writing about yourself.

**E0702 – 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

**E0712 – COMPOSITION III (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Write journey and description text; Write argument and essay; Write book review and story.

**Topics:** Journey; Description text; Argument; Essay; Story; Book Review.

**E0722 – CHARACTER WRITING (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.

**E0734 – 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; Traffic sign; Store

**E0744 – 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 rains?; 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.

**E0754 – 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

**E0764 – 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.

**E0772 – CONTEMPORARY CHINESE LITERATURE (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the content from each topic; Illustrate author's works; Analyze the selected reading; Write the connection between the selected reading and personal experience or the other text

**Topics:** Jieshao Wenxue Ticao he Xiandai Wenxue yiji Lu Xun; Wenti Xiaoshuo yu Zixuti Shuqing Xiaoshuo; Xin Yue Shi Pai; Wusi Shiqi de Sanwen; Jing Pai Wenxue yu Mao Dun; Ba Jin yu Lao She; Xiao Hong; Youmo Xianshi Xiaopin yu Zhao Shuli; Zhang Ailing yu Qian Zhongshu; Menglong Shi de Qu Qi; Shanghen Wenxue he Fansi Wenxue yiji Wang Meng de Fansi Xiaoshuo; Gaige Wenxue yu Xunggen Wenxue; Xin Xie Shi Xiaoshuo yu Zhuanxing Shiqi de Xiaoshuo Chuangzuo

**E0812 – IMAGES OF CHINA (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Compose statements about China and the city; Compile popular or travelling area in China; Tell about 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; Modern Cities: Suzhou, Qingdao, Dalian, Lasha; Modern Cities: Hong Kong, Macau, Taipei; Travelling Around China: The Old Town of Lijiang, The Ancient City of Pingyao, Ancient Vilages in Southern Anhui; Travelling Around China: The scenery of Guilin, Wulingyuan, Huanglong, Jiuzhaigou; Travelling Around China: Mount Taishan, Mount Songshan, Mount Huangshan, Mount Lushan, Mount Wuyi, Mount Wudang; Travelling Around China: Mount Wutai, Mount Emei, The Giant Budha in Leshan, Mount Putuo, Mount Jiuhua.

**E0822 – 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 Qiyuan: 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 Jinqi 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 Qinlve 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

**E0862 – 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 accroding 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

#### **E0872 – CHINESE CULTURE (2 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Mention the geographical location of China and 10 famous tourism places in China; Identify the origin and development of Han letter; Explain the origin of clan; Explain the origin of Confucius philosophy; Connect the animal that form “Dragon” and sayings or proverb that use the word “Dragon” and its meaning; Show the Great Wall and the figure of horse soldier and its legends; Show the four greatest discoveries in China; Connect Buddha and the cave where Buddha sculpture is existing; Connect public tradition and the existing legend; Show “Jalan Sutra” and the origin of Chinese earthenware; Show the taste of Chinese cuisine and the geographical location of a region; Demonstrate Chinese tea ceremony.

**Topics:** Geographical location and 10 tourism places in China; Han letter; The origin of clan; Confucius; Dragon; Great Wall and horse soldier; Four discoveries in China; Buddha; Public tradition; Jalan Sutura; Earthenware; Chinese cuisine; Chinese tea ceremony.

#### **E0882 – 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.

#### **E0892 – CHINESE VOCABULARY RESEARCH (2 CREDITS)**

**Learning Outcomes:** At the end of this course, the students will be able to: Compare the similarity and difference of vocabularies in several sentences; Demonstrate the use of vocabularies in a sentence; Analyse vocabulary in a sentence correctly; Identify “zi” , “ci” , & “cihui” correctly; Explain the difference of vocabularies.

**Topics:** “Ci” dan “Cihui”, Hanyu Cihui de Goucheng; Hanyu Cihui de Tedian; Ci de Xingzhi; Ci de Gouzao; Ci de Yiyi (shang); Ci de Yiyi (xia); Tongyici; Fanyici; Tongyinci dan Tongsuci; Shuyu; Cihui he Wenhua.

#### **E0902 – THE RESEARCH OF MODERN CHINESE GRAMMAR (2 Credits)**

**Learning Outcomes:** After completing this course student will be able to: Recognize most regular used Chinese sentence pattern and basic Chinese grammar; Distinguish the common grammar mistakes which were made by learner who study Chinese as a second language; Evaluate the common grammar mistakes which were made by learner who study Chinese as a second language.

**Topics:** Verb; Adjective; Numeral and Measure word; Noun and Pronoun; Adverb; Preposition; Aspect Particle; Modifier; Complement; Special sentence patterns

**E0912 – 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

**E0932 – CHINESE CLASSIC POETRY (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: analyse the specific characters and language of the classic poetry from each dynasty; Besides they are able to read poems and appreciate the beauty of the language.

**Topics:** Poetry of Tang dynasty, Song dynasty and war period.

**E0992 – CHINESE PHILOSOPHY (2 CREDITS)**

**Learning Outcomes:** At the end of this course, the students will be able to: Describe the thought of each ideology and its differences; Describe the background of ideology; Match the figures of philosophy with their period correctly; Mention the strength and weakness of each ideology; Mention the figures of Chinese philosophy.

**Topics:** Chinese philosophy; Development of Xianqin; Zhanguo Baijia Zhengming; Lianghan Jingxue; Weijin Nanbei Chao Xuanxue; Suitang Ru Dao Fo; Songming Lixue Xinxue; Mingqing Shixue.

**E1002 – CHINESE CLASSIC LITERATURE (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: build the characters and personality of the students through classic literature that contains of moral values.

**Topics:** Prose; Poetry; Poetry analysis.

**E1012 – CHINESE BROADCASTING TECHNIQUE (2 Credits)**

**Learning Outcomes:** After completing this course, the students should able to: Apply and demonstrate Chinese broadcasting technique for radio and television.

**Topics:** Zenme cai neng tigao jiaoji nengli; Boyin jiqiao zhi si da yaoling; Shijian tigao jiaoji nengli ji huxi xunlian; Boyin yuan zhuchiren yuyan bioada jiqiao xunlian; Boyin yuan zhuchiren yuyan bioada jiqiao xunlian 2; Watching and listening news; Shijian tigao jiaoji nengli; Dianshi zhuchi 1; Dianshi zhuchi 2; Dianshi zhuchi shijian; Guangbo zhuchi 1; Guangbo zhuchi 2; Guangbo zhuchi shijian.

**E1022 – PRESS NEWS WRITING (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Classify news writing method and its writing; Compose news writing in chinese; Write news writing in Chinese

**Topics:** How to learn news writing; Principal and basic method of news writing; The criteria of news writing, news sight, narratology and news language; Information as a content of news report and its writing; Information as a

content of news report and its writing 2; Kind of information 1; Kind of information 2; Review topic sessions 1-7; the criteria of news report's writing and its segment 1; the criteria of news report's writing and its segment 2; kind of news report's writing 1; kind of news report's writing 2; Review topic sessions 9-12

#### **E1032 – INTERMEDIATE HSK PREPARATION (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Analyze Chinese discourse in listening context; Identify Chinese synonyms and passages correctly; Construct Chinese sentences properly according to Chinese sentences structure

**Topics:** Listening; Reading; Writing; Review

#### **E1052 – CHINESE OVERSEAS RESEARCH (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Explain the history and the origin of Indonesian overseas Chinese; Recognize the assimilation between Chinese and Indonesian; Identify characteristics of Indonesian Chinese in different era.

**Topics:** Xifang zhiminzhe ruqin qian de Yinni Huaqiao; Helan dong yindu gongsi shiqi de Yinni Huaqiao; 19 shiji 70 niandai zhi Riben nan qin qian xi de Yinni Huaqiao 1; 19 shiji 70 niandai zhi Riben nan qin qian xi de Yinni Huaqiao 2; Riben faxisi zhuyi tongzhi xia de Yinni; Yinni duli zhanzheng shiqi de huaqiao; 1950-1966: Huaqiao huaren renkou de biandong; Huaqiao huaren de guoji wenti yu shehui diwei; 1966 Nian hou huaqiao huaren zhengce de zhongda zhuanbian; Yinni shehui, zhengzhi dongluan he pai hua; Yinni Huaren tonghua wenti; Yi xiji huaren wei zhuyao mubiao de wu yue baoluan; Yinni huaren shehui de bianhua

#### **E1092 – BROADCASTING PRACTICES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the history of broadcasting; Identify the concept of broadcasting; Demonstrate the technique of broadcasting; Describe the function of broadcasting.

**Topics:** The origin and development of broadcasting study; The concept and characteristic of broadcasting; The techniques of broadcasting; Broadcasting media and function.

#### **E1104 – BUSINESS NEGOTIATION (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Develop the techniques relating to business negotiation; Apply the methods of business negotiation that have been studied.

**Topics:** Definition of business negotiation; Self-introduction; Ordering; Bank transaction; Table manner; Product presentation; Advertisement product; Trademark; Negotiation sentence; Tax; Cost of product; Price and product survey; Payment tools; Payment methods; Negotiation; Shipping; Product package; Insurance; Goods inspection for export and import; Agreement letter; Loss cover negotiation; Company's expansion; Investment.

#### **E1112 – MYTH, LEGEND AND TRADITION OF CHINA (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Connect background, ritual methods and its meaning, and the development of various traditional celebrations in Chinese culture; Connect background, ritual methods and its meaning, and the development of Chinese traditional ceremony in various events such as

birth, birthday, wedding and death; Describe about myth, legend and belief in Chinese culture; Describe the background of formation, meaning and use of various symbols in Chinese culture

**Topics:** First mythology and religion of Chinese culture; God and Goddess in Chinese culture; Symbolism in Chinese culture; Tradition of birth and birthday celebration in Chinese culture; Tradition of wedding ceremony in Chinese culture; Requiem in Chinese culture; Traditional ceremony: Chun Jie; Yuanxio Jie; Qingming Jie dan Zhongyuan Jie; Duanwu Jie; Qiqiao Jie dan Zhongqiu Jie; Chongyang Jie and Dongzhi Jie.

#### **E1122 – PSYCHOLOGY OF EDUCATION (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Define in educational psychology approaches; Describe some basic ideas about the field of educational psychology; Apply applications in educational strategies

**Topics:** Introduction to Educational Psychology; Overview of Child Development; Language Development Cognitive Development; Social Contexts and Socioemotional Development (1); Social Contexts and Socioemotional Development (2); Effective Teaching; Planning, Instruction and Technology; Motivation, Teaching and Learning (1); Motivation, Teaching and Learning (2); Managing the Classroom (1); Managing the Classroom (2); Standardized Tests and Teaching

#### **E1132 – ADVERTISEMENT DESIGN OF NEWSPAPER AND TELEVISION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Choose suitable application to deal with desktop publishing elements; Use desktop publishing software 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 Graphic; Adobe Photoshop Basic; Adobe Photoshop: Text Tool, Layer Effect, & Image Extract; Adobe Photoshop: Image Adjustment; Adobe Photoshop: Photo effect; Adobe Illustrator: Basic Tool, Text, & Making Logo; Magazine Project: Presentation.

#### **E1144 – CHINESE BUSINESS ETHICS (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Express the proper business etiquette in every business occasions; Differentiate the etiquette that used for different occasions; Manage the etiquette for business purpose.

**Topics:** Image modeling; Business dressing; Etiquette in Introduction; Etiquette in guest's welcome and farewell; Etiquette in communication; Business invitation; Business ceremony; Business meeting; Chinese and Foreign Etiquette; Negotiation Etiquette; Selling Etiquette.

#### **E1154 – CHINESE ART AND CULTURE (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain the presentation form of classic Chinese art; Describe the features of classic Chinese art; Appraise the cultural values of classic Chinese art.

**Topics:** Zhongguo Yishu Gaishuo; Zhongguo Yishu Jingshen; Zhongguo Xiqu Yishu; Zhongguo Yinyue Yishu; Zhongguo Wudao Yishu; Zhongguo Huihua Yishu; Zhongguo Diaosu Yishu; Zhongguo Shufa Yishu Zhongguo Zaji Yishu; Zhongguo Gongyi Yishu; Zhongguo Jianzhu Yishu; Zhongguo ren de shenghuo

**E1162 – CHINESE FILM (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Define words/idiom in film; Contrast the characters of each personage; Conclude the content and meaning which are contained in film; Relate the characters of each personage in film; Describe connection between life condition in film with real condition of Chinese society; Mention the name of director, actor and actress and personage in film; Summarize the content of film.

**Topics:** Fearless; Infernal Affairs; The Wedding Banquet; Yudan Speech; Crouching Tiger Hidden Dragon; Nuan Chun; Hero; Call for Love; Yudan Speech 2; Curse of the Golden Flower; Crazy Stone; Home Song Stories; Discussion.

**E1172 – CHINESE PROVERBS (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Select Chinese proverbs that appropriate to certain condition; Summarize the story in Chinese proverbs both oral and written; Give example about the use of Chinese proverbs in sentence or simple conversation; Use Chinese proverbs both oral and written; Compare various Chinese proverbs with Indonesian proverbs.

**Topics:** Introduction to Chinese proverbs; Wangyang bulao; Shouzhu daitu; Huashe tianzu; Wangyang bulao; Shouzhu daitu; Huashe tianzu; Zhaosan musi; Qiren youtian; Duiniu tanqin; Dongshi xiaopin; Zixiang maodun; Review; Yugong yishan; Saiweng shima; Zhouma kanhua; Tianhua luanzhui; Yijian shuangdiao; Wushibu shaobaibu; Yijian shuangdiao; Wushibu xiaobaibu; Diaohu lishan; Laoma shitu; Review.

**E1192 – GENERAL TRANSLATION I\* (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Interpret Indonesia phrase and simple sentences to China; Interpret Indonesia dialog to China; Interpret China dialog to Indonesia; Analyze error translate.

**Topics:** Theory of Translation; Literal Translation and Free Translation; Oral Translation and Literary Expressions; Passive Sentences; Word order and clausal order; Error Analysis; Wedding Translation; Advertising Translation.

**E1202 – GENERAL TRANSLATION II\* (2 CREDITS)**

**Learning Outcomes:** By the end this course, the students will be able to: Describe the theory and technique of translation from Chinese to Indonesian and English and vice versa; Demonstrate various techniques of translation from Chinese to Indonesian and English and vice versa from various sources to target language; Create good translation from Chinese to Indonesian.

**Topics:** Translation; Literal translation and free translation; Oral and written translation; Translating from Indonesian language to Chinese language and vice versa; Passive sentence; Sentence structure in the source and target language; Translation Methods; Analysis of translation errors; Interpreting the outside activity; Translating company's advertisement in multimedia.

**E1212 – LISTENING TO NEWS I (4 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Summarise 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; Write the answer of the case on the recording

**Topics:** Communication; Giving opinion; Serve's customers; About Chinese

## **Subject Code: EN**

### **EN001 – ENTREPRENEURSHIP 1 (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.

**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

### **EN002 – 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).

## **Subject Code: F**

### **F0014 – INTRODUCTION TO ACCOUNTING I (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

### **F0024 – INTRODUCTION TO ACCOUNTING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain whole accounting activities and treatment in partnership company; Create diagram/scheme financial report on limited liability company; Describe how accounting treatment for payable obligation; Describe accounting treatment for long investment in stock; Create diagram/scheme cash flow report.

**Topics:** Current Liabilities and Payroll Accounting; Accounting for Partnership; Corporations: Organization and Capital Stock Transactions; Corporations: Dividends, Retained Earnings, and Income Reporting; Long-Term Liabilities; Investments; Statement of Cash Flows; Financial Statement Analysis.

#### **F0044 – 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.

#### **F0054 – FINANCIAL ACCOUNTING II (4/4 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.

#### **F0142 – 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.

#### **F0184 – 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, Bankruptcy, Fraud in E-Commerce.

#### **F0242 – 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.

#### **F0254 – 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.



**F0274 – CORPORATE FINANCIAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe Managerial Finance Function, Goal of the firm, and explain why maximizing the value of the firm is an appropriate goal for a business The differences between the capital markets and the money markets The role that financial institutions play in managerial finance; Calculate Financial Ratios to Analyze Firm's Liquidity and Activity; Cash Flow and Financial Planning; Time Value of Money; Valuation of Securities: Bond Valuation and Stock Valuation; Calculate Risk and the Required Rate of Return; The Cost of Capital; Long-Term Investment Decisions; Capital Budgeting Techniques; Capital Budgeting Cash Flows; Risk and Refinements in Capital Budgeting; Calculate Long-Term Financial Decisions: Leverage and Capital Structure; Payout Policy; Calculate Short-Term Financial Decisions: Working Capital and Current Assets Management; Current Liabilities Management; Special Topics in Managerial Finance: Hybrid and Derivative Securities

**Topics:** Risk and Required Rate of Return: The Cost of Capital; Introduction to Managerial Finance: The Role of Managerial Finance; Introduction to Managerial Finance: Financial Market Environment; Financial Tools: Time Value of Money; Financial Tools: Cash Flow and Financial Planning; Financial Tools: Financial Statements; Financial Tools: Ratio Analysis; Valuation of Securities: Bond Valuation; Valuation of Securities: Stock Valuation; Risk and Required Rate of Return: Risk and Return; Long Term Investment Decision: Capital Budgeting Techniques; Long Term Investment Decision: Capital Budgeting Cash Flow; Long Term Financial Decision: Leverage and Capital Structure; Long Term Financial Decision: Payout Policy; Short Term Financial Decision: Working Capital and Current Asset Management; Short Term Financial Decision: Current Liabilities Management; Special Topics in Managerial Finance: Derivatives Securities; Special Topics in Managerial Finance: Mergers, Business Failures

**F0282 – CORPORATE FINANCIAL REPORTING AND ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain financial statement and other financial reporting topics, Analyze financial statement using ratio and basic analysis, Analyze financial statement using expanded analysis, Analyze statement of cash flow, Analyze financial statement of special industries, Construct Prospective analysis.

**Topics:** Introduction to Financial Statements and other Financial Reporting Topics, Sustainability Reporting, Balance Sheet and Income Statement, Basics of Analysis, Liquidity and Solvability Ratio, Profitability Ratio and For the Investor, Expanded Analysis, Statement of Cash Flows, Special Industries Financial Statements, Analysis of company's financial statement and industry, Analysis of company's financial statement and industry, Prospective Analysis: Forecasting, Credit Analysis.

**F0384 – MONEY AND CAPITAL MARKET SEMINAR (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Relate the theory of money and capital markets into the real market situation; Analyse the problems related to money and capital markets; Apply the appropriate method to solve the problems in money and capital markets; Prepare students to be a financial analyst or an investor that are aware of current financial issues; Prepare students to accustom with discussion and presentation skill that will be valuable in the future.

**Topics:** General Explanation; Risk and Return; Financial Market; Study Visit To Bank/ IDX/ Securities Company; Interest Rates and the Prices of Financial Assets; Capital Structure; Public Offering Process; Analysis of Financial

Statements; Global Financial Crisis; Portfolio Management; Asset Pricing Models; Equity Analysis; Technical Analysis; The Analysis and Valuation of Bonds; Trading Strategies for Bonds; Corporate Governance; Mutual Fund; Evaluation Performance; Merger and Acquisitions; Corporate Action: Right Issue and Stock Split; Derivatives.

**F0412 – TAXATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain and understand basic concept of taxation in Indonesia; Analyze which are tax subject and object, and which are not; Calculate how much tax payable must be paid by tax-payer; Categorize which tax could be use either as tax credit or not; Prepare supporting data and document needed in calculation and reporting taxes.

**Topics:** Introduction to Indonesian Taxation; Overview of KUP (General Provisions and Taxation Procedures in Indonesia); Overview of PP (Tax Court) and PPSP (Forced Tax Collection); Income Taxes; Deductible and Non Deductible Expenses; Fiscal Reconciliation and Fiscal Financial Statement; Income Tax Article 21/26; Income Tax Article 22/23; Annual Income Taxes Calculation and Reporting; VAT and Tax on Sale of Luxury Goods; PBB (Land and Building Tax), BPHTB (Tax on Acquisition of Land and Building), and Bea Meterai.

**F0422 – 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.

**F0436 – 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; Taxation; Capital market.

**F0452 – 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

**F0462 – SALES TAX AND OTHER INDIRECT TAXES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain and understand basic concept of VAT and indirect tax in Indonesia; Analyze which are VAT/other indirect tax subject and object, and which are not; Analyze tax basis for VAT/other indirect tax; Calculate how much VAT/other indirect tax payable must be reported and paid by tax-payer; Prepare supporting data and documents needed in calculating and reporting monthly tax return.

**Topics:** Introduction to VAT and other indirect tax; VAT Subject and Taxable Tax-Payer (Pengusaha Kena Pajak – PKP); VAT Object and Non-VAT Object; VAT Payable: Time and Place; VAT Tariff, VAT Tax Basis, and Other Basis; VAT of Export-Import; Tax Invoice and VAT-Out; VAT-In; Calculation of Monthly VAT; Reporting and Payment of Monthly VAT; Tax on Sale of Luxury Goods; Bea Meterai.

**F0502 – 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.

**F0512 – 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.

**F0522 – TAXATION MANAGEMENT (2 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.

**F0542 – GENERAL MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the principles of management, doing and managing business in a global environment and managers making decisions; Explain constraints, challenges for the global manager, the decision making process, setting goals and plans, competitive strategies and mechanistic and organic structure; Analyze goals and plans, the strategic management process, contemporary organizational design, types of organizational change, the changing workplace, group development, and current issues in motivation, leadership and control; Apply innovation process, workplace diversity, effective teams and interpersonal communication, contemporary theories of motivation and leadership and tools for measuring organizational.

**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; Groups and Teams; Communication; Motivation; Leadership; Foundations of Control.

**F0562 – INTRODUCTION TO COMPUTER APPLICATION, LAB. (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students 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; 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.

**F0596 – 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.

**F0632 – ACCOUNTING SOFTWARE PACKAGE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Able to use the function, keys, and key menus of MYOB program; Demonstrate to setup a configuration and initial input of MYOB data; Demonstrate to input and reconcile the opening balance before performing a transaction; Prepare all report: purchase reports, sales reports, bank account statements, and financial reports; Demonstrate the purchase transaction, sales transaction, bank transaction, and general entries transaction.

**Topics:** Opening Setup – New Data File, Chart of Account, Category, Job, Warehouse; Opening Balances – Account, Customer, Supplier, and Link Account; Opening Balances – Inventory; Purchase Transactions; Sales Transactions; Banking and General Entries; Inventory; Other Currency Setup – Customer, Supplier, Item, Cash, Bank, Account Receivable, and Account Payable; Other Currency Opening Balances and Transaction – Link Account, Purchase, Sales, Banking Transaction; Case – Opening Setup, Purchase, Sales, Banking Transactions, and General Entries; Reporting.

**F0812 – 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.

**F0842 – CORPORATE BUDGETING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the base concept of budget, Give examples the budget calculation, Calculate Budget Of a company, Prepare Budget Of a company.

**Topics:** The what and why of budgeting, Corporate characteristics, Administering the budget, Sales budget, Production budget, Profit planning budget, Cash budget and forecasting cash flows, Comprehensive budget, Balance sheet proforma, Flexible budget, Cost volume profit analysis, Capital and investment budget, Capital expenditure and summary.

**F0872 – 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.

**F0942 – 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; nalyze 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

#### **F0952 – CURRENT ISSUES IN ACCOUNTING AND AUDITING (2 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, capital market, and information systems.

**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.

#### **F1014 – 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.

#### **F1024 – 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.

#### **F1042 – 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.

#### **F1054 – INTRODUCTION TO TAXATION (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: apply basic Indonesian taxation regulation both conceptually and practically related to include personal income tax, withholding tax and taxation accounting.

**Topics:** Introduction to taxation; personal income tax regulation and calculation, withholding tax regulation and calculation and basic taxation accounting.

#### **F1064 – 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.

#### **F1074 – 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

#### **F1084 – ADVANCED TAXATION (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain general provisions and tax procedures in Indonesia; Calculate VAT and sales tax on luxury goods regulation in Indonesia; Calculate tax on land and buildings; and tax on acquisition of land and buildings; Prepare corporate annual fiscal reconciliation and tax return

**Topics:** General provisions and tax procedures; VAT and sales tax on luxury goods; Tax on land and buildings; Tax on acquisition of land and buildings; Corporate annual income taxes; Corporate fiscal reconciliation; Corporate annual tax return preparation

**F1092 – DATABASE SYSTEM LABORATORY (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Demonstrate the use of the existing facilities in MS Access in database management; Demonstrate Report based on data saved in table.

**Topics:** Introduction to Database Management System (DBMS); MS Access environment; Create Table; Create Form; Entry and modify data into a table; Table relationship; Simple query; Query using criteria and Expression Builder; Structured Query Language (SQL); Sort, index and filter data; Creating a multitable form and Data Entry Control; Create Switchboard; Create report.

**F1106 – ACCOUNTING INFORMATION SYSTEM AND INTERNAL CONTROL (6 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: define the understanding of AIS, internal control and its relation with other systems and accounting profession; describe the system of AIS based on methodology that have been studied; Describe the risk exposure and internal control structure; Describe the business organization as a system; Describe the influence of IT development and network on AIS.

**Topics:** Introduction to Accounting Information System (AIS); modelling a Business Process; Documenting Accounting System; Identifying risk and control in Business process; Internal Control based on COSO and COBIT, Controlling Information System; Understanding and Designing Accounting Data; Understanding and Designing Queries and Report; Understanding and Designing Forms; Using Accounting Application; The Acquisition Cycle; The Revenue Cycle; Managing The IT Environment; Accounting Systems Development

**F1112 – HUMAN RESOURCE MANAGEMENT (2 Credits)**

**Learning outcomes:** Students will be able to explain how HR theories and activities can contribute to the success of the organisation; explain the importance of ethical behavior in business generally and for the line manager and their activities, explain the HR activities associated with developing the ability of employees; discuss the HR activities associated with the motivation of employees; describe the HR activities associated with improving the opportunities for employees to contribute to the firm;

**Topics:** Theories of Human Resource Management relating to ability, motivation and opportunity; The psychological contract and its importance to retention; The relationship of the employee to other elements of the business; Personal business ethics and the fundamental principles

**F1122 – 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.



**F1134 – ACCOUNTING FOR COMPLEX FINANCIAL TRANSACTIONS (4 Credits)**

**Learning outcomes:** Students will be able to apply complex accounting transactions that have not covered in other courses; students also expected to explain the concept and idea behind some complex accounting transactions.

**Topics:** home-branch accounting, accounting for foreign exchanges, installment sales, consignment sales, interim reporting, financial instruments, insurance contract, accounting for oil and gas.

**F1142 – 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.

**F1155 – CORPORATE FINANCIAL MANAGEMENT\* (5 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe corporate financial management process; Analyze financial performance; Analyze financial planning; Apply asset management and make capital budgeting decision; Calculate capital structure; Describe business expansion process.

**Topics:** Overview of Financial Management; Financial Statements and Analysis; Time Value of Money; Risk and Return; Interest Rates and Bond Valuation; Stock Valuation; Capital Budgeting Cashflows; Cost of Capital; Leverage and Capital Structure; Dividend Policy; Working Capital Management; Mergers, LBOs, Divestitures, and Business Failure; Overview of International Managerial Finance.

**F 1164 – TREASURY MANAGEMENT (4 Credits)**

**Learning Outcomes:** Students will be able to discuss treasury management (or treasury operations) that includes management of an enterprise's holdings, with the ultimate goal of maximizing the firm's liquidity and mitigating its operational, financial and reputational risk.

**Topics:** Treasury Management includes a firm's collections, disbursements, concentration, investment and funding activities. The topic includes managing cash, managing working capital, short-term liquidity management and managing risk and relationships.

**F1174 – INTERNAL AUDIT (4 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.

**F1184 – MERGER & ACQUISITION (M&A): ACCOUNTING & MANAGERIAL IMPACT (4 Credits)**

**Learning Outcomes:** Students will be able to discuss and understand the accounting and managerial issues that underlies merger, acquisition, and investment activities among firms that result in complex financial structures.

**Topics:** Key topics include the purchase accounting method for acquisitions, the equity method for investments, the preparation and interpretation of consolidated financial statements, tax implications of mergers and acquisitions, earnings-per-share considerations, the accounting implications of intercompany transactions and non-domestic investments, the role of management accountant in M&A integration, factors influencing the success of M&A implementation, the effect of intrinsic and extrinsic rewards on the perceptions of middle level that affected by M&A process.

**F1194 – MERGER & ACQUISITION (M&A): ACCOUNTING & TAX IMPACT (4 Credits)**

**Learning Outcomes:** Students will be able to discuss and understand the accounting and taxation issues that underlies merger, acquisition, and investment activities among firms that result in complex financial structures.

**Topics:** Key topics include the purchase accounting method for acquisitions, the equity method for investments, the preparation and interpretation of consolidated financial statements, tax implications of mergers and acquisitions, earnings-per-share considerations, the accounting implications of intercompany transactions and non-domestic investments, the effect of M&A on corporate & shareholders taxation, tax benefits from corporate combinations, tax issues to consider before M&A including: tax attribute carryover, financing structure, legal status of target, ordinary vs capital gain and accrued liabilities/contingent expenses.

**F1202- RESEARCH METHODOLOGY IN ACCOUNTING (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.

**F1214 – 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.

**F1222 – 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.

**F1232 – 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.

**F1242 – 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.

**F1254 – FINANCIAL ACCOUNTING: ANALYSIS AND REPORTING INCENTIVES (2 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.

#### **F1262 – 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.

#### **F1272 – 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 Personel Cycle; Testing Payroll Transaction.

#### **F1284 – TAXES AND BUSINESS STRATEGY (4 Credits)**

**Learning Outcomes:** Students will be able to develop a framework for understanding how taxes affect business decisions. The key themes of the framework - all parties, all taxes and all costs - are applied to decision contexts such as investments, compensation, organizational form, and mergers and acquisitions.

**Topics:** The distinction between tax avoidance and tax evasion, and how these vary among jurisdictions; the distinction between accounting and taxable profits in absolute terms; types of payments on which withholding tax may be required (especially interest, dividends, royalties and capital gains accruing to non-residents) the effect of double tax treaties; the concept of tax consolidation.

**F1292 – 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.

**F1303 – STRATEGIC AND BUSINESS PERFORMANCE MANAGEMENT\* (3 Credits)**

**Learning Outcomes:** Students are able to: Define and explain the arranging process of strategy and corporate; Create general strategy and business level strategy; Use strategy through annual target, functional strategy and policy; Evaluate the strategy that have been implemented.

**Topics:** Arranging strategy; Mission and objective of an enterprise; External and internal environment analysis of an enterprise; Industrial environment analysis; Situation analysis; Business level strategy (SBU); Corporate level strategy (grand strategy); Implementation of strategy; Control and evaluation of strategy.

**F1314 – MERGER & ACQUISITION: ACCOUNTING & AUDITING IMPACT (4 Credits)**

**Learning Outcomes:** Students will be able to discuss and understand the accounting and auditing issues that underlies merger, acquisition, and investment activities among firms that result in complex financial structures.

**Topics:** Key topics include the purchase accounting method for acquisitions, the equity method for investments, the preparation and interpretation of consolidated financial statements, tax implications of mergers and acquisitions, earnings-per-share considerations, the accounting implications of intercompany transactions and non-domestic investments, the role of internal auditor in pre-acquisition and post-acquisition stage, the effect of accounting firms selection toward post-mergers value of the company, auditing method and strategy for due diligence and post-acquisition audit.

**F1322 – BANK AND OTHER FINANCIAL INSTITUTION (2 Credits)**

**Learning Outcomes:** Upon successful completion of this course, the student is expected to be able to define the basic concepts of banking and other financial institutions (such as insurance, investment fund, pension fund), recognize real-world situations for which banking theory can be applied, interpret the outputs of empirical analysis on banking, apply newly learned skills to solve problems in banking, distinguish between the pure banking model and the bank assurance model, develop an understanding of how banking regulation works

**Topics:** Introduction to the business of banking and financial-services management, pension fund, insurance and investment fund types, regulation in banking and other financial institution, asset liability management, interest risk, market risk, credit risk, Introduction to the business of banking and financial-services management, Introduction to the business of banking and financial-services management.

**F1332 – ISLAMIC FINANCE AND BANKING (2 Credits)**

**Learning Outcomes:** At the conclusion of the course, the students will be able to: (1) Understand the basic rules and values underlying Islamic finance. (2). Learn about the full range of current Islamic products used in Islamic banking, capital markets and insurance. (3). Have an up-to-date overview on the scope and relevance of the Islamic financial market across the world and, in particular, in Asia (4). Comprehend current issues and discussions surrounding the Islamic financial industry.

**Topics:** Introduction to Islamic Finance & Banking, the Global Islamic Financial Industry, Islamic Finance in Asia, Basic Financial Modes Used by Islamic Bank, Hedging Product in Islamic Finance, Sukuk (Islamic Bonds), Takaful (Islamic Insurance), Risk Management & Corporate Governance for Islamic Bank.

**F1346 – 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.

**F1355 – REAL ESTATE FINANCE & INVESTMENT\* (5 Credits)**

**Learning Outcomes:** Students are able to: (1) conduct income property investment analyses; (2) develop the technical competence necessary to structure real estate transactions; and (3) understand the financial assets securitized by real estate 4) Analyses real estate, diversification aspects, valuation techniques, evaluates lease structures, concepts of rent and yields

**Topics:** Introduction to Real Estate Finance and Investments; Mortgage Mechanics; Alternative Mortgage Instruments; Mortgage Analysis; Income Property Investment Analysis; Financing Income Producing Properties, Risk, Disposition and Renovation; Corporate Real Estate; Financing Development; Partnerships; Joint Ventures and Syndications; The Secondary Mortgage Market and Mortgage Backed Securities; Commercial Mortgage Backed Securities; Real Estate Investment Trusts & Capital Market

**F1364 – INVESTMENT MANAGEMENT (4 Credits)**

**Learning Outcomes:** Students are able to: provide students with the economic intuition that will enable them to become more successful investors/traders. The course will be partly qualitative, but mostly quantitative and based on theory and empirical evidence. Portions of the course will require students to have a basic knowledge of probability and statistics. We will quickly review the following concepts in class: expected value, standard deviation, covariance, correlation, and regression analysis

**Topics:** Investors and the investment process, Statistical review, Risk and return, Asset allocation, Diversification, systematic vs idiosyncratic risk, Mean variance optimization and the efficient frontier, Capital Asset Pricing Model (CAPM), introduction, assumptions, and application, Security, portfolio, and strategy alphas and betas, Arbitrage Pricing Theory (APT) and multifactor models of risk and return, Equity valuation models, Market efficiency, Behavioral finance and rule-based quantitative investment strategies, Factors affecting the price of government bonds, Yield to maturity, yield curve, and the term structure of interest rates, Duration and interest rate risk, Corporate bonds and the pricing of credit risk, Introduction to derivatives and the no-arbitrage pricing framework, Option payoff diagrams and put-call parity.

**F1384 – LAB APPLIED FINANCE (4 Credits)**

**Learning Outcomes:** After completing this course students will be able to conduct financial statement analysis, prepare a portfolio, understand valuation concept, understand risk and return concept and to develop students' ability to make judgments in a realistic setting.

**Topic:** Introduction to Quantitative Analysis, Balance Sheet Analysis, Income Statement Analysis, Cash Flow Analysis, Project Analysis, Risk Modeling, Value at Risk, Derivatives, Bonds, Stock Valuation, Building a Portfolio, Portfolio Analysis, CAPM.

**F1392 – BUSINESS REPORT WRITING (2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to write good business reports especially in finance and banking area that present information in a clear, concise, readable way which gives a message without danger of ambiguity or misrepresentation.

**Topics:** types of reports in finance and banking area, communicating effectively – principles of good communication, signals and messages, barriers to communication, writing reports –preparing a persuasive report, an explanatory report, a discussive report and an informative report, presenting facts and opinions - the importance of relevance, numerical presentation, presentation styles, presentation pitfalls.

**F1404 – WEALTH MANAGEMENT (4 Credits)**

**Learning Outcomes:** After completion of this course, students will be able to (i) explain the investment and financial issues arising from the wealth management activities of private individuals (ii) prepare financial plans for private individuals and (iii) provide financial advice and find appropriate solutions to meet the investment, retirement, protection and estate and tax planning needs of private individuals.

**Topics:** Introduction of the financial planning industry, setting financial plans, investment planning and strategies, managed funds and portfolio management, risk management and insurance, tax planning, leveraged investments, retirement planning, protection planning, estate planning and social security.

**F1412 – 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.

**F1434 – LAB. TRADING SIMULATION (4 Credits)**

**Learning Outcomes:** After completing this course students will be able to use fundamental analysis in developing trading strategies, understand economic analysis for trading strategies, use technical analysis in developing trading strategies and prepare trading plans.

**Topic:** Introduction to the Stock Trading System, Prepare a trading plan, Using Fundamental Analysis for Stock Trading, Basic Chart, Moving Average, Stochastic & Relative Strength Index, Understanding Stock Market Behavior, Introduction to the Foreign Exchange & Commodity Trading System, Understanding Economic Analysis for Trading Strategies, Parabolic SAR & Bollinger Bands, Ichimoku Kinko Hyo, Understanding Foreign Exchange & Commodity Market Behavior, Trading Strategy Evaluation.

**F1444 – MANAGEMENT AUDIT (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Give examples of good management audit; Explain the principles and concepts of management audit; Apply the process of planning, implementation, reporting, recommendation and follow up of management audit; Explain the management audit on various functions of corporate management; Explain the good business practices and the role of auditor.

**Topics:** The basic concepts of management audit; Stages of management audit and Scope of Audit; Steps of management audit; Work sheet and management audit program; Management Audit Reporting; Good Corporate Governance and Internal Control; Audit on the marketing function; Audit on the production and operation function; Audit on the human resources function; Audit on the quality assurance system; Audit on the information technology function; Fraud auditing; Internal Auditing.

**F1454 – INTERNATIONAL TAXATION (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Apply the tax regulations in Indonesia related to international transactions; Calculate the tax in the international transaction in order to avoid double taxation; Explain the aspect of tax of international trade and investment.

**Topics:** International Taxation: Background and Objectives; Subject and object of tax related to International Taxation; Aspect of International Taxation on Indonesia Income Tax Regulation (UU PPh); Tax on Overseas income to resident taxpayer; Overseas Tax credit; International double taxation; Tax treaty of double taxation; Avoiding double taxation method in Tax treaty of double taxation; Transfer Pricing; Income transaction and Tax of foreign currency; Tax heaven and tax evasion countries; Regulation and control for tax evasion.

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**G0012 – 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.

**G0022 – RESEARCH METHODS (2 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:** Issues in Research; Qualitative and Quantitative research; Literature Searching; Research Design; Literature Review; Methods for Language Learning research; Methods for Literature Research; Data Collection Methods; Data Collection Methods (Experiment, Survey, & Literature Study); Data/Information Analysis; Statistics; Proposal Seminar: Research Proposal Lay-out; Proposal Seminar: Data Analysis (Pilot Study).

#### **G0152 – SCIENTIFIC WRITING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Apply Grammatical rules when composing Academic Writing; Argue thoughts and key ideas for a logical and field-of-study related research proposal; Design an acceptable research proposal in compliance with international (APA) and Binus' format for an Academic Writing (Paper/Thesis).

**Topics:** Introduction; Finding a Topic; Setting Research Goals; Gathering Resources for Research; Conducting Field Research; Drafting the Paper in an Academic Style (Draft 1); Writing the Introduction, Body, and Conclusion; Avoiding Plagiarism and Writing in APA Style; Language Clinic 1: Word Choice (Academic Word List); Using Binus Format for Academic Writing (Paper/Thesis) (Draft 2); Upgrading the Presentation of Your Academic Writing (Paper/Thesis); Language Clinic 2: Grammar and Language Functions; Final Draft (Proposal Presentation-Seminar).

#### **G0216 – 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.

#### **G0292 – ORGANIZATIONAL BEHAVIOR (2 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Compare the factors that determine and maintain organization's culture; Connect the concepts in organizational behavior that can be developed both in work and personal environment; Describe human potential in workplace both individual and group and students organization.

**Topics:** What is organizational behavior?; Principles of individual behavior; Value, attitude and work satisfaction; Personality and emotion; Individual perception and decision making; Basic concepts of motivation; Application of motivation concept; Group behavior and team work; Communication; Base of leadership; Power and politics; Conflict and negotiation; Change in organization.

#### **G0302 – INTRODUCTION TO LITERATURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define what literature is; Explain each element of English fiction, poetry and drama; Differentiate the three main genres in English literature; Appraise simple works of literature; Analyze English short stories, poems, and plays.

**Topics:** What is literature? Escape and Interpretive Literature; Elements of Fiction: Plot, Point of View, Character, and Setting; Tone & Style, Theme, Symbol & Allegory; What is Poetry? Paraphrasing Poems; Voice: Tone & Irony; Words: Diction; Saying & Suggesting: Denotation & Connotation; Imagery; Figures of Speech (Simile, Metaphor,

etc.); Sound: Alliteration & Assonance, Rhyme, Rhythm; Forms: Closed & Open; Drama: Theatrical Conventions; Elements of a Play; Modes of Drama: Tragedy & Comedy; The Modern Theatre.

### **G0332 – ENGLISH PHONOLOGY (2 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.

### **G0352 – ENGLISH SEMANTICS (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Explain the basic concepts of semantics ;Relate the concepts of semantics with the language used in daily life; Analyze excerpts of actual language based on semantic concepts.

**Topics:** Introducing semantics; references; Predicates; Deixis; Sense Relation; Simple logic; Word meaning; Property of predicates; Non-literal meaning; Metaphor; Corpus study; Research in semantics

### **G0362 – SOCIOLINGUISTICS (2 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.

### **G0384 – PUBLIC RELATIONS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the key four-step of public relations; Explain an overview of major communication theories for accomplishing PR program; Design PR program planning; Recognize the broad scope of public relations, its societal value, and the workplace setting where public relations is practiced; Identify the role, process, strategy, tactics and application of public relations.

**Topics:** Public Relations definitions, roles and evolution; Ethics and Professionalism; Public Relations and the Law; Research; Program Planning; Communication; Evaluation; Public Opinion and Persuasion; Reaching a Multicultural and Diverse Audience; Application of Public Relations; News Releases, Media Alerts, and Pitch Letters; Media Interviews, News Conferences, and Speeches.

### **G0394 – BUSINESS MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify business trends and challenges of the current business in diverse, global environment; Formulate strategic ways in starting and managing a small business; Recommend strategies in managing and motivating employees to produce goods and

services through case studies; Construct customer oriented marketing plans and marketing communications; Solve business case studies that require proper decision making by paying attention to financial resources and profits.

**Topics:** The challenge of today's business environment; The creation and distribution of wealth; Competing in Global Markets; Demonstrating ethical behavior and social responsibility; Business Ownership; Being an entrepreneur: starting your own business; Management, Leadership, and Employee Empowerment; Managing the move toward Customer-driven business organization; Managing production and operations; Motivating employees and building-self managed teams; Human Resource Management: finding and keeping the best employees; Dealing with employee - Management issues and relationships; marketing: customer and stakeholder relationship marketing; Developing and pricing products and services; Distributing products efficiently and competitively: Supply chain management; Promoting products using interactive and integrated marketing communication; Using technology to manage information; Understanding financial information and accounting; Financial Management; Securities markets: Financing and Investing Opportunities; Understanding Money and Financial institutions; Managing Personal Finance.

#### **G0434 – TEACHING METHODOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain teaching methods, approaches, techniques and learning theories used in the English Language Teaching; Design a language teaching and learning process with the use of communicative teaching methods so that the language teaching and learning process can run well; Perform teaching tasks in an English classroom based on communicative teaching methods.

**Topics:** Introduction to Teaching Methodology; The subject matter of ELT; Planning and Activities; Toolkit: Options, Skills and Techniques; Lesson Stages and Planning; Presentation: Peer Teaching; Vocabulary Teaching; Communicative Activities in Speaking; Approaches to Grammar; Analyzing Meaning; A Situational Presentation; Communicative Functions; Presentation Practice.

#### **G0444 – MATERIAL DESIGN AND TESTING (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Create and demonstrate material adapted from peer teaching communicatively; Summarizes the various examples of each type of language tests; Design teaching material from various sources referring to the lesson objective; Give evaluation/comment on peer teaching observation based on certain criteria.

**Topics:** Reading Activities; Listening Activities; Communicative Speaking Activities; Writing Activities; Practice of making materials adaptation; Process of developing Materials for a Lesson; Class Observation; Communicative Task; Observation forms; Teaching and Testing; Testing, Assessment and Evaluation; Kinds of Testing; Two Ways to Write the Questions for Tests; Testing: Reading; Listening; Speaking; Writing Skills.; Testing, Grammar, and Vocabulary; Types of Language Tests; Validity: Basic consideration in Tests Design; Reliability: Basic consideration in Tests Design; Presentation

#### **G0812 – INDONESIAN CULTURE AND SOCIETY (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will 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:** Culture; Culture dynamic and its impact to Indonesia; Indonesian ethnic groups and society; Influence of globalization to culture; 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.

**G0842 – DESKTOP PUBLISHING LABORATORY (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.

**G0862 – AMERICAN CULTURE AND SOCIETY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain essential factors that influence the characteristics of American society, Appraise the diversity of American 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 American experience and cultural values, Summarize the typical characteristics of America compared with other countries.

**Topics:** Introduction, The Puritans and the Pilgrims 1607-1776, The Birth of a New Republic 1776 – 1800, The Growth of American society 1800 – 1865, The Reconstruction, Jazz and Depression 1865 – 1929, The Depression 1929 – 1945, People of Plenty 1945 – 1950, The Civil Rights Movement 1950 – 1960, The Counterculture 1960 – 1970, America as the Police of the World, The Clinton's Administration, Contemporary America (2000 - 2007), America Today: a critical overview (2007-Present).

**G0872 – AUSTRALIAN CULTURE AND SOCIETY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the aspects of Australian culture and society; Explain the aspects of Australian culture and society, including geographical condition, government, economy etc; Analyze current issues related to Australian culture and society through its cultural products such as movies, novels and media.

**Topics:** Introduction: Snapshots of Australia; Region and Environment; Government; The People of Australia: history; The People of Australia: national identity; Economy and Work; Modern Society: gender, family, race; Race Relation Today; Youth Culture; Media; Australian Literature; Australia and The World.

**G0882 – BRITISH CULTURE AND SOCIETY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the aspects of British culture and society; Explain the aspects of British culture and society, including the geography, government, economy and the country's position in global environment; Analyze current issues related to British culture and society through its cultural products such as movies, books and media.

**Topics:** Introduction: Snapshots of Britain; Region and Environment; Government and Monarchy; Economy and Social Class; British Society; British Literature; Culture and Style; Multiculturalism in Britain; Media; Britain and The World.

#### **G0892 – DRAMA ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define drama and its various elements; Recognize and explain various stages of plot; Analyze and criticize the various aspects of character and characterization crucial to the action of the drama; Identify and explain the theme, motif, language, and various styles from which the drama arises; Analyze and criticize the various genres in drama; Analyze a work of drama in a form of academic paper.

**Topics:** The History of Drama and the Four Causes; What is a Play? The Conventions of Drama; The Main Genre 1: Classic Tragedy; The Main Genre 2: Classic Comedy & Alternate Genres: Tragicomedy, Melodrama, Farce; The Elements of Drama 1: Plot; The Elements of Drama 2: Character & Characterization; The Elements of Drama 3: Language, Motifs, & Themes; Realism; Symbolism; Expressionism; Theater of the Absurd; Epic Theater; Postmodernism.

#### **G0922 – INTRODUCTION TO LINGUISTICS (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain and apply the basic concept of linguistics in Phonetics, Morphology, Semantics, Syntax, Language learning; Demonstrate pronunciation according to the concept of chronology; Make Vowels/consonant diagram and tree diagram for ambiguity sentence; Categorize phrase, clause and sentence.

**Topics:** Introduction; Phonetics: Consonant, Vowels, Transcription; Morphology; Lexical Semantics; Phrase and Sentence Semantics, Pragmatics; Child and Second Language Acquisition; Syntax: Sentence patterns, Syntactic Categories, Ambiguity.

#### **G0934 – LEADERSHIP AND ORGANIZATION (4 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.

#### **G0982 – LITERARY CRITICISM I (2 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.

**G0992 – LITERARY CRITICISM II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain background and key principles of each literary theory, Interpret what the literary critics do in each theory, Propose examples of literary work relevant to each theory, Integrate all relevant literary theories into the analysis of a particular literary or creative cultural work in the form of a good research paper.

**Topics:** Marxist Criticism, New Historicism, Cultural Materialism, Postcolonial Criticism, Stylistics, Narratology, Eco-criticism, Reader Response Theory.

**G1022 – POETRY ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define poetry with all its distinctive features; Identify and differentiate main poetic forms and styles; Use all literary and rhetorical devices in analysing poetry; Apply all knowledge and skills learned in analysing diverse poems.

**Topics:** Individual Words: Defining Poetry; Syntax and the poetic line; Images: Simile and Metaphor; Metaphor and the Sonnet; Verse Forms: The Sonnet; Poetic Conventions: Topos; More Verse Forms; Personification; Poetic Voice; Gender and Poetic Voice; Poetic Rhythm and Rhyme: Meter, Sound; Rhetoric: More Tropes; The Art of Reading: Figures, Painting, Poetry

**G1032 – 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.

**G1042 – PRAGMATICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the basic concepts of pragmatics; Apply the concepts of pragmatics in actual communication; Illustrate the use of pragmatics in daily conversation; Analyze spoken discourse in actual communication

**Topics:** definition of pragmatics; syntax, semantics and pragmatics; sentence, utterance, proposition; context; truth value, truth condition, entailment; presupposition; cooperative principle; conversational implicature; speech acts; deixis; politeness and interaction; conversation analysis

**G1052 – PROSE ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain basic elements of fiction; Compare between elements of a short story, novel, film and comic books; Analyze a specific literary work in the form of prose that includes a short story, novel, film and comic book.

**Topics:** Introduction to Fiction and Literature; Short Story and Plot; Point of View; Character and Characterization; Setting, Tone and Style; Theme; Symbol, Allegory and Irony; Studying Comic; Studying Comic (Cont'd); Studying Novel; Studying Novel (Cont'd); Studying Film; Studying Film (Cont'd)

#### **G1252 – 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.

#### **G1262 – 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.

#### **G1272 – 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.

#### **G1342 – RESEARCH SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Compare good and bad thesis proposals; Demonstrate their ability and skill in presenting research proposal and research result in a seminar; Design a good and interesting presentation for a research seminar on their proposal and research result; Practice a successful role as a seminar presenter, moderator and minute taker; Explain English linguistic, literary and cultural phenomena through a simple research; Demonstrate giving good criticisms and inputs in a seminar.

**Topics:** Introduction to Research Seminar - Class Procedure; Key Roles in a Research Seminar; Learning from Others' Research; Research Proposal Seminar - What to Prepare; Research Proposal Seminar - Presentation

Preparation; Research Proposal Seminar - Show Time; Research Proposal Seminar – Argument; Research Proposal Seminar - Criticisms & Inputs; Mini Research - A Project; Research Result Presentation; Research Presentation and Critical Response; Learning from an Expert: Guest Researcher; Summary: Success in Planning, Doing, and Presenting Research.

#### **G1354 – BUSINESS COMMUNICATIONS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the characteristics, concepts and practices of verbal and non verbal business communications; Identify cultural communicative contexts and appropriate responses expected to produce in certain contexts and situations; Construct proper written responses on business correspondence's cases; Examine acceptable verbal business communication in any given business settings; Evaluate examples and practices in verbal and written business communication.

**Topics:** Effective and ethical communication at work; Professionalism; team meeting, non verbal communication and listening; Intercultural communication at work; Planning business messages; Report and Research Basics; Organizing and Writing Business Messages; Positive and Negative Messages; Electronic Messages and Digital Media; Revising Business Messages; Persuasive and Sales Messages; Informal Business Report; Proposal, Formal Reports, and Business Plans; Business Presentations; Job search: resumes and cover letter; Interviewing and following up.

#### **G1362 – CREATIVE WRITING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define creative writing and name all its special features; Identify and differentiate creative fiction and creative non-fiction; Analyse real or made-up situations as sources of their creative writings; Use all knowledge and skills learned in creatively producing diverse types of creative writings; Get published..

**Topics:** Getting Started; Writing Creative Non-Fiction; Creating Fictional Characters I; Creating Fictional Characters II; Setting and Atmosphere; Showing not telling I; Showing not telling II; Writing Realistic Dialogues I; Writing Realistic Dialogues II; Finding True Love; Haunting-Thrilling-Killing; Writing for Children; Sending your work to publisher.

#### **G1372 – ENGLISH ENTRANT (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate the beginner-level Academic English listening skills of Basic Comprehension, Pragmatic Understanding, and Connecting Information (a minimum of iBT TOEFL Listening scaled score of 9 of scale 30); Demonstrate the 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 9 of scale 30); Demonstrate the beginner-level Business English speaking skills in terms of Delivery, Ideas Development and Language (a minimum of BINUS English Speaking scaled score of 9 (with minimum speaking rubric mean score of 1.16) of scale 30); Demonstrate the beginner-level Business English writing skills in terms of Content, Ideas Relationship and Language (a minimum of BINUS English Writing scaled score of 8 (with minimum writing rubric mean score of 1) of scale 30).

**Topics:** Basic Comprehension & Careers; Vocabulary/Reference & Marketing; Basic Comprehension & Selling Online; Pragmatic Understanding & Conflict; Vocabulary/Reference, Sentences & Planning; Pragmatic Understanding & Entertaining; Sentences & managing people; Connecting Information & companies; Details &



Products; Details, Inferences & Products; Connecting information & products; Inferences & Ideas; Reading to learn & Planning.

**G1382 – 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.

**G1392 – 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

**G1402 – 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.

**G1412 – 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.

**G1422 – WORLD CONCEPTS (2 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 phenomenons in everyday life with philosophical concepts

**Topics:** Introduction to World Concepts; The Origin of Philosophy; Natural Philosophers (PreSocratic); Classical Greek Philosophers; Medieval Philosophy; Renaissance Philosophy; Enlightenment and Feminism; Industrial Revolution; Marxism; Psychoanalysis; Postmodernism

**G1432 – OFFICE AUTOMATION LABORATORY (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.

**G1444 – LANGUAGE USE I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify and correctly use words in English in written/spoken communication, Apply the right tenses in written and spoken English, Analyze and solve grammatical problems in written/spoken communication based on the theories and concepts given.

**Topics:** Adjectives: Comparative and Superlative, Adverbs, Verbs, Simple Present Tense and Present Progressive Tense, Simple Past Tense, Nouns and Adjectives, Possessive Pronouns, Connectors, Present Perfect Tense, Present Perfect Progressive Tense, Past Progressive Tense, Simple Future Tense, Modals, Wh Questions.

#### **G1454 – LANGUAGE 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.

#### **G1464 – LANGUAGE 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.

**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.

#### **G1474 – LANGUAGE USE IV (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Employ the theories and concepts given to compose appropriate and good sentences; Express the meaning of sentences using different words and structure; Analyze sentences in order to correct the mistakes.

**Topics:** Countable and uncountable nouns; Articles; All, no, none, each, every, either, neither; Making comparisons; Inversion and question tags; Linking words; Pronouns; Prepositions; Past time; Present perfect; Future time; Time expressions; Review; Modal verbs: present and future; Modal verbs: past; Passives; Relative clauses; Indirect speech; Conditionals; Wishes and related forms; Verbs followed by -ing or –infinitive; Verb / Adjective + preposition; Phrasal verbs; Review for UAS.

#### **G1482 – PRONUNCIATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recognize the 42 basic English phonetics in English; Apply the aspects of good pronunciation in spoken English; Integrate the English phonetics with spoken English.

**Topics:** Vowel 1 - i / ɪ; Vowel 2 - u / ʊ / ʉ / ʊ; Vowel 3 - ɜ / ɝ / e / æ; Vowel 4 - ɔ / ɒ / e; Vowel 5 - e / a / ɜ / ɝ / a; Consonants 1 - p / b / t / d; Consonants 2 - k / g / f / v; Consonants 3 - ʃ / ð / s / z; Consonants 4 - ʒ / ʒ / d; Consonants 5 - m / n / ɱ / h; Consonants 6 - l / r / w / j; Consonants groups; Syllables and words.

**G1492 – BASIC READING SKILLS (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify main ideas and supporting details; Explain the meaning of vocabularies; Analyze reading structures; Distinguish facts from opinions; Compose a summary

**Topics:** Introduction and Academic Life Around the World I; Academic Life Around the World II; Experiencing Nature; Living to Eat, or Eating to Live?; In the Community; Home I; Home II; Cultures of the World; Health; Entertainment and the Media; Social Life; Sports I; Sports II and Review

**G1502 – COMMUNICATIVE SKILLS I (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.

**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.

**G1512 – COMMUNICATIVE SKILLS II (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Employ different strategies in conversations on different topics; Apply phrases and idioms commonly found in daily conversations; Distinguish phonological features of spoken English.

**Topics:** If I were you; Food; Personality; Friendship; First Love; Numbers; Holidays; Collocation and idioms; Recycling; Trends; Talking movies; Money; Phobia.

**G1522 – COMMUNICATIVE SKILLS III (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Speak in English with more confidence, Use a wider resource in speaking, Apply useful phrases related to functional language.

**Topics:** Introduction, Negotiating, Internet Addiction, Phrasal Verbs, Quantifiers, Reported Speech, Reporting Verbs, Conversation Phrases, Overparenting, Describing Pictures, Arguing over an issue, Running Dictation, Euthanasia.

**G1532 – PARAGRAPH WRITING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Express original ideas in a written form; Apply grammatical rules in writing; Compose a good paragraph

**Topics:** What is a Paragraph?: Developing Ideas for Writing a Paragraph; The Topic Sentence, Supporting and Concluding Sentences; Up-sizing Your Writing Skills: Avoid Plagiarism and Do a Lot of Editing (GSLC) Definition Paragraph; Language Focus 1: Simple Adjective Clauses; Process Analysis Paragraph; Language Focus 2: Transition Words and Chronological Order; Descriptive Paragraph; Language Focus 3: Denotation and Connotation (GSLC); Opinion Paragraph; Language Focus 4: Word Forms; Narrative Paragraph; Putting Paragraphs into Essay

**G1542 – INDONESIAN LANGUAGE, CULTURE AND SOCIETY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the cultural phenomena in Indonesia, Identify the cultural problems in Indonesia and offer solutions to solve them, Compose sentences in Indonesian based on the theories and concepts given, Write academic essays in Indonesian based on the theories and concepts given.

**Topics:** 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 Environment, Youth and Internet.

**G1552 – ACTIVE LISTENING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define the main idea of a range of spoken texts in English; Describe specific information or details in a text of spoken English; Apply new vocabulary from the texts presented.

**Topics:** Adventures of Tom Sawyer Part; TED Presentation; Cambridge PET Listening Practice.

**G1562 – EFFECTIVE LISTENING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recall vocabulary from the texts presented; Summarise story/information given on video/recording; Demonstrate effective communication in English; Distinguish some language functions within the context of a conversation

**Topics:** The Food and Culture of Oaxaca; What we Eat; Health and Nutrition: 101; Our Active Earth; An Earth Science Lecture; Group Discussion; Ancient Peoples and Places; The Lost City of Machu Picchu; A Conversation between Students; Species Survival; A Biologist's Talk about Birds; A disappearing World; Entrepreneurs and New Businesses

**G1572 - EVALUATIVE LISTENING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the main idea of a range of spoken texts in English; 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:** Social Mobility; Citizen Journalism; A New Lease of Life; Complaining; E-books; Posh People; Social Network Scams.

**G1582 – READING FOR FLUENCY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify the topic and main idea that the authors want to convey in their works; Identify supporting details and certain information; Identify meaning from context and build vocabularies; Distinguish facts from opinion or assumptions and organize information; Draw inferences and discover an outline; Produce a summary and report.

**Topics:** Introduction; Education and Student Life; City Life; Business and Money; Jobs and Professions; Lifestyles Around the World; Lifestyles Around the World II; Global Connections; Language and Communication; Tastes and Preferences; New Frontiers; Ceremonies I; Ceremonies II.

**G1592 – SHORT ESSAY WRITING (2 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.

**Topics:** Introduction; From Paragraph to Short Essays; Short Essays; Descriptive Essays; Narrative Essays; Opinion Essays; Comparisons and Contrast Essays; Cause and Effect Essays.

**G1602 – TEXT ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Predict the readings to aid comprehension, Design an outline by identifying the main idea and supporting evidence, including analyzing charts, graphs, and visual aids, Use a wide range of textual clues to identify text style and structure, Develop vocabularies by applying effective strategies to clarify, analyse, and learn the meaning of new words in non-literary text and explain the figurative use of language in literary text, Create plausible inferences or interpretations and develop a perspective through exploration of beliefs, arguments, and theories, Apply effective strategies to paraphrase and produce a summary or report of a non-fiction prose.

**Topics:** Introduction, Race and Ethnicity, Stress and Adaptation I, Stress and Adaptation II, Managing a New World I, Managing a New World II, Global Obesity I, Global Obesity II, The Thread of Life I, The Thread of Life II, A New Century I, A New Century II, Review and Project.

**G1612 – ESSAY WRITING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify formats of essay, Apply different techniques to gather ideas, Practice different grammatical patterns related to a certain type of essay, Write different types of essay according to the rhetorical patterns learnt in each unit.

**Topics:** Five Paragraph essay, Unity and Coherence, Process Analysis Essay 1, Process Analysis Essays 2, Cause/Effect Essays 1, Cause/Effect Essays 2, Argumentative Essays 1, Argumentative Essays 2, Classification Essays 1, Classification Essays 2, Reaction Essays 1, Reaction Essays 2, Review.

**G1622 – READING SKILLS FOR ACADEMIC STUDY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate comprehension of various texts; Compare ideas, structures, and styles of different text materials; Analyze facts and examples to support and explain generalizations; Draw plausible inferences or interpretations; Apply paraphrasing skills to summarize a text.

**Topics:** Introduction; Remembering Our Lives; Reading and Learning; Studying Memory; Leaving Footprints - Nature's Memory; Seeing the Big Picture; World Roots of American Education.

**G1642 - ACADEMIC WRITING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Distinguish academic writings from non-academic ones; Apply the key concepts in academic writing; Employ the language use in academic writing; Produce an academic report or paper.

**Topics:** Introduction; The Academic Writing Process; Researching and Writing; Fundamentals and Feedback; Definition, Vocabulary and Academic Clarity; Generalisations, Facts and Academic Honesty; Seeing Ideas and Sharing Texts; Description, Methods and Academic Reality; Results, Discussion and Academic Relevance; The Whole Academic Text; Creating the Whole Text; Review.

#### **G1662 – DRAMA PERFORMANCE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify all aspects needed to design a drama performance; Practice spoken English skill; Design and perform a drama as a form of art production.

**Topics:** Introduction; Audience; Performers; Producer and director; Stage spaces; Playwright; Stage design; Stage costume and make-up; Sound and lighting; Contemporary theater; Contemporary world theater; Drama production.

#### **G1672 – DISCOURSE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the criteria of texts; Categorize the types of texts; Apply the discourse concepts in writing their own texts; Analyze the features of texts.

**Topics:** Unlocking text; What makes a text; Spoken Text; Text in context; Classroom text; Literary text and loaded text; Learner's text.

#### **G1682 – 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.

#### **G1702 - ENGLISH TEST PREPARATION I (2 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.

#### **G1712 – ENGLISH TEST PREPARATION II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Demonstrate the understanding of comprehend written English at TOEFL level; Demonstrate the understanding of comprehend spoken English at TOEFL level; Produce oral English in accordance with TOEFL tasks; Produce written English in accordance with TOEFL tasks

**Topics:** Reading - Understanding Meaning from Context; Reading - understanding the Connection of Ideas; Writing - Practice with Writing Concisely; Reading - Understanding Details and Recognizing Paraphrases; Reading -

making Inferences and Drawing Conclusions; Writing - Practice with Introductions; Listening - Practice with Making Inferences and Drawing Conclusions; Speaking - Practice with the Personal Preference Task; Writing - Practice with Organizing and Writing Developmental Paragraphs; Speaking - Practice with the Personal Choice Task; Writing - Practice with Conclusions; Speaking - Practice with the Campus Situation Task; Speaking - Practice with the Academic task

#### **G1722 – 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.

#### **G1734 - CLASS MANAGEMENT AND RESOURCE MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the role of a teacher in the language class; Select and use appropriate organizational skills and techniques to manage the language class; Choose some low-tech and high-tech resources to be used in the classroom; Design teaching aids for language teaching and learning.

**Topics:** Introduction to Classroom Management; The Role of Teachers; Getting Started; Starting and Finishing the Lesson; Running a class; Mid-term projects; Educational Technology; Types and Uses of Technology in Education; Final project; Guidelines for Education Media; Some Issues on Technology Use in the classroom.

#### **G1744 – INTRODUCTION TO EDUCATIONAL PSYCHOLOGY (TEACHING, LEARNING, AND SELF-DEVELOPMENT) (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: offers introduction to Pedagogy and self-development. Students are driven to get understanding on how people learn differently and what would make people learn throughout their lives. The subject aims to have students analyse an example of teaching and learning practice in relation to psychological perspective as well as cultural aspects.

#### **G1782 - INTRODUCTION TO LANGUAGE AND TESTING: INDONESIAN PERSPECTIVE (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).

#### **G1814 – TRANSLATING BUSINESS AND LEGAL DOCUMENTS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: offers various perspectives in dealing with business and legal documents translation. In a workshop-style students are involved in identifying and producing the documents in the appropriate styles. The subject aims to have students experienced many translating activities while seeking advise to real people in the area of business.



**G1824 – INTRODUCTION TO HOSPITALITY MARKETING & MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: offers introduction to various areas of Hospitality industries. These include how people perceive leisure and service as vocal point in the industry and how preparations could be made to answer the needs. The subject aims to have students critically discuss the potentials in regards to work and take the ventures in Hospitality industry.

**G1834 - INTRODUCTION TO HOSPITALITY AND SERVICE INDUSTRIES (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the basic principles of hospitality industry in business English context; Explain the broad category of fields within the service industry; Demonstrate basic hospitality industry etiquette.

**Topics:** Welcome to the Hospitality Industry; Travel and Tourism: Partners in Hospitality; Dynamics of the Lodging Industry; Hotel Development; Hotel Management and Operations; Hospitality and the Foodservice Industry; Introduction to Culinary Arts; Beverage Management; Meetings, Conventions and Special Events; Recreation and Leisure; Global Gaming and Casino Operations; Globalization and the Future of Hospitality; Building for Success.

**G1844 - TRAVEL, HOTEL AND RESTAURANT MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Point out the principles, the issues and the trends in the travel, hotel and restaurant management; Draft a travel, hotel or restaurant business management plan; Synthesize solutions to case studies in the travel, hotel and restaurant management.

**Topics:** Principles and in the travel, hotel and restaurant management; Current issues and trends on Travel, Hotel and restaurant industry; Understanding the structures of travel, hotel and restaurant as organizations; The operational cases of travel, hotel and restaurants; Products and markets; Marketing your business; Pricing; The Financial elements of your business; Managing the employees; Training and Developing your employees; Managing cases and issues in travel, hotel and restaurant; Competitive strategy and strategic direction for travel and tourism organizations; Business Planning on Travel, hotel and restaurant industries; Business plan Workshop.

**G1854 - ENGLISH FOR SPECIFIC PURPOSES: INTERNATIONAL TESOL/TEFL (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recall the concepts and issues of ESP in the TESOL/TEFL contexts; Design activities that are aligned to the concept of ESP in TESOL; Prepare an ESP curriculum that is based on the ESL/EFL contexts.

**Topics:** Conceptual change in ESP and language Teaching; Conceptual change in ESP and language Teaching; ESP and in the ESL / ELT contexts; ESP and Needs analysis; Constructing required skills in ESP; Rethinking classroom activities in ESP Contexts; ESP Materials development; Differing between content – based materials with general English materials; Reviewing / Assessing ESP materials; Resources for Material Development; ESP materials Workshop; Lesson Planning in ESP; ESP Lesson Plan Workshop; Assessing ESP Lesson in TESOL/TEFL contexts.

**G1864 - ENGLISH FOR SPECIFIC PURPOSES: HOSPITALITY AND SERVICE INDUSTRIES (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recognize the commonly used English expression in hospitality and service industries; Practice the commonly used English expressions in appropriate contexts; Apply the use of English for Hospitality and Service Industries in their real life.

**Topics:** Before checking in: English for reservation and accommodation; Checking in: English for dealing with arriving, welcoming, registering, escorting; English for orienting a guest and dealing with a dissatisfied guest; Hotel Services: English for offering helps; English for dealing with a guest's experience; English for guest service; English and housekeeping; In a Restaurant: English for assisting a guest in a restaurant; English for taking order, payment, request, etc.; English for concierge services; English for dealing with problems; Checking out: The guest's experience.

#### **G1874 - HOSPITALITY AND SERVICE PLANNING AND MARKETING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand essences of hospitality and service marketing and planning; Analyze current contexts of hospitality and service marketing and planning; Practice their knowledge and skills in hospitality and service marketing and planning.

**Topics:** Introduction to Hospitality Marketing; Pre-encounter Marketing; Marketing Research, understanding and segmenting customers; Dealing with offers (developing, locating, pricing, distributing, communicating); Encounter Marketing; Managing the physical environment; Managing the service process; Managing customer- contact employees; Post-encounter marketing; Managing customer satisfaction; Relationship marketing; The marketing plan; Marketing planning and review.

#### **G1882 - INTERPRETING FOR BUSINESS PURPOSES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recognize the essence of interpreting in business; Reproduce the terms/ phrases required in interpreting for business purposes; Practice their knowledge and skills in interpreting in the business situations.

**Topics:** The World of Business and English; Identifying and mapping business contexts; Norms and etiquettes as interpreter in business; Business terms in English; Translating and Interpreting in business : rules of thumb; Understanding cultural - bound business terms; English to Indonesia interpretation; Indonesia to English interpretation; Practices in interpreting in mocked business situations.

#### **G1892 - INTERPRETING FOR EDUCATIONAL PURPOSES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Discuss the concept of interpretation in educational context; Interpret lectures/speeches using consecutive and simultaneous techniques; Interpret any kind of speech in formal and informal educational contexts.

**Topics:** Linguistics and language teaching; Reflexive language in language teacher education; Working with language in language teacher education; Issues for language study in language teacher education, part 2 interpreting lectures/speeches using consecutive and simultaneous techniques; Examining classroom discourse frames: An approach to raising language teachers' awareness; Trainee generated language awareness; Developing language awareness and error detection; Maintaining language skills in pre-service training for foreign language teachers; The use of lesson transcripts for developing teachers' classroom language; Mock Interpreting interviews.

#### **G1902 - INTERPRETING FOR HOSPITALITY AND SERVICE INDUSTRIES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recognize the fundamental nature of interpreting in business; Replicate or Modify the terms/ phrases needed in the hospitality and service industry; Perform their knowledge and skills in interpreting in the business situations.

**Topics:** The current trends on hospitality and service industries; Interpreting in the hospitality and service industry; Roles and responsibilities of interpreter in the hospitality industry; Norms and etiquettes in the hospitality industry; Terms and phrases in the hospitality industry; Encountering different types of interpreting in hospitality setting; Encountering different modes of interpreting in hospitality setting; Identifying cultural and body language messages; Mock interpreting interviews.

#### **G1912 - PRESENTATION SKILLS\* (2 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.

**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.

#### **G1924 – CURRENT ISSUES IN BUSINESS (KAPITA SELEKTA)\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Appraise key principles in Business and Leadership in the Current Topics introduced; Discuss current issues in the area of Business and Leadership with acceptable English and good manner; Employ key principles and current topics through the assignment and project given.

**Topics:** Introduction; Current Issues in Business; Paper Submission.

#### **G1934 – CURRENT ISSUES IN INTERNATIONAL TESOL (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the approaches and the methodologies applied in different contexts; Compare current trends in teaching English from different parts of the world; Employ principles in the area of TESOL.

**Topics:** Introduction; Current Issues in International TESOL; Paper Submission.

#### **G1944 – CURRENT ISSUES IN TOURISM (KAPITA SELEKTA)\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain current trends, issues and developments in tourism industry; Contrast status quo and future of world, Asian and European tourism; Discuss arising tourism issues and problems; Analyze tourism potentials in designated tourism areas; Assess new trends in tourism industry through case study; Explain tourism management and marketing.

**Topics:** Introduction; Current Issues in Tourism; Paper Submission.

#### **G1954 – INTERNSHIP (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: direct application of English-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.

**G1964 – INTERNSHIP (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: direct application of English-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.

**G1974 – INTERNSHIP (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: direct application of English-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.

**Subject Code: H**

**H0272 – 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.

**H0332 – 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.

**H0344 – 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.

**H0352 – PARALLEL PROCESSING (2 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Explain about the concept, model, and topology in parallel processing; Explain about the concept, model and topology of parallel processor; Show algorithm and programming language in parallel processing.

**Topics:** Introduction to parallel processing; The concept of parallel processing; Parallel processor model; Topology of parallel processor model; Parallel processing algorithm; Programming of parallel processing.

**H0446 – 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.

**H0493 – NETWORK MANAGEMENT (2/1 Credits)**

**Learning Outcomes:** Students are able to understand the role of network management. They will be able to obtain performance data and manage the network in order to provide excellent service. The students will also understand the difference in providing service between corporate and public networks.

**Topics:** Telecommunication network management; Remote monitoring; The outline of network management; Communication model; Information model on SNMP; Functional model; Network component; Characteristics of SNMPv3x; Characteristics of SNMPv3; Issues on network management; The outline of network management; Broadband network management; SNMP architecture.

**H0515 – 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.

**H0532 – 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

**H0572 - SIGNAL AND SYSTEM (2 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.

**H0612 – 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.

**H0622 – CONTROL SYSTEM (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

**H0674 - 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.

**H0685 – 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 platform environment; Project Presentation

**H0694 - 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.

#### **H0704 - COMMUNICATION TRANSMISSION SYSTEM (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the properties of light and microwave as communication transmission media; Explain the optical transmission system including its components and optical fiber cables; Explain the microwave transmission system including microwave antennas.

**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

#### **H0724 - 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.

#### **H0733 – 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.

#### **H0763 - 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.

#### **H0775 - 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.

**H0786 - 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 into real application, Conceive the architecture of Kernel in Embedded Linux System, Combine several sources of programs for Embedded Linux System, Construct an application on top of Single Board Computer – SBC.

**Topics:** Introduction to the Fundamental of Embedded Linux System Development, First Embedded Experience and Processor Basics, The Linux Kernel - A Different Perspective and Its Initialization, System Initialization and Bootloaders, Device Driver Basics, File Systems, MTD Subsystem, BusyBox, Embedded Development Environment, Development Tools, Kernel Debugging Techniques and Debugging Linux Applications, Porting Linux, Linux and Real Time.

**H0794 – 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:** Using Graphics, Introduction to Mobile Technology and business, Java Programming Language Fundamental, The MIDlet - Java Mobile Applet, Running MIDlet Automatically, User Interface, Game API, Persistent Storage, Using Phone Contacts and Calendars, Java Networking, Using Text and Multimedia Messaging, Using Multimedia API, Review and Group Project Presentation.

**H0803 – 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.

**H0812 – 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.

**H0822 – COMPUTER SYSTEM DEVELOPMENT AND METHODOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Summarize the nature, process and methods of designing a product; Conceive the objectives tree, functional analysis, and performance



specification method in developing a product; Define the quality function development and the morphological chart method in designing a product; Construct the weighted objective and value engineering methods in designing a product; Predict how a design strategies process is formulated.

**Topics:** The Nature, Process, and Methods of Design; The Objectives Tree, Function Analysis, and Performance Specification Methods; The Quality Function Deployment and the Morphological Chart Methods; The Weighted Objectives and Value Engineering Methods; Design Strategies.

#### **H0833 – 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

#### **H0844 – APPLIED NETWORK SECURITY (4 Credits)**

**Learning Outcomes:** On successful completion 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; 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

#### **H0864 – 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.

#### **H0874 – 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 constant from experimental data; Calculate the amount of metal plated, current needed 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

#### **H0884 – 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.

#### **H0894 – 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

#### **H0903 - 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

#### **H0915 – ELECTRONIC DEVICES (4/1 Credits)**

**Learning Outcomes:** By the end this course, the students will be able to: Explain the workings of various semiconductor devices (Diodes, Transistors (BJT and FET), Thyristors and Operational-Amplifier (Op-Amp), Calculate the parameters (current, voltage etc.) of the circuit that uses semiconductor devices; Compare the workings and application of various semiconductor devices; Design a circuit using semiconductor devices.

**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.

**H0926 - 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.

**H0932 – 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.

**H0943 - DIGITAL SIGNAL PROCESSING (2/1 Credits)**

**Learning Outcomes:** At the end of this courses, student will be able to: Explain the basic concepts and operations of Digital Signal Processing (DSP), Calculate the mathematics operations of DSP; Compare the various operations in DSP; Design an application of DSP.

**Topics:** Introduction to Digital Signal Processing (DSP); Least Squares, Orthogonality, and the Fourier Series; Correlation, Fourier Spectra, and Sampling Theorem; Linear Systems and Transfer Functions; Finite Impulse Response (FIR) and Infinite Impulse Response (IIR) Digital Filter; Signal Information, Coding, and Compression.

**H0956 - 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.

**H0963 – 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).

**H0975 – 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.

**H0984 - 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.

**H0994 – NETWORK MANAGEMENT (2/2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand the concept of network system; Monitor network system; Manage network system in order to provide excellent service.

**Topics:** Telecommunication Network Management; Remote Monitoring; The Outline of Network Management; Communication Model; Information Model on SNMP; Functional Model; Network Component; Characteristics of SNMPv3; Issues on Network Management; Broadband Network Management; SNMP Architecture.

**Subject Code: I**

**I0054 – 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.

**I0152 – SIMULATION TECHNIQUES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Build a model as abstract from a system; Convert modelling logic in programming language; Analyse the output/result of simulation experiment.

**Topics:** Basic Simulation Modelling; Modelling Complex System; R Language Application for Simulation; Review of Basic Probability and Statistics; Monte Carlo Simulation; Simulation Input Modelling; Discrete Simulation; Simulation Output Analysis.

**I0164 – 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

**I0184 – 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.

**I0192 – RESEARCH METHODOLOGY (2 credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the stages of data analysis; Distinguish the concepts of data, information, intelligence, levels of scale measurement; Construct research design, questionnaire design, and sampling design; Analyze business research data.

**Topics:** Information systems and knowledge management; The business research; Problem definition; Qualitative research tools; Secondary data research in a digital age; Survey research; Observation methods; Experimental research; Measurement and scaling concepts; Questionnaire design; Sampling designs and sampling procedures; Fieldwork; Editing and coding; Basic data analysis.

**I0262 – 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.

**I0284 – STATISTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the statistical data; Calculate the statistical measurements; Explain the results of statistical measurements; Apply statistical method to the real problem; Analyze 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; Statistical Inference; Analysis of Variance; Linear Regression; Non Parametric Methods.

**I0336 – 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.

**I0344 – 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.

**I0354 – 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.

**I0372 – MATRIX ALGEBRA FOR STATISTICS (2 CREDITS)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe and apply about linear transformation, algebra of vector spaces; Understand basic concept of general inverse, and conditional inverse; Use linear algebra for patterned matrices; Understand idempotent and tripotent matrices.

**Topics:** Linear transformation; Geometric interpretation; Algebra of vector spaces; Generalized inverse: Conditional inverse; Patterned matrices and other special matrices; Inverse positive matrices and matrices with non-positive off-diagonal elements; Non-negative matrices: Idempotent and tripotent matrices; Projection.

**I0414 – STOCHASTIC PROCESS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: 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.

#### **I0422 – 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.

#### **I0482 – 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

#### **I0492 – 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.

#### **I0512 – STATISTICAL COMPUTING LAB (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

**I0522 – 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

**I0533 – REGRESSION ANALYSIS (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Describe simple and multiple linear regression; Calculate and interpret the concepts of regression; Analyze data using simple and multiple linear regression; Perform and interpret model selection and model diagnostics; Perform simple and linear regression using R and interpret the output; Perform model selection and model diagnostics using R and interpret the output.

**Topics:** Introduction to Regression; Simple Linear Regression; Multiple Linear Regression; Detection of Outliers and influential Observations; Model Selection; Model Diagnostics.

**I0542 – OPERATIONS RESEARCH (2 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Calculate mathematics model/source allocation technique in linear and non-linear program, integer program (IP) and dynamic programming (DP), Fuzzy methods both manually and through computer program; Explain about mathematics model such as linear and non-linear program, Integer program and dynamic programming; Understand the basic concepts of logic and mathematics model/source allocation technique in linear and non linear programming, integer program, and dynamic programming; Understand the basic concepts of Decision Making and its application.

**Topics:** Introduction to mathematics programming problems; Linear programming with Big M Method; Primal and dual linear programming; Sensitivity analysis; Fuzzy linear programming; Transportation model; Fuzzy integer transportation; Assessment model; Non-linear programming and its applications; Integer programming and its applications; Dynamic programming and its applications; Decision terminology; Decision making of principal data.

**I0552 – SURVIVAL ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Understand the basic concepts of survival analysis; Discuss Survival analysis for a wide variety of methods for analyzing the timing of events; Apply various techniques of statistic analysis at censored survival time and truncated survival time.

**Topics:** Introduction; The Nature of Survival Data: Censoring; Life Tables; The Survival Function, the Hazard Function, and their Relatives; Estimating the Survival Function; Cox Proportional-Hazards Regression; Topics in Cox Regression.

**I0563 – 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.

#### **I0572 – RISK THEORY (2 Credits)**

**Learning Outcomes:** On successful completion of this course students will be able to: Explain basic knowledge about Utility, Credibility and Ruin Theory, Individual and Collective Risk, Bonus-Malus Systems; Interpret the results of basic calculations of Individual and Collective Risk, Bonus-Malus Systems; Analyze and evaluate a real problem in insurance and non life insurance.

**Topics:** Utility Theory and Insurance; The Individual Risk Model; Collective Risk Model; Ruin Theory; Premium Principles and Risk Measures; Bonus-Malus Systems; Credibility Theory.

#### **I0584 - 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.

#### **I0593 – 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.

**I0605 – ACTUARIAL MATHEMATICS (4/1 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Apply the time value of money and probability concept used in insurance; Analyze the concept of annuities and their relationship with interest, present and future value of an annuities; Analyze the concept of life insurance, annual premium and net premium.

**Topics:** Principles of Financial Mathematics; Brief Review of Probability; Life Table; Life Annuities; Life Insurance; Net Premium.

**I0612 – 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.

**I0622 – STATISTICAL DATA MINING (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe data management and statistical analysis using R; Discuss several study cases in data mining; Demonstrate data mining using R in several application.

**Topics:** Data management; Common statistical procedures; Advanced applications; Study Case: Predicting Algae Blooms; Study Case: Predicting Stock Market Returns; Study Case: Detecting Fraudulent Transaction; Study Case: Classifying Microarray Samples.

**I0633 – 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.

**I0642 – SAMPLING TECHNIQUES (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Able to determine estimation methods of parametric values; Understand various sampling techniques; Use sampling procedure in determining sample size; Able to design sampling methodology and identify fault in sampling technique.

**Topics:** Statistics and sampling procedure; Reason and sampling error; Types of data and its collection techniques; Survey; Simple random sampling/SRS; Proportion sampling; Sample measurement estimation; Stratified sampling; Stratified random sampling; Ratio; Linear regression methods; Systematic sampling; Cluster Sampling; Two-step

cluster sampling; Three-step cluster sampling; Stratified cluster sampling; Parametric value estimation; Multiple sampling; Fault in sampling.

#### **I0652 – STATISTICAL MARKETING RESEARCH (2 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.

#### **I0662 – INTERDISCIPLINARY SEMINAR\* (2 Credits)**

**Learning Outcomes:** The primary purpose of the Interdisciplinary Seminar is to prepare students for Business Startup Project. As part of the seminar, each student is responsible for creating Interdisciplinary Team; completing a written proposal for Business Startup Project; and presenting the project proposal orally in the context of the seminar.

**Topics:** Collaborated with other double majors students to formulate a specific Business Startup Project Plan; Conducted literature review relevant to a specific business; Collaborated with other double majors students to develop current marketing review; Written a project proposal outlining key elements of the proposed project; Developed a budget for the proposed project; Developed a timeline for the proposed project; Presented the project proposal orally in seminar; Committed to executed the project proposal in Interdisciplinary Team, until launching Business; Startup when taking I0674 Interdisciplinary Project class.

#### **I0674 – INTERDISCIPLINARY PROJECT\* (4 Credits)**

**Learning Outcomes:** The primary purpose of the Interdisciplinary Project is to support students for managing Business Startup. As part of the project, each student is responsible for launching Business Startup; monitoring day to day process; solving the real business problems and presenting their Business Startup development orally in front of examiner team.

**Topics:** Understood the planning and managing of Business Startup Project.; Understood “real-life business” opportunities and threats; Understood the importance of teamwork and conflict resolution skills; Conducted the process of problem solving in real business through the interdisciplinary knowledge; Had their own Business Startup.

#### **I0685 – 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:** Statistics and Data Collection; Data Presentation; Descriptive Measures; Probability Concepts; Discrete Probability Distributions; Continuous Probability Distributions; Statistical Inference and Sampling; Hypothesis Testing for The Mean of a Population; Hypothesis Testing for Variance of a Population; Inference Procedures for

Two Populations; Estimation and Testing for Population Proportions; Analysis of Variance; Correlation and Simple Linier Regression

## **Subject Code: J**

### **J0024 – 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 Externalitas and Public Goods, Information, Market Failure, Market with Asymmetric Information.

### **J0034 – 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; Consumptions Expectations; Investment Expectations; Expectations, Consumptions, and Investment Decision; Goods Markets in Open Economy; Financial Markets in Open Economy; Monetary Policy in Open Economy; Fiscal Policy in Open Economy.

### **J0084 – 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 structure, 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 Opportunities

#### **J0114 – 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

#### **J0124 – 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.

#### **J0134 – 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

**J0192 – ORGANIZATIONAL BEHAVIOUR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe how people behave in the context of an organizational structure; Explain attitudes and behaviours of your co-workers, subordinates, supervisors, and clients; Illustrate the impact of individuals and team behaviour on organizational productivity; Synthesize information to make decisions and solve problems using organizational behaviour concepts, theories and principles.

**Topics:** Introduction to Organizational Behaviour; Individual Behaviour, Personality, and Emotions; Values, Attitudes, and Job Satisfaction; Perception and Decision Making; Motivating Self and Others; Groups Behaviour; Teamwork and Communication; Leadership, Power and Politics; Conflict and Negotiation; Job and Workplace Design; Human Resource Policies and Practices; Organizational Structure & Change; Organizational Culture

**J0224 – 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 Mathematis); 4. Transport Model (Programasi Mathematis); 5. Assignment Model (Programasi Mathematis); 6. Net working models: PERT and CPM (Probability Models); 7. Queue Model (Probability Models); 8. Inventory Model (Probability Models); 9. Forecasting methods

**J0254 – 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

**J0282 – INTRODUCTION TO INFORMATION TECHNOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Students are able to explain the principles of ICT as well as technology that supports the ICT development; Students are able to explain the usage of ICT in our daily life; Students are able to describe the development of ICT as well as its role in enhancing the business process within industries nowadays.

**Topics:** Understanding Application Software; Understanding Communications and Networks; Understanding Computer Security; Understanding Computers Careers and Certifications; Understanding Computers Privacy & Health Concerns; Understanding Enterprise Computing; Understanding Information Technology; Understanding Input Peripherals; Understanding Operating Systems; Understanding Output Peripherals; Understanding Storage Peripheral; Understanding The Components of The System Units; Understanding The Internet and World Wide Web.

**J0292 – 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.

**J0302 – 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.

**J0324 – 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.

**J0334 – 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.

**J0366 – 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.

**J0384 – 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.

**J0434 – MANAGERIAL ECONOMICS (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the relationship between microeconomics and decisions making process; Analyze market structures and its relationship to pricing strategy; Analyze consumer behavior and production costs; Prepare business decision alternatives to win the competition; Apply game theory and government policy in business decision making process.



**Topics:** Why Managerial Economics So Valuable to Such Diverse Group of Decision Makers?; The Basics Demand and Elasticity Concept, Supply, and Market Equilibrium; Application Form Quantitative Demand Analysis; Consumer Behaviour Theory; Production and Cost Analysis (The Production Function); Production and Cost Analysis (Cost Concept); Market Structure: Structure–Conduct–Performance Paradigm; Perfect Competition Model; Perfect Competition Model Concepts; Monopoly Model Theory; Monopoly Model Theory (Conditions for Applying Price Discrimination); Monopolistic Competition Model Theory; Oligopoly Model Theory and Game Theory Inside Oligopoly; Oligopoly Model Theory and Game Theory Inside Oligopoly (Collusion and Cartels); Pricing Strategies Theory; Uncertainty Information of Consumer Behaviour and Auctions; Uncertainty Information of Consumer Behaviour and Auctions (Types of Auctions and Characteristics); Market Failure (Asymmetric Information) and Government Policy Include International Market.

#### **J0444 – OPERATIONAL MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe principles of operations management, Identify supply-chain strategies, Describe how products and services are defined by operations management, Use quantitative tools to create decisions in the operations management, Explain competitive advantage through operations management.

**Topics:** Introduction to Operations Management, Operations and Supply Chain Strategy, Quality Management, New Product Development, Quality Function Deployment, Quality Function Deployment, Capacity Planning, Location Decision, Job Design and Work Measurement, Analyzing The Layout Types and Determining Normal and Standard Time, Independent Demand Inventory, Dependent Demand Inventory, Aggregate Scheduling, Quality Improvement Methods, JIT and Lean Operations, Technology and Integrated Supply Management, Global Supply Chain and Service Integration.

#### **J0494 – CHANGE MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define the basic concept of organizational change; Explain types and motivation of change; Apply the concepts of organizational change into real case; Explain the change needed in the organization.

**Topics:** Organizations and Their Changing Environments; The Nature and Organizational Change; The Nature of Planned Change; Case Exercise: NHS Revolution; Leading and Managing Change; Organizational Structure, Design, and Change; Restructuring Organization; Case Exercise: Mitsubishi Motors Revises Organization; Culture and Change; Case Exercise: Daimler and Chrysler; Organization Transformation; The Politics of Change; Leadership and Change; Case Exercise: Making The Transition from Manager to Leader; Competitive and Collaborative Strategies; Hard Systems Models of Change; Soft Systems Models for Change; Organization Development in Global Settings; Future Direction and Challenges; Integrative Case Exercise: Black & Decker International.

#### **J0504 – MARKETING STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the key strategic marketing concepts and critical issues; Demonstrate ability and knowledge to relate concepts and facts; Appraise strategic marketing concepts with elements learnt; Integrate strategic marketing principles; Argue the whole concepts and principles learnt before.

**Topics:** Twenty-First Century Marketing; Strategic Marketing Planning; Customer Analysis; Competitor Analysis; Strategic Customer Relationship; Selecting Market Targets; Creating Sustainable Competitive Advantage; Competing Through Innovation; Superior Service and Customer Relationships; Strategic Customer Management; Strategic Alliances and Networks; Corporate Social Responsibility; Designing Market-Driven Organization.

**J0524 – 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.

**J0562 – MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Compare the management and organization; Evaluate that the organization is an important tool for management and how to achieve goals; Apply the management functions within the organization.

**Topics:** Introduction of Management and Organization; Managing in a Global Environment; Managers as Decision Makers; Foundations of Planning; Organizational Structure and Design; Strategic Management; Managers and Communications; Managing Human Resources; Managing Change and Innovation; Managing Teams; Motivating Employees; Managers as Leaders; Introduction to Controlling.

**J0572 – ECONOMIC MATHEMATICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify 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

**J0594 – ECONOMICS THEORY (4 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

#### **J0612 – BUSINESS COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: 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

#### **J0682 – 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

#### **J0692 – ENTREPRENEURSHIP (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define character of entrepreneurs, Identify the opportunity, idea, innovation for business or new venture, Analyze market, and design marketing plan and action plan for business, Analyze market, and design marketing plan and action plan for business, Construct good business plan, and presenting the business plan.

**Topics:** Introduction to Entrepreneurship, Business Idea and Opportunity, Creativity and Innovation, Business Model, Business Plan, Strategic Pricing, Market Research, Financial Aspect, Human Resources, Franchising and Legal Form, Global Challenge of Entrepreneurship, Group Presentation I (Final Exam), Group Presentation II (Final Exam).

#### **J0704 – BUSINESS PLAN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Discover the potention 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.

#### **J0712 – INTRODUCTION TO BUSINESS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the business environment, how economics condition affects businesses, managing businesses ethically and responsibly; Identify free-market capitalism, corporate social responsibility, corporate expansion: merger and acquisitions, managing a small business; Apply the concept of ethics, franchises, small business, process of business activity; Analyze international small business prospects, operations management planning, the human resource challenge, marketing mix, accounting and financial information.

**Topics:** Taking Risk and Making Profits Within Dynamic Business Environment; Understanding How Economics Affects Business; Demanding Ethical and Socially Responsible Behavior; How to Form A Business; Entrepreneurship and Starting A Small Business; Production and Operations Management of Good and Services; Human Resource Management: Finding and Keeping The Best Employee; Marketing: Helping Buyers Buy; Developing and Pricing Goods and Services; Distributing Products; Using Effective Promotions; Understanding Accounting and Financial Information; Using Securities Markets for Financing and Investing Opportunities.

#### **J0744 – 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.

#### **J0754 – 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;

#### **J0764 – 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

#### **J0782 - 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.

#### **J0794 – 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

**J0832 - 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

**J0894 – 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 Vlidity; 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.

**J0912 - 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.

**J0934 - 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.

#### **J0942 - 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

#### **J0952 - FINANCIAL AND CREDIT INSTITUTION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the fundamentals of financial intermediaries; Differentiate types of financial service industry; Explain the risk of financial intermediation; Describe how to measure risk; Categorize credit risk management; Choose the best source to finance the business.

**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 .

#### **J0974 – 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.

#### **J1014 - MARKETING RESEARCH (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the fundamental principles of marketing research and their applications in real life marketing situations; Prepare relevant, accurate, reliable, valid and current information to aid marketing decision making; Analyze the market competitiveness and others related issues in marketing and business area; Analyze and develop a research design and research conduct to solve the marketing problem through qualitative and quantitative research approach; Propose a recommendation to support management decision based on the result of research and gives information to support intelligence marketing.

**Topics:** Introduction to Marketing Research; Defining Marketing Research Problem and Developing An Approach; Research Design; Exploratory Research Design; Causal Research Design; Measurement; Scaling and Questionnaire; Sampling Design and Procedures; Field Work: Data Collection; Data Preparation and Analysis Strategy; Data Analysis; Data Analysis: Correlation and Regression; Report Preparation.

**J1022 - SELLING AND SALES MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the sales strategic and how to development selling in marketing; Interpret consumer buyer behaviour, sales setting, international selling and personal selling skills; Analyze key account management and IT applications in selling and sales management; Arrange sales forecasting, budgeting and sales evaluation.

**Topics:** Development and Role of Selling in Marketing; 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; Organisation and Compensation; Sales Forecasting and Budgeting; Sales Force Evaluation.

**J1032 - 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

**J1042 – 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.

**J1064 – 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 ures; 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

**J1072 – 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.

**J1092 – 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.

**J1104 - 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

**J1114 – 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.

**J1122 – 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

**J1186 – 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 mathematical concept properly and mathematical concept in solving a business problem; Analyze the mathematical 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.

**J1202 - 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.

**J1216 – 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.

**J1232 – 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; Demonstrate operationalize concepts; Recognize with the various data collection methods; Interpret the computer results of tests of various hypotheses; Appraise the fact that both qualitative and quantitative investigations have their place in business research

**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.

#### **J1324 – 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

#### **J1354 – 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?

#### **J1362 – INTERNATIONAL MARKETING SEMINAR (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: International marketing seminar is designed to provide a real-time application of international marketing in a seminar course. The focus will be on exploring and broad understanding of international marketing, what marketing program mean to consumers, and how they should be managed. After completing this course, the student will be able to connect marketing concept and to demonstrate the proper theoretical and applicative approach in various marketing problem situation.

**Topics:** International marketing concept, sustainable competitive advantage, product strategy, pricing, marketing channel, integrated marketing communication, segmenting, targeting, positioning, service marketing, retail, consumer behavior, branding strategy, designing information system, emarketing, and trading management.

**J1396- 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.

**J1402 - 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

**J1414 - 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 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

**J1434 - 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.

**J1444 - GLOBAL SUPPLY CHAIN MANAGEMENT (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: illustrate the key drivers in effective global supply chain management, understand what creates competitive advantage, have ability to suit the importance of international business in today's world.

**Topics:** Building strategic framework to analyze supply chain; designing supply chain network; planning demand and supply in a supply chain; planning and managing inventories in a supply chain; designing and planning transportation network; managing cross-functional drivers in a supply chain.

**J1452 – EXPORT-IMPORT POLICY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: equip student with ability to consider the commonalities in international trade, and policies among countries of export and import in globalization era.

**Topics:** The commonalities; Exporting-Importing; Doing business in the globalized world.

**J1462- 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.

**J1474 - 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.

**J1484 - 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.

**J1492 - 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.

**J1514 - MARKET ENTRY STRATEGY (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: understand what market access concepts; analyse information of different product/sector to enter certain markets.

**Topics:** Buyers' purchase requirement; legislation; Non tariff measures; Non tariff trade barriers.

**J1522 – 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

**J1536 – 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.

**J1562 – 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

**J1574 – BUSINESS STATISTIC II 2 (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.

**J1582 - INTRODUCTION TO SOCIAL PSYCHOLOGY (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the understanding of how we think about and study human behaviour in social context; Explain social psychological research methods; Integrate findings of social psychological empirical research; Plan into practice techniques aimed at understanding, and solving if necessary, problems based on theories and principles underlying social psychology

**Topics:** Introducing Social Psychology; Research Methods in Social Psychology; Understanding the Social World; Social Influence; Social Relations

**J1592 – ORGANIZATIONAL BEHAVIOUR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe how people behave in the context of an organizational structure; Explain attitudes and behaviours of your co-workers,

subordinates, supervisors, and clients; Illustrate the impact of individuals and team behaviour on organizational productivity; Synthesize information to make decisions and solve problems using organizational behaviour concepts, theories and principles.

**Topics:** Introduction to Organizational Behaviour; Individual Behaviour, Personality, and Emotions; Values, Attitudes, and Job Satisfaction; Perception and Decision Making; Motivating Self and Others; Groups Behaviour; Teamwork and Communication; Leadership, Power and Politics; Conflict and Negotiation; Job and Workplace Design; Human Resource Policies and Practices; Organizational Structure & Change; Organizational Culture.

#### **J1604 – 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.

#### **J1614 - 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

#### **J1622 - 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.

#### **J1634 – 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.

#### **J1644 – 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.

**J1653 – 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.

**J1665 - ENTREPRENEURIAL MARKETING\* (5 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: 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 a 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, Research , develop, and effectively communicate a marketing plan.

**Topics:** Introduction to Marketing Plan, Analyzing The Current Situation, Analyzing The Current Situation, 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: Jewelry Artisan Marketing Plan, Case Study: Restaurant Marketing Plan, Sample Marketing Plan: Sonic Superphone, Group Presentation (1), Case Study: Hotel and Motel Marketing Plan, Group Presentation (2).

**J1673 - 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.

**J1685 - 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:



MacDonalds'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.

#### **J1693 – 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.

#### **J1705 - 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.

#### **J1714 – PRODUCT 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

#### **J1722 – PROJECT RETAIL MANAGEMENT\* (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explain how to developing hot retail projects such as lifestyle centers, mixed-use centers, and rehabs of failed malls

**Topics:** Types and characteristic of Retail Goods; Market Analysis; Financing The Retail Projects; Planning and Design a Good Retail Store; Expansion and Rehabilitation of Existing Centers; All About Tenants; Operations, Managements and Leases; Management and Promotion of Successful Centre

**J1732 – INTERDISCIPLINARY SEMINAR\* (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: prepare students for Business Startup Project. As part of the seminar, each student is responsible for creating Interdisciplinary Team; completing a written proposal for Business Startup Project; and presenting the project proposal orally in the context of the seminar.

**Topics:** Collaborated with other double majors students to formulate a specific Business Startup Project Plan; Conducted literature review relevant to a specific business; Collaborated with other double majors students to develop current marketing review; Written a project proposal outlining key elements of the proposed project; Developed a budget for the proposed project; Developed a timeline for the proposed project; Presented the project proposal orally in seminar; Committed to executed the project proposal in Interdisciplinary Team, until launching Business; Startup when taking J1744 Interdisciplinary Project class.

**J1744 – INTERDISCIPLINARY PROJECT\* (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: support students for managing Business Startup. As part of the project, each student is responsible for launching Business Startup; monitoring day to day process; solving the real business problems and presenting their Business Startup development orally in front of examiner team.

**Topics:** Understood the planning and managing of Business Startup Project.; Understood “real-life business” opportunities and threats; Understood the importance of teamwork and conflict resolution skills; Conducted the process of problem solving in real business through the interdisciplinary knowledge; Had their own Business Startup.

**J1754 – 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.

**J1764 – 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.

#### **J1822 – 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.

#### **J1832 - 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.

#### **J1844 - 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.

#### **J1852 – CHINESE LANGUAGE I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: 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; Money talks; Time and Date; Profession; Speak Chinese.

**J1862 – 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

**J1872 – CHINESE LANGUAGE II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Perform Chinese speaking for simple communication; Recognize Chinese listening for simple communication; Compose Chinese writing for simple communication

**Topics:** Can you speak Chinese; Do you know how to make purchases; What's the matter with her; Whose fault is it; Where do you live; What's the weather like today; Going sightseeing in Beijing

**J1914 - 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.

**J1922 – 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;

**J1942 – PRICING STRATEGY AND PROJECT (2 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.

**J1952 – IMC & PROJECT (2 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: Apply today's dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and present them to students through an accessible, well written approach.

**Topics:** Integrated brand communication; Creative Strategy; Copywriting; Visual Communication; Media Basics; Traditional, Digital media; Media Playing and Buying; Public Relations; Direct response; Promotions; The IMC Umbrella.

**J1964 - SERVICE MANAGEMENT (4 Credits)**

**Learning Outcomes:** By the end of the course, student will be able to: provide students with both strategic and operational issues pertaining to services; managerial and the technical information necessary to accomplish both goals.

**Topics:** The Role, nature and strategy of Services in an Economy; New Service Development: Technology, Quality, Improvement, Facility and Location; Managing Capacity, Demand and waiting lines; Service Supply Relationships; Growth and Globalization of Services; Quantitative Models for Service Management.

**J1972 - INTRODUCTION TO INTERNATIONAL RETAIL MARKETING (2 Credits)**

**Learning Outcomes:** By the end of the 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

**J1982 – 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.

**J1996 – 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*.

#### **J2006 – E-BUSINESS STRATEGY AND IMPLEMENTATION (4/2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: Understand digital marketing in the real world.

**Topics:** (1) Digital marketing fundamentals: Introducing digital marketing, Online marketplace analysis: micro-environment, The internet macro-environment; (2) Digital Strategy development: Digital marketing strategy, The internet and the marketing mix, Relationship marketing using digital platforms; (3) Digital marketing: Implementation and practice: Delivering the online customer experience, Campaign planning for digital media, Marketing communications using digital media channels, Evaluation and improvement of digital channel performance, Business-to-consumer digital marketing practice, Business-to-business digital marketing practice.

#### **J2016 – 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.

#### **J2024 – 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.

**J2032 – ECOMMERCE RESEARCH (2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to: familiarise students with the principles of report writing, literature reviewing and research design and approaches which include the design of methods of data collection and analysis , as well as the representation and interpretation of results. This groundbreaking topic focus on the statistical models and methods that are essential in order to analyze information from electronic-commerce (e-Commerce) transactions, identify the challenges that arise with new e-Commerce data structures, and discover new knowledge about consumer activity.

**Topics:** Overview of eCommerce research challenges, eCommerce applications, new method of eCommerce data.

**J2044 – 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.

**J2064 – 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.

**J2072 – ADVANCED TOPICS IN PERFORMANCE EXCELLENCE (2 Credits)**

**Learning Outcomes:** After completing this course, students will be able to addresses 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 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.

**J2086 – 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)

**J2094 – 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.

**Subject Code: K**

**K0024 – 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.

**K0034 – 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.



**K0044 – 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.

**K0064 – 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

**K0074 – 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.

**K0094 – 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.

**K0104 – 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.

**K0114 – 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.

**K0124 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.

**K0134 – INDUSTRIAL CHEMISTRY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Calculate mass molecules/volume/particles of reactant or product reactions; Explain about atomic bonding; Calculate of heat of reactions; Create a law of rate of reaction and constanta equilibrium reactions; Estimate of metal weight in electroplating; Categorize polymerisation reaction.

**Topics:** Atoms, Molecule, and Ions; Stoichiometry; Reaction in Aqueous Solution; Gases; Atomic Bonding; Thermochemistry; Solution; Rate of Reaction; Chemical Equibrillium; Acid and Bases; Electro Chemistry; Organic Chemistry.

**K0144 – 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.

**K0164 – 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.

**K0292 – 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.

**K0314 – CALCULUS (4 Credits)**

**Learning Outcomes:** On successful of this Course, students will be able to: Determine the continuity of a function at a specific number and on an interval, both graphically and analytically; Calculate derivative functions using the common rules: power, product, quotient, and chain rules, and be able to calculate the derivatives of polynomials, exponential and logarithmic functions, and trigonometric and inverse trigonometric functions; Use the Fundamental Theorem of Calculus to evaluate definite integrals; Solve first-order Differential Equations.

**Topics:** Functions; Limits and Continuity; Differentiation; Applications of Derivative; Integration; Application of Definite Integrals; Transcendental Functions; Techniques of Integrations; First-Order Differential Equations; Infinite Sequences and Series.

**K0362 – 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.

**K0424 – 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.

**K0434 – 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

**K0442 – QUANTITATIVE METHODS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basics of quantitative methods, statistics and probability theory; Interpret real problem to quantitative analysis; Analyze suitable tools for the real problem; Use quantitative methods solution for real problems.

**Topics:** Introduction; Decision analysis; Utility and game theory; Forecasting; Linear programming and sensitivity analysis; Linear programming application; Transportation, assignment and transshipment problem; Project scheduling PERT/CPM; Inventory models; Waiting line models; Multicriteria decisions.

**K0456 – THESIS/FINAL PROJECT (6 Credits)**

**Learning Outcomes:** At the end of this course, the students 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.

**K0572 – 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.

**K0584 – 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.

**K0594 – CALCULUS II (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Find application of matrix, vector space, linear transform, analytical geometry, Laplace transform, vector differential calculus and vector integral calculus; Create good application, analysis and synthesis in the relation with matrix, vector space, linear transform, analytical geometry, Laplace transform and vector differential calculus; Explain the basic concept of Calculus II as support of science and technology specifically in computer; Explain about Calculus II that consists of: Matrix, Vector, Linear transformation, Analytic geometry, Laplace transformation, Vector differential calculus, Vector integral calculus and their applications.

**Topics:** Matrix algebra types and operations; Matrix determinant; Linear equations system; Homogeneous linear equations system; Vector; Line equations; Plane equations; Vector space and linear transformation; Plane geometry; Laplace transformation; Laplace transformation inverse; Vector differential calculus and vector integral calculus.

**K0644 – 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.

**K0654 – 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.

**K0742 – SCIENTIFIC COMPUTING LAB (2 Credits)**

**Learning Outcome:** At the end of this course, students will be able to: Describe basic procedures to use Python, Numpy and TkInter; Explain scientific programming with Python; Demonstrate some program using Python in several application.

**Topics:** Basic Python; Array Computing and Curve Plotting; Numerical Computing in Python; Loops and Functions; Introduction to GUI Programming; Files, Strings, and Dictionaries; Introduction to Classes.

**K0754 – ORDINARY DIFFERENTIAL EQUATIONS (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain first order differential equation which one-degree and its application; Explain first order differential equation which n-degree and its application; Explain higher order differential equation and its application; Explain differential equation system and its application.

**Topics:** First order differential equation with one degree; First order differential equation with n-degree; Higher order differential equation; Differential equation system.

**K0762 – NUMERICAL METHOD I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Estimate computed errors; Select methods that yield small errors (if possible); Approximate roots of equations using bisection, Newton's method, and method of fixed point iteration; perform error analysis; Explain of interpolation, extrapolation, numerical integration, and numerical differentiation; know how to approximate definite integrals and derivatives; Analyze a mathematical problem and determine which numerical technique to use to solve it; Interpret logical thinking in coding a mathematical problem in algorithmic form.

**Topics:** Linear Algebraic Equations; Interpolation; Curve Fitting; Root of Equations; Numerical differentiation; Numerical integration; Initial value problems.

**K0784 – GEOMETRIC ALGEBRA (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the Geometric Product and explain its differences to Cross Product; Discuss the geometric interpretation of the Geometric Product and its application in Computer Graphics; Implement the application of the Geometric Product in programming language.

**Topics:** Vector Algebra; Geometric Conventions; Geometric Algebra; The Geometric Product; Reflections and Rotations; Geometric Algebra and Geometry; Conformal Geometry; Applications of Geometric Algebra; Programming Tools for Geometric Algebra.

**K0793 – 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.

**K0803 – COMPUTATIONAL NUMBER THEORY (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describes basic and well-known problems on number theory; Understand basic concept of Prime numbers and its applications; Using computer to solve some problems on number theory.

**Topics:** Fundamentals of number theory; Integers; Congruence; Algorithms for integer arithmetic; Prime numbers; Primality testing; Factorization; Distribution of primes; Algorithms for polynomials; Elliptic curves; Primality testing algorithms; Integer factoring algorithms.

**K0813 – COMPUTER VISION (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Understand basic concept of Computer Vision and its application; Using computer to apply the techniques on computer vision.

**Topics:** Introduction to Computer Vision; Point Based Image Processing; Area Based Image Processing; Edge Detection; Morphological Filtering; Binary Image Analysis; Detecting Shape Using Hough Transform; Pattern Recognition and Classification; Stereo Reconstruction; Structure from Motion.

#### **K0824 – FLUID PHYSICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic concept of fluid physics; Apply the basic concept of fluid physics in engineering field; Explain the connection between fluid physics with computational fluid dynamics.

**Topics:** Properties of fluids; Fluid static; Fundamental of flow; One dimensional flow; Flow of viscous fluid; Flow in pipe; Flow in Water Channel; Drag and lift; Dimensional analysis and law of similarity; Measurement of flow velocity and flow rate; Flow of an ideal fluid; Flow of a compressible fluid; Unsteady flow.

#### **K0834 – 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.

#### **K0842 – 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.

#### **K0852 – COMPUTATIONAL FLUID DYNAMICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students should have: A knowledge of Fluid Dynamics; A working knowledge of a variety of computational techniques that can be used for solving flow problem.

**Topics:** What is a Computational Fluid Dynamics?; Finite Element Method; Solution of parabolic flow problem; Solution of hyperbolic flow problem; Solution of elliptic flow problem.

#### **K0863 – 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.

**K0873 – 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.

**K0882 – 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.

**K0892 – 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.

**K0902 – INTERDISCIPLINARY SEMINAR\* (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: prepare students for Business Startup Project. As part of the seminar, each student is responsible for creating Interdisciplinary Team; completing a written proposal for Business Startup Project; and presenting the project proposal orally in the context of the seminar.

**Topics:** Collaborated with other double majors students to formulate a specific Business Startup Project Plan; Conducted literature review relevant to a specific business; Collaborated with other double majors students to develop current marketing review; Written a project proposal outlining key elements of the proposed project; Developed a budget for the proposed project; Developed a timeline for the proposed project; Presented the project proposal orally in seminar; Committed to executed the project proposal in Interdisciplinary Team, until launching Business Startup when taking K0914 Interdisciplinary Project class.

**K0914 – INTERDISCIPLINARY PROJECT\* (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: support students for managing Business Startup. As part of the project, each student is responsible for launching Business Startup; monitoring day to day process; solving the real business problems and presenting their Business Startup development orally in front of examiner team.



**Topics:** Understood the planning and managing of Business Startup Project; Understood “real-life business” opportunities and threats; Understood the importance of teamwork and conflict resolution skills; Conducted the process of problem solving in real business through the interdisciplinary knowledge; Had their own Business Startup.

#### **K0923 – 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 fields, Gauss's law, and its application, Explain basic concept of electric potential; magnetic fields; induction and inductance; and its application, Solve capacitance, current and resistance, circuits, electromagnetic oscillation and alternating current, electromagnetic waves, and its application, Describe basic concept of interference, diffraction and its application

**Topics:** Electric Charge; Electric Fields; Gauss’s Law ; Electric Potential; Capacitance; Current and Resistance; Circuits; Magnetic Fields; Induction and Inductance; Electromagnetic Oscillation and Alternating Current; Electromagnetic Waves; Interference; Diffraction

#### **Subject Code: L**

#### **L0112 – 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.

#### **L0224 – 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.

**L0472 – FORENSIC PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Contrast the perspectives of psychology and law; Describe the basic principles and systems of Indonesian jurisprudence (i.e. how laws are made, the organization of courts, and the basics of civil and criminal court procedures); Discuss psychological research on relevant legal topics (e.g. assessment of risk among criminal offenders, etc.); Analyze ethical and legal issues related to forensic and investigative psychology; Analyze the role of forensic and investigative psychologists in the criminal process.

**Topics:** The excitement and challenge of forensic psychology; How to make a criminal; Experts in court Psychology and legal proceedings; Working with offenders; Working with law enforcement; Policy implications

**L0552 – Consumer Psychology**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the basic principles of consumer behavior; Comprehend the influence of market segmentation, motivation, personality, and consumer perception on consumer behavior; Explain the influence of culture, subcultures and cross cultural on consumer behavior; Analyze consumer decision making; Demonstrated ways of communication that can influence consumer behavior

**Topics:** Consumer Behavior: Meeting Changes and Challenges; The Consumer Research Process; Market Segmentation and Strategic Targeting; Motivation, Personality and Consumer Behavior (+ GSLC); Consumer Perception and Learning; Consumer Attitude Formation and Change; Communication and Consumer Behavior; The Family and Its Social Class Standing (= GSLC - versi indonesia); Influence of Culture, Subcultures and Cross Cultural on Consumer Behavior; Diffusion of Innovations; Consumer Decision Making and Beyond; Consumers Social Responsibility and Green Marketing

**L0594 – 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)

**L0604 - 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)

#### **L0614 - 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

#### **L0624 - 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

#### **L0634 - GENERAL PSYCHOLOGY (1/4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe basic concepts in psychology, such as perceiving, thinking, language, motivation, and emotion; 2. Explain basic principles in personality theories, developmental psychology, and human in social context

**Topics:** Sensation and Perception; Thinking and Learning; Motivation and Emotion; Personality theories; Developmental theories; Human in social context

#### **L0642 - 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

**L0652 - STATISTICS FOR PSYCHOLOGY (1/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the role of statistics in psychological research; Apply and compare the methods in descriptive 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

**L0664 - PHILOSOPHY OF SCIENCE, LOGIC AND SCIENTIFIC WRITING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain how to think philosophically, logically, and critically; 2. Illustrate how to avoid from fallacies in thinking and reasoning; 3. Explain the jargon researcher use (in good Indonesian and English) and some of the major issues in research; 4. Apply citing resources used in the body and reference list of research document using the Publication Manual of the American Psychological Association (6th ed); 5. Demonstrate ethical conduct in academic writing by avoiding plagiarism and/or other academic cheating based on Publication Manual of the American Psychological Association (6th edition); 6. Examine psychology journal articles precisely by summarizing the content in student's own words

**Topics:** Introduction to philosophy; Developing philosophy of science; Critical thinking; Logic: The art of thinking, Definition of classification, decision, categorical syllogism, fallacies; The perfect spelling system (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.

**L0672 – 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

**L0682 – GENERAL PSYCHOLOGY (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe main concept of psychology figure that have a role in psychological history; explain various approaches and perspectives in psychology

**Topics:** History of psychology, Biological approach, Behaviorist approach, Bognitive approach, Psychodynamic approach, Humanistic, Perspective on developmental, Perspective on social behavior, Perspective on abnormal behaviour

**L0696 – DEVELOPMENTAL PSYCHOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe basic principles of developmental psychology, Explain theories that related with developmental psychology, Determine developmental task of human from birth until late adulthood, Analyze issues that related with human development

**Topics:** Introduction to developmental psychology, Theories of developmental psychology, Prenatal, Infancy, Early childhood, Middle childhood, Adolescent, Young adulthood, Middle adulthood, Late adulthood, Grief

#### **L0702 – STATISTICS FOR PSYCHOLOGY (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Apply the methods in inferential statistics; Evaluate data based on the results of statistical procedures and tests

**Topics:** 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 and binomial test

#### **L0716 – SOCIAL SCIENCES FOR PSYCHOLOGY: PHILOSOPHICAL ANTHROPOLOGY, SOCIOLOGY, AND ANTHROPOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe the essential features of the social and human science in understanding human behaviour in social context; 2. Explain major philosophical, sociological and anthropological paradigms or perspectives that enrich social scientific discourse; 3. Integrate findings of social empirical research and use them in studies of social phenomenon; 4. Apply social and human science perspective when looking at everyday life, particularly local and national social life.

**Topics:** History of Knowledge About Human Crisis; Ontology, Epistemology and Axiology in Philosophy of Human Studies; Description Of Philosophy About Body, Soul and Relational Dynamic; Description Of Philosophy About Knowledge, Affectivity, and Relational Dynamics; Description Of Philosophy On Historicity and Human Sociality; Description Of Philosophy About freedom and Existentialism; Introducing social science; Norms and rules; Language; Conversation; Rituals; Personality (Philosophical Assumption about Human); Identity; The Modernization Story As A Reflexive Frame; The Enigma of Human Reality; Description Of Philosophy About Death; Description Of Philosophy About Postmodernism; Philosophy East Side For A Possible In Western Philosophy

#### **L0726 – METHODOLOGY OF PSYCHOLOGICAL RESEARCH (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the concept in various psychological research methods and design; Apply various psychological research methods and design; Compile adequate and ethical psychological research; Criticize other's psychological research

**Topics:** A framework of design, Review of literature, Ethical considerations, Introduction to research design, Purpose statement, Research statements and hypotheses, Use of theory, Quantitative methods, Qualitative procedures, Mixed methods procedures, Writing strategies

#### **L0734 – LEARNING AND COGNITIVE PSYCHOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Explain the concept of classical conditioning, operant conditioning and observational learning; 2. Analyze the phenomena of learning according to the concept of classical conditioning, operant conditioning and observational learning; 3. Apply the the concept of classical conditioning, operant conditioning and observational learning; 4. Explain the concepts and theories of cognitive psychology; 5. Explain psychological phenomena using theories of cognitive psychology; 6. Apply theories concepts and theories of cognitive psychology in everyday life.

**Topics:** Introduction to Learning & Cognitive Psychology, Classical Conditioning, Operant Conditioning, Observational Learning, Information Processing, Cognition and the brain, Perception and Attention, Memory, Representation & Organization Knowledge of Memory, Visual Imagery, Language, Problem Solving and Creativity, Reasoning and Decision Making, Human & Artificial Intelligence

**L0742 – 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

**L0756 – 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

**L0766 – OBSERVATION AND INTERVIEW METHODS (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe basic principles of observation & interview; Explain how to conduct observation & interview for assessment; Apply observation and interview technique in various settings; Identify strengths & weakness of observation and interview process

**Topics:** Introduction to observation & interview method; Structuring question of interview & item of observation; Record observation & interview's process; Observation & interview for children; Observation & interview for adult; Make a report of observation & interview's process; Thinking critically about observation & interview's process

**L0774 – EDUCATIONAL PSYCHOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Differentiate educational psychology approaches; 2. Design teaching programs effectively; 3. Explain applications in educational psychology; 4. Identify education problems

**Topics:** Introduction to Educational Psychology, Individual Variations in Learning, Cognitive and Language Development, Social Context and Socioemotional Development, Sociocultural Diversity, Learners who are exceptional, Behavioral and Social Cognitive Approaches, Behavioral Approaches, Social Cognitive Approaches, Information-Processing Approach, Information-Processing Approach, Complex Cognitive Processes, Social Constructivist Approaches, Motivation and Achievement Processes, Students with Achievement Problems, Planning, Instruction, and Technology

Managing Classroom, Alternative Education: Homeschooling, Rumah Singgah, Green School, E-learning, learning, Standardized Test and Teaching, Classroom Assessment.

**L0786 – 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

**L0796 – CLINICAL PSYCHOLOGY (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Describe the basic concepts in clinical psychology (including research and ethics), 2. Describe paradigms of psychopathology, 3. Classify of clinical cases based on proposed DSM V, 4. Explain the etiology and psychological intervention of various adult and childhood psychological disorders.

**Topics:** Basic concepts, Research, ethics and professional practices in clinical psychology, Classification, diagnosis and etiology of adult and childhood psychopathology, Introduction to clinical intervention.

**L0804 – 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)

**L0812 – 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

**L0822 – 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

**L0832 – 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

**L0842 – 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

**L0854 – ORGANIZATIONAL BEHAVIOR AND LEADERSHIP (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: 1. Choose leadership concept that suitable to situation; 2. Describe leadership complexity some variables or aspects that influence leadership effectiveness; 3. Demonstrate solving the problem or leadership phenomenon in some different organization's situation; 4. Identify facts, find some aspects factors or leadership Variables, Connecting related factors and variables.

**Topics:** 1. Introduction (What Is Organizational Behavior?); 2. 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); 3. Group: Foundations of Group Behavior ; 4. Group: Understanding Work Teams; 5. Group: Communication; 6. Group: Leadership, Policies, and Decision Making; 7. Group: Power and



Politics, Conflict and Negotiation; 8. Organization System: Foundations of Organization Structure (+ GSLC); 9. Organization System: Organizational Culture; 10. Organization System: Organizational Change and Stress Management

#### **L0862 – 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

#### **L0874 – 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.

#### **L0886 – 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

#### **L0894 – 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

**L0902 – THESIS PROPOSAL SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Select an appropriate topic for educational psychology's thesis proposal; Discuss the importance of ethical research conduct in term of plagiarism, and intellectual property to human Subjects protocols and public responsibility; Review literature that reflects studies that are relevant to student's thesis; Apply the appropriate research methods to test hypothesis; Compose bachelor's thesis proposal on educational psychology competently both in content and method with an potential advisor or faculty

**Topics:** Getting started, Identify topic on educational psychology, Literature review, Research strategy

**L0912 – 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

**L0922 – 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

**L0932 – THESIS PROPOSAL SEMINAR (2 Credits)**

**Learning Outcomes:** Select an appropriate topic for community psychology's thesis proposal; Discuss the importance of ethical research conduct in term of plagiarism, and intellectual property to human Subjects protocols and public responsibility; Review literature that reflects studies that are relevant to student's thesis; Apply the appropriate research methods to test hypothesis; Compose bachelor's thesis proposal on community psychology competently both in content and method with an potential advisor or faculty

**Topics:** Getting started, Identify topic on community psychology, Literature review, Research strategy

**L0942 – 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

#### **L0952 – THESIS PROPOSAL SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Select an appropriate topic for I/O psychology's thesis proposal; Discuss the importance of ethical research conduct in term of plagiarism, and intellectual property to human Subjects protocols and public responsibility; Review literature that reflects studies that are relevant to student's thesis; Apply the appropriate research methods to test hypothesis; Compose bachelor's thesis proposal on I/O psychology competently both in content and method with a potential advisor or faculty

**Topics:** Getting started; Identify topic on I/O psychology; Literature review; Research strategy

#### **L0962 – 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 Pilars of Learning Organization; Building Learning Organization

#### **L0972 – 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

#### **L0984 – 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

**L0994 – INTERNSHIP (4 Credits)**

This course provides the opportunity to observe the implementation of theories of educational psychology in the work field, and to feel directly the working experience.

**L1002 – CURRENT ISSUES IN EDUCATIONAL PSYCHOLOGY (2 Credits)**

This course provide the current issues related in the educational psychology

**L1014 – INTERNSHIP (4 Credits)**

This course provides the opportunity to observe the implementation of theories of community psychology in the work field, and to feel directly the working experience

**L1022 – CURRENT ISSUES IN SOCIAL PSYCHOLOGY (2 Credits)**

This course provide the current issues related in the community psychology

**L1034 – INTERNSHIP (4 Credits)**

This course provides the opportunity to observe the implementation of theories of industrial & organizational psychology in the work field, and to feel directly the working experience

**L1042 – CURRENT ISSUES IN INDUSTRIAL AND ORGANIZATION PSYCHOLOGY (2 Credits)**

This course provide the current issues related in the industrial & organizational psychology

**L1056 – 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.

**L1066 – 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.

**L1076 – 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.

**L1084 – 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.

**Subject Code: M****M0014 – 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; Wireless Technologies, the Modern Organization, Web 2.0 and Social Networks; Information Systems that Support Organizations; Case Study Discussion 1; Ethics and Privacy; Information Security; Customer Relationship Management and Supply Chain Management; Managerial Support Systems; Acquiring Information Systems and Applications; Case Study Discussion 2

**M0034 – 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.

**M0054 – 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

**M0086 – INFORMATION SYSTEM ANALYSIS AND DESIGN (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the key roles of system analyst and methodology of UP; Define user requirement; Define user requirement using Activity diagram; Draw the user business process using use case diagram; Create class diagram from current business process which it already has created in use case diagram; Create a use case description and a sequence diagram from each use case diagram

**Topics:** From Beginning to End: An Overview of Systems Analysis and Design; The Role of the System Analyst; Investigating System Requirements; Use Case Diagram; Domain Modeling; Extending the Requirements Models; summary

**M0114 – WEB BASED PROGRAMMING (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 the 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; JavaScript – Introduction; JavaScript - Functions and Objects; JavaScript - Conditions, Loops, and Events; JavaScript - Form validation and Dialog Box; JavaScript - Submit Form; JavaScript - Advanced JavaScript Programming; PHP – Preview.

**M0124 – ADVANCED INFORMATION SYSTEMS ANALYSIS AND DESIGN (4 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.

**M0126 – 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.

**M0134 – 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.

**M0154 – MANAGEMENT SUPPORT SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the basic concept of strategic information system and corporate information systems; 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; Artificial Neural Networks for Data Mining; Text and Web Mining; Data Warehousing; Business Performance Management; Collaborative Computer Supported Technologies and Group Support Systems; Knowledge Management; Management Support Systems : Emerging Trends and Impacts

#### **M0164 – END USER INFORMATION SYSTEM (4 Credits)**

**Learning Outcomes:** At the end of this course, the students should be able to: Create Applications Design And Strategic Planning of EUIS Project; Connect the use of Productivity Tools for Individuals and Workgroups; Understand how to Manage Help-Desk Applications; Identify the Basic Concepts of End User Information Systems.

**Topics:** Introduction to End User Information System (EUIS); EUIS strategic planning; Business process reengineering and Job Redesign; Human Factor: H/W, S/W and Workplace Design; Training End-Users; Supports and Help Desk Managements; Analyzing the Advantage and Cost of EUIS Projects (Assessing the Value of IT); EUIS Project Managements: Implementation, Principles, Assessments and Designs; Knowledge Management; Life in Networked Organization; Work Group Computing; EUIS Application to Improve Productivity (Productivity Tools For Individual).

#### **M0174 – OBJECT ORIENTED DATABASE (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use the structural part of the object data model; Use Object Definition Language; Use Object Query Language; Create the manipulation part of the object data model; Build Object Database Application; Build Object Database Design.

**Topics:** Database Approach; Overview of data model; Object Oriented Concept; The structure part of object data model; The Object Definition Language; The Manipulative part of the object data model; Object Query Language; Building Object Database Application; Object database design; Object Relational Database Management System.

#### **M0204 – E-BUSINESS CONCEPT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain concepts, classifications and types of e-business as well as its benefits and limitations; Differentiate characteristics and models of e-business; Design e-business applications; Analyze strategies for implementing e-business in organization

**Topics:** Overview of electronic commerce(EC) session 1; Overview of electronic commerce(EC) session 2; E-Marketplaces : Mechanism, Tools, and Impacts of EC session 3; E- Marketplaces: Mechanism, Tools, and Impacts of EC session 4; Retailing in EC : Products and Services session 5; Retailing in EC : Products and Services session 6; Retailing in EC : Products and Services session 7; Retailing in EC : Products and Services session 8; Consumer Behaviour, Internet Marketing, and Advertising session 9; Consumer Behaviour, Internet Marketing, and Advertising session 10; B2B E-Commerce session 11; B2B E-Commerce session 12; B2B E-Commerce session 13; B2B E-Commerce session 14; Mobile Computing and Commerce, and Pervasive Computing session 15; Mobile Computing and Commerce, and Pervasive Computing session 16; The Web 2.0 Environment and Social Network session 17; The Web 2.0 Environment and Social Network session 18; EC Payment Systems 19; EC Payment

Systems 20; EC Payment Systems 21; EC Payment Systems 22; Fulfilling EC Orders and Other EC Services session 23; Fulfilling EC Orders and Other EC Services session 24; EC Strategy and Global EC session 25; EC Strategy and Global EC session 26

**M0214 – ADVANCED TOPICS IN INFORMATION SYSTEM (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define minimum 7 concepts in advanced information systems; Explain in detail 4 concepts in advanced information systems; Illustrate the application of detail concepts above in the industrial world.

**Topics:** Introduction; Advanced Topics in Information Systems; 1st Paper Submission.

**M0224 – 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

**M0232 – TESTING AND IMPLEMENTATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the foundation for testing project; Explain make a bug testing 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; Staffing and Managing a Test Team; Implementation.

**M0244 – INFORMATION SYSTEM STRATEGY PLANNING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe how EA helps integrate strategy, business and technology; Demonstrate to design of the EA Cube Framework; Examine the purpose of the current and future architecture; Restate an EA in Investment, Project Management, IT Security and Repository.

**Topics:** An Overview of Enterprise Architecture (Case Study: Danforth Manufacturing Co.); The structure and Culture of Enterprises; The Value and Risk of Creating an EA; Implementation Methodology; The Enterprise Architecture Artifacts; The Documentation Framework; Architecture 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 Role of Information Technology Security; The Enterprise Architecture Repository and Support Tools.

#### **M0284 – TECHNOLOGY AND INFRASTRUCTURE OF E-BUSINESS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the basic concepts of infrastructure ebusiness; Explain about how to develop infrastructure ebusiness; Illustrate the need of infrastructure that build ebusiness systems in the business world.

**Topics:** Introduction to e-business and e-commerce; E-business Infrastructure; E-environment; E-business Strategy; E-procurement; E-marketing Strategies; Customer Relationship Management; Networking Fundamentals; Communication Protocols for E-business; Network Security; Authentication, Encryption, Digital Payments, and Digital Money; Server Platforms in E-business; Language for The Web; Searching Mechanism; Multimedia and Webcasting on The Web; Implementation and Maintenance.

#### **M0294 – E-BUSINESS ANALYSIS AND DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain business process reengineering; redesign for e-business with principles and tactics of process redesign; scope an enterprise process; Analyse an enterprise process; integrat of the information technology option; design collaborative supply chain processes for e-business.

**Topics:** Introduction to BPR for E-Business; Key Issues Around BPR and The Evolution of BPR for E-Business; Principles and Tactics of Process Redesign for E-Business; Scoping an Enterprise Process; Foundations of Business Process Modeling and Analysis with BPR Software; Analysis and Redesign of an Enterprise Process; Designing Collaborative Supply Chain Processes for E-Business; IT Integration Options for E-Business Processes.

#### **M0304 – CORPORATE INFORMATION SYSTEM MANAGEMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic concepts and tools of Information Systems and Technology; Explain fact finding based on case study in group discussions; Solve the decision of the case study; Propose of an integration application system activities needed by the Company; Define strategic information requirements and on implement and manage information system and technology by the company.

**Topics:** Managing IT in a Digital World; Computer Systems; Telecommunication and Networking; The Data Resource; Enterprise Systems; Managerial Support Systems; e-Business Systems; Basic Systems Concepts and Tools; Methodologies for Customer Software Development; Methodologies for Purchased Software Packages; IT Project Management; Planning Information System Resources; Leading the Information Systems Function IS Organization Responsibilities and Governance; Information Security; Social, Ethical, and Legal Issues.

#### **M0336 – 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.

**M0374 – 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.

**M0394 – INFORMATION SYSTEM ANALYSIS AND DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define user requirement; Define user requirement using activity diagram; Create class diagram from current business process which it already has created in use case diagram; Draw the user business process using event table and use case diagram; Draw sequence from each use case diagram; Create event and statechart diagram and system sequence diagram from current business process.

**Topics:** The World of Modern System Analyst; Object Oriented Development and The Unified Process; The Requirement Principles; Use Case and Domain Class; Sequence Diagram.

**M0402 – MANAGEMENT INFORMATION SYSTEMS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the modern organization and the information systems in the modern organization; Explain the components of information system; Classify the information systems in the modern organization

**Topics:** The Modern Organization Functioning in a Global Environment; Information Systems and the Modern Organization; Hardware and Software; Managing Knowledge and Data; Ethics and Privacy & Information Security; Electronic Commerce Applications and Issues; Networks & Wireless Technologies and the Modern Organization Network; Information Systems that Support Organization; Customer Relationship Management and Supply Chain Management; Managerial Support System; Review all the materials or Case study discussion or Final Project Presentation

**M0554 – INFORMATION SYSTEM DEVELOPMENT (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: explain Information System Blocks; demonstrate a system development process; classify a Data Flow Diagram and Entity relationship Diagram; demonstrate a UML 2 Diagram.

**Topics:** A Framework for Building System Analysis and Design; Process of System Development; Define System Analysis; Process Modelling and DFD'S; Data Modelling; Introducing to Object Modeling; UML 2 Diagrams.

#### **M0564 – 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 user role and right access to increase security in database system.

**Topics:** Introduction to Databases; Database Environment; The Relational Model; Security and Administration; SQL – Data Definition; SQL – Data Manipulation; Distributed DBMSs – Concepts and Design.

#### **M0574 – DECISION SUPPORT SYSTEM (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; Explain of activities decision support systems; Apply of activities decision support systems; Analyze presentation the topic/idea of application case in decision support systems.

**Topics:** Decision Support Systems and Business Intelligence; Decision Making, Systems, Modelling, and Support; Decision Support System Concepts, Methodologies, and Technologies: An Overview; Application Case; Modelling 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.

#### **M0584 – 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.

#### **M0594 – 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.

**M0604 – 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.

**M0624 – INFORMATION TECHNOLOGY VALUATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain how the right questions focus on affordability and impact; Explain about costs and resources; Demonstrate how to plan for the right results; Demonstrate how to make the right decisions; Describe examples on the right things.

**Topics:** Define the Goals; Ask the Right Question; Connect to the bottom line; Understand Costs and Resources; Case Study; Focus on the right things; Adopt effective process to produce action; Tackle the practical problems; Make the right decisions; Plan for the right result; Keep Score.

**M0724 – BUSINESS INTELLIGENCE (4 Credits)**

**Learning Outcomes:** After complete this courses student will be able to: Demonstrate the planning process of Business Intelligence; Produce the design of Business Intelligence on an organization; Connect the implementation of Business Intelligence with business success; Explain the role of Business Intelligence within the organization; Show the assets of information technology required in the implementation of Business Intelligence; Show the factors that can support the success of Business Intelligence within the organization.

**Topics:** Value of Business Intelligence; Identifying and Prioritizing Business Intelligence; Business Intelligence Readiness; Business Intelligence Pathway Method; Business Intelligence in the Broader Information Technology Context; Planning for Success; Business Intelligence Environment; Business Models and Information Flow; Data Warehouses, Online Analytical Processing, and Metadata; Business Rules; Data Profiling; Data Quality and Information Compliance; Information Integration; The Value of Parallelism; Alternate Information Contexts; Data Enhancement; Knowledge Discovery and Data Mining; Using Publicly Available Data; Leading and Managing Business Intelligence; Important Ways Business Intelligence Can Drive Profit Improvement; Common Mistakes on Business Intelligence; A View Over the Horizon; Final Project.

**M0734 – BUSINESS PROCESS REENGINEERING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Business Process Management Concepts and Architecture; Analyze Business Process Reengineering for Development; Analyze Business Process Reengineering for Implementation; Analyze Case Studies Business Process Reengineering for Development and Implementation; Argue Case Studies of Business Process Reengineering for Development and Implementation.

**Topics:** Introduction/Overview of Business Process Management; Introduction/Overview of Business Process Reengineering; Why is it important to improve business process before automating them?; When should do BPM,

what are the main drivers and triggers?; Who should be involved in BPM?; Why are organizational strategy and process architecture important in BPM Implementation?; What are the critical success factors in a BPM Project?; What are critical implementation aspects for a BPM solution?; Framework overview and Guidelines on How to Use the Framework; Organization Strategy Phase and People Phase; Process Architecture Phase; Understand Phase and Innovate Phase; Develop Phase; Implement Phase; Realize Value Phase; Sustainable Performance Phase.

#### **M0744 – DATABASE MANAGEMENT (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; Data Warehousing Concepts; Data Warehousing Design; OLAP; Data Mining.

#### **M0754 – DATABASE DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use RDBMSs: Office Access and Oracle; Create database design as suitable Database Life Cycle; Use Fact Finding Techniques; Create Entity Relationship Modelling; Create normalization; Create databases which includes 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; Methodology – Monitoring and Tuning the Operating System.

#### **M0764 – E-BUSINESS MARKETING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain The Model of Online Environment; Explain E-Marketing Concept; Explain the Value Bubble; Explain the Marketing Mix; Explain the E-Marketing Strategies.

**Topics:** Overview of E-Business Marketing; Marketing Mix; Communication Process Model; The Value Bubble; E-Marketing Bubble; E-Marketing Strategies; E-Consumer Behaviour; Customer Relationship Management; Multi Channel Marketing; Online Branding; E-Marketing Planning; Case Study; The future of E-Marketing.

#### **M0774 – 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.

**M0782 – TEXT MINING CONCEPT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the basic concepts, core text mining operations and text mining pre-processing techniques; Analyse huge text collections, outline the major algorithms for performing text clustering and text pre-processing techniques; Apply probabilistic model for information extraction and pre-processing applications that use the probabilistic models; Analyse main aspects related to browsing large document collections and visualization techniques used either to visualize the document collection or the results obtained from the text mining operations.

**Topics:** Introduction/Overview of text mining; Text mining pre-processing Technique; Categorization; Clustering; Information Extraction (IR) models search using duplicate data; Probabilistic models for IE; Pre-processing applications using probabilistic and hybrid approaches; Visualization approach; Browsing and query refinement; Link analysis; Text mining application.

**M0792 – 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.

**M0804 – E-LEARNING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify e-Learning Trends and Strategy; Explain e-Learning Types; Explain e-Learning Tools and Technology; Explain e-Learning Content and Another Aspect; Design e-Learning Application.

**Topics:** The Business Calculations and Business Objectives of e-Learning; E-Learning Strategies; Types of E-learning; Tools for Accessing e-Learning; Web 2.0; Web 2.0 Technologies; Web 2.0 Trends for e-Learning; Tools for Offering e-Learning; Component of an Effective Course; Graphics and Multimedia; Tools for Creating e-Learning Content; Standards and Integration.

**M0812 – E-BUSINESS SECURITY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe fundamental E-Business and Information Systems Security; Distinguish E-Business and Information Systems attacks including their protections; Construct the information security function is positioned within organizations; Justify management's responsibilities and role in the development, maintenance and enforcement of E-Business & Information Systems security policy.

**Topics:** Security is the Result of Risk Assessment & Management; Properties of a Good Network Environment; Computer Security Fundamentals; Threats to Network Security; Techniques & Technology for Security

Management; Managing System Protection; Cryptography and Its Application; Wireless Security; Disaster Planning: Preparation, Response & Recovery; Network Design & Project Management; Security Management; Legal & Ethical Issues.

**M0824 – DATA MINING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain data mining concepts and techniques; Analyze collection of data and techniques for pre-processing the data before mining; Analyze case studies and design data mining techniques to solve problems by extracting knowledge from data; Assess trends and applications related to data 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; Classification: Advanced Methods - Lazy Learners (or Learning from Your Neighbors); Mining Frequent Patterns, Associations, and Correlations: Basic Concepts and Methods; Advanced Pattern Mining; Advanced Pattern Mining (2); Cluster Analysis: Basic Concepts and Methods; Advanced Cluster Analysis; Advanced Cluster Analysis (2); Outlier Detection; Data Mining Trends and Research Frontiers

**M0834 – E-BUSINESS STRATEGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the E-Business strategy frame work; Analyze internal and external environment of E-Business; Choose the strategy options and choose the appropriate E-Business strategy; Explain the concept Competitive Advantage and Exploiting Opportunities; Explain the roadmap for E-Business strategy; Explain the mobile e-commerce.

**Topics:** Key Terminology and Evolution of E-Business; Overview of E-Business Strategy Frame Work; External Analysis: the Impact of the Internet on the Macro Environment and on Industry Structure of E-Business Companies; Internal Analysis: E-Business Competencies as Source of Strengths and Weaknesses; Strategy Option in E-Business Market; Sustaining a Competitive Advantage Over time; Exploiting Opportunities of New Market Spaces in E-Business; Creating and Capturing Value through E-Business Strategies:the Value Process Framework; Choosing the Appropriate Strategy for the Internal Organisation of E-Business Activity; Choosing the Appropriate Strategy for Interaction with Suppliers; Choosing the Appropriate E-Business Strategy for Interacting with User; Moving from Wired E-commerce to mobile e-commerce; Roadmap for e-business strategy implementation.

**M0844 – INFORMATION SYSTEM SECURITY (4 Credits)**

**Learning Outcomes:** Explain the technical aspects of information systems security, nature, scope, technical system, technical specification, cryptography and technical and network security for combating threat; Define formal aspects of information systems security, planning, designing and risk management, overall good information system security; Identify informal aspects of information systems security, corporate governance and culture for information system security in developing each; Describe regulatory aspects of information systems security, Information System Security standard, legal aspect and computer forensic for writing policies

**Topics:** Information Systems Security: Nature And Scope; Security Of Technical Systems In Organizations: An Introduction; Models For Technical Specification Of Information Systems Security; Cryptography And Technical Information Systems Security; Network Security; Security Of Formal Systems In Organizations: An Introduction;

Planning For Information Systems Security; Designing Information Systems Security; Risk Management For Information Systems Security; Security Of Informal Systems In Organizations: An Introduction; Corporate Governance For Is Security; Culture And Information Systems Security; Information Systems Security Standards; Legal Aspects Of Information Systems Security; Computer Forensics

**M0864 – PROGRAMMING I (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply the Object Oriented concept, Choose the right GUI concept, Construct an application with GUI component, Apply the GUI component with the Object Oriented concept.

**Topics:** Review Fundamental Java Programming; Java GUI Container; Component and Layout Manager; Graphics; Event-Driven Programming; Creating User Interfaces; Java Applets; Inheritance; Polymorphism; Interface; Database Access; Database Operation; Multimedia.

**M0874 – PROGRAMMING II (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Apply basic programming concept using Visual C#; Apply the object oriented concept; Create an application with GUI Component; Apply the GUI Component with the Object Oriented Concept.

**Topics:** Introduction to Net; Introduction to C#; Control Structures; Methods; Arrays; Object-Oriented Programming: Inheritance; Object-Oriented Programming: Polymorphism; Graphical User Interface Concepts: Part I; Graphical User Interface Concepts: Part 2; Strings, Characters, and Regular Expressions; Database, SQL, and ADO .NET-Part I; Database, SQL, and ADO .NET-Part II; Graphics and Multimedia.

**M0884 – ADVANCED WEB-BASED PROGRAMMING (2/2 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 My SQL; MYSQL Database; Using My SQL and E-Commerce; E-Commerce and Security; Advanced PHP Techniques; Advanced PHP; Building Practical PHP and MySQL Project; Implementing PHP MYSQL; Project PHP MYSQL.

**M0892 – 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



**M0924 – APPLIED DATABASE I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Basic Oracle Database; Analyze What is required in database system from the perspective of a particular job role (such as Manager or Supervisor) or enterprise application area (such as marketing, personnel, or stock control); Create SQL commands; Create Advance scripts; Combine PL/SQL commands in procedures and functions; Create Packages

**Topics:** Introduction & Select Statement; Restricting, Sorting Data & Using Single-Row Functions to Customize Output; Reporting Aggregated Data Using the Group Functions & Displaying Data from Multiple Tables; Using Sub queries to Solve Queries & SET Operators; Manipulating Data & Using DDL Statements to Create and Manage Tables; Creating Other Schema Objects Categorize simple and complex views and compare them; Managing Objects with Data Dictionary Views; Controlling User Access & Manage Schema Objects; Manipulating Large Data Sets; Generating Reports by Grouping Related Data & Managing Data in Different Time Zones; Hierarchical Retrieval; Regular Expression Support; Introduction to PL/SQL & Declaring PL/SQL Identifiers; Writing Executable Statements & Interacting with the Oracle Server; Writing Control Structures; Working with Composite Data Types; Using Explicit Cursors; Handling Exceptions & Creating Stored Procedures & Functions; Introduction PLSQL Dev & Creating Stored Procedures; Creating Stored Functions; Creating Packages & Using More Package Concepts; Utilizing Oracle Supplied Packages in Application Development & Dynamic SQL and Metadata; Design Considerations for PL/SQL Code; Managing Dependencies & Manipulating Large Objects; Creating Triggers; Applications for Triggers & Understanding and Influencing the PL/SQL Compiler.

**M0934 – APPLIED DATABASE II (4 Credits)**

**Learning Outcomes :** On successful completion of this course, student will be able to: Use Oracle Report Developer; Create Web Reporting; Create PL/SQL Triggers Code; Use Oracle Form; Create Debugging and Query Triggers; Create Multiple Form Applications.

**Topics:** Oracle Reports Developer; Creating a Paper Report; Enhancing a Basic Paper Report; Managing Report Templates and Creating a Web Report; Enhancing Reports Using the Data Model: Queries and Groups; Enhancing Reports Using the Data Model; Enhancing Reports Using the Paper Layout; Controlling the Paper Layout; Web Reporting and Extending Functionality Using XML; Creating and Using Report Parameters; Embedding a Graph in a Report and Enhancing Matrix Reports; Coding PL/SQL Triggers; Use Extending Functionality, Maximizing Performance and Efficiency Guidelines; Forms Developer; Creating a Basic Form Module; Creating a Master-Detail Form and Working with Data Blocks; Working with Text Items and Creating LOVs; Creating Additional Input Items and No input Items; Creating Windows and Content Canvases; Introduction to Triggers and Producing Triggers; Debugging Triggers and Adding Functionality to Items; Run Time Messages and Query Triggers; Validation; Navigation, Transaction Processing and Writing Flexible Code; Sharing Objects Code and Using WebUtil to Interact with the Client; Introducing Multiple Form Applications.

**M0944 – 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

**M0954 – 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.

**M0962 – 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.

**M0972 – APPLIED ERP III (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Understand the process of making, changing and performing material master records, vendor master records, and purchasing information records, purchase requisitions, requests for quotations, contracts, and purchase order; Input data of good receipts and invoices; distinguish material valuation according to the moving average price procedure and valuation according to the standard price procedure.

**Topics:** The Procurement Process: Basics; Master Data; Procurement of Stock Material; Procurement of Consumable Material; Procurement of External Services; Automated Procurement; Reporting and Analysis Functions; Integration.

**M0982 – 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.

**M0992 – 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.

**M1006 – 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.

**M1016 – INFORMATION SYSTEM MINOR PROJECT\* (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Choose the user requirement; Create an analysis of current business process; Create an analysis of revision from current business process; Create a design input, database and output.

**Topics:** Introduction of Minor Project; Determine user requirement; Determine user problem and limitation; Company Survey; Analysis The Current system; New Analysis Solution for Current System; Design Input & Database; Design Database; Design Report; Conclusion; Final Checking from chapter 1 to 5; Soft Copy Collection; Seminar Minor Project.

**M1022 – ADVANCED TOPICS IN INFORMATION SYSTEM (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define minimum 7 concepts in advanced information systems; Explain in detail 4 concepts in advanced information systems; Illustrate the application of detail concepts above in the industrial world.

**Topics:** Introduction; Advanced Topics in Information Systems; 1st Paper Submission.

**Subject Code: N****N0024 – 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.

**N0034 – 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.

**N0044 – 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 Tsukurerun 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

**N0054 – 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.

**N0346 – 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.

**N0514 – 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).

**N0524 – WRITING AND READING II (KAKIKATA TO YOMIKATA II) (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:** Radicals 2 (Top and bottom); Radicals 3 (enclosure etc); Radicals 4 (meaning + sound); Kanji for Human Relationships; Kanji For Adjectives 2; Kanji for Verbs 2 Movement; Fukushuu 1; Kanji for Position; Suffixes 1 Places and Affixes 1 Places; Administrative Divisions; Kanji for Verbs 3; Kanji Compounds 1; Fukushuu 2.

**N0534 – 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

**N0544 – 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

**N0552 – 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.

**N0572 – 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 goeography, 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 Acomodation; 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, Hyougo); Chubu Region (Pref. Aichi, Gifu, Ishikawa and Toyama) and Chugoku-Shikoku Region (Pref Yamaguchi, Shimane, Hiroshima, Kouchi); Kyushu Region (Pref Nagasaki, Oita and Fukuoka) and Okinawa

**N0582 – CONTEMPORARY JAPANESE SOCIETY (GENDAI NIHONJIN SHAKAI) (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Describe the condition of modern Japanese society and; Describe the phenomena appeared in modern Japanese society.

**Topics:** Condition of modern Japanese society; Population systems; Increase in number of senior citizen; Decrease in number of birth; Family systems of modern Japanese; Education of modern Japanese; Problems in education; Modern Japanese woman; Female employee after second world war; Work and business; Japanese economics; Communication systems; Popular culture.

**N0602 – 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.

**N0612 – INDONESIAN – JAPANESE TRANSLATION (I-NICHU HONYAKU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: The Nature of Translating; Grammatical Analysis; Referential Meaning; Implicit Meaning; idioms-idioms in advertisement; idioms-idioms in newspaper articles and magazines; idioms-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.

**Topics:** Translating advertisement; Translating recipe; Translating introductory statement; Translating explanatory sentence; Translating letters and postcards; Translating conversation; Translating magazine articles; Translating phrases that express one's opinions; Translating novel/short story; Translating information; Translating newspaper articles.

**N0672 – 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 Phonetic; Onsetsu to mora; Accent to intonation; Japanese Phonology; On'in; Japanese Morphology; Gorui/ Hinshi; Gokeisei

**N0702 – 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.

#### **N0742 – 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.

#### **N0752 – 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.

#### **N0802 – 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

#### **N0812 – 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; Choose correct words for writing report/paper; Read academic paper written in Japanese; Write academic paper/report using advanced vocabularies in Japan.

**Topics:** How to write on Genkoyoushi; Writing Style; Japanese Essay; Reading Japanese Paper/report; Writing and report.

#### **N0892 – 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; Jyoukentsukishoshiki; Creating graphs.

#### **N0902 – 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

#### **N0934 – 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

#### **N0944 – 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.

#### **N0954 – 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 tsukureru 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.

#### **N0964 – JAPANESE IV (NIHONGO IV) (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Develop and use sentence patterns that have been studied.

**Topics:** Okurete sumimasen; Tomodachi ga dekita kadouka, shimpai desu; Nimotsu wo azukatte itadakemasenka; Boonasu wa nani ni tsukaimasuka; Yasashiii sou desune; Kono shashin mitai ni shite kudasai; Isshoukenmei renshuu shita noni; Mou sugu tsuku hazu desu; Konyaku shita sou desu; Yasumasete itadakemasenka; Sonkeigo; Kokoro kara kansha itashimasu; Fukushuu (kimatsu shiken); Fukushuu.

#### **N0984 – 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.

#### **N0994 – 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.

#### **N1002 – 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.

#### **N1012 – 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.

**N1084 – 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.

**N1112 – 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.

**N1132 – 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.

**N1152 – 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

**N1162 – JAPANESE LITERATURE (NIHON BUNGAJU) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Japan's literature in each period; Perform presentation; Explain about poetry, prose and drama; Produce paper about Japanese Literature.

**Topics:** Literature in Jodai ,Heian Period; Literature in Chusei, and Pre modern; Literature in Modern and early post war; Japanese Poetry; Japanese Prose (Famous novel and novelist); Japanese Prose (Woman's novelist); Japanese drama (Kabuki,No); Japanese drama (Bunraku, Modern drama); Theory of Literature; Japanese culture theme in literature; Analyze Novel Presentation; Japanese Song.

**N1172 – 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.

**N1182 – 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.

**N1192 – 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.

**N1202 – PUBLIC RELATION (KOUTEKI KANKEI) (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain Basic Concept of Public Relation ; Explain Basic Concept of planning in PR Programs; Demonstrate Good Communication Skills.

**Topics:** Basic Concept of Public Relation; Public Opinion; Public Relation and Communication; Communication Skills; Public Relation and Organization; Leadership in Public Relation; Planning in PR Progm; Pers; Japanese PR; Communication promoting.

**N1214 – JAPANESE BUSINESS CORRESPONDENCE I (NIHON NO BIJINESU RETA-) (4 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.

**N1224 – JAPANESE BUSINESS CORRESPONDENCE II (NIHON NO BIJINESU RETA-OUYOU) (4 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.

**N1232 – 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.

**N1242 – 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.

**N1252 – 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.

**N1262 – 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

**N1272 - 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.

**N1282 – 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; euphemism; 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.

**N1293 – INTERPRETING FOR TOURISM\* (KANKOU NO TAME NO TSUYAKU) (3 Credits)**

**Learning Outcomes:** By the end of this course, the 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

**N1302 – 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.

**N1313 – 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.

**N1323 – PRACTICAL JAPANESE CULTURE (NIHON BUNKA TAIKEN)\* (3 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Compare the result of culture with philosophy of life of Japanese society; Apply their knowledge in studying language as the result of culture; Relate philosophy of life with culture.

**Topics:** Origami; Ikebana; Shodo; Bon Odori; Anime; Manga; Kami Art; Fenomena Masyarakat Jepang = phenomenon of Japanese society ; Upacara Minum Teh ala Jepang = Japanese tea ceremony; Lagu anak-anak Jepang = Japanese children's song; Nihon Ningyoo; Kimono dan Yukata; Nihon Ryoori.

**N1332 – 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, contemporerer novels translation such as: science fiction; crime; mystery; history; true story.

**N1342 – 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.

**N1354 – 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.

**N1362– 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.

**N1374– 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.

**Subject Code: O**

**O0012 – INTRODUCTION TO SOCIAL ANTHROPOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain concepts of social anthropology; Apply the concepts and element of culture in the community interaction; Perform a scientific analysis of the concepts and elements of culture in society.

**Topics:** Definition of Anthropology; Human Origins; Society; Culture; Dynamics of Culture in Society; Language as a Means of Communication; Kinship and Family; Economic Systems; Gender; Religion; Art; Tools and Technology; Social Change.

**O0032 – 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.

**O0054 – 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

**O0062 – INTRODUCTION TO COMMUNICATION SCIENCE (2 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 – Definitions and Theories; The Field of Communication; The Evolution of Communication Theory; Communication – Basic Life Process; Fundamentals of Human Communication; Information Reception; Verbal and Non Verbal Messages; Media; The Individual; Relationships; Organizations; Cultures and Societies; Public and Mass Communication.

**O0072 – INTRODUCTION TO PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student 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.

**O0084 – QUANTITATIVE AND QUALITATIVE RESEARCH METHODS (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Understand definition of quantitative and qualitative research; 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:** Definition of quantitative and qualitative research; Scientific research; Problem formulation; Preliminary data collection; Literature survey; Research variable; Theoretical frame work; Hypothesis; Research design; Experiment design; Variable measurement; Data collection; Sampling; Data analysis; Research proposal; Research report.

**O0104 – 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 (SIT); Coordinated Management of Meaning (CMM); Cognitive Dissonance Theory (CDT); Expectancy Violations Theory (EVT); Uncertainty Reduction Theory (URT); Social Penetration Theory (SPT); Social Exchange Theory (SET); Cultural Studies; Cultivation Analysis (CA); Uses and Gratifications Theory (UGT); Spiral of Silence Theory (SST).

**O0124 – SOCIAL CHANGE AND GLOBALIZATION (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain the process of Globalization and Social Change; Differentiate the Character of Social Change; Compare concepts of social change which generated by globalization process; Analyze the Perspectives of social politics and culture

**Topics:** Introduction: A view of social change; Perspective of social change: Cycle theory; Perspective of evolution theory; Perspective of conflict theory/Dialectic; Perspective of Structural-Functional theory; Perspective of Psychological Social theory; Perspective of Modern Theory; Internal and External factors of social change theory; The mechanism of social change; The patterns of change; The direction of social change: Globalization; The strategy of change; Revolution: the ultimate of change

**O0134 – STATISTICS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Interpret and use symbolism, and basic definitions used in statistics, Analyze the descriptive and Inferential statistics, Interpret the hypothesis test, Demonstrate counting probability and expectation, Analyze data using ANOVA, Create the regression formula base on data.

**Topics:** Data and Statistics, Descriptive Statistics, Discrete Probability Distributions, Continuous Probability Distributions, Sampling and Sampling Distributions, Interval Estimation, Hypothesis Testings, Statistical Inference About Means and Proportions with Two Populations, Inferences About Population Variances, Tests of Goodness of Fit and Independence, Analysis of Variance ( ANOVA ), Simple Linier Regression.



**O0144 – THEORY OF MASS COMMUNICATIONS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Discuss an understanding of what constitutes a “theory” and how the scientific method works in building and advancing theory; Recognize how to meaningfully apply mass communication theory to the practical daily work of journalists, advertisers and public relations professionals; 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: component, process and function; The appearance of mass communication; Mass media: concept and definition; The growth of mass communication; Mass communication and modern society; Mass media and culture; Communication technology and globalization; Media: content, analysis, reality and variety of style; Normative theory about structure and media appearance; Theories of media, culture and society; Audience and media; The effect of mass media and social impact of information technology; Media convergence and Mass media trend at present.

**O0154 – PUBLIC SPEAKING (MC/PROTOCOL) (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 in communication, 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 Audience, 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.

**O0162 – INTRODUCTION TO JOURNALISTICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Write news article in the print media; Explain the difference between the press and journalism as a field of activity in the mass media industri; Identify The activity or work to be done at every stage of making a story; Produce proposals feature and investigative reporting; Explain the difference in making the news on radio and television; Identify any norms and regulations pertaining to the field of press and journalism in the mass media.

**Topics:** Press and Journalism; Mass Media Organisations; 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.

**O0174 – INTER CULTURE 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; 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

**O0182 – INTRODUCTION TO MARKETING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain marketing environment factors that impact to the success the marketing strategy design; Describe marketing strategy factors required to design a proper marketing program; Analyze marketing strategy and program suitable to the situation of markets, consumers and stakeholder's expectations.

**Topics:** Creating and Capturing Customer Value; Analyzing the Marketing Environment; Consumer Markets and Consumer Buyer Behavior; Customer-Driven Marketing Strategy; Products, Services, and Brands; New-Product Development and Product-Life Cycle; Pricing Strategies; Marketing Channels; Retailing and Wholesaling; Integrated Marketing Communications; Advertising and Public Relations; Personal Selling and Sales Promotion; Direct and Online Marketing.

**O0192 – ADVERTISING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Analyze prove a successful marketing strategy and marketing strategy that failed; Explain Understand how & what we must do the role of advertising as part of the marketing Communication; Demonstrate the role of advertising as part of the marketing communication; Produce conclusions arising impacts for companies that advertise and society .

**Topics:** The Advertising Context; The Theoretical Background to Advertising: How Advertising Works The Nature of Communication Process; The Importance of Integrated Marketing Communication (IMC); The Importance of Branding and the Advertising Contribution; Marketing Strategy and Analysis for Advertising; Agency Structures and the Client/Agency Relation; Analyses The Advertising Audience; The Role of Segmentation, Targeting and Positioning; The Contribution of Market Research; Defining Advertising Objectives and Strategy; Creative Strategy and Tactics in Advertising; Media Planning, Objectives, and Strategy; Other Areas of Advertising.

**O0204 – CHINESE LANGUAGE I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recite basic Chinese vocabularies; Practice how to pronounce Chinese words and vocabularies in correct pronunciation and intonation; Demonstrate conversation by using basic vocabularies.

**Topics:** The basic Chinese phonetic and tone; Introducing self; Nationality; Job; Review I; Age; Friends; Address; Family; Review II; Time; Introduce friends; Birthday; Place; Buy; Review III; Telephone; Place II; Transportation; Asking and offering.

**O0214 – MASS COMMUNICATION RESEARCH METHODS (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Compare the fundamentals of scientific and Identify the various approaches in social research and media studies; Describe and interpret models and theories in communication and media research; Describe approaches and methodologies in media and mass communication research; Formulate a research question, which explain the motivation for a project and its significance and writing up a research paper emphasizing on empirical social scientific research.

**Topics:** Knowledge and Scientific Research; Basic Concepts of Communication Research; Qualitative and Quantitative Research; Media Research Methods; Traditional Theories; Persuasion Theories; Media Theories; Message- oriented Research; The Audience; Media Effects; Violence and Aggression; Media and the Social Construction of Reality; Media and Politics.

**O0222 – 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; Use the concept of public opinion in communication; Analyse meaning, foundation, and definition of public opinion; Create the relationship between the data usage and public opinion in communication.

**Topics:** Freedom of Expressing Opinion; The Scope of Public Opinion; The Dynamic of Public Opinion; Mass Communication and Public Opinion; Propaganda and Public Opinion; Gossip and Rumors In Public Opinion; The Role of Mass Media In Shaping Public Opinion; Economy and Public Opinion; The usage of Public Opinion in General Election (Voting); Polling Techniques and Public Opinion; Polling Methodology; Measuring Image through Public Opinion.

**O0242 – PHYLOSOPHY AND ETHICS OF COMMUNICATION SCIENCE (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify the principles of philosophy and ethic communication; Explain the principles and communications strategies based on philosophy and ethics; Apply philosophy and ethics principles in several professional skills.

**Topics:** Introduction; Aspects and perspectives of philosophy; Philosophy perspectives in communication science; Positivism and post positivism; Ethics perspective in communication; Principles of philosophy and ethics in communication; Press freedom and ethics problem; Freedom of information and public accountability; The urgency of openness information and good governance; Public service and politics logic; Communication ethics and pornography problem; Facing the violence in media; Public regulation dilemma expressing freedom and responsibility.

**O0254 – CHINESE LANGUAGE II (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Demonstrate and develop dialog that have been studied; Use topics that have been studied into a simple dialog; Describe the relationship between the topics that have been studied with the real condition; Design dialog based on the topics that have been studied.

**Topics:** Will you join us?; I can't go; Making telephone calls & Booking a room; I am sorry; This picture is really beautiful; Congratulations; It is colder today than it was yesterday; I also like swimming; Please speak slowly; The scenery is very beautiful there; You've left your purse (or wallet) here; Speak Chinese, make a purchases, friend

gets sick; I have a headache; Are you better now; I'll return home; First time I abroad; We are sorry to see you go; Is this the place for checking luggage.

**O0274 – INTEGRATED MARKETING COMMUNICATIONS (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Manage the usage of Integrated Marketing Communication, Use the concept of Integrated Marketing Communication, Analyse meaning, position, and the Role of IMC in Marketing Communication, Create the relationship between the ideas and the tools of IMC.

**Topics:** The nature of IMC process, Introduction of IMC, Marketing Mix and Communication Process, Key Feature of IMC, Interactive Marketing, Customer service, The role of IMC in the Marketing Process, Strategic planning and IMC, Marketing Communication Strategy, The Nature of Strategy, Strategic issues: The Internet, Brand Equity and CRM Strategy, Channel Strategy.

**O0282 – ORGANIZATION COMMUNICATION (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Define organizational communication; Explain the differences between horizontal and vertical communication; Explain the differences between internal and external communication; Analyze internal and external media used in organizational communication; Analyze the components of successful organizational communication

**Topics:** Basic concept of organizational communication; The structure of organization; Verbal and Nonverbal communication in organization; Vertical and Horizontal communication; Networks and Channels in Organizational Communication; Internal Communication; Small group and team communication; Symbolic behavior; Leadership in organization; Conflict management in organization; External communication; Organization and changing environment; New communication technology

**O0294 – PROFESSIONAL IMAGE AND ACTING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify the basic concepts of professional image and acting, Demonstrate observing the application of professional image and acting concepts in their everyday activities, Apply every element and concept of professional image and acting in a communication world, Demonstrate readiness to deal with the principles and the central ideas of important concepts in the Professional image and acting based on communication disciplines, Examine the practical, engaging, and relevant ways in which concepts operate in life.

**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.

**O0302 – MASS COMMUNICATION SOCIOLOGY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe human sociological communication and the problems surrounding human being interaction; Explain the substance of materialism and idealism and how to understand the twos ideological meaning; Apply human communication in the process of interaction among others.

**Topics:** The Origin of Communication Sociology; Human As Social Being; Structure and Social Process; Social Interaction; Media Effects; Mass Media and Society; Media Institution; Print Media; Electronic Media; Media Culture; Gender and Communication; Social Analysis Pattern; Analysis Media & Globalization.

#### **O0312 – INTRODUCTION TO PUBLIC RELATIONS (2 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Give a definition of the tasks of the Public Relations which is in accordance with two-way communication between companies and communities; Describe several types of public relations activities, including strengths and weaknesses of their activities, and also how to overcome their duties; Produce a positive value in corporate relations with the community.

**Topics:** Development of public relations in Indonesia; Tasks of Public Relations; Public relations as an internal work unit; Organizing an internal public relations career; Criteria of the Indonesian public relations profession; The relation between public relations and marketing communication; Ethics and professionalism of public relations; Public relations and corporate brand assets; Public relations, media, and media relations; Public relations, communication, and public opinion; Public relations, corporate relations in government; Public relations, management relationship and labor.

#### **O0342 – PUBLIC RELATIONS MANAGEMENT (2 Credits)**

**Learning Outcomes:** After completing this course, the students will 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:** Public relations as a tool of management; Public relations, defining the problems of public relations; Public relations, making plans and programs; Public relation, taking action and communicating; Evaluation program of public relations; Public relations to build credibility and accountability; The role of public relations in non profit organization; The role of public relations in an association and international association; Interactive digital public relations; Management issues; Public relations and integrated marketing communications; External public relations.

#### **O0362 – CONSUMER BEHAVIOR (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Have integrated and strong foundation, and be creative person to become practitioners of domestic and international marketing; Explain the role of studying the consumer behaviour in marketing; Show working models of consumer behaviour; Describe the influence and role of the factors that influence consumer behavior related to their decisions.

**Topics:** The concept of Consumer Behavior; Motivation, Personality, and Emotion; Perception; Attitude; Lifestyle; Cross Culture in Consumer Behavior; Segmenting, Targeting, and Positioning; Marketing Strategy and Consumer Behavior; Outlet Selection and Product Purchase; Diffusion and Innovation; Organizational Buying Behavior; Post Purchase Process; Research Consumers.

**O0404 – RADIO AND TELEVISION SCRIPT WRITING (4 Credits)**

**Learning Outcomes:** After completing this course, the student will be able to: Draw conclusions of theoretical positions of radio and television in broadcasting communication system; Create a pattern of journalistic and non-journalistic scripts for radio and television; Demonstrate radio and television scripts through management process of communication message.

**Topics:** Basic conceptualization of broadcasting communication; Basic conceptualization of radio and television; Characteristics of the programs, radio and television audiences; Script as a process of creativity management of communication message; Planning radio scripts; Writing non-journalistic scripts for radio; Production of radio scripts: journalistic and non-journalistic; Evaluation of the radio scripts; Planning television scripts; Production of television scripts.

**O0414 – COMPUTER/MULTIMEDIA (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Choose suitable application to deal multimedia elements and create multimedia application; Use Multimedia elements in a multimedia application; Describe interactive multimedia principles and development in the future.

**Topics:** Raster Introduction; Working with Tools and Layer; Working with Path; Working with Text; Flash Basic Interface; Flash Basic Animation; Flash Layer; Flash Scene & Label; Sound in Flash; Navigation in Flash; Button in Flash; Text in Flash; Action Script in Flash.

**O0442 – BUSINESS LAW (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain law, law relating to business in general and its organizations, Apply the basic principles of business agreement and the use in business, Classify the legal aspects relating to financial business and business risk, Classify the legal aspects relating to creative business, Classify the legal aspects relating to business media specifically, Apply the use of alternative dispute settlement in business

**Topics:** Introduction to Legal Studies and Business Law, Legal Agreements, Legal Aspects of Company, Limited Liability Company, Labor and Employment Law, Anti Monopoly Competition Law and Consumer Protection law, Collateral and Banking Law, Law of Bankruptcy and Suspension of Payment, Legal aspect of Insurance, Intellectual Property Rights Law, Legal aspects of Information and Electronic Transaction, Law on the Press and Broadcasting, Business Dispute Resolution and Alternative Dispute Resolution.

**O0472 – PRODUCER AND PROGRAMMA (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the differences between radio and television programs, Identify duties of producer in radio and television, Design a program plan for radio and television, Evaluate the quality of programs and men powers, Formulate production cost.

**Topics:** Basic Understanding of Radio and Television Programs, Introduction to Television Production, The Television Producer, The Pre-Production Stages, The Production Stages, The Post-Production Stages, The Radio Producer, Producing for Radio, The News Program, The Non News Program, Planning for TV News Program, Planning for Radio News Programs, Issues in Producing.

**O0494 – AUDIO – VIDEO EDITING (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Planning audio visual and producing audio video editing; Understand the stages of production; Make a research on the subject as the basis for a story or script audiovisual project; Practic Camera and other Equipment's; demon production field; Equipment and editing tools; Compositing in Prost production & authoring print.

**Topics:** Introduction Video Editing; Pre production; Production; Post Production.

**O0504 – INTERNSHIP (4 Credits)**

**Learning Outcomes:** This course introduce the students with condition in workplace such as publication, radio station, television station, production house of drama series and film and advertising.

**Topics:** According to the topic of apprenticeship.

**O0516 – THESIS (6 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to conduct research with qualitative and quantitative approaches.

**Topics:** Quantitative Research: Determining problems, hypothesis, variable concept, 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; Qualitative Research: The background of problems, objective, methods in qualitative research, data analysis, writing report.

**O0554 – PRESS PUBLICATION (4 Credits)**

**Learning Outcomes:** This course provides students with the development of publication and its application, publication in society, the understanding of communication that occur in society, and the development of press publication in print-journalism.

**O0574 – INDONESIAN LANGUAGE FOR JOURNALISM (4 Credits)**

**Learning Outcomes:** After completion of this subject, students will be able to analyze the usage of Indonesian language according to EYD, specifically Indonesian language for news writing; Assess the usage of communicative language in news writing technique; Use the language that is easy to understand and be able to reach all of readers from various social levels.

**O0582 – POLITICS COMMUNICATION (2 Credits)**

**Learning Outcomes:** After completion of this subject, students will be able to Identify the various concepts, theories and political communication phenomena; Analyze a variety of political communication phenomena with concepts and theories; Build basic principles for the development of political communication science in the next life; Apply political communication science in the nation and state life

**Topics:** Political Communication: Concept and Definition; Democrcay and Press Freedom; Media and Politics; Public Opinion; Public Opinion, Polling and Democracy; Political Party; General Election; Campaign for Political Marketing (1); Campaign for Political Marketing (2); Campaign and Communication Media; Political Ethics and Campaign; Global Political Communication; Research in Political Communication

**O0622 – PROPAGANDA AND PUBLIC OPINION (2 Credits)**

**Learning Outcomes:** After completion of this subject, students will be able to apply the standard procedure and rule to make propaganda; have large insight about public opinion as the result of propaganda.

**O0644 – PUBLIC RELATIONS ADVERTISING\* (3/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the components of successful public relation advertising campaigns; Analyze both types of public relations advertising; Explain the differences between public relations advertising and product advertising; Design a simple PR Advertising campaign using new media.

**Topics:** Introduction to Advertising; Introduction to Public Relation; Functions of PR; The Differences between PR Advertising and Product Advertising; Reputation Management; Building Public Awareness and Acceptance; Image and Brand; Advocacy Advertising; Planning Your Campaign; The Addicted Target; Execution; New Media tools and techniques; Participating in Social Media.

**O0655 – RADIO AND TELEVISION BROADCAST PRODUCTION\* (3/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: planning, implementation and enforcement on the radio program and television. Legislative or development, made the program "on air" or "recording" or outside the studio (off air). Techniques in presenting the program (delivery), whether live or Recorded for product output is non entertainment or broadcast journalism, such as: News, Feature, Documentary and Air Magazine. This course relationship with the principles of radio and television broadcast production.

**Topics:** Radio Production: Product / Materials; Preparation of Field Equipment: Equipment: Tricks and Trip Team Program Radio; News Radio (Rewrite): Rewrite Production Tasks; News Gathering Radio: Duty Officer and Duty Referral; Radio Feature: Landing and Task; Radio Documentary: Landing and Task; Air Magazines Radio: Landing and Task; Television Production Sector: Product / Material; Preparation of Field Equipment: Equipment: Tricks and Trip Team Program Television; News Gathering Television: Duty Officer and Duty Referral; Television Feature: Landing and Task; Television Documentary: Landing and Task; Air Magazine Television: Landing and Task.

**O0675 – EVENT MANAGEMENT\* (3/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Choose the best alternative of various kinds of event marketing for specific integrated marketing communication goals; Differentiate when the best time and how to handle specific event marketing; Design an effectively event proposal; 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:** Basic concept of integrated marketing communications; Understanding event management from integrated communication perspective; Process of event management projects; The strategic planning of event design; The strategic planning of preparing the proposal: The body of event proposal design; Event's publication; Budgeting; Time Frame and deadline; Staffing & vendor; Technology Equipment; Safety, security, logistics and staging; Contractual negotiation; Event and program branding.



**O0685 – NEWS MAGAZINE\* (3/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify the basic principles of radio and television programs; Describe the rules of Broadcast Journalism; Differentiate variety of news programs; Operate the recording equipment for radio & TV; Operate editing software for radio and television; Propose & evaluate News Magazine.

**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.

**O0695 – MULTI MEDIA MAGAZINE\* (3/2 Credits)**

**Learning Outcomes:** After completion of this subject, students will be able to: Recognize various types of mass communication media both audio visual and printed media; Write news magazine and news bulletin; Write interesting and attractive news; Manage the news in depth (in-depth/investigative reporting).

**O0704 – MEDIA INTERVIEW TECHNIQUE (2/2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Demonstrate media interview technique; Make list of questions for media interview; Explain the definition of internal organization of journalists and external supporting organization; Weave related news on radio and television broadcasts correctly and conduct gathering interviews.

**Topics:** Ethical code of journalism; Organization of Journalists; News; Communication media; Research and preparation of the interview; Resources of the interview; Interview techniques; Interview techniques for printed media; Interview techniques for auditive electronic media; Interview techniques for audio visual media; Investigative journalism.

**O0712 – COMPUTER LABORATORY (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Develop documents with Ms. Word; Create presentation with Ms. Powerpoint; Create schedule with Ms. Project.

**Topics:** Making a document & formatting, styles & page setup; Tables & graphics; Mail merge & document security; A first look at PowerPoint 2007, creating a presentation, slides and text; Working with layouts, themes, masters, tables and charts; Using smart diagram, clip art, and pictures; Building animation effects, transitions, support material & delivering a live presentation; Project management basic; Getting your project going.

**O0724 – PUBLIC RELATIONS WRITING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the principles, and steps of public relations writing; Explain the important of any kind news in public relations; Differentiate of writing style in public relations fields; Compose public relations writing with ethic and codes; Compose public relations writing for some purposes; Deploy skills how to writing in public relations fields

**Topics:** Principles of effective Writing; Preparing to Write; News and Public Relations; Keep to the Codes; Writing for Journalistic Media; Writing for Organizational Media; Public Relations Advertising; Newsletter and Corporate

Report; Social Media: The X Factor for Public Relations; Speech Writing; Writing for the web; Annual Report Times; Writing in Turbulent Times

### **O0733 – THE PRINCIPLES OF RADIO BROADCAST PRODUCTION (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the characteristic of radio; Identify radio formats; Design program plans for radio; Practice producing station ID and Radio Spot; Analyze the quality of radio programs.

**Topics:** Introduction: History and Characteristics of Radio; Target Audience and Radio Formats; Radio Structure and Management; Elements of Programming; Radio for Youngsters; Radio for Adults and All Ages; Introduction of Production Tools and Software; Entertainment Programs; Non-Entertainment Programs; Group Based Activities for making project; Students Presentation.

### **O0743– THE PRINCIPLES OF TELEVISION BROADCAST PRODUCTION (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify components of television broadcasting concept; Explain the function of main tool used in television production; Demonstrate basic task of television production; Relate the result of television production and the impact in people's social life.

**Topics:** Introduction, Television Broadcasting Production; General image of television broadcasting production; Pre-production step: Creative idea and concept; Pre-Production Step: Production Preparation; Television Broadcasting Production step: Camera; Television Broadcasting Production step: audio system; Television Broadcasting Production step: single cam system (news model); Television Broadcasting Production step: multi cam system (in studio and outside of studio); Production step: Lighting; Production step: Video Recording; Pre production step: Editing; Evaluation and impact of television broadcasting production.

### **O0753 – INTRODUCTION TO GRAPHIC (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: the history of chart and chart for printed media or print journalism. After completion of this subject, students know the development of chart and are able to analyze the rapid development of chart seen from journalistic point of view.

### **O0764 – CRISIS COMMUNICATION AND PUBLIC RELATIONS (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Manage the usage of planning in a crisis communication; Use the role of PR in management crisis; Analyze the meaning of a crisis in an organization; Create the relationship management crisis and public relations.

**Topics:** A definition of crisis communication; Understanding of crisis management; Knowing crises communication today; Communication to prevent crisis; Communication when the crisis strikes; The role of public relations in crisis communication; The vision and mission lead the way; Strategic public relations; Public Relations and the Internet; The PR's growing role in marketing; Strategic issues: community relations; Conflict and stress in organizations; Understanding conflict and stress.

### **O0784 – PRINTED AND CONVERGENCE MEDIA\* (3/1 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.

**O0794 – NEWS WRITING PRACTICE (2/2 Credits)**

**Learning Outcomes:** After completion of this subject, students will be able to: Practice news writing to be upload to convergence media/digital-journalism; Make text which is readable and easy to understood by the reader.

**O0804 – PUBLIC RELATIONS AND BRANDING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Understand analyse which media approach public relation and branding; Create a basic & simple idea in the use of Public Relations and Branding; Use & choose a design and also can design the options to do with public relations strategy and Branding approach; Describe how to build a media public relation in increasing image branding & why does PR have a justifiable effect on branding.

**Topics:** What is The Public Relations & How Public Relation Differ From; The Evolution of Public Relations; What is Branding What Importance of Branding & The Advertising Contribution; The Importance of Communication, Mind of a Strategist, Ethics & Professionalism; The Individual in Public Relations; Public Relation Departments & Firm; Research & Program Planning (for What should we do to Become PR & make Good Issue in Branding); The Goal of Communication & Branding; Public Opinion & Persuasion; Program Planning: The Internet & Other support for Get your Branding; Branding Tactics Using Social Media; Spoken Tactics; Network Partners with Prospective Clients for Early Stage Incentive Program Planning.

**O0824 – REPORTAGE TECHNIQUE AND NEWS CASTER (2/2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain the steps in doing reporting from the scene with interviews and reportage, both for radio and television; Explain the steps in doing live reports for both for radio and television ; Explain the requirements and preparation to become a news caster on television; Create reporter stand up; Create reporter interviewing and live report; Create news presenting

**Topics:** Newscast; 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

**O0834 – JOURNALISM PHOTOGRAPHY (2/2 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*.

**O0843 – MEDIA PLANNING AND RELATIONS (2/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Construct their own conceptualization of media relation; Debate the determinant factors that influence media content; Design various patterns of media relations program; Recommend several media relations activities in responding negative issues from media content.

**Topics:** Basic concept of media relations; Media organization: Structure and function; Patterns of media content; 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 program; Case study in media relation.

## **Subject Code: R**

### **R0022 – 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

### **R0132 – MATERIAL TECHNOLOGY (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Students will be able to explain the types of materials used for building structural elements; Students will be able to identify the elements of building using specific material; Students will be able to select the type, quality, and size of materials to be used in building structural elements; Students will be able to produce structural design of the building elements that use a particular material; Students will be able to show the relationship between the utility with up to date materials technology; Students will be able to design building elements structure by combining the integration of mechanical engineering and material technology, in order to apply to wood, steel and concrete structures.

**Topics:** General overview for element of building structure; Wood Characteristic, construction using Heavy and Light Wood frame; Application of Column using wood material construction; Application of Beam using wood material construction; Steel Characterisation, study of Strength and Rigid steel beam; Study of Pretension and Postention and the Combination of both; Guidance Policy of Material Technology to building and environment, using friendly material for foundation; Concrete Technology; Concrete Pretention; Correlation between Utility and Material Technology; Correlation between Material Technology and review Lecturing Subject.

### **R0142 – 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

**R0212 – 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.

**R0242 – SEMINAR (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the Profesional Ethics in Architecture Paractices; Analyze Building System; Apply the Principal of Human Behaviour, Human Diversity, Eastern Tradition into Architectural Design; Integrate Cultural & Environmental System in Architectural Design

**Topics:** Introduction, Syllabus, and Seminar Overview; Writing from Research; Finding a Topic; Organizing Ideas and Setting Goals; Gathering Sources online and in the Library; Conducting Field Research; Understanding and Avoiding Plagiarism; Reading and Evaluating Sources; Writing Effective Notes and Creating Outlines; Drafting the Paper in an Academic Style; Blending Reference Material into Your Writing by Using MLA Style; Writing the Introduction, Body, and Conclusion; Seminar Presentation

**R0322 – 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.

**R0414 – 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.

**R0434 – 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

**R0444 – 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

**R0452 – MATHEMATICS OF ARCHITECTURE (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; Datascares and Multi-dimensionality; Spatial design project 1; Spatial design project 2; Visualization and presentation.

**R0464 – 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.

#### **R0474 – 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.

#### **R0484 – 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

#### **R0494 – 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.

**R0504 – 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

**R0594 – COMPUTERIZED ARCHITECTURAL DESIGN I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define basic architectural composition using CAAD, Apply the basic architectural composition with CAAD tools, Produce the architectural design idea using CAAD.

**Topics:** Introduction to CAAD; CAAD basic tools; Concept of Numbers in CAAD; Concept of Geometries in CAAD; Concept of Proportion in CAAD; Concept of Hierarchy in CAAD; Concept of Orientation in CAAD; Regular & irregular shapes; Geometric transformation; Characteristic of composition; Formal collisions of geometry; Articulation of shapes; CAAD Management; 2D architectural drawing; 2D architectural projection; 2D architectural presentation.

**R0604 – COMPUTERIZED ARCHITECTURAL DESIGN 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

**R0614 – COMPUTERIZED ARCHITECTURAL DESIGN III (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Inspect the system of Building Information Modelling as it is represented in ArchiCAD; Create and edit the attributes associated with the BIM; Recognize the information contained in the BIM and to establish drawing views of the model; Design and develop a meaningful output with the process of graphic enhancement of the model; Manage the relationship between ArchiCAD and Plotmaker and how they are interact; Manage the operation of Plotmaker and the creation of complete sets of model views which are automated.

**Topics:** General operation of ArchiCAD; Model building using 3D tools; Use of 2D tools; Production of drawing from the model; 3D rendering and imaging of the model; CAD Management.



**R0688 – 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.

**R0702 – 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

**R0714 – 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

**R0724 – ARCHITECTURAL DESIGN II (4 Credits)**

**Learning Outcomes:** At the end of this courses, student will be able to: design 1 - 2 storeys building with the site consideration; structures and utility systems in accordance with the building.

**Topics:** Function Analysis; Site Analysis; Building Form Analysis; Design Development; Landscape Design; Architectural Presentation Technique.

**R0734 – 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

**R0746 – ARCHITECTURAL DESIGN IV (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Analyze the requirement data for the design project outcomes; Propose space diagrams, elements and forms of multiple functions building (low rise); Propose space diagrams, elements and forms of wide span structure; Design low rise multiple functions building with one wide span structure system in contour site and able to present it in architectural presentations techniques.

**Topics:** Introduction; Space programming; Design concept; Site Analysis; Sketches and building massing studies; Mass modeling; Site plan and ground floor design; Adapting structure systems with building plan; Elevation design; Section design; The integration of building plan, section and elevation; Details in Architecture and Perspective; Design Presentation.

**R0756 – 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

**R0762 – 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

**R0772 – TRADITIONAL ARCHITECTURE (2 Credits)**

**Learning Outcomes:** By the end of this course, student will be able to: Identify the characteristics of traditional architecture of various ethnics in Indonesia; Explain the outline of architecture history.

**Topics:** Reviewing the various forms of traditional house; Analysis of the descriptive and graphical traditional houses in the settlement of certain ethnicities in Indonesia; Analysis of the descriptive and graphical traditional houses in the settlement of certain ethnicities in Indonesia, with various ethnic groups in Sumatra, Kalimantan, Java, Bali and Lombok; Analysis of the descriptive and graphical traditional houses in the area of the archipelago and the ASEAN region; Analysis of the influence of Hindu-Buddhist culture; Analysis of the influence of Chinese culture; Analysis of the influence of Islamic culture on architecture and technology of traditional house; Comparative approach in philosophy, technology, style, shape, and examples of architectural heritage of European culture.

**R0782 – 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

**R0792 – 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.

**R0802 – 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.

**R0812 – 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

**R0822 – QUANTITATIVE BUSINESS ANALYSIS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain business problems from Quantitative point of view; Discuss basic strategy and research method; Analyze proper models of project management and forecast to solve business problems; Formulate models 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.

**R0832 – MANAGERIAL ECONOMIC (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic concept of Managerial Economic; Relate connection between company, production and cost; Analyze economic managerial model in decision making process; Compare economic theory and managerial decision making process in real life situation.

**Topics:** Managerial Economic; Demand Theory; Demand Estimation; Production Theory; Cost Behavior; Elasticity; Market Structure; Pricing Strategy; Investment Analysis; Forecasting; Decision Theory.

**R0844 – 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.

**R0852 – 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.

**R0874 – 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.

**R0882 – 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

**R0892 – 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

**R0904 – COMPUTERIZED ARCHITECTURAL DESIGN 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

**R0924 - 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.

**R0952 – SUSTAINABLE ARCHITECTURE (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the architecture according to sustainable development, Explain the application from urban to sustainable building, Apply the sustainable architecture principles in the design, Construct architectural design based on sustainable development principles.

**Topics:** Introduction to Sustainable Development; Principles in Sustainable development; Sustainable design issues; Sustainable Urban development; Sustainable neighborhood; Sustainable building; Ecological building;

Green Building; Zero energy building; Recycle Building; Sustainable design in hot – humid climate; Case Study (Data, Analyze, Sintesis); Group Presentation.

**R0962 – ARCHITECTURAL RESEARCH METHODS (2 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.

**R0976 – 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.

**R0982 – 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.

**R0996 – 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; Sustainable Communities; Space Programming; Design Concept: Design for Life; Design Concept: Passive Design; Schematic Design; Building Structure and Construction; Building Material; Building Utility (Energy Use); Building Utility (Water Use); Technique Presentation: 2D and 3D Architectural Rendering; Technique Presentation: 3D Animations; Final Review.

**R1002 – 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.

**R1016 – ADVANCED INTERIOR DESIGN (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the theory of interior design, Adopt the process of interior design, Design space and detail related to an architectural project, Apply interior design presentation in real case.

**Topics:** Introduction; The Office; Office Interior Design Elements; Lodging Facilities; Food & Beverage Facilities; Retail Facilities; Health Care Facilities; Senior Living Facilities; Institutional Facilities; Cultural & Recreational Facilities; Case study: Commercial Building: Mall, Hotel, Office; Design presentation.

**R1024 – 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.

**R1032 – 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.

**R1072 – 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 approachs; Appraise property value.

**Topics:** Property Definition; Property Appraisal Definition; Appraisal Process; Land Valuation; Building Valuation; Appraisal Approach; Property Appraisal.

**R1082 – 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.

**R1092 - 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 ).

**R1106 – 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.

**R1116 – 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.

**R1126 – 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.



**R1132 – 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.

**Subject Code: S****S0012 – 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; demonstrate 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

**S0182 – 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

**S0192 – 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

**S0202 – 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

**S0216 – 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.

**S0252 – 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

**S0262 – 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.

**S0372 – 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.

**S0412 – 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.

**S0432 – 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.

**S0442 – 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.

**S0484 – 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

**S0502 – 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 Uncracked 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.

**S0512 – 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.

**S0522 – 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.

**S0622 – 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

**S0663 – 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.

**S0695 – STATICS (4/1 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe each types of structural systems and classify whether it is determinate or indeterminate structures; Solve statically determinate structures with equations of equilibrium; Analyze determinate structures of a truss system; Calculate shear and moment diagram for a beam and frame structures; Analyze cables and three hinged arches structures; Calculate influence lines for statically determinate structures.

**Topics:** Types of Structures and Loads; Analysis of Statically Determinate Structures; Analysis of Statically Determinate Trusses; Cables and Arches; Internal Loadings Developed in Structural Members; Influence Lines for Statically Determinate Structures.

**S0705 – 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

**S0715 – 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.

**S0732 – 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.

**S0753 – 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.

**S0782 – 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

**S0793 – 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

**S0834 – 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

**S0844 – 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.

**S0862 – 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.

**S0882 – 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.

#### **S0892 – 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.

#### **S0902 – 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.

#### **S0972 – 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.

#### **S1014 – 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

**S1032 – 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

**S1042 – 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

**S1062 – 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.

**S1072 – 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

**S1096 – BUILDING CONSTRUCTION (4/2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to the method and technique of drawing, including how to in drawing. After this course, the students can describe and design construction drawing for civil work, technical drawing, basic building construction from foundations, roofs, floors, stairs, and other elements of a building. This course is as a requirement for internship.

**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



**S1102 – ADVANCED SOIL MECHANICS (2 Credits)**

**Learning Outcomes:** At the end of this course, the student will be able to provide an extensive insight into aspects of advanced soil mechanics, which are necessary to consider in contemporary design of geotechnical structures which may involve advanced numerical analysis tools. These have not been covered by earlier more fundamental core undergraduate geotechnical courses which have covered classical soil mechanics principles. The subjects considered include the concept of effective stress, drained and undrained shear strength of soils, stiffness of soils (in particular its nonlinearity and anisotropy), the critical state framework, leading to development of advanced constitutive models of soil behaviour.

**Topics:** Soil Behaviour, Soil Modelling, Permeability and Seepage, Shear Strength of Soil, Deformation and Settlement of Soil.

**S1114 – 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

**S1122 – 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.

**S1132 – 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

**S1142 – 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

**S1152 – 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

**S1162 – 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.

**S1172 – 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

**Subject Code: T**

**T0016 – ALGORITHM AND PROGRAMMING (4/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain kind of algorithms in problems 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 And Programming; Introduction to C Programming; Formatted Input / Output; Operator, Operand, and Arithmetic; Program Control: Selection; Program Control: Repetition; Pointers and Arrays; Function and Recursion; Structures and Unions; Memory Allocation; File Processing; Sorting; Searching.

**T0026 – 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:** Introduction to Data Structure; Array & Structure; Linked List; Stack & Application; Queue & Application; Tree & Binary Tree; Expression Tree; Binary Search Tree; Threaded Binary Tree; AVL Tree; Red Black Tree; 2-3 Tree; B Tree; Heap & Deap; Leftist Tree & Tries; Graph & Representation; Shortest Path Algorithm; Hashing.

**T0034 – 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 Coloring; Basic Search and Traversal; Backtracking; Branch and Bound; Designing algorithm with specified complexity; Practices of algorithm analysis.

**T0044 – 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.

**T0084 – HUMAN AND COMPUTER INTERACTION (2/2 Credits)**

**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.

**T0104 – PROGRAM DESIGN METHODS (4 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify structured design method; Explain the process of program developing; Apply the use of program design method; Examine the application using structured design method; Design the object oriented method; Analyze the application using the object oriented design.

**Topics:** Program Design and Pseudocode; Developing an Algorithm; Selection Control Structures; Repetition Control Structures; Pseudocode Algorithms using Sequence, Selection and Repetition; Array Processing I; Array Processing II; First Steps in Modularisation; General Algorithms for Common Business Problems I; General Algorithms for Common Business Problem II; Communication between Modules, Cohesion and Coupling; Review Simple Structured Program Design; Introduction to Object Oriented; Class Relationship; Use Cases; The Class Diagram; Identifying Functionality: CRC Cards and Interaction Diagrams; State Diagrams; Activity Diagrams;

Implementation Diagrams; Interaction Diagrams; Mapping Class Diagram and Sequence Diagram onto Java Implementation; Review of Object Oriented Development

**T0114 – 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 Design; 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.

**T0132 – SOFTWARE PROJECT MANAGEMENT (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Understand Project Management Concept; Implement element of project management; Calculate cost at project management; Takes roles in project management.

**Topics:** Project Management Team Recruitment; Project Requirement; Project Requirement; Project Estimation; Project Risk Management; Project Activity; Agile Project Management; Project Workspace; Project Result Testing; Project Test Driven Development; Project Result Integration and Implementation; Project Case Discussion.

**T0152 – CONCEPT OF PROGRAMMING LANGUAGES (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.

**T0174 – 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.

**T0206 - 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.

**T0233 – DATA WAREHOUSE (2/1 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.

**T0243 – 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.

**T0264 – 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.

**T0273 – 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.

**T0283 - 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)

**T0293 – NEURO COMPUTING (2/1 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Explain the concept of neural network; Analyze several cases using the concept of neural network; Solve problems using neural network models; Create applications using the concept of neural network.

**Topics:** Introduction to Neural Network; Neural Network Architecture; Neural Network Learning Concept; Perceptron; The Least-Mean-Square (LMS) Algorithm; Multilayer Perceptrons; Principal-Component Analysis (PCA); Self-Organizing Network Model (SOM); Review Material

**T0316 – OPERATING SYSTEM (4/2 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 Systems; Demonstrate different techniques of the design of the Operating System; Apply the services and support provided by the operating system in the design of multi-tasking applications; Compare different Operating Systems, namely LINUX, UNIX and WINDOWS.

**Topics:** Computer Systems Overview; Operating System Overview; Process; Threads; Concurrency; Deadlock and Starvation; Input and Output; Memory Management; Virtual Memory; Uni-processor Scheduling; Multi-processor Scheduling; Input / Output Management; Disk Management; File Management; Embedded System; Computer Security; Distributed System.

**T0324 – COMPUTER ARCHITECTURE AND ORGANIZATION (4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Compare machine instructions for computer architecture ARM, Motorola and Intel Pentium; Develop machine instructions using assembly language; Identify the basic concepts of Hardware and Software in computer system; Combine Pipeline Method in designing computer system; Describe the concept of I/O, Internal and External Memory of a computer system.

**Topics:** Computer system basic structure; Machine instructions; Numerical Representation; Assembly language concept; ARM, Motorola 68000, and Intel IA-32 Pentium machine instructions and computer architecture; I/O equipment organization; Internal and external memory system; Arithmetic operations on microprocessor; Basic processing unit; Pipeline computer architecture.

**T0374 - 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.

**T0384 - APPLIED NETWORKING II (0/4 Credits)**

**Learning Outcomes:** At the end of this course, students will be able to: Compare solutions of TC/IP; Make diagram/scheme of troubleshooting; Demonstrate router configuration; Describe IOS in Cisco tools; Apply Access Control Lists; Apply routing protocol in network; Identify router component; Describe the role of router in network; Describe TCP/IP error and control messages.

**Topics:** WAN; Routers; Operating Cisco IOS Software; Starting a Router; Configuring a Router; Finishing the Configuration; Discovering and Connecting to Neighbors; Getting Information about Remote Devices; Router Boot Sequence and Verification; Managing the Cisco File System; Introduction to Static Routing; Dynamic Routing Overview; Routing Protocols Overview; Distance Vector Routing; RIP; IGRP; Overview of TCP/IP Error Message; TCP/IP Suite Control Messages; Examining the Routing Table; Network Testing; Troubleshooting Router Issues Overview; TCP Operation; Overview of Transport Layer Ports; Access Control List Fundamentals; Access Control Lists (ACLs); Integrating Network using Routing Protocol.

**T0394 - 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.

**T0432 – PRACTICAL WORK (2 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 for job after finishing their study.

**Topics:** Field of Information Technology.

**T0446 – 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.

**T0454 - ALGORITMA DAN METODE OBJECT ORIENTED PROGRAMMING (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will develop algorithms and object-oriented programs in C + +; using the concepts of algorithms and object-oriented programming in C + +; choosing the concept of object-oriented program is right in making the program

**Topics:** Definition Programming Algorithm; POP and OOP difference; Basic elements of C++; Stream Input and Output; Control Structure Selection; Repetition Control Structure; Data Structure – Arrays; Data Structure – Struct; functions; Sort Elementary; Sorting Algorithms Basic (continued); Quick Sort; Searching algorithm; file Stream; Object-Oriented Programming; Class and Object Model; Constructor and Destructor; Advanced Class and Object; Nesting Object and Friend; operator Overloading; inheritance; Advanced inheritance; polymorphism; Advanced polymorphism; Generic Data Type; Projects

**T0542 – 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

**T0553 – 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.

#### **T0593 – HUMAN AND COMPUTER INTERACTION (2/1 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.

#### **T0604 - INTRODUCING TO INFORMATION TECHNOLOGY (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the fundamental concepts and terminologies of ICT; Demonstrate the 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 computer; The Internet and WWW; Application Software; The Component System Unit; Input and Output Device; Storage; Operating Systems and Utility Programs; Communication and Networks; Database Management; Computer Security; Ethics and Privacy; Information System Development; Programming Languages and Programming Development; Enterprise Computing; Computer Careers and Certification.

#### **T0622 – 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.

#### **T0773 – 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.

**T0922 – GUEST LECTURER (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will obtain information related to the latest trend in Computer Science

**Topics:** Various topics in Computer Science trends.

**T0934 - 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.

**T0974 – ALGORITHM AND OBJECT ORIENTED PROGRAMMING METHODS I (2/2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Construct the algorithm; Explain the usefulness of java syntax; Demonstrate the algorithm using Java syntax; Solve the problem of the calculation using the algorithm.

**Topics:** Introduction to Algorithm; Introduction of Java Programming; Data Type and Input/Output (I/O); Arithmetic Operation; Logic and Relational Operation; Selection Statement; Iteration Statement; Array; Jump Operation and Exception Handling; Methods; Recursive; Sorting; Java Utility.

**T0984 – ALGORITHM AND OBJECT ORIENTED PROGRAMMING METHODS II (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Demonstrate efficient object oriented programming in Java classes and; Apply the concepts of object oriented programming at Java programming.

**Topics:** Object Oriented Programming Concept; Class and object; Basic Class; Inheritance; Polymorphism; Abstract and Interfaces; Array List and Vector; Generic; File; Package; Reflection; Multithreading; Basic GUI.

**T0994 – MOBILE OBJECT ORIENTED PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the Object Oriented Concept; 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 Object Oriented Programming; Java Programming Language Fundamental; Building MIDlet - Java Mobile Applet; Running MIDlet Automatically; User Interface; Game API; Persistent Storage; File Connection and PIM API; Java Networking; Text and Multimedia Messaging; Multimedia API; Review and Group Project Presentation.

**T1004 – 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.

#### **T1014 – MOBILE APPLICATION SECURITY (4 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: Describe Top Issue facing mobile devices understands the platform, development and security testing of various Operating System on Mobile Application.

**Topics:** Top issue facing mobile devices, Tips for secure mobile App Development, Development and debugging on Android, Android's Security Model, Development and Application format The Apple i Phone, Introduction to the platform, development and security testing of Windows Mobile Security, Blackberry Security, Java mobile Edition Security, Symbian OS Security, Web OS Security, WAP and Mobile HTML Basic & Application attacks on mobile HTML Sites. Bluetooth Security, Mobile Geolocation, Enterprise Security.

#### **T1022 – UBIQUITOUS COMPUTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the fundamental & terminologies of ubiquitous computing; Demonstrate applications & requirements of ubiquitous computing; Examine technologies of smart device and their services; Recognize human computer interaction related with of ubiquitous computing; Recognize Tagging, Sensing and Controlling and Context-Aware Systems.

**Topics:** Ubiquitous Computing: Basics and Vision; Applications and Requirements; Smart Devices and Services; Smart Mobiles, Cards and Device Networks; Human-Computer Interaction; Tagging, Sensing and Controlling; Context-Aware Systems.

#### **T1034 – 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; User Interface with Basic Views; Multiple User Interface; User Interface with; Advance Views; Menu, Themes and Setting; Data Persistence; Messaging; Location Based Services; Networking; Publishing Android Applications

#### **T1044 – MOBILE PUSH TECHNOLOGY SOLUTION (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain The Blackberry Platform Concept; Describe user interface component and the main features of Blackberry Platform; Produce simple Blackberry Programs using the main features of Blackberry Platform; Construct Mobile Application based on Blackberry Platform.

**Topics:** Introduction to Blackberry; Designing User Interface; Multiple User Interface; Customized Components; Understanding the Blackberry Application; Storing Data; Blackberry Push; Blackberry Browser; Network Enabled Application; Publishing Blackberry Application; Location Based Services; Introduction to Webworks; Developing Application in Webworks.

**T1052 – 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

**T1064 – 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.

**T1082 – MARKET RESEARCH METHODOLOGIES (2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: Choose research design methodology; Create research instrument tools; Interpret research data result.

**Topics:** Marketing Research Introduction; Exploratory Research Design; Descriptive and Casual Research Design; Measurement and Scaling; Questionnaire and Form Design; Sampling; Data Collection; Data Analysis; Report Preparation and Presentation

**T1094 – WEB DESIGN (2/2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: 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:** Introducing HTML5; HTML5 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; HTML 5 Web SQL Database; Project Collection

**T1104 – MOBILE CLOUD COMPUTING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain about Code Igniter, create PHP programming on Code Igniter and integrating Code Igniter.

**Topics:** Introduction to Code Igniter, Setting up Code Igniter, Model View Controller, Agile Methodologies and Approach, Code Igniter at Glance, Code Igniter Libraries and Helpers, The Structures of Code Igniter Site, PHP using Code Igniter, Simplify Databases, Simplifying HTML Pages and Form, Simplifying Session, Security on Code Igniter, Code Igniter and Objects, Using Code Igniter to Test Code, Using Code Igniter to Communicate, Provide Dynamic Information Using Code Igniter to Handle Files and Images, Dashboard, Versions and Updates, The CRUD Model, The Verdict on Code Igniter, Resources and Extensions, JavaScript on Code Igniter, Integrating Code Igniter.

#### **T1114 – APPLIED PROJECT IN MOBILE SYSTEM SOLUTION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will obtain working experience in the real field work related to the mobile application technology to apply the theory given in the class, so they will be more ready to apply for job or to become entrepreneur after finishing their study.

#### **T1122 – 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.

#### **T1152 – BUSINESS PROCESS STANDARDIZATION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explain Business Process Mapping, Enterprise risk management and process mapping and design & implement redesign business process.

**Topics:** Introduction Business Process Mapping, Drilling Down into the Process, Process Identification, Finding The Right Process, Information Gathering, Describe Process Information , Interviewing and Map Generation, Interviewing and Map Generation Workbook, Map Generation: An Example, Building the Map, Comprehensive Example, Analysis, Map Analysis: An Example, Analysis of the Process Maps, Pitfalls and Traps, Customer Mapping, Step of Customer Mapping, RACI Matrices, Spaghetti Maps Enterprise Risk Management and Process Mapping, Redesign Business Process, Acquire Needed Process, Implement Your Redesign Business Process, Continually Improve Business Process.

#### **T1162 – MOBILE PROJECT MANAGEMENT (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: explain the concept, technique and standard in Mobile project management Describes principle of testing, white box and black box testing, management, execution and reporting.

**Topics:** Project Management Initiation, Project Charter, Project Commit, Project Plan Analyze Phase, Project Plan Scope Refinement, Project Plan Development, Project Status Report, Update Planning Document, Project-Specific Deliverables , Project Closure Document, Lesson Learn Report , Key Project Roles and Responsibilities, Key Project Roles and Responsibilities Continue

**T1182 – 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.

**T1192 – 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.

**T1214 - OBJECT ORIENTED GAME PROGRAMMING (2/2 Credits)**

**Topics:** 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

**T1222 – SERIOUS GAME DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the fundamental & terminologies of serious game design; Demonstrate applications & requirements of serious game design; Examine various concept of serious game design; Recognize player interaction related with serious game; Recognize mechanics and post-production serious game

**Topics:** New Opportunities for Game Developers; Serious Game Defined; Review case I; Serious Games; Design and Development Issues; Military Games; Government Games; Educational Games; Corporate Games; Review case II; Healthcare Games; Review case III; Political, Religious, and Art Games; Final Thoughts

**T1232 - CASUAL GAME DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain casual game theories and mechanics; Create an appropriate casual game design documentation; Create a casual game based on the design.

**Topics:** Introduction to Casual Gaming; Game Mechanic; Understanding of Play; Game of Matching; Game of Sorting; Game of Seeking; Game of Managing; Game of Hitting; Game of Chaining; Game of Constructing; Game of Bouncing, Tossing, Rolling, and Stacking; Game of Socializing

**T1254 - GPU AND COMPUTER GRAPHICS PROGRAMMING (2/2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe computer graphics systems and architectures; Perform graphics programming using OpenGL; Apply main techniques for transformations, viewing, lighting and shading, clipping and rasterization, texturing, modeling; Analyze main techniques of computer graphics using OpenGL

**Topics:** Computer Graphics System; Graphics Programming; Geometric Objects and Transformations; Viewing; Lighting and Shading; Clipping and Rasterization; Texturing; Curves and Surfaces; Programmable Shades.

**T1302 – 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.

**T1312 – GAME AI PROGRAMMING (2 Credits)**

**Topics:** Introduction to Game AI; Chasing and Evading; Pattern Movement; Flocking; Potential Function-Based Movement; Pathfinding and Waypoints; A\* Pathfinding; Finite State Machine; Fuzzy Logic; Rule-Based AI; Basic Probability; Neural Networks; Genetic Algorithms.

**T1342 – CURRENT POPULAR IT IN GAME (2 Credits)**

**Topics:** Introduction to Unreal Technology; A Universe of Brushes: World Geometry In-Depth; Static Meshes; Introduction to Materials; Introduction to Lighting; Terrain Creation & Manipulation; Unreal Kismet; Unreal Script; Unreal Matinee; Level Optimization; Level Streaming.

**T1392 – 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.

**T1404 – 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.

#### **T1414 – 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.

#### **T1432 – COMPANY DEVELOPMENT PLANNING\* (2 Credits)**

**Learning Outcomes:** At the end of this course, student will be able to: Developing business idea, feasibility analysis design & development plan to start the business.

**Topics:** Introduction to entrepreneurship, Introduction to mobile content market, Developing and Screening Business Ideas, Feasibility Analysis, Introductory Material, Executive Summary, and Description of the Business, Industry Analysis, Design and Development Plan, Financial Projections, Start your business.

#### **T1446 – 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.



**T1456 – 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:** Review Java Fundamental; Class & Object; Inheritance I; Inheritance II; Polymorphism I; Polymorphism II; Exercise; Interface; Package; Array List & Vector; Basic GUI; Component GUI I; Component GUI II; Component GUI III; Layout Manager I; Layout Manager II; Event Driven Programming I; Event Driven Programming II; Database Access; Database Operation I; Database Operation II; Database Operation III; Project; Final Exam

**T1464 – PROGRAMMING FOR BUSINESS (2/2 Credits)**

**Learning Outcomes:** By the end of this course, student will be able to apply the use of C# program by using and demonstrating in fulfill business needs and explain the understanding of the concept of object-based programming using C# programming language for GUI programming."

**Topics:** Introduction to Net; Introduction to C#; Control Structures; Methods; Arrays; Object-Oriented Programming: Inheritance; Object-Oriented Programming: Polymorphism; Graphical User Interface Concepts: Part I; Graphical User Interface Concepts: Part 2; Strings, Characters, and Regular Expressions; Database, SQL, and ADO .NET-Part I; Database, SQL, and ADO .NET-Part II; Graphics and Multimedia.

**T1472 – SOFTWARE ARCHITECTURE\* (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of software architecture; explain the process of software architecture; Implement software architecture documentation; choose suitable software architecture for a specific project.

**Topics:** Understanding Software Architecture; Software Quality Attributes; An Introduction to Middleware Architectures and Technologies; Service-Oriented Architectures and Technologies; Advanced Middleware Technologies; A Software Architecture Process; Documenting a Software Architecture; Looking Forward; The Semantic Web; Aspect Oriented Architectures; Model-Driven Architecture; Software Product Lines.

**T1484 – 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.

**T1492 – 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.

**T1503 – NATURAL 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.

**T1512 – MULTIMEDIA DATABASE (2 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concepts and theories of multimedia database; Apply the concepts and theories of multimedia database; Create an appropriate database design to system using an appropriate concepts.

**Topics: Introduction:** An introduction to Object-oriented Databases; Image Databases; Retrieving Images By Spatial Layout; Text/Document Databases; Other Text Retrieval Techniques; Video Databases; Video Segmentation, and Standards; Audio Databases; Multimedia Databases; Creating Distributed Multimedia Presentations; Spatial Concepts and Data Models; Extending the ER model pictograms; Object oriented data model with UML; Spatial Query Languages.

**T1524 – 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.

**T1533 – DATABASE ARCHITECTURE (2/1 credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe and control an organization's structure, processes, applications, systems, and technology in such an integrated way.

**Topics:** Introduction; State of The Art; Foundation; Communication of Enterprise Architecture; Language of Enterprise Modeling; Guidelines for Modeling; Viewpoint and Visualization; Architecture Analysis; Architecture Alignment; Tool Support; Beyond Enterprise Architecture; Case Study; Review.

**Subject Code: U****U0012 – Esthetics (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.

**U0152 – AUDIO VISUAL I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create simple Audio Visual Pre Production, Choose suitable application to deal Audio Visual elements, Analyze process of Audio Visual Pre Production & Production stages, Use Audio Visual elements in Pre Production & Production, Describe Audio Visual principles and development in the future, Score many famous film/video related with script aspect.

**Topics:** Audio Visual media characteristic, Audio Visual Communication symbol, Television Program Format, Audio Visual Production for preparation, Audio Visual Production for preparation (Advanced), Audio Visual Pre Production (Scriptwriting), Audio Visual Pre Production (Drama Script), Audio Visual Pre Production (Script to Storyboard), Audio Visual Production, Production Stages, Production Stages (advanced), Camera & Operation, Camera & Operation (Advanced).

**U0492 – ADVERTISING I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the role of modern advertising; Summarize the relation between product, brand, consumer and promotion; Analyze market and apply knowledge into the advertising campaign development; Demonstrate team work and collaboration capability as creative person; Create in-depth and comprehensive creative concepts; Appraise and use 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

**U0724 – 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.

**U0733 – 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

**U0743 – DRAWING II (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the human figure drawing; Describe the human figure in gesture drawing; Use human figure drawing knowledge in drawing application; Create draw that has the good story telling.

**Topics:** Approach to Human Figure Drawing; Gesture Drawing; Variations of Human Figure; Human Interaction; Drawing the Story.

**U0754 – 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

**U0763 – 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.

**U0773 – 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

**U0784 – AUDIO VISUAL II (4 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: 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:** Audio Visual Program – Production and Post Production; Proposal of Audio Visual Program production; TVC and PSA; Preview TVC dan PSA; Short film.

**U0793 – 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.

**U0804 – TYPOGRAPHY II (4 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

**U0814 – TYPOGRAPHY III (4 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 its 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'.

**U0824 – 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.

**U0836 – 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.

**U0846 – 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.

**U0856 – VISUAL COMMUNICATION DESIGN IV (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Design the system integration of corporate identity; Apply the identity system to every subject; Rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused; Identify the image and identity

**Topics:** History of Corporate Identity; Image, identity, and the response generated target market/audience; Indication of the importance of an identity program and the kinds of categories of symbols; The basics in the selection of names; The terms of corporate identity; Phase I: Analysis; Phase II: Design exploration 1; Phase II: Design exploration 2; Phase II: Design exploration 3; Phase II: Design exploration 4; Phase III: Completion Design; Phase IV: Implementation 1; Phase IV: Implementation 2

**U0866 – VISUAL COMMUNICATION DESIGN V (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Find appropriate communication strategy; Make campaign program; Connect communication strategy with design strategy and process; Describe definition of campaign and types of project as a part of campaign; Conclude condition and situation of the field based on data collection and analysis; Implement design according to the category of project; Determining the goal of campaign.

**Topics:** Introduction; Data Collecting; Data Analysis and Conclusion; Problem Identification and Goal of Campaign; Communication Strategy; Concept Session; Design Strategy; Design Process; Design Implementation; Visual Session.

**U0916 – 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, Runcyle & Jumps with Personality, Acting & Reference, Production (Assistance).

#### **U0926 – VISUAL COMMUNICATION DESIGN III (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify How to Plan an Animation; Create Animation Mechanic; Experiment Acting for Animators; Apply Characters to Life.

**Topics:** Study storyboard to create thumbnails and learn how to plan an animation story; Building a story, storyline & storyboard; Study thumbnails; Create pose test for animation; Timing for animation; Action body mechanics; Blocking out animation; Acting and applying interaction; Lipsync & facial expression; Dialogue, audio & voice over workflow; Learn Animation from Professional Animators; Polish the animation; Final project.

#### **U0946 – VISUAL COMMUNICATION DESIGN V (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Develop a working system to increase the productivity of work; Apply the correct pattern of production for the Visual FX work area; Select certain pattern in case analysis for the visual world implementation.

**Topics:** Basic Approach to Visual FX; Pre Production Concept; Digital Environment; Pre Production Concept; The Art of Camera Tracking; Live Action and CG; Production Concept; Getting the Effect with the Pipeline; Build the Idea Behind the FX; Deconstructing The Elements; VFX Composition; Review & Presentation.

#### **U0974 – 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

#### **U0984 – DIGITAL COMPOSITING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the shot for visual effects certain concept; Define 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:** Green Screen Setup; Green Screen Production; Keying and shot manipulation; Performing Color Correction; Creative Visual Effect; Camera Tracking and Match Movement; 3D Graphic element; 3D compositing & special effects implementation; MultiPass Rendering & Layering; Particles manipulation; Advanced Masks & alpha Channel Using 3D; Matte Painting; Visual effects in the industry.

**U0994 – CINEMATOGRAPHY FOR ANIMATION (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain of basic principles of cinematography, Apply the concept cinematography to make a good scene, Analyze script to develop a storyboard, Create a good scene (pre-visualization) based on storyboard.

**Topics:** Cinematography definition, Camera & lenses principles, Image Composition, Colour Harmony, Lighting principles, Visual Interest, Storyboard & Animatic, Pre-Vizualization, Shots & Scenes In Pre-Viz, Directing, Staging & Blocking, Editing Principles, Sound & Picture.

**U1056 – 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

**U1084 – GRAPHIC REPRODUCTION METHODS I (4 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.

**Topics:** History of Printing; Scope of printing process (introduction); Classification of linocut method; Connection between visual character and linocut technique; 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.

**U1103 – 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.



**U1113 – 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).

**U1123 – 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

**U1133 – PHOTOGRAPHY III (3 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Direct and create a product shoot photography; Advance digital imaging for advertising.

**Topics:** Building, Organizing/Managing Project Teamwork; Preparing Pre-Production to Post-Production; Special Advertising Photography Project; Project Portfolio and Exhibition.

**U1143 – 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.

**U1153 – 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).

**U1163 – DRAWING I (3 Credits)**

**Learning Outcomes:** After completing this course student will be able to: Formulate the basic concept of human body; Draw a shape and perspective; Use the concept that have been studied in sketch; Understand the human gestures.

**Topics:** Description, materials and instruments; Material and Elements; The Principles of Drawing Object with Perspective; Perspective, Composition and Texture; Perspective at Environment; Proportion of Human Body; Motion.

**U1173 – 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.

**U1184 – 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.

**U1196 – 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

**U1206 – VISUAL COMMUNICATION DESIGN III (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Developed creative concept for specific purpose tactical advertising short term campaign, promotional campaign, below the line items.

**Topics:** Introduction to Tactical Advertising and Promotional campaign; Understanding Creative Brief/ Creative Work Plan; Retail and Product Advertising; Relation Between Advertising and Promotional Activities; Forms Consumer Sales Promotion; Designing Point of Sales (POS)/ Point of Purchase; Designing Direct Mail; Designing Point of Contact media.

**U1216 – VISUAL COMMUNICATION DESIGN IV (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Design the system integration of brand; Apply system to branding activities and communication; Arrange the preparation stages of building the organization's image, value, categories, symbols and impressions caused system to branding activities and communication; Identify the core of brand.

**Topics:** History of Brand Identity; History of Corporate Identity; Image and identity, and the response generated target market/audience; Indication of the importance of an identity program and the kinds of categories of symbols; Building elements of brand; The terms of brand identity system; Phase I: Analysis; Phase II: Exploration 1; Phase II: Exploration 2; Phase II: Exploration 3; Phase II: Exploration 4; Phase III: Completion in Brand Design System; Phase IV: Brand Expression.

#### **U1226 – VISUAL COMMUNICATION DESIGN V (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Find appropriate communication strategy; Make a full campaign program especially for commercial campaign; Connect communication strategy with creative strategy; Describe definition of campaign and types of project as a part of commercial campaign; Conclude condition and situation of the field based on data collection and analysis; Determining the goal of full campaign.

**Topics:** Developing Integrated Advertising Campaign; Creative Team Work; Research in Advertising; Creating Advertising Concept; Copy and Visual Working Together; Developing Idea; Unconventional Thinking; Thru The Line (TTL); Online Advertising, New Media and The Future of Advertising

#### **U1233 – 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.

#### **U1243 – GRAPHIC COMPUTER II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use digital compositing and animation tools; Describe different case in creative animation project; Apply the basic compositing, editing, & 3D in project; Apply production pipeline in Computer graphic software

**Topics:** Basic Fundamental in compositing software; Basic layer, transformation, & animation; Masking tools & keying; Basic effect layer & blending mode; Basic rendering & format digital media; Basic GUI & editing tools; Audio/video media (offline/online editing); Basic GUI & workflow in 3D software; Basic modelling tools; Basic material tools; Basic lighting tools; Basic Animation tools; Basic rendering tools

#### **U1253 – GRAPHIC COMPUTER II (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student 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:** Path; Adjustment Layer; Text; Filter Exploration; Dark Room Effect; FX Layer; Filter & Effects; Advanced Tools

**U1263 – 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 communicate the message; Create illustration that combining traditional technique with digital media

**Topics:** Fundamentals of Illustration; Visual Metaphor I; Visual Metaphor II; Literal Representation I; Literal Representation II; Sequential Imagery

**U1284 – SHAPE & CHARACTER DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe materials from drawing Study; Apply drawing study for Animation; Apply basic character design for animation; Apply digital Sculpting Software

**Topics:** Introduction to Character design; Basic Character animation; Character Development of Human Head; Human Body Anatomy Character Development; Basics Character Design for animal; Detail of animal Character expression; Costume and Attributes; Lollypop; Fullbody Sculpture; Fullbody sculpture (Final); ZBrush Light and Render

**U1294 – 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.

**U1304 – 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

**U1314 – SCREENPLAY OF ANIMATION (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Create a screenplay for animation project; Develop the whole elements required in making screenplay of animation.

**Topics:** Description of Screenplay; Elements of Screenplay; Making Story of Animation; Developing Story of Animation; The Making of Character Design; Developing Character Design; Art Direction; Storyboarding; Vocal track; 2D Animations Screenplay.

**U1322 – GRAPHIC REPRODUCTION METHODS (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Explain various works of printing technology; Manage the productions in various media printing.

**Topics:** Printing Machine; Paper and other Materials; Preparing Final Artwork (FA); From offset to large format Printing technology; Special effect printing and finishing.

**U1333 – COPY WRITING I (3 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Visual director who able to write and collaborate in producing creative text;

**Topics:** Introduction to copywriting; Basic methods of copywriting; Relation between art direction and Copywriting ; Structure of copywriting; Understanding audience (psychology, habit, culture); Copywriting format (Announcement, dialogue, problem-solution, etc.); Good and effective Headline; Copywriting in print media; Copywriting in radio commercial; Copywriting in TV Commercial

**U1343 – COPY WRITING II (3 Credits)**

**Learning Outcomes:** At the end of this course, the students should be able to: Manage the process creative scripts for advertising; Produce creative advertising's scripts; Explore the relationship between text and visual.

**Topics:** Developing Creative Work Plan; Creative copywriting strategy; Copy style; Powerful tagline/slogan; Rhetorical Techniques; Relationship between copy and visual; Copy only ads.

**U1354 – TYPOGRAPHY II (4 Credits)**

**Learning Outcomes:** Students are able to: Identify various types of letter and layout configuration with classic, modern and contemporary impression; Explain various elements and principles of typography that create a design with classic, modern and contemporary impression; Create various configuration of typographic design with classic, modern and contemporary impression; Select the appropriate configuration of typographic design based on the attained impression; Create film title using the proper typeface and style.

**Topics:** Classical typography style; The 'Classical Style' Design Guidelines; Classical Name Styles; Modern Typography Style; Poster's Headlines; Contemporary Typographic Exploration; Mark and Tagline; Fitness and Purpose; The Art of Choosing the 'Right' Faces and Configuration.

**U1363 – 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.

**U1753 – MARKETING II (3 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Understand the marketing strategies; Integrate marketing strategy into an advertising campaign program.

**Topics:** Introduction to Marketing; paradigm shift in the history of marketing (from product era to brand era); Contemporary Marketing Approaches; Customer Orientation; SIVA (Solution, Information, Value, Access) approach, Marketing Research.

**U1392 – ADVERTISING ETHICS (2 Credits)**

**Learning Outcomes:** By the end of this course, the student should be able to: Describe the perception of ethical values; Apply the ethical values in the management of the advertising profession.

**Topics:** Conceptual of various aspects of ethics; Social norms in advertising; Culture through formal legislation in force in the world of advertising.

**U1404 – MEDIA PLANNING (4 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.

**Topics:** Introduction to basic media strategy (mass media, intra-personal, and interactive); Media Planning; Using of various media (Thru The Line - Above The Line – Below The Line); 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.

**U1413 – VISUAL COMMUNICATION DESIGN REVIEWS (3 Credits)**

**Learning Outcomes:** After completing this course, the students 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 Contemporaries

**U1423 – VISUAL COMMUNICATION DESIGN REVIEWS (3 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Identify the development of animation; Describe the development of traditional animation until modern animation; Apply various animation & motion graphic styles in the process of animation production; Design style for animation project.

**Topics:** Understanding of animation; The persistence of vision; Traditional era; Silent Era; Golden Era; Television Era; Modern Animation Era; Computer Graphic Animation; Digital Visual FX; Animation style; Motion Graphic I; Motion Graphic II; Creative Production in Animation

**U1432 – VISUAL COMMUNICATION DESIGN REVIEWS (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Developed of conceptual thinking as future practitioners and researchers in the globalization of visual communication; Connect a design with its cultural.

**Topics:** The timeline of Visual Communication Design movements, artefacts and art conceptual of global visual communication concept; Prehistoric Period; Advertising Modernism that emphasis on the emergence of advertising in the era of industrial revolution; Advertising Postmodernism or Contemporary.

**U1463 – 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)

**U1472 – CONSUMER PSYCHOLOGY (2 Credits)**

**Learning Outcomes:** By the end of this course, students will be able to: Explain behaviour as a reference target to produce a design of a user-centered; consumer psychology as an important part of a design consideration.

**Topics:** Introduction; Basic Understanding of Consumer Psychology; Study of Consumer Behavior; Consumer Behavior Models; Factors affecting Consumer Behavior; Consumer Type; Segmentation, Targeting and Positioning; Habits and Consumer Loyalty; Consumer Perception; Motivation and Attitudes of Consumers; Search and Information Processing; Personality and Consumer Lifestyle.

**U1492 – 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.

**U1503 – 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.

**U1513 – GUEST LECTURER (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Appraise key principles in Creative Industry in the Current Topics introduced; Discuss current issues in the area of Creative Industry; Employ key principles and current topics through the assignment and project given

**Topics:** Introduction; Current Issues in Business; Paper Submission;

**U1536 – INTERNSHIP (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the creative brief problems, purpose and scope of projects, basic theories and concept of designs; Analyze the problems, gather and compile 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.

**U1556 – INTERNSHIP (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: define the creative brief problems (animation project or design project), analyze the problems, concept of designs/project; Create & production animation project (or 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); Animation project review and discuss the report writing; Report writing approval

**U1568 – FINAL PROJECT (8 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

**U1578 – FINAL PROJECT (8 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

**U1588 – FINAL PROJECT (8 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

**U1604 – GRAPHIC REPRODUCTION METHODS II\* (4 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.



**U1616 – 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.

**U1623 – ADVERTISING II (3 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Explain about creative process; Apply creative thinking to produce a creative strategy in advertising; Design an effective advertising campaign; Compare the effective and ineffective advertising.

**Topics:** Creative Thinking; Advertising approach and category; Big Idea in advertising; How Advertising works; Art Direction; Copywriting; Creative Brief & Creative Strategy; Above The Line & Below The Line; Print & Design Production; AV Production.

**U1632 – DESIGN METHODS (2 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); 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 (thoretical understanding); Graphic design method/process; Design process; Formative research/divergent process; Summative research/convergent process; Problem solving design through research (analysis/reflection).

**U1643 – TECHNOLOGY OF COMPUTER ANIMATION (3 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Integrate the dynamic simulations to animation; Integrate the particle system to animation; Integrate the natural environment technology to animation; Integrate the motion control to animation; Summarise the characteristics of each technology.

**Topics:** Dynamic Simulations; Non-event driven Particle system; Fluid FX; Digital Environment; Demolitions & Physique Simulations; Artificial Intelligent Simulation; Liquid FX; Summary.

**U1653 – 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).

**U1666 – VISUAL COMMUNICATION DESIGN IV\* (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concept of creative story in animation, Describe different case in creative animation project, Apply the basic principle pipeline in creative animation project, Analyze the concept, application & case of creative animation production.

**Topics:** Basic principle in creative storytelling, Story background & Theory 01, Story background & Theory 02, Building better content 01, Building better content 02, Acting; Exploring the human condition, Building Character & Location, Building story & storyboard, Production Concept, The purpose of visual communication, Staging, Production Pipeline, Post production Pipeline.

**U1673 – ILLUSTRATION DESIGN (3 Credits)**

**Learning Outcomes:** After completing this course, the students should be able to: Explain the basic component of advertising's illustration; Design illustration picture with visual language; Design illustration picture with concept and strategy.

**Topics:** Definition of illustration in creative advertising; Developing creative concept; The component of illustration for advertising; Illustration component with gesture characteristics; Illustration component with face expression/character; Illustration component with interaction; Integrated illustration component; Illustration picture in style and visual language; Impressionism; Illustration of information with style and visual language; Symbolic illustration; Illustration for storyboards; digital illustration.

**U1692 – MARKETING I (2 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; Use appropriate basic concepts which are implemented in advertising; Manage marketing programs which use for advertising.

**Topics:** Introduction to Marketing; paradigm shift in the history of marketing (from product era to brand era); Contemporary Marketing Approaches; Customer Orientation; SIVA (Solution, Information, Value, Access) approach, Marketing Research.

**U1716 – INTERNSHIP\* (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: define the creative brief problems (animation project or design project), analyze the problems, concept of designs/project; Create & production animation project (or 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); Animation project review and discuss the report writing; Report writing approval

**U1743 – GRAPHIC COMPUTER 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

**Subject Code: V****V0022 – ENGLISH FOR HOTEL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Use the vocabularies and expressions needed for hotel purposes; Apply the grammar correctly for communicating in hotel need; Perform daily conversation in hotel and restaurant purposes fluently

**Topics:** Phone calls; Dealing with customers I; Correspondence; Dealing with customers II; Food and beverage services; Giving the direction; Dealing with complaints; Cooking Procedure; Job applications

**V0062 – INTRODUCTION TO INFORMATION TECHNOLOGY (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Make diagram/scheme of data table, report and form; Create text-based document; Demonstrate how to use spreadsheet; Apply computer system for hotel – Opera/Fidelio; Describe types of data table; Describe the benefit of IT for hotel management.

**Topics:** Introduction; Computer networks & communication; Spreadsheet, text document, & data table; Internet and world wide web; Threats and obstacles of IT in Hotel Industry; E-Commerce & E-Business; Hotel computer application system.

**V0072 – 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.

**V0082 – 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.

**V0092 – 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.

**V0102 – 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.

**V0112 – 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

**V0122 – 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.

**V0132 – 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

**V0142 – 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.

**V0196 – HOUSEKEEPING OPERATIONS (2/4 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.

**V0206 – FRONT OFFICE ADMINISTRATIONS AND OPERATIONS (2/4 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.

**V0222 – HOTEL SALES AND MARKETING (2 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Explain the basic concepts of hotel sales and marketing; Explain product knowledge and evaluation; Create planning for distribution channel and advertising; Apply price estimation, segmentation, targeting and positioning of hotel marketing; Make diagram/scheme of promotion strategy and marketing plan.

**Topics:** Introduction to Marketing for Hospitality and Tourism; The Role of Marketing in Strategic Planning; Marketing Environment, Marketing Information Systems and Marketing Research; Consumer Markets and Buying Behavior; Market Segmentation, Targeting and Positioning; Designing and Managing Products; Internal Marketing, Product Quality, Customer Satisfaction; Pricing; Distribution Channels; Promotion; Destination Marketing; Marketing Plan.

**V0310 – INDUSTRIAL WORK PLACEMENT I (10 Credits)**

**Learning Outcomes:** By the end of this course, students will 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

**Topics:** Training may be conducted in these following areas: food and beverage service, food production, pastry, front office, housekeeping, sales and marketing and public relations (room sales, banquet sales), accounting, human resources department.

**V0320 – INDUSTRIAL WORK PLACEMENT II (10 Credits)**

**Learning Outcomes:** By the end of this course, students will 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.

**Topics:** Training may be conducted in these following areas: Food and beverage service, food production, pastry, front office, housekeeping, sales and marketing and public relations (room sales, banquet sales), accounting, human resources department.

**V0352 – SUPERVISION IN THE HOSPITALITY INDUSTRY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concepts & principles of supervisory activities and responsibilities; Describe how supervisors work with the human resources department to recruit new employees; Explain the function of training within an organization and the supervisor's role in training; Explain how to maintain day by day plan.

**Topics:** Leading Human Resources, Performance Leadership, Motivation; Human Resources Planning, Job Analysis, Job description and Organizing; Sourcing, Compensation and Benefits; Equal Opportunity Laws & Diversity; Team Work, Team Building and Coaching; Employee Training and Development; Performance

Leadership; Maintaining High Performance; Health and Safety; Human Resources Leadership; Communication and Delegating; Decision Making and Control.

#### **V0402 – 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 effects 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.

#### **V0412 – TOURISM AND HOSPITALITY LAW (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the globalization of business tourism; Identify Employers Liability in the Field of Tourism and Hospitality Business; Analyze legal aspects of business tourism and hospitality.

**Topics:** Economic globalization affects the development of world tourism; Tourism As A Global Industry; Business Relationships; Business Entity; Analysis of Environmental Impacts; Business Licenses; Intellectual Property Rights; Employment & Labour Law; Social Security Program; Consumers' Protection; Business Competition; Indonesia Bankruptcy Law; Business Dispute Resolution.

#### **V0432 – ORGANIZATIONAL BEHAVIOR (2 Credits)**

**Learning Outcomes:** At the end of this course students will be able to: Identify the key concept of organizational behavior: the individual behavior, group behavior and organization system; Analyze the functions of organizational behavior in assisting the managers to see the value of workforce diversity, as well as to improve quality and employee productivity by giving empowerment; Analyze the behaviors and recognize common problems that impact the effectiveness of organizations and management practice at the personal, group and organization levels.

**Topics:** Definition of organizational behaviour; Perspective in organization and hospitality organization; Leadership and types of management; Organizational culture and ethics; Work motivation, performance and satisfaction; Personality and emotion; Individual and group behaviour; Working with team; Work design and organizational behaviour; Serving customer; Communication in organization; Leadership in organization; Conflict, power, negotiation; Change management.

**V0442 – RESEARCH METHODOLOGY (2 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.

**V0452 – 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.

**V0504 – INTRODUCTION TO HOSPITALITY AND OPERATIONAL SERVICES (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Underline the different opportunities within the hospitality and operational services industry; Recognize the type of Hospitality and service operations establishment; Illustrate a deep understanding about the growth of hospitality and operational service industry; Analyse the current and future trends on the hospitality and operational service industry

**Topics:** The Hospitality Spirit; Understanding Hotel Operations; The Hotel Business; The Characteristic Of Services; Managing in The Hotel Business; Rooms Division Operations; Food and Beverage Operations; Basic Principles of Food Production; The Restaurant Business and Operations; Managed Services; Basic Principles of Cooking; Basic Stocks, Sauces and Soups; Vegetables Cookery; Breakfast Preparation; Managing Customer Service; Leadership and Management; Understanding the nature of demand; Managing Demand and Supply; Service Delivery System; Increasing Income; Hospitality Marketing; Improving Productivity; Human Resources Management; Managing Quality; Accounting, Finance, and Cost Control; Customer Perceptions of Quality in Hotels

**V0514 – 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 Maintaining relationship; Service breakdowns and service recovery; Customer service in a diverse world; Customer service via technology; Encouraging customer loyalty

**V0526 – CONTINENTAL CUISINE (2/4 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; Demonstrate and have basic knowledge of the preparation of soups, stocks, sauces, cutting and cooking techniques, food quality and characteristics.

**Topics:** Introduction 1; Breakfast menu; Introduction 2; French Cuisine; Italian Cuisine; Germany Cuisine; Switzerland Cuisine; Spanish Cuisine; English service; Platter service; Flambe; Gueridon; Buffet service.

**V0534 – PASTRY & BAKERY I (2/4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the functionality of the equipment and basic materials used in making bread and cakes; Describe the processing of bread, cakes and desserts; Demonstrate how to make bread and cakes

**Topics:** Equipment and Utensil; Ingredient; Bread; Cream and Custard; Cookies; Cakes; Pastry

**V0552 – FOOD NUTRITION (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain and Evaluate the value and function of Food Nutrition; Create and solve food with special dietary requirement; Explain Lifecycle nutrition; Explain and calculate nutrition needs

**Topics:** Introduction to Food, Nutrition and Health; Introduction to Human Nutrition; Macronutrient, Dietary Reference Intake; The Vitamins, bioavailability; Minerals and Trace Elements; 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

**V0582 – 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

**V0594 – 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

**V0602 – PRINCIPLES OF FINANCE & ACCOUNTING (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Demonstrate the influence of the recording system of accounting information; Explain the role of the accounting system in manual or electronic; Outline the accounting process of hospitality; Demonstrate the process of drafting of the financial reporting

**Topics:** Hospitality Accounting in Action and Accounting Principles; The Recording Process; Adjusting the Accounts; Completing of the Accounting Cycle; Financial Statements; Financial Statement Analysis; Accounting for Merchandising Operations in Hospitality; Inventories and Cost of Goods Calculation; Internal Control and Cash; Accounting for Receivables and Payables; Long-Term and Intangible Assets; Sole Proprietorship, Partnership and Corporations; Review

**V0636 – 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

**V0642 – FOOD COST CONTROL (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Manage the Cost of Food; Calculate Food and Beverage Pricing; Plan for Profit; Analyze Results Using the Income Statement

**Topics:** How to Use Spreadsheets; Managing Revenue and Expense; Determining Sales Forecasts; Managing the Cost of Food; Managing the Cost of Beverages; Managing the Food and Beverage Production Process; Managing Food and Beverage Pricing; Managing the Cost of Labor; Controlling Other Expenses; Analyzing Results Using the Income Statement; Planning for Profit; Maintaining and Improving the Revenue Control System; Using Technology to Enhance Control Systems

**V0652 – BEVERAGE FOR CULINARY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Define Spirits and Liqueurs use in the kitchen; Create Recipe using Spirits and Liqueurs; Prepare Food using Spirits and Liqueurs

**Topics:** Introduction; Spirit; Liqueurs; Fortified Wines; Non-Alcoholic Mixers; Soups and Starters; Fish and Seafood; Meat, Poultry and Game; Vegetables and Vegetarian Dishes; Desserts, Ices and Candies; Tarts and Pies; Cakes and Gateaux

**V0834 – INTRODUCTION TO TOURISM AND EVENT MANAGEMENT (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 tourism (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.

**V0582 – STRATEGIC MANAGEMENT AND CONTEMPORARY ISSUES IN EVENT (2 Credits)**

**Learning Outcomes:** 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

**Subject Code: W****W0012 - ART PRINCIPLES (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define basic terms of fine art with understanding the branches and the basic elements of fine art; Identify the elements of art and principles of art; Interpret the language of symbols, semiotics, and imaging in the visual art; Classify various of art movements and style; Apply the creative process in supporting the creation of art and design

**Topics:** Art and Fine Art (1); Art and Fine Art (2); Elements and Principles of Fine Art (1); Elements and Principles of Fine Art (2); Elements and Principles of Fine Art (3); Semiotics Basic; Imaging; Art Movement (1); Art Movement (2); Art Movement (3); Gestalt Theory; The Process of Creative Thinking (1); The Process of Creative Thinking (2)

**W0024 – COLOR THEORY (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students 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.

**W0032 – DRAWING I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify the elements of design; Draw 3D objects in perspective drawing; Demonstrate one point perspective; Apply rendering technique for drawing presentation.

**Topics:** Basic element of design; Interior shape and space; Geometrical shape; Architectural shape; One point perspective; Lighting and shading; Water color technique.

**W0042 – DRAWING II (2 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Apply one, two and three point perspective; Connect the result of mix media rendering with interior planning presentation using colored perspective drawing with two points perspective; Combine mix rendering technique in perspective drawing with one and two point perspective using a variety of materials (markers, colored pencils, ink, watercolor, etc.).

**Topics:** One Point Perspective - Master Bedroom; One Point Perspective - Living Room; One Point Perspective - Dining Room; One Point Perspective - Guest Room; Two Point Perspective - Study Room; Two Point Perspective - Kitchen Set/Pantry; Two Point Perspective - Kids Bedroom; Two Point Perspective and interior planning presentation; Three Point Perspective and interior planning presentation.

**W0092 – BUILDING CONSTRUCTION I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the fundamentals of building structures; Recognize the materials and components of a typical residential house and use the correct terminology for these components; Explain the various house styles and architectural features; Demonstrate an understanding Building Code and building controls process; Describe the construction of low-rise buildings.

**Topics:** Introduction & Buildings Structures; Building Code and Building Consents; Low-rise Foundation Systems; Elements of Building Construction: Foundation; Drawing Technics in a simple construction: Foundation; Elements of Building Construction: Floor; Drawing Technics in a simple construction: Floor; Elements of Building Construction: Wall & Frames; Drawing Technics in a simple construction: Wall & Frames; Elements of Building Construction: Ceiling; Drawing Technics in a simple construction: Ceiling; Building Construction Elements: Advanced Theory; Simple Building Construction Elements: Advanced Application.

**W0102 – BUILDING CONSTRUCTION II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the material as well as basic theory of low-rise building construction, Apply Could draw construction elements, Produce Developed the theory of split-level construction, stairs and mezzanine in a working drawing and material selection

**Topics:** Understanding of the basic theory of low-rise building construction; Elements of low-rise building construction; Low-rise building construction elements: Split-level; Drawing Elements of low-rise building construction: Split-level; Low-rise building construction elements: Stairs; Drawing low-rise building construction elements: Stairs; Low-rise building construction elements: Mezzanine; Drawing low-rise building construction elements: Mezzanine; Details of simple construction: Split-level; Details of simple construction: Stairs; Details of simple construction: Mezzanine; Details of simple construction building: Exploded view; Stabilization of simple construction details: Exploded view.

**W0142 – BUILDING MATERIALS I (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: 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

**W0152 – BUILDING MATERIALS II (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Classify the type, process, characteristic and installing techniques of various artificial building material, Describe the strength and weakness of artificial building material in interior and furniture, Apply the artificial material which is appropriate 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.

**W0164 – INTERIOR DESIGN I (4 Credits)**

**Learning Outcomes:** By the end this courses, student will be able to: Create designs in accordance with the functions and space needs in one-bedroom apartment; Design the interior of a one-bedroom apartment according to the functions and needs of the user; Find the space needed for one-bedroom apartment; Adapt the detailed pieces of room of one-bedroom apartment; Show the relationship between each room in one-bedroom apartment.

**Topics:** Introduction to one-bedroom apartment; Data survey and location survey; Apartment survey; Apartment survey analysis; Presentation of Apartment Survey Results; Space Programming & Space Analysis; Scheme for Inter-Space Relations; Concept and idea of design; Study Zoning; Study Grouping; Study Lay Out; Floor Plan; Ceiling Plan; Elevation; Section; Mock up and perspective; Mock up /axonometric.

**W0176 – INTERIOR DESIGN II (6 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the process of designing House; Execute the proper design concept to the others; Analyse a house design based on necessity and function; Justify appropriate decision in the design process.

**Topics :** Basic Principles of House; Data Survey: Literature and user; House data survey Analysis; House data Survey Analysis Presentation; Space Programming and space Analysis; Scheme of interaction Between space; Concept Design; Zoning study and Analyst; Grouping study and Analyst; Lay-Out study and Analyst; Floor and Wall plan; Ceiling and Electrical Plan; Section and Elevation drawing; Perspective and interior Models.

**W0186 – INTERIOR DESIGN III (6 Credits)**

**Learning Outcomes:** By the end of this course, the students will be able to: Design the interior of the store, which has presented with a perspective drawing, model, color schemes, and materials; Design the floors, walls, ceilings, and furniture of the store; Apply the required space organization for store planning; Adapt the interior concepts to the functions and images of the store; Work on details and pieces of interior elements in interior design; Describe the relationship between store image and interior and furniture planning.

**Topics:** Store: survey, literature, analysis and presentation; Design concept and idea; Zoning study; Grouping study; Store furniture study; Layout study; Sketch/store image; Floor Plan; Ceiling Plan; Elevation drawing; Presentation.

**W0196 – INTERIOR DESIGN IV (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe the process of designing office; Apply the theory into design process; Analyze the design process and space programming; Construct the design concept based on the function and aesthetic; Choose the right design element based on the design concept for the design outcome.

**Topics:** Basic Knowledge of Office Space; Data Collection & Analysis; Design Process & Programming; Technical Drawings; Presentation Drawings.

**W0206 – INTERIOR DESIGN V (6 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe definition of hotel; Apply the theory of designing hotel; Analyse the collected data; Construct the design concept based on the space function and necessity; Analyse the right design element for the design outcome.

**Topics:** Basic Principles of Hotel; Data Survey: Literature and User; Hotel Data Survey; Hotel Collected Data Survey Analysis; Hotel Collected Data Survey Analysis Presentation; Space Programming and Space Analysis; Space Adjacency and Bubble Diagram; Design Concept; Zoning Study and Analysis; Grouping Study and Analysis; Layout Study and Analysis; Floor and Wall Plan; Ceiling Plan; Elevations; Sections; Interior Perspectives & Models; Colour and Material Scheme.

**W0234 – FURNITURE DESIGN I (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students 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 joints; Material knowledge; Basic drawing for furniture; Furniture studio.

**W0244 – FURNITURE DESIGN II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain basic knowledge of kitchen furniture; Explain basic knowledge of counter booth; Explain basic knowledge of store furniture; Design kitchen furniture, counter booth and store furniture.

**Topics:** Designing kitchen furniture; Designing counter booth; Designing store furniture.

**W0256 – FURNITURE DESIGN III (6 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Recognize the purpose of chair designing and the factors; Define style and detailing; Differentiate materials and techniques; Apply function, shape and technique to the 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; Understanding the material –

Characteristics and techniques (Wood & Rattan); Understanding the material – Characteristics and techniques (Metals); Understanding the material – Characteristics and techniques (Plastic); Understanding the material – Characteristics and techniques (Upholstery); Material Collaboration; Furniture studio 1- Inspired by Indonesian Ethic: Dining Chair; Furniture studio 2 – Modern Chair: Mix Material.

#### **W0266 – FURNITURE DESIGN IV (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 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 and User; The Design Process Data Survey Hotel; The Design Process 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 Adjacency & Bubble Diagram; Design development: Directing the Design Concept; Implementation: Directing the design; Design Styling Zoning Study & Analysis; Implementation: Design Styling Grouping Study & Analysis; Design drawing Layout Study & Analysis; Design drawing; Making presentation Section & Elevation; Interior Perspectives & Models.

#### **W0274 – CAD DESAIN I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Create two-dimensional objects quickly and precisely; Modify by utilizing existing object; Generate two-dimensional that can be used for a project

**Topics:** AutoCAD Interface; Controlling Drawing; Basic Drawing; Basic Drawing (cont); Format Style; Format Style (cont); Making Change to AutoCAD Objects; Making Change to AutoCAD Objects (cont); Layers and Inquiry; Layers and Inquiry (cont); Block and Insert; Block and Insert (cont); Annotation Using AutoCAD Objects; Annotation Using AutoCAD Objects (cont); Introduction to Layouts; Dimensioning; Hatching Object; Reusable AutoCAD Content; Additional Drawing Objects; Additional Drawing Objects (cont); Plot Drawing; Plot Drawing (cont); Plot Style in Plotting; Template Drawing Creation; Export and Import in AutoCAD; Working and link with multiple files

#### **W0284 – CAD DESAIN II (4 Credits)**

**Learning Outcomes:** At the end of this course, the students will be able to: Estimate the 2D image that can be used for further process; Develop primitive 3D images into unique shapes; Produce representative 3D objects.

**Topics:** Tree Dimension Space; 3D Modeling Rules; Coordinate System; Standard 3D View & Projection; 3 Dimension View; Controlling View; Wire frame Modeling; Solid Modeling; Surface Modeling; System Variables; Solid Editing; Boolean Operation; Modify 3D Objects; Final Rendering; Mapping Coordinate; Slide Show; Raster Image Rendering; Printing/Plotting 3D Model.

#### **W0402 – CROSS CULTURE DESIGN (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the principles of culture and cross culture in general, Interpret all of the aspects of cross culture in design, Analyze all of the aspects of cross culture and its application in interior design projects, Evaluate the cross culture in interior design projects

**Topics:** introduction of principles of culture and cross culture; Cross Culture and The Influence Application in Design; Cross Culture Application In Interior Design Elements; Cultural Assimilation in Indonesia; Cultural Assimilation in East Asians; Arts and Crafts of Indonesia; Cross Culture Survey Analysis: Indonesian Culture; Cultural Assimilation in Indonesia Historical building: Residential Projects; Cultural Assimilation in Indonesia Historical building: Restaurant Projects; Cultural Assimilation in Indonesia Historical building: Hotel Projects; Cultural Assimilation in Indonesia Historical building: Government/institutional Projects; Cross Culture Survey Analysis: East and West Culture; Cross Culture Survey Analysis Presentation.

**W0462 – INTERIOR ERGONOMICS (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the basic concepts of interior ergonomics; Explain the result of observation about the material based on interior ergonomics in furniture and interior design planning; Practice the application of interior ergonomic in furniture and interior design planning.

**Topics:** Introduction; Ergonomics in interior; Ergonomics in Residence Design; Ergonomics in Retail Design; Ergonomics in Office Design; Ergonomics in Hospitality Design; Ergonomics in Public Space Design; Ergonomics in the Planning of Furniture and Interior Design.

**W0472 – INTERIOR AESTHETICS (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Explain the definition of aesthetics and themes; Explain the period of aesthetics and some of the aesthetic figures, which are divided by a period of time; Apply the aesthetics and style in designing; Compare the different kinds of Indonesian aesthetics and eastern aesthetics.

**Topics:** Introduction to the principles of aesthetics; Aesthetic value / Beauty & Art; Development of Aesthetic Period; Aesthetics & Style; Indonesian aesthetics; Eastern aesthetics.

**W0482 – 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

**W0492 – HISTORY OF EASTERN ART (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Recognize art development of the eastern world from the prehistoric, early civilization, Buddhist, Hindu and Islamic art, in particular the cultural characteristics and influences; Identify the art development of the eastern world, by organizing and comparing cultural characteristics and influences; Relate art development of the eastern world from the prehistoric, early civilization, Buddhist, Hindu and Islamic art, in particular the cultural characteristics and influences within design perspective; Apply various art and cultural concepts from the Eastern World within design context appropriately

**Topics:** Prehistory: Catal Huyuk; Early Civilization: Indus Valley; Buddhist and Hindu Art: India; Buddhist and Hindu Art: China; Buddhist and Hindu Art: Japan & Korea; Buddhist and Hindu Art: South East Asia; Islamic Art: Middle



East & Africa; Islamic Art: Spain & Turkey; Islamic Art: Central Asia; Islamic Art: India; Mesoamerica & South America: Mexico & Guatemala; Mesoamerica & South America: Peru; Pacific: Australia & Polynesia.

#### **W0502 – 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

#### **W0512 – INTERIOR DESIGN HISTORY AND CULTURE (2 Credits)**

**Learning Outcomes:** After completing this course, the students will be able to: Identify and explain the difference between styles / periods of design (Prehistoric to Postmodern period); Apply design and cultural context in practice; Connect the influences of culture, styles and interior design developed in the past, as well as in the present, and future; Explain the period and the development of interior design from Prehistory to Postmodern period, both in terms of cultural influences, thoughts, characteristics, and figures.

**Topics:** Introduction - Prehistory Period and Early Civilizations (Mesopotamia and Egypt); Classical Period: Ancient Greece and Ancient Rome; Medieval Period: Early Christian, Byzantine, Romanesque, & Gothic; Renaissance period; 17<sup>th</sup>-18<sup>th</sup> century: France, England; 19<sup>th</sup> century: Victorian, Arts & Crafts, Art Nouveau; 20<sup>th</sup> century: Pre-modern, Modern, Pop Art design, Post-modern.

#### **W0532 – 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.

#### **W0562 – MATERIAL AND FINISHING FURNITURE I (2 Credits)**

**Learning Outcomes:** On successful completion of this Course, students 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 wood Finishing; Basic other material Finishing; Project: Finishing accessories; Project: Finishing furnishing; Project: Combine different finishing material.

**W0602 – 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.

**W0624 – TWO DIMENSIONAL DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify Basic Design Knowledge: element of designs and principles of design; Demonstrate an understanding both elements of design and principles of design and distinguish it based on design works, theme, style, technique and material; Produce a design work with specific techniques, materials and media to solve design challenges

**Topics:** Introduction of Basic Design; Elements of Design; Element of Design 2; Principles of Design; Principles of Design 2; Form and Shape; Form and Shape 2; Visual and physical of form; Visual and physical of form 2; Visual and physical of form 3; Space, Depth & Distance; Space, Depth & Distance 2; Space, Depth & Distance 3

**W0634 – TECHNICAL DRAWING I (4 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the 2D and 3D objects; Classify the 2D and 3D objects for orthographic drawing; Demonstrate orthographic drawing in standardized drawing application; Apply the construction drawing in standardized drawing application.

**Topics:** Definition of technical drawing; Drafting equipments; Drawing and drafting fundamentals; Drawing system; Dimensioning and annotation; Construction drawing and specification; Final Project.

**W0644 – THREE DIMENSIONAL DESIGN (4 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Interpret element of design and principles of design on 2D and 3D object. (Geometric and non-geometric form); Experiment different material and texture on various design concepts; Construct 3D object based on sketching and design concept; Create a design object using selected materials.

**Topics:** Introduction of 3 dimensional designs; Nine Square Matrix; Ambiance Box; Biomimicry (the art of imitating life).

**W0654 – TECHNICAL DRAWING II (4 Credits)**

**Learning Outcomes:** On successful completion of this course, students will be able to: Apply the construction drawing with information in standardized drawing; Create the interior details for interior design project; Create the furniture details for furniture design project; Apply the construction drawing for interior and furniture design project.

**Topics:** Basic knowledge of interior lay out; Construction drawing for furniture lay out; Construction drawing for floor plan and wall treatment; Construction drawing for ceiling and lighting plan; Section drawing; Elevation drawing; Interior details in construction drawing; Construction drawing for furniture; Furniture section drawing; Furniture and isometric drawing; Furniture and exploded view; Furniture details in construction drawing.

**W0664 – PORTFOLIO PRESENTATION (4 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 method; 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

**W0672 – LIGHTING DESIGN: COMMERCIAL & HOSPITALITY (2 Credits)**

**Learning Outcomes:** On successful completion of this course, student will be able to: Analyze the characteristic, advantages and disadvantages of natural and various artificial light sources and lighting techniques; Explain how size and watts are expressed in the various types of artificial light sources and compare various light technologies based on efficiency; Apply knowledge of the colour rendering index, and the Kelvin ratings of the various types of lighting sources; Select from the various lighting luminaries for a specific design goal, and explain and justify selection process; Create a lighting design based on the specific applications and constrain applying appropriate industry 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 & Café; Lighting Design: Hospital, Health & Sport; Lighting Design: Office & School; Lighting Design: Museum & Culture; Lighting Design: Theatre, Entertainment & Airport

**W0682 – LIGHTING DESIGN: 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 Type; Introduction to Lighting Design; Residential Lighting Design; Commercial Lighting Design; Lighting Design in Store & Retail; Lighting Design in Exhibition; Type of Lighting for Retail and Exhibition; Store Lighting Detail I; Store Lighting Detail II; Store Lighting Detail III; Exhibition Lighting Detail I; Exhibition Lighting Detail II; Lighting Presentation and Evaluation

**W0694 – VISUAL MERCHANDISING (4 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.

**W0704 – PHOTOGRAPHY (4 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.

**Subject Code: X**

**X0014 - 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 politics, economy, law, and socio-cultural; Identify concepts and perspectives which explain Indonesian politics, economy, law, and socio-cultural; Explain the important periods that define the Indonesian politics, economy, law, and socio-cultural; Analyze contemporary Indonesian politics, economy, law, and socio-cultural

**Topics:** Introduction to Indonesian politics, economics, law, and socio-cultural; Understanding political concepts and approaches; Indonesian political system; New chapter of Indonesian democracy: Reformation era post 1998 onwards; Indonesian politics: Selected issues I; Indonesia’s politics: Selected issues II; Chapter Two: Introduction to Indonesian Economics; Some basic concepts: Macroeconomics policy; The 1997 Asian economic crisis; Discussion Forum; Indonesian economy since independence; Indonesian economic architecture; Indonesian economy: Some selected issues I; Indonesian economy: Some selected issues II; Chapter Three: Sociology Perspective; Socialisation; Inter-group relations; Social institution; Sex and gender; Population; Conformity and non-conformity; Discussion; Chapter four: Indonesian legal system; Indonesian legal architecture; Selected Issue: Corruption; Selected Issue: Death penalty

**X0024 - 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; Perspectives in International Relations; Issues in International Relations; Agendas in International Relations

**X0034 - 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

**X0044 - 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

**X0054 - 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

**X0064 - 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.

**X0074 - 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.

**X0084 - 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.

**X0094 - 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).

**X0104 - 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.

#### **X0112 - 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;

#### **X0122 - 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.

#### **X0132 - 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.

#### **X0142 - 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.

**X0152 - INTERMEDIATE CHINESE I (2 Credits)**

**Learning Outcomes:** This course continues the work undertaken in Introductory Chinese II. It introduces students to more advanced texts in Chinese. 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.

**X0162 - 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.

**X0172 - 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.

**X0182 - 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.

**X0192 - 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.

**X0202 - INTRODUCTORY JAPANESE II (2 Credits)**

**Learning Outcomes:** This course extends from Introductory Japanese I. Students will develop their skills in writing and conversation and undertake translation from and into Japanese 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 Japanese 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.

#### **X0212 - INTERMEDIATE JAPANESE I (2 Credits)**

**Learning Outcomes:** This course continues the work undertaken in Introductory Japanese II. It introduces students to more advanced texts in Japanese. 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.

#### **X0222 - 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.

#### **X0232 - 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.

#### **X0242 - 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.

#### **X0252 - 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.

**X0262 - 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.

**X0272 - 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.

**X0282 - 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.

**X0292 - 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.

**X0302 - 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.

**X0312 - 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.

**X0322 - INTRODUCTORY FRENCH II (2 Credits)**

**Learning Outcomes:** This course extends from Introductory French I. Students will develop their skills in writing and conversation and undertake translation from and into French 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 French 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.

**X0332 - 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.

**X0342 - 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.

**X0352 - 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.

**X0362 - 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.

**X0372 - 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.

**X0382 - 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; Hablar del trabajo o los estudios; Las comidas en España (Spanish Food); Hablar del futuro: planes y proyectos; Pedir productos alimenticios 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.

**X0392 - 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:** This course covers more advanced vocabulary (up to 300 most commonly used words) and grammatical structures relating to broader topics particularly international relations topics.

**X0402 - 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.

**X0412 - 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.

#### **X0422 - 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.

#### **X0434 - 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.

#### **X0444 - 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.

#### **X0454 - 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.

**X0464 - 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.

**X0474 - 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.

**X0484 - 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.

**X0494 - 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.

**X0504 - 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, ie., 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.

#### **X0514 - 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.

#### **X0524 - 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.

#### **X0534 - 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.

#### **X0542 - 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.

**X0552 - 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.

**X0574 - 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.

**X0584 - 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

**X0594 - 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.

**X0604 - 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.

**X0614 - 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.

#### **X0624 - 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.

#### **X0634 - 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.

#### **X0644 – 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.

#### **X0654 - 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.

#### **X0664 - 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.

**X0674 - 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.

**X0684 - 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.

**X0694 - 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.

**X0704 - 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.

**X0714 - 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.

#### **X0734 - 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.

#### **X0744 - 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.

#### **X0754 - 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.

#### **X0774 - 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.

#### **X0784 - 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.

**X0794 - 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.

**X0814 - 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.

**X0826 - THESIS (6 Credits)**

**Learning outcomes:** Students shall be able to write an undergraduate thesis on international relations topics.

## 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 20 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)

**Student Activity Unit (UKM)**

There are 40 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)

**7 Community:**

1. Komunitas Sepeda
2. AIESEC
3. Fopasbin (Forum Pasukan Pengibar Bendera Bina Nusantara)
4. TFI Volunteer
5. BSSC ( Binus Square Student Committee)
6. BSLC ( Binus Student Learning Community)
7. Binus TV 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 2012 until June 2013

No.	Faculty/UKM/HMJ	Events	Achievements	Level
1	Desain Komunikasi Visual	The 9 <sup>th</sup> ASEAN Skills Competition 2012	Gold	Internasional
2	Desain Komunikasi Visual	The 9 <sup>th</sup> ASEAN Skills Competition 2012	Gold	Internasional
3	School Of Computer Science	The 9 <sup>th</sup> ASEAN Skills Competition 2012	Gold	Internasional
4	School Of Computer Science	The 9 <sup>th</sup> ASEAN Skills Competition 2012	Gold	Internasional
5	School Of Computer Science	The 9 <sup>th</sup> ASEAN Skills Competition 2012	Gold	Internasional
6	School Of Information Systems	The 9 <sup>th</sup> ASEAN Skills Competition 2012	Gold	Internasional
7	BNEC	BNEC Scrabble Open	1 <sup>st</sup> Runner Up	Jabodetabek
8	BNEC	Asian BP 2012	2 <sup>nd</sup> Runner Up	Asia
9	BNEC	Asian BP 2012	2 <sup>nd</sup> Runner Up	Asia
10	BNEC	Asian BP 2012	9 <sup>th</sup> Best Speaker	Asia
11	BNEC	Pesta Pulau Penang Scrabble Championship	Juara 3	Internasional
12	BNEC	Pesta Pulau Penang Scrabble Championship	Rank 6	Internasional
13	BNEC	ALSA Unpad 2013	Juara 1	Nasional
14	BNEC	ALSA Unpad 2013	Juara 3	Nasional
15	BNEC	ALSA Unpad 2013	Juara 3	Nasional
16	BNEC	ALSA Unpad 2013	Juara 3	Nasional
17	Stamanara	Modern Dance SPARTA	Juara 2	Jabodetabek

No.	Faculty/UKM/HMJ	Events	Achievements	Level
18	Stamanara	Modern Dance SPARTA	Juara 2	Jabodetabek
19	Stamanara	Modern Dance SPARTA	Juara 2	Jabodetabek
20	Stamanara	Modern Dance SPARTA	Juara 2	Jabodetabek
21	Stamanara	Modern Dance SPARTA	The Best Costume	Jabodetabek
22	Stamanara	Modern Dance SPARTA	The Best Costume	Jabodetabek
23	Stamanara	Modern Dance SPARTA	The Best Costume	Jabodetabek
24	Stamanara	Modern Dance SPARTA	The Best Costume	Jabodetabek
25	Stamanara	Modern Dance SPARTA	The Best Costume	Jabodetabek
26	-	Speaker Talent 2013 - Speech Contest	Juara 1	Jaboetabek
27	-	Faldo Series Asia Grand Final 2013	Juara 1	Asia
28	Sepak Bola	Futsal Competition VALBURY Cup 2013	Juara 2	Jabodetabek
29	Stamanara	Music in Motion Road Show Dance Competition	Juara 2	Jabodetabek
30	Stamanara	Music in Motion Road Show Dance Competition	Juara 2	Jabodetabek
31	Stamanara	Music in Motion Road Show Dance Competition	Juara 2	Jabodetabek
32	Stamanara	Music in Motion Road Show Dance Competition	Juara 2	Jabodetabek
33	B-Voice	Lomba Radio Announcing	Juara 1	Jabodetabek
34	B-Voice	Lomba Radio Announcing	Juara 1	Jabodetabek
35	B-Voice	Lomba Radio Announcing	Juara 1	Jabodetabek
36	B-Voice	Lomba Radio Announcing	Juara 2	Jabodetabek
37	B-Voice	Lomba Radio Announcing	Juara 2	Jabodetabek
38	B-Voice	Lomba Radio Announcing	Juara 2	Jabodetabek
39	Band	Lomba Acoustic Band "Funtastic"	Juara 2	Jabodetabek
40	Band	Lomba Acoustic Band "Funtastic"	Juara 2	Jabodetabek
41	Band	Lomba Acoustic Band "Funtastic"	Juara 2	Jabodetabek
42	Band	Lomba Acoustic Band "Funtastic"	Juara 2	Jabodetabek
43	Band	Lomba Acoustic Band "Funtastic"	Juara 2	Jabodetabek
44	BNCC	Gunadarma Overlocking Contest 2013	Juara 3	Nasional
45	BNCC	Gunadarma Overlocking Contest 2013	Juara 3	Nasional
46	BNCC	Gunadarma Overlocking Contest 2013	Juara 3	Nasional
47	BNCC	Gunadarma Overlocking Contest 2013	Juara 3	Nasional
48	BNCC	Gunadarma Overlocking Contest 2013	Juara 3	Nasional
49	BNCC	Gunadarma Overlocking Contest 2013	Juara 3	Nasional
50	BNEC	Astar Scrabble Challenge International	Juara 3	Internasional
51	BNEC	Astar Scrabble Challenge International	Juara 7	Internasional
52	BNEC	Astar Scrabble Challenge International	Juara 9	Internasional
53	BNEC	ALSA UI Spelling Bee Competition	Juara 1	Nasional
54	BNEC	ALSA UI Spelling Bee Competition	Juara 3	Nasional



No.	Faculty/UKM/HMJ	Events	Achievements	Level
55	BNEC	AMSA Scrabble Competition	Juara 1	Jabodetabek
56	BNEC	AMSA Scrabble Competition	Juara 1	Jabodetabek
57	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
58	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
59	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
60	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
61	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
62	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
63	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
64	BASIC	League of Inter School and Collegiate aquatic INDONESIA	Juara 3	Nasional
65	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
66	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
67	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
68	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
69	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
70	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
71	Bulu Tangkis	Binus Badminton Cup VII	Juara 3	Se-Jawa
72	Basket	Liga Basket Mahasiswa 2013 Divisi 2	Juara 1	Jabodetabek
73	Stamanara	UNJ Dance Competition	Juara 3	Jabodetabek
74	Stamanara	Trisakti Intuition	Juara Favourite	Jabodetabek
75	BNMC	Lomba Chinese Bridge ke-12 Seleksi Wilayah Propinsi DKI Jakarta	Juara 3	Jabodetabek
76	-	Mizuno Dream Cup Indonesia Championship 2013	Juara 2	Nasional
77	Bulu Tangkis	TSM Badminton Cup 2013	Juara 2	Jabodetabek
78	Bulu Tangkis	TSM Badminton Cup 2013	Juara 2	Jabodetabek
79	Bulu Tangkis	TSM Badminton Cup 2013	Juara 2	Jabodetabek
80	BNEC	IT Telkom	1 <sup>st</sup> Best Speaker	Nasional
81	BNEC	IT Telkom	2 <sup>nd</sup> Best Speaker	Nasional
82	BNEC	IT Telkom	Juara 1	Nasional
83	BNEC	IT Telkom	Juara 1	Nasional
84	BNEC	IT Telkom	Juara 1	Nasional
85	BNEC	THE ICON 2013	Juara 1	Jabodetabek
86	BNEC	THE ICON	Juara 1	Jabodetabek
87	BNEC	THE ICON	Juara 2	Jabodetabek
88	BNEC	UADC 2013	Semi Final	Asia
89	BNEC	UADC 2013	Semi Final	Asia
90	BNEC	UADC 2013	Semi Final	Asia
91	BNEC	UADC 2013	Semi Final	Asia

No.	Faculty/UKM/HMJ	Events	Achievements	Level
92	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
93	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
94	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
95	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
96	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
97	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
98	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
99	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
100	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
101	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
102	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
103	Basket	LA Lights Campus League 2013	Juara 2	Jabodetabek
104	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
105	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
106	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
107	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
108	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
109	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
110	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
111	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
112	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
113	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
114	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
115	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
116	Basket	ABASCHAMP 2013 (Atmajaya Basketball Champion)	Juara 2	Jabodetabek+Bandung
117	BNCC	WDDC Himsisfo 2013	Juara 1	Nasional
118	BNCC	WDDC Himsisfo 2013	Juara 1	Nasional
119	BNCC	WDDC Himsisfo 2013	Juara 1	Nasional
120	BNCC	WDDC Himsisfo 2013	Juara 1	Nasional
121	Teknik Industri	LKTI 2013	Rank 9	Nasional
122	Teknik Industri	LKTI 2013	Rank 9	Nasional
123	Teknik Industri	LKTI 2013	Rank 9	Nasional
124	Teknik Industri	LKTI 2013	Rank 9	Nasional
125	School of Business Management	WIDETION (Widyatama Debate Competition)	Juara 2	Nasional
126	School of Business Management	WIDETION (Widyatama Debate Competition)	Juara 2	Nasional

No.	Faculty/UKM/HMJ	Events	Achievements	Level
127	School of Business Management	WIDETION (Widyatama Debate Competition)	Juara 2	Nasional
128	Accounting and Finance	Untar Accounting Challenge 2013	Juara Harapan 1	Nasional
129	Accounting and Finance	Untar Accounting Challenge 2013	Juara Harapan 1	Nasional
130	Accounting and Finance	Untar Accounting Challenge 2013	Juara Harapan 1	Nasional
131	Arsitektur	FuturArc Prize 2013 competition	Juara 2	Internasional
132	Arsitektur	FuturArc Prize 2013 competition	Juara 2	Internasional
133	Arsitektur	FuturArc Prize 2013 competition	Juara 2	Internasional
134	Arsitektur	FuturArc Prize 2013 competition	Juara 2	Internasional
135	Sastra Jepang	JAL (Japan Airlines) Scholarship Contest tahun 2013		Internasional
136	Psikologi	Psychosmart (kompetisi cerdas cermat) Psychology Village 4	Juara 1	Nasional
137	Psikologi	Psychosmart (kompetisi cerdas cermat) Psychology Village 4	Juara 1	Nasional
138	Psikologi	Psychosmart (kompetisi cerdas cermat) Psychology Village 4	Juara 1	Nasional
139	Psikologi	Psychosmart (kompetisi cerdas cermat) Psychology Village 4	Juara 3	Nasional
140	Psikologi	Psychosmart (kompetisi cerdas cermat) Psychology Village 4	Juara 3	Nasional
141	Psikologi	Psychosmart (kompetisi cerdas cermat) Psychology Village 4	Juara 3	Nasional
142	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 1	Nasional
143	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 1	Nasional
144	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 2	Nasional
145	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 2	Nasional
146	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 3	Nasional
147	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 3	Nasional
148	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 1	Nasional
149	School Of Computer Science	E-Time 2013 (Electro Activities Programme)	Juara 1	Nasional
150	Sastra China	Lomba Chinese Bridge ke-12 Seleksi Wilayah Propinsi DKI Jakarta	Juara 1	Jabodetabek
151	Sastra China	Lomba Chinese Bridge ke-12 Seleksi Wilayah Propinsi DKI Jakarta	Juara 2	Jabodetabek
152	Teknik Industri	The Freshhh 2013 competition	Rank 21	Internasional
153	Teknik Industri	The Freshhh 2013 competition	Rank 21	Internasional
154	Teknik Industri	The Freshhh 2013 competition	Rank 21	Internasional
155	Akuntansi	NATIONAL ACCOUNTING OLYMPIAD, GADJAH MADA UNIVERSITY ACCOUNTING DAYS 2013	Juara 3	Nasional
156	Akuntansi	NATIONAL ACCOUNTING OLYMPIAD, GADJAH MADA UNIVERSITY ACCOUNTING DAYS 2013	Juara 3	Nasional

No.	Faculty/UKM/HMJ	Events	Achievements	Level
157	Akuntansi	NATIONAL ACCOUNTING OLYMPIAD, GADJAH MADA UNIVERSITY ACCOUNTING DAYS 2013	Juara 3	Nasional
158	Sastra China	Lomba Chinese Bridge ke-12 (Nasional)	Juara 3	Nasional
159	Sastra China	Lomba Chinese Bridge ke-12 (Nasional)	Juara Harapan	Nasional
160	Sastra China	Story Telling National Mandarin Competition	Juara 2	Nasional
161	Sastra China	Story Telling National Mandarin Competition	Juara 3	Nasional
162	TI-Matematika	Fujitsu Innovation Challenge	Juara 3	Nasional
163	TI-Matematika	Fujitsu Innovation Challenge	Juara 3	Nasional
164	TI-Matematika	Fujitsu Innovation Challenge	Juara 3	Nasional
165	Psikologi	Lomba Debat tingkat Mahasiswa. PICASO	Juara 3	Nasional
166	Psikologi	Lomba Debat tingkat Mahasiswa. PICASO	Juara 3	Nasional
167	Psikologi	Lomba Debat tingkat Mahasiswa. PICASO	Juara 3	Nasional

## 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

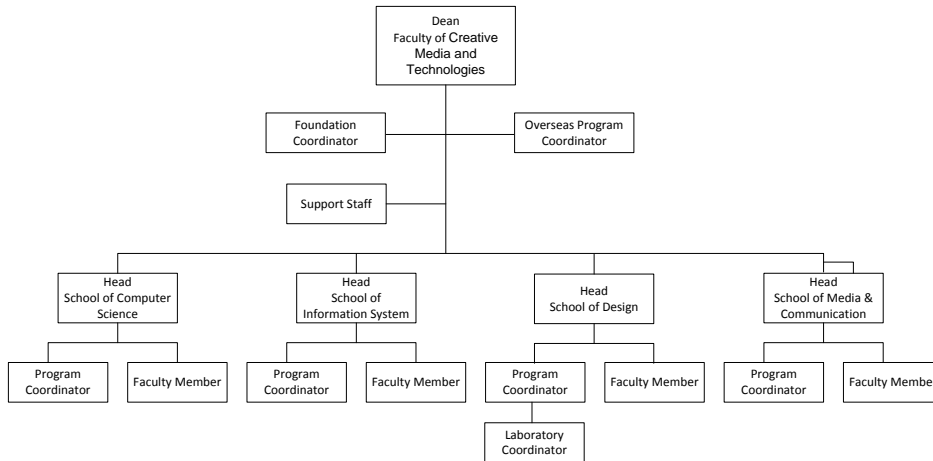
In the year 2000, Yayasan BINA NUSANTARA (BINA NUSANTARA Foundation) decided to move the Graduate School to a new location. Within less than a year, the foundation acquired a piece of land and started construction of a new modern facility at Jalan Hang Lekir I No. 6, right in the middle of Jakarta's 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, Hadi Satyagraha, 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 and opened its doors to fifty Computer Science students. 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 Australian universities, and one university from each of these respective countries: UK, Germany, and Malaysia. 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.

### 4.3 BINUS INTERNATIONAL Organizational Structure



All Heads of Schools, 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 School 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 (International Undergraduate/S1 Program)

#### 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.

We are also proud that some of our partners have been listed in the World's Top 300 Universities List 2008 (Top Universities Guide – published by QS Quacquarelli Symond Limited). We are confident that our students will gain not only from learning with and or obtaining a degree from our partners, but also from 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

**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.

**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).

**4. Curtin University**

Recognized as one of Australia's most respected universities, Curtin University, located in Perth, Western Australia, was established in 1967 as an Institute of Technology. It is renowned as a vigorous leader in the field of tertiary education with an established reputation for its quality management and for its teaching, which emphasizes applied work aimed at producing instantly useful graduates. All universities, employers, professional associations and government authorities in Australia recognize qualifications obtained from Curtin University.



**5. IHTTI School of Hotel Management**

IHTTI, School of Hotel Management in the heart of Neuchâtel, is one of the most established and successful hotel management schools in Switzerland. With a long history of producing world-class hospitality and tourism executives, IHTTI's graduates are its strongest credential.

IHTTI offers undergraduate and postgraduate programmes in Hospitality and Tourism Management. The school provides a very individual and personal service to each student. As a member of the Swiss Education Group, IHTTI is 100% Swiss-owned which ensures top quality education with a distinctive Swiss style that is renowned worldwide

**6. 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.

**7. 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.

**8. 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.

**9. Murdoch University**

Murdoch remains one of the leading research universities in Australia, at cutting edge areas such as biotechnology and renewable energy. More than 72 percent of their academic staff has a PhD, which is well above the Australian universities average. Academic staff members are active in both teaching and research, and the university has state-of-the-art facilities, excellent student services and a wide range of undergraduate and postgraduate courses. Murdoch University is located in Perth, Western Australia.

**10. 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.

**11. 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 characterised by increasing change. Courses are in high demand and its graduate employment rate is well above the national average for Australian universities.

**12. 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.

**13. 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

**14. 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.

**15. 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.

**16. 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.

**17. 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.

**18. 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.

**19. 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.

#### 20. Swinburne Institute of Technology

Established in 1908, Swinburne University of Technology is an Australian Government owned university that generates its revenue from the provision of higher education and vocational education programs. Swinburne University of Technology have nearly 7,500 International Students (from more than 100 different countries). Swinburne offers a range of courses for Undergraduate and Higher Education including Design, Commerce, Business, Interactive Media to name a few.

#### 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.

### 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 these 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. 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, Korea, Thailand and Dubai, English is their medium of communication. Since BINUS INTERNATIONAL students study in an English only medium of instruction environment, for some partners, 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.

Deleted :

### **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 General Objective of the Semester Credit Unit (SCU) method is to enhance the extent to which higher education can be developed. It indicates 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 to:

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.

To attain a good result, the student is expected to provide 50 minutes per week classroom attendance for each credit, and at least one or two hours of self learning. This time is provided to explore, discuss and re-present the material that has been given in the course, for example reading the text book suggested, doing the task etc.

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.
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.

The delivery of education at BINA NUSANTARA UNIVERSITY is achieved through teaching materials, discussions, speeches, case studies, job trainings and practical work.

**Point calculation if there is a change of credits (SCU)**

The regulation of alphabetical value caused by the change of credits/course series only influences the students who have not passed or improved the points of relevant courses. Change of credit load (ex. 2 into 4 or vice versa). Change of course series e.g.: a) A course changed into two courses or more b) Two or more courses changed into one course where the final point of the course is counted as follows:

**Final Point if there is a change of credits**

No.	Old course	New Course	Final Result ( Sign * )			
			Course		Alphabetical Value	
			Old	New	Old	New
1.	Not taken	Pass / Failed	-	*	-	*
2.	Taken (Point D/E )	Pass higher than the previous points	-	*	-	*
3.	Taken (Point D/E)	Pass less than the old points	*	-	*	-

**Example of final point calculation:**

- a) Change of credit (one course with one course)

*Final Point for change of credits*

Rule Number	Old	New	Final Result
1	-	A/B/C/D/E	A/B/C/D/E
2	D	A/B/C	A/B/C
	E	A/B/C/D	A/B/C/D
3	D	D	D
	E	E	E

- b) Several courses into one course

*Final Point for fusion of courses*

Rule Number	Old	New	Final Result
1	-	A/B/C/D/E	A/B/C/D/E
2	( C, D )	A/B	A/B
	( D, E )	A/B/C	A/B/C
	( E, E )	A/B/C/D	A/B/C/D
3	( C, D )	C	( C, C )
	( C, D )	D/E	( C, D )
	( D, E )	D	( D, D )
	( D, E )	E	( D, E )
	( E, E )	E	( E, E )

c) One course into several courses

*Final points for Separation of courses*

Rule Number	Old	New	Final Result
1	-	A/B/C/D/E	A/B/C/D/E
2	D	A/B/C	A/B/C
	E	A/B/C/D	A/B/C/D
3	D	D/E	D/E
	E	E	E

The new course always equals the first level of the lowest level in a series of courses. If the student wants to improve the points and credits of old courses, he or she must take the course of the lowest level in the series. Students who have not passed or taken the old course are obligated to take all the courses of the whole series of courses.

### 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 22 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 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, refer to the Study Plans published in this Catalog by major area of study.

Academic Misconduct and the sanctions imposed for instances of misconduct are also defined in the student handbook.



**Academic Qualifications**

Major	Study Program	Degree				Partner
		Single	Title	Double	Title	
Accounting & Finance	Applied Accounting	-	-	√	SE & B.Com.	Curtin
	Accounting & Finance	-	-	√	SE & B.Com.	Curtin
	Accounting & International Business	-	-	√	S.E. & B.A.	Cologne
	Minor in Information Systems Audit & Assurance	√	S.E.	-	-	-
	Minor in Marketing	√	S.E.	-	-	-
Design	Graphic Design and New Media	√	S.Sn.	√	S.Sn. & B.Des	Swinburne
		√	S.Sn.	√	S.Sn. & B.A.	Curtin
		√	S.Sn.	√	S.Sn. & B.A.	Northumbria
	Interactive Digital Media	√	S.Sn.	-	-	-
	Fashion Design	√	S.Sn.	√	S.Sn. & B.A.	Northumbria
	Fashion Management	√	S.Sn.	√	S.Sn. & B.A.	Northumbria
Media and Communication	Film	√	S.Sn.	√	TBA	TBA
	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. & B.Sc.	Murdoch
	Games Technology	-	-	√	S.Kom. & B.Sc.	Murdoch
	Computer Science	-	-	√	S.Kom. & BSc (Hons)	Nottingham
	Computer Science with Artificial Intelligence	-	-	√	S.Kom. & BSc (Hons)	Nottingham
	Software Engineering	-	-	√	S.Kom. & BSc (Hons)	Nottingham
	Information Technology	-	-	√	S.Kom. & B.Eng.	Inholland
	Application Programming	-	-	√	S.Kom. & B.I.T	RMIT
	Business Applications	-	-	√	S.Kom. & B.I.T	RMIT
	Multimedia Design	-	-	√	S.Kom. & B.I.T	RMIT
	Network Programming	-	-	√	S.Kom. & B.I.T	RMIT
	System Administration	-	-	√	S.Kom. & B.I.T	RMIT
	Web Systems	-	-	√	S.Kom. & B.I.T	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
	Minor in Accounting	√	S.Kom.	-	-	-
Minor in Art and Design	√	S.Kom.	-	-	-	

	Minor in Information Systems	√	S.Kom.	-	-	-
	Minor in Marketing	√	S.Kom.	-	-	-
Information Systems	Business Information Technology	-	-	√	S.Kom. & B.Com.	Business Information Technology
	Information Systems & International Business	-	-	√	S.Kom. & B.A.	Information Systems & International Business
	Information Technology	-	-	√	S.Kom. & B.I.T	Information Technology
	Computer and Information Sciences	-	-	√	S.Kom. & B.C.I.S	Computer and Information Sciences
	Information Systems General	√	S.Kom.	-	-	Information Systems General
	Information Systems Audit and Assurance	√	S.Kom.	-	-	Information Systems Audit and Assurance
	Project Management	√	S.Kom.	-	-	Project Management
	Minor in International Business	√	S.Kom.	-	-	Minor in International Business
	Minor in Accounting	√	S.Kom.	-	-	Minor in Accounting
	Minor in Computer Science	√	S.Kom.	-	-	Minor in Computer Science
	Minor in Marketing	√	S.Kom.	-	-	Minor in Marketing
Marketing	Marketing Management	√	S.E.	-	-	-
	Marketing & International Business	-	-	√	S.E. & BA	Cologne Business School

	Marketing & International Business	-	-	√	S.E & B.Bus	Queensland University of Technology (QUT),
	Marketing Management	-	-	√	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
Management	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>
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- Note:
- \* S.E. (Sarjana Ekonomi)
  - \* S.Kom. (Sarjana Komputer)
  - \* S.Sn. (Sarjana Seni)
  - \* S.I.Kom (Sarjana Ilmu Komunikasi)
  - \* B.Comp.Sc. (Bachelor of Computer Science)
  - \* B.Sc. (Hons). (Bachelor of Science (Honours))
  - \* B.I.T (Bachelor of Information Technology)
  - \* B.C.I.S (Hons). (Bachelor of Computer & Information Sciences)
  - \* B.Bus. (Bachelor of Business)
  - \* B.A. (Bachelor of Arts)
  - \* B.Com. (Bachelor of Commerce)
  - \* B.Sc. (Bachelor of Science)
  - \* B.Eng (Bachelor of Engineering)
  - \* B.I.T (Bachelor of Information Tech.)
  - \* B.BA (Bachelor of Business Adm.)

## 4.5 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.

## 4.6 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.

## 4.7 Students and Alumni Relations (SAR)

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 Student and Alumni Relations (SAR) 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. SAR 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 SAR 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.

## 4.8 Schools

### 4.8.1 Accounting & Finance

#### *Vision*

The School of Accounting and Finance strives to become a leading institution of accounting & financial studies in Asia Pacific region

#### *Mission*

In pursuing its vision, the School of Accounting & Finance provides job-ready graduates with high quality competencies in the field of accounting and finance 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 accreditations. Our graduates will be equipped with ethical and professional skills as well as practical experiences ready to be employed globally.

#### *Program Description*

The School of Accounting and Finance provides unique study programs to train students to become professional in the accounting and finance areas. The School of Accounting & Finance is the first in Indonesia to teach students financial accounting using International Financial Reporting Standards (IFRS). With the global harmonization of accounting standards and the commitment of the Indonesian Institute of Accountants to harmonize its accounting standards with IAS, by the year 2012, graduates from BINUS International will be at the forefront of the accounting profession.

The school provides double degree programs, which are designed to meet the basic requirements for students to become accountants in Indonesia as well as overseas. The single degree programs enable students to study Accounting with enhancements from other areas such as Marketing and Information Systems Audit and Assurance.

The program offers many non-traditional and unique accounting courses which may not be offered by other schools at other universities. Students of Accounting and Finance may enjoy unique courses such as Information System audit, Financial Modeling, Derivatives, Portfolio Management, or Enterprise Resource Planning (ERP) that lead to professional certification. The school encourages students to be able to work individually as well as to build a spirit of teamwork.

The aim of the Accounting program is to develop students' competencies in basic accounting skills, confidence in using information technology, experience in using financial economic tools, development of a good work ethic, as well as excellence in intelligent communication. The program provides the best learning experience for students, with small classes (the average is 20 students per class), competent lecturers, and link and match curricula to prepare students for a competitive global market. In addition, the final research project enables students to gain research experience, and may lead to an interest in research should they decide to pursue graduate studies.

**The objectives of the program are:**

- A. To provide students with a solid foundation of technical knowledge ranging from fundamental principles to state-of-the-art accounting skills and abilities they will need in accounting & finance practice
- B. To equip students with a broad understanding of Information Technology sciences
- C. To prepare students for professional practices by providing skills on communication
- D. To demonstrate effective personal, social, and ethical professional attributes such as leadership, entrepreneurship, teamwork, and social responsibility
- E. To demonstrate capabilities in problem identification, generating ideas, and creating innovative solutions in order to improve current environment and practices

**Award/Degree**

- Sarjana Ekonomi from BINUS University, Jakarta
- Dual Degree with Bachelor of Commerce from Curtin University of Technology, Perth, Australia
- Dual Degree with a Bachelor of Arts from Cologne Business School, Cologne, Germany
- Master track program of Sarjana Ekonomi (SE) and Master of Commerce (M.Com) from Macquarie University, Sydney, Australia

**Graduate Competencies**

Upon successful completion of this four year program, students are expected to 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 report based on managerial accounting knowledge to support planning, controlling, and decision-making
4. Apply taxation knowledge related to taxation planning, compliance, and reporting in different tax problem and scenario
5. Apply managerial finance knowledge and skill for corporate planning and decision making
6. Demonstrate the knowledge of advance information technology and system related with business environment
7. Demonstrate the knowledge of information system audit and its environment
8. Collect and present relevant information to the appropriate decision makers for effective business results
9. Demonstrate an awareness of relevant accounting practice issues such as audit ethics, accountability and transparency
10. Demonstrate an awareness of effective leadership, entrepreneurship, teamwork, social responsibility and ethical behavior required in professional business



11. Analyse accounting and financial problems in comprehensive manner, provide alternative solutions, and make decision to improve organisation's performance

**Study Completion Requirements**

Starting in 2007, the School of Accounting and Finance offers three double degree programs: Applied Accounting, Accounting & Finance, and Accounting & International Business. In addition to the double degree programs, the School of Accounting offers two single degree programs in Accounting with minors in either Marketing or Information Systems Audit and Assurance.

The double degree program in Applied Accounting, Accounting & Finance and Accounting & international Business require two semesters of study abroad. Meanwhile, the single degree programs require no overseas study. All study periods are spent in BINUS International Campus, Jakarta. For further details please contact the Head of School.

To earn a major in Accounting at BINUS International, students must complete a minimum of 146 SCUs of academic credit. These 146 SCUs are comprised of:

- 124 SCUs of mandatory courses required for all students majoring in Accounting, which meets requirements by BINUS International and the Indonesian Ministry of Education. This includes a 6 SCU's final project in the final year.
- Additional courses that are provided by the School of Accounting and Finance, and which vary based on the specific program or minor chosen by the student.
- Elective courses chosen by the student.

One of several defined courses of study should be followed. These courses of study include:

**Double Degree Program in Applied Accounting**

The Double Degree Program in Applied Accounting is offered in partnership with Curtin University of Technology, Perth, Australia. Students who complete this program will be awarded with a Bachelor of Commerce (B.Com) in Applied Accounting from Curtin as well as the Sarjana Ekonomi (SE) from BINUS International. In addition to the major courses, students will have to study 12 Curtin Courses. All of these courses are to be completed at BINUS International and Curtin. Students will study at Curtin in their 6<sup>th</sup> and 7<sup>th</sup> semesters. Upon concluding the overseas study, students are required to return to BINUS International to complete the Final Project requirement.

**Double Degree Program in Accounting and Finance**

The Accounting and Finance Double Degree program provides students with knowledge and practical skills, not only in all aspects of the accounting phases but also in the art of using financial information and implementing economic theory in facilitating the decision making processes of business entities. This program is suitable for students who wish to work in the financial industry or continue to a master's program in finance. Students will be awarded with both Sarjana Ekonomi (SE) and Bachelor of Commerce (B. Com) in Finance from Curtin University of Technology. Students spend the first 5 semesters in Indonesia and the following 2 semesters with our overseas university partners (semesters 6 and 7). Upon concluding the overseas study, students are required to return to BINUS International to complete the Final Project requirement.

***Double Degree Program in Accounting and International Business***

The Double Degree Program in International Business is offered in partnership with Cologne Business School, Cologne, Germany. Students who complete this program will be awarded the Bachelor of Arts (B.A) degree in International Business from Cologne Business School in addition to the Sarjana Ekonomi from BINUS International. The first 6 semesters of study follow a prescribed set of courses agreed between BINUS INTERNATIONAL and Cologne Business School. The Semesters 7 and 8 of the study are undertaken at the Cologne Business School's campus in Cologne. Students choosing this program will have to complete additional courses determined by Cologne Business School.

***Single Degree in Accounting Minor in Marketing***

Students who choose to have a minor in marketing will receive adequate knowledge of marketing, which will then, complement the wide area of accounting background. With over 10 additional marketing courses, students will be able to grasp the concept of product marketing, strategy and business, and marketing environment. The degree awarded to these students is Sarjana Ekonomi (SE) from BINUS INTERNATIONAL.

***Single Degree in Accounting Minor in Information Systems Audit & Assurance***

This program is designed to relate the information system concepts with accounting background. It would like to become the first English-as-a-medium-of-instruction Information Technology /Information System Auditing program in Indonesia. Students will be equipped with various information system courses, such as information system auditing, IT governance, and other IS audit issues. Some of these courses are in compliance with Certified Information System Auditor (CISA) in order to enhance the Accounting and IS combined knowledge. Graduates with this specialization will be in high demand upon the completion of their study.. The degree awarded is the Sarjana Ekonomi (SE) from BINUS INTERNATIONAL

***Master track program in Sarjana Ekonomi (SE) and Master of Commerce (M.Com)***

The Master Track 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 Master Degree in Commerce.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, and computer labs, combined with students' independent study. It is the responsibility of the lecturer of a particular course to facilitate all students' learning on the course, which 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, and individual/group work projects. In addition, 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.

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 computer laboratory, the mid-semester and final semester projects require students to grasp accounting software package. The feedback of the 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 problem-solving methods is introduced at different levels of study. A final project report must be submitted in Year 4 (semester 8).

***Employability and Career Support***

A wide range of career opportunities in accounting and finance industry is introduced to students during their study.

Potential working environment expected by students are in the field of:

1. Public accounting firm / financial auditor
2. Credit control / banking officer
3. Financial & investment analyst
4. Export & import officer
5. IT/IS auditor
6. Cost accountant
7. Treasurer
8. Tax advisor/consultant

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***

**School of Accounting and Finance Mandatory Courses**

Course Code	Course Name	SCU
AC113	Introduction to Accounting I	4
AC225	Introduction to Accounting II	4
AC318	Financial Accounting I	4
AC407	Financial Accounting II	4
AC412	Advanced Accounting I	4
AC422	Advanced Accounting II	4
AC311	Accounting Theory	2
AC340	Accounting Computer Package	3
AC204	Accounting Information System*	4
AC319	Cost Accounting	4
AC408	Management Accounting	4
AC403	Management Control System*	4
AC201	Indonesian Taxation I	4

AC410	Auditing I*	4
AC446	Auditing II	3
AC409	Corporate Financial Reporting & Analysis *	4
AC449	Financial Management	4
AC103	Introduction to Capital Market	2
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
MK107	Introduction to Business (Management & Leadership)	2
GS102	Academic English I	3
GS201	Academic English II	3
MS108	Economics Mathematics	2
MS109	Economics Statistics	2
AD403	Design Thinking	2
AC114	Economics Theory	4
GS208	Business Law	2
MK105	Marketing Fundamental	4
MK404	Entrepreneurship	2
IS108	Principles of Management Information Systems	2
MS403	Research Methodology	2
GS477	Final Project	6

For double degree programs, mandatory courses marked with an asterisk (\*) are replaced by Curtin courses with similar content.

**Courses for Applied Accounting (Double Degree)**

Student choosing this stream will have to undertake 4 additional Binus Courses and 4 Curtin Courses conducted at Binus, which are:

Course Code	Course Name	SCU
<b>Binus Courses:</b>		
IS102	Introduction to IT	4
AC321	Quantitative Analysis in Finance	2
AC112	International Accounting	4
AC310	Advanced Computer Package	4
<b>Curtin Courses:</b>		
AC224	Accounting (Systems) 204*	4
AC424	Corporate Financial Reporting and Analysis (Accounting – Statement Analysis 222)*	4
CM417	Communication in Business 100	3
AC402	Financial Modeling 330	4

**Semester 6 (Conducted at Curtin University)**

Course Code	Course Name	SCU
AC339	Law (Corporation) 224	3
EL004	Elective	4
AC437	Advanced Accounting II (Accounting – External Reporting) 260*	4
AC427	Management Control Systems (Accounting – Managerial 301)*	4

**Semester 7 (Conducted at Curtin University)**

Course Code	Course Name	SCU
AC425	Auditing I (Auditing 300)*	4
AC404	Accounting Decision Analysis 308	4
EL003	Elective	3
CI408	Business Capstone 301	3

**Courses for Accounting and Finance (Double Degree)**

Student choosing this stream will have to undertake 1 additional Binus Course and 4 Curtin Courses conducted at Binus, which are:

Course Code	Course Name	SCU
<b>Binus Courses:</b>		
AC321	Quantitative Analysis in Finance	2
<b>Curtin Courses:</b>		
AC224	Accounting (Systems) 204*	4
AC424	Corporate Financial Reporting and Analysis (Accounting – Statement Analysis 222)*	4
CM417	Communication in Business 100	3
AC402	Financial Modeling 330	4

**Semester 6 (Conducted at Curtin University)**

Course Code	Course Name	SCU
AC337	Microeconomics 200	3
AC338	Finance (Managerial) 212	4
AC335	Finance (International) 302	4
AC440	Finance (Corporate) 307	4

**Semester 7 (Conducted at Curtin University)**

Course Code	Course Name	SCU
AC444	Macroeconomics 200	3
AC442	Finance (Derivatives Securities) 312	4
AC441	Finance (Portfolio Management) 301	4
CI408	Business Capstone 301	3

**Courses for Accounting and International Business (Double Degree)**

Student choosing this stream will have to undertake 4 additional Binus Courses and an internship program, which are:

Course Code	Course Name	SCU
MK214	Human Resource Management	4
AC423	Introduction to Risk Management	2
EL004	Elective	4
AC309	Indonesian Taxation II	4

**Semester 7 (Conducted at Cologne Business School)**

Course Code	Course Name	SCU
-	International Business Elective I	3
-	Business Strategy	2
-	Specialization V	3
-	Specialization VI	3
-	Foreign Language	1
-	Internship with Industry	2

**Semester 8 (Conducted at Cologne Business School)**

Course Code	Course Name	SCU
-	International Business Elective II	3
-	Specialization VII	3
-	Specialization VIII	3
-	Final Project	6

**Courses for Accounting, minor in Marketing**

Student choosing this stream will have to undertake 11 additional Binus Courses, which are:

Course Code	Course Name	SCU
AC423	Introduction to Risk Management	2
AC321	Quantitative Analysis in Finance	2
MK208	Product & Brand Management	4
MK202	Consumer Behavior	4
MK217	Supply Chain & Operation Management	4
MK211	Pricing Management and Strategy	4
MK314	Relationship Marketing	4
MK318	Digital Campaign and Promotions Management	4
MK321	Business in Indonesia	3
EL004	Elective	4
AC309	Indonesian Taxation II	4

**Courses for Accounting, minor in Information System Audit & Assurance**

Student choosing this stream will have to undertake 12 additional Binus Courses, which are:

Course Code	Course Name	SCU
AC309	Indonesian Taxation II	4
AC423	Introduction to Risk Management	2
AC310	Advanced Computer Package	4
IS102	Introduction to IT	4
IS226	IS Systems Analysis and Design	4
IS401	IT Service Delivery	3
IS403	Project Management	4
IS324	Protection of Information Assets	4
IS323	IT Governance	3
IS325	Business Continuity Planning	2
IS402	IS Audit Workshop	2
IS105	System Thinking	2

**Courses for Accounting, with Master track program (M.Com)**

Student choosing this stream will have to comply with courses in minor in marketing or minor in information system, with a full workload credit (average of 24 SCU per semester). An average GPA of 3.00 is required for this stream.

**4.8.2 Design*****Vision***

The school of design aims to become an international art and design school, providing creative study environment in order to keep relevant with the changing needs of global industry and society.

***Mission***

School of Design exists to prepare future creative professionals and leaders in the area of art and design through innovation, with a combination of industrial feasibility and development of local resources 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. Graduates will be provided with entrepreneurship skills and professional ethics in response to a global workplace.



### ***Introduction***

Aimed to nurture and cultivate the unique qualities of every student, BINUS INTERNATIONAL School of Design creates an interesting curriculum in an inspiring environment. With the help of experienced lecturers who are graduates from renowned art schools across the globe, the school prepares talented students for careers in the visual and design industries. The school provides the latest updates in trend and gives students opportunities to learn to use popular, most current software. Students can produce and create their own portfolios, preparing themselves for opportunities in a wide range of career options in the creative industries. Programs offered are designed for students who like to enhance their creativity and gain their knowledge in the challenging competition of global creative industry. To support exciting teaching and learning activities, BINUS INTERNATIONAL provides lecturers and instructors from professional industry as well as excellent studio facilities. We have two full-time programs: Graphic Design & New Media and Fashion Design. Students can also choose the Interactive Digital Media streaming and Fashion Management streaming within the programs. The double degree programs will be running at BINUS International for three years of full-time study period and one year in our overseas partner universities, exposing students to both local and overseas study experiences. The school also offers a full-time study for a single degree program that will be running for four years at BINUS International campus.

## **4.8.2.1. Graphic Design and New Media**

### ***Program Description***

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.

### ***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
- Dual Degree with a Bachelor of Arts (Honours) from Northumbria University at New Castle, England
- Dual Degree with Bachelor of Arts from Curtin University at Perth, Australia
- Dual Degree with Bachelor of Arts from Swinburne Institute of Technology at Melbourne, Australia

**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. Analyse 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 with either a single or dual degree(s) at BINUS International, students must complete a minimum of 146 SCUs, most of which are mandatory courses. The course also offer a stream in Interactive Digital Media (Single Degree) and Graphic Design (Dual Degree) with Curtin University. 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
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
GS102	Academic English I	3
GS201	Academic English II	3
AD105	Color Theory	4
AD107	Drawing I	3
AD103	Design & Materials	4
AD111	Computer Graphic I	3
AD101	History of Indonesian Art & Culture	2
AD109	Drawing II	3
AD115	Photography I	3
AD121	Computer Graphic II	3
AD119	Typography I	3
AD125	Graphic Design I	4

Course Code	Course Name	SCU
AD102	History of Western Art	2
AD201	History of Graphic Design	2
AD127	Graphic Design II	6
AD123	Typography II	4
AD117	Photography II	3
AD203	Multimedia I	4
AD207	Illustration Design	3
AD225	Graphic Design III	6
AD219	Typography III	4
AD223	Audio Visual I	2
AD205	Multimedia II	4
AD221	Systems Thinking & Design Methodology	2
AD227	Graphic Design IV	6
AD335	Prepress & Printing	3
AD327	Digital Animation I	4
AD323	Audio Visual II	4
AD229	Aesthetics	2
AD325	Graphic Design V	6
AD345	Advertising	3
AD356	Art & Design Entrepreneurial Study	2
AD355	Portfolio	2
AD337	Digital Animation II	4
AD401	Internship	6
AD402	Final Project & Report	8

#### Elective Courses for Graphic Design

Course Code	Course Name	SCU
AD357	Sculpture Modeling	2
AD358	Stop Motion Animation	2
AD359	Sequential Art	2

**Additional Courses for the Interactive Digital Media Stream**

Course Code	Course Name	SCU
AD128	Graphic Interactive Design I	4
AD230	Graphic Interactive Design II	6
AD232	Screen Design Development I	4
AD233	Graphic Interactive Design III	6
AD234	Animation Studio I	4
AD235	Design for Motion I	2
AD236	Screen Design Development II	4
AD363	Graphic Interactive Design IV	6
AD364	Digital Media Production Study	4
AD365	Animation Studio II	4
AD366	Design for Motion II	4
AD367	Graphic Interactive Design V	6
AD368	Sound Production	3
AD369	Experimental Design	4

### 4.8.2.2 Interactive Digital Media

**Program Description**

Interactive Digital Media is a streaming program that offers interdisciplinary field 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 Interactive Digital Media program are:**

- A. To provide graduates with specific knowledge in Digital and Screen Design solution that recently required by many creative and technology industries
- B. To ensure graduates to have updated design and technology perspective that will be applied in the industry related
- C. To complement graduates with professional communication skill in visual, verbal and written that required by the industry
- 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

**Study Completion Requirements**

To complete a streaming program in Interactive Digital Media with a single degree at BINUS International, students must complete a minimum of 146 SCUs, most of which are mandatory courses. 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**

With the Entertainment and Creative Industry currently booming, students will have the opportunity to work on a wide range of expertise including Artists, Designers, and Developers. The course is set for the students in a form of Technical and Non-Technical subjects in order to meet the Industry standard for graduate.

**Program Structure**

Course Code	Course Name	SCU
AD128	Graphic Interactive Design I	4
AD129	Digital Photography I	3
AD230	Graphic Interactive Design II	6
AD231	Digital Photography II	3
AD232	Design Interaction Development I	4
AD233	Graphic Interactive Design III	6
AD234	3D Animation I	4
AD235	Design for Motion I	2
AD236	Design Interaction Development II	4
AD363	Graphic Interactive Design IV	6
AD364	Digital Media Production Study	4

Course Code	Course Name	SCU
AD365	3D Animation II	4
AD366	Design for Motion II	4
AD367	Graphic Interactive Design V	6
AD368	Sound Production	3
AD369	Experimental Design	4

### 4.8.2.3 Fashion Design

#### *Program Description*

The 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.

To support exciting teaching and learning activities, BINUS INTERNATIONAL provides lecturers, guest lecturers from professional industry, excellent studio facilities including garment production workrooms and a fabric lab, a computer lab, and a photographic studio. The program is a full-time program with a four-year length of study.

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
- Dual Degree with 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. To apply and analyse theoretical knowledge of historical, cultural and contemporary issues into the development of fashion design concepts
2. To apply various manipulation techniques, through material exploration and experimentation, towards creative solution
3. To identify and describe visual language in response to the production of meaning
4. To appraise an independent judgment and articulate reasonable arguments on aesthetic
5. To display computer literacy and utilize appropriate technology applications in response to creation and production phases
6. To demonstrate effective written, verbal and visual communication skills on wide range of audience
7. To apply entrepreneurial skills within the fashion industry context
8. To apply professional principles in a global and socially responsible workplace
9. To 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 organisational 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. 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 Mandatory Courses**

Course Code	Course Name	SCU
GS107	Character Building: Self development	2
FA102	Fabric and Material	2
FA101	Basic Art and Design	4
FA103	Fashion Illustration	4
FA105	Silhouette and Garment Construction I	4
AD403	Design Thinking	2
FA113	Introduction to Fashion I	2
GS102	Academic English I	3
GS209	Character Building: Interpersonal Development	2
FA106	Costume History	2
FA108	Digital Fashion Illustration	4
FA114	Silhouette and Garment Construction II	4
FA112	Design, Research & Concept	4
FA115	Introduction to Fashion II	2
GS201	Academic English II	3
GS210	Character Building: Spiritual development	2
FA205	Fashion Design I	6
FA222	Silhouette and Garment Construction III	4

Course Code	Course Name	SCU
FA223	Fashion Textile I	3
FA228	FD Trend Forecasting	2
FA229	Production I	4
GS303	Character Building: Professional Development	2
FA224	Fashion Design II	6
FA225	Silhouette and Garment Construction IV	4
FA226	Fashion Textile II	3
FA221	Visual Art Movement	3
FA306	Fashion Design III	4
FA230	Production II	4
FA312	Fashion Design III	6
FA313	Silhouette and Garment Construction V	4
FA204	Fashion Future	4
FA310	Fashion Communication	4
FA314	FD Entrepreneurship	2
FA315	Production III	4
FA308	Internship for Fashion	6
FA418	Fashion Design IV	6
FA413	Fashion Seminar	3
FA421	Final Project	8
FA415	Project Report Writing	4
FA420	Fashion Portfolio	4
FA318	Fashion Textile III	4
Total		146 SCU

#### 4.8.2.4 Fashion Management

##### *Program Description*

The Fashion Management program at BINUS INTERNATIONAL 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 program 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.

To maintain and enhance the quality of teaching and learning, The BINUS INTERNATIONAL fashion program collaborates with Northumbria University, Newcastle upon Tyne, UK. This collaboration provides students with more experience in international environment.

***The objectives of the Fashion Management program are:***

- A. To provide graduates with contextual knowledge and technical skills in order to formulate fashion product 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 (S.Sn) from BINUS University
- Dual Degree with Bachelor of Arts with Honours (BA Hons) from Northumbria University, Newcastle upon Tyne, UK

***Graduate Competencies***

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. Implement a range of creative methods and technical skills through exploration and experimentation in response to recognize design problems and produce appropriate solutions
3. Appraise an independent judgment and articulate reasonable arguments on aesthetic
4. Demonstrate an understanding of the principles of management and working practices within the industry
5. Apply critical thinking in fashion business and management problem solving through applied research
6. Display computer literacy and utilize appropriate technology applications in response to creative visual communication
7. Demonstrate effective written, verbal, oral and visual communication skills on wide range of audience
8. Apply professional principles in a global and socially responsible workplace
9. Demonstrate leadership, teamwork and entrepreneurship skills
10. Demonstrate critical thinking to solve design problems
11. Communicate and present creative and innovative design solutions to professional standards

***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.

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 feedback 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 the fashion industry is introduced in which students will be prepared throughout their 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.

In the Fashion Management Program, having an internship program and conducting real projects with the industry extend practical study within industrial context. These programs develop students' ability to perform 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 give good grounds for having a broad overview of the industry. These experiences support individual career aspiration and provide social and professional networks.

Focusing 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 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****Fashion Management Mandatory Courses**

Course Code	Course Name	SCU
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
FA102	Fabric and Material	4
FA101	Basic Art and Design	4
FA103	Fashion Illustration	4
FA105	Silhouette and Garment Construction I	4
FA113	Introduction to Fashion I	2
AD403	Design Thinking	2
FA115	Introduction to Fashion II	2
GS102	Academic English I	3

Course Code	Course Name	SCU
FA106	Costume History	4
FA108	Digital Fashion Illustration	4
FA114	Silhouette and Garment Construction II	4
FA112	Design, Research & Concept	4
GS201	Academic English II	3
FA209	Consumer Behaviour for Fashion	4
FA203	FM Retail Buying	4
FA202	Fashion Marketing	4
FA201	Fashion Trend Forecasting	4
FM304	Retail Buying & Management	4
FA223	Fashion Textile I	3
FA206	Fashion Brand Strategies	4
FA207	Design Realization and Promotion I	4
FA220	Fashion Graphics and Promotion	4
IB202	Global Marketing	4
FA227	Visual Merchandising	2
MK106	Business Communication	4
FA204	Fashion Future	4
FA309	Entrepreneurship for Fashion Management	6
FA303	Marketing Research Methods	4
FA311	Design Realization and Promotion II	4
FA310	Fashion Communication	4
FA308	Internship for Fashion	6
FA413	Fashion Seminar	3
FA422	Design Research Project	3
FA423	Marketing Research Project	3
FA414	FM Final Project	2
FA415	Project Report Writing	4
FA420	Fashion Portfolio	6
<b>TOTAL</b>		<b>146</b>

### 4.8.3 Media and Communication

#### *Vision*

The School of Media and Communication strives to become a prominent media school in Asia, that produces filmmakers and media practitioners who possess proficiency in communicating with their audiences, high aesthetic standard, and knowledge about the media industry.

**Mission**

The School of Media and Communication exist to generate filmmakers and media practitioners with knowledge, skills and attitudes required to be able to create media works that emphasize high aesthetic standard, that promote dialogue with/among the audience, and with economic consideration.

**Introduction**

The School of Media and Communication at BINUS INTERNATIONAL consists of two programs: communication and film, each administered by a program coordinator. The school gathers media scholars and practitioners from the best schools around the world. The school also gathers most ambitious students, and together we are creating innovative academia for media teaching, research and practice. We emphasize ourselves in journalism, advertising, public relations, film production and film studies. While the curriculum is designed to let students exploring knowledge, theories, and methods in media studies and practice, the learning path of each student caters their own interest and creative insights. Therefore, we expect independent students with specific media career plans for their future, whether it is creative, academics, or industrial. Beside the indisputable global atmosphere, the other important feature that enables us to get the best lecturers is our location. With a campus just around the corner of Jakarta's financial and commercial district, it is simply easier for top notch professional to share their knowledge and experiences. Alongside industrial committed faculties we have the privilege of guest lectures and workshops given by award winning filmmakers, media CEOs, and other mass media figures, all in weekly basis. The school has competitive and demanding programs, but overall we believe studying should be inspirational and can come from different directions. All the programs require plenty of practical workshops and the school provides plenty of field trips.

**4.8.3.1 Film****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. It believes that film-makers should create movies not only with economic and business considerations but also to potential engage in dialogue with the audience.

In this four-year study program, students will learn how to integrate technical film-making skills with theoretical and practical knowledge in film to meet industrial 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

***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 Name	SCU
FM101	Film Production Seminar	2
FM102	Visual Workshop	4
FM103	Basic Photography	2
FM104	Film and Media Technology	2
FM111	Introduction to Film Art	2
FM112	Scriptwriting I: Storytelling Strategy	4
FM113	Performance Strategy	4



Course Code	Course Name	SCU
FM121	Directing I	4
FM122	Cinematography I	4
FM123	Sound I	2
FM124	Film Artistic	2
FM125	Editing I	2
FM126	Film Production I	4
GS102	Academic English I	3
FM211	Scriptwriting II	4
MC106	Introduction to Anthropology & Indonesian Culture	4
MC107	Introduction to Sociology	3
FM223	Introduction to Documentary	2
FM232	Film, Literature & Adaptation	2
GS107	Character Building: Self Development	2
GS201	Academic English II	3
FM221	Directing II	4
FM222	Film Production II	4
FM214	Film and Society	2
FM105	Communications, Media & Propaganda	4
FM312	History of Arts	4
GS209	Character Building: Interpersonal Development	2
FM311	Scriptwriting III	4
FM313	World Film History	4
FM323	Introduction to Animation	2
MC108	Introduction to Psychology	3
FM332	Film Theories	4
FM412	Cinematography Workshop	3
GS210	Character Building: Spiritual Development	2
FM321	Directing III	4
FM322	Film Production III	4
FM314	Film Genres, Movements, and Styles	2
FM331	History of Indonesian Cinema	2
MC321	Media Business and Entrepreneurship	2
FM414	Editing II	3
GS303	Character Building: Professional Development	2
	<b><i>Electives: 18 credits of film production and film studies courses, or courses from other programs</i></b>	
FM421	Scriptwriting IV	4
FM422	Production Design	3
FM423	Production Internship	4

Course Code	Course Name	SCU
FM425	Sound II: Music for Film	3
	<b><i>Must Choose One:</i></b>	
FM444	Final Film Project	6
	<b><i>or</i></b>	
FM445	Thesis	6
	<b><i>Cumulative</i></b>	<b>146</b>

### 4.8.3.2 Communication

#### ***Program Description***

The Bachelor program in Communication at BINUS INTERNATIONAL offers three streaming: Journalism, Public Relation and Advertising. 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**

<b>Courses</b>	<b>Course Name</b>	<b>SCU</b>
MC101	Introduction to Communication	3
MC111	Introduction to Graphic Design	2
MC112	Creative Writing	2
MC113	Public Speaking & Professional Image	4
FM102	Visual Workshop (Audio Visual)	4
GS102	Academic English I	3
GS107	Character Building: Self Development	2
MC102	Theory of Communication	4
MC121	Media Technology	2
MC122	Interpersonal Communication	2
MC123	Media Industry Seminar	2
FM113	Performance Strategy	4
GS209	Character Building: Interpersonal Development	2
GS201	Academic English II	3
MC103	Theory of Mass Communication	4
MC211	Introduction to Journalism	2
MC212	Introduction to Public Relation	2
MC213	Introduction to Advertising	2
MC214	Introduction to Economics	2
MC223	Social Statistic	4
MC222	Media Interview Technique	2
GS210	Character Building: Spiritual Development	2
MC106	Introduction Anthropology & Indonesian Culture	4
MC107	Introduction to Sociology	3
MC215	Principles of Management	2
MC216	Introduction to Marketing	2
MC221	Intercultural Communication	4
MC224	Introduction to Political Science	2
MC311	Regulation and Media Control	2

Courses	Course Name	SCU
GS303	Character Building: Professional Development	2
MC108	Introduction to Psychology	3
MC312	Social Change & Globalization	4
MC313	Communication in Organization	2
MC314	Philosophy & Ethics of Communication	2
MC315	Mass Communication Sociology	2
MC316	Mass Communication Research Methods	4
MC317	Quantitative & Qualitative Research Methods	4
MC322	Media Internship	2
MC321	Media Business and Entrepreneurship	2
CM421	Thesis	6
<b>Streaming: Journalism</b>		
	Broadcast Journalism	
MC331	Print Media Journalism	4
MC332	Reportage Technique & Newscaster	4
MC333	Bahasa Indonesia for Journalism	2
MC334	Investigative Journalism	2
MC335	Newsroom Management	3
MC336	<b>20 SCUs of electives that can be chosen from communication and other program</b>	2
<b>Streaming: Public Relation</b>		
	Crisis Communication & Public Relation	
MC341	Public Relations Writing	4
MC342	Public Relations Management	4
MC343	Consumer Behavior	2
MC344	Media Planning & Relations	2
MC361	Event Management	2
MC362	<b>20 SCUs of electives that can be chosen from communication and other program</b>	3

Courses	Course Name	SCU
	<b>Streaming: Advertising</b>	
	Copywriting	
MC351	Creative Advertising	4
MC352	Advertising Management	3
MC353	Consumer Behavior	3
MC344	Media Planning & Relations	2
MC361	Event Management	2
MC362	<b>20 SCUs of electives that can be chosen from communication and other program</b>	3
	<b>Total</b>	<b>146</b>

#### 4.8.4 Computer Science

##### **Vision**

The School of Computer Science strives to become a leading and world class Computer Science School that is excellent in teaching and research in order to keep abreast with the needs of a global industry and society.

##### **Mission**

The School of Computer Science exists to prepare future leaders in Information Technology 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 accreditations. Graduates will have the necessary knowledge and skills to be employed globally. They will be ethical professionals and have practical experiences.

##### **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. To provide students with a solid foundation of mathematical, algorithm principles, and computer science knowledge that will be needed in IT practice
- B. To equip students with knowledge and skills to research and develop creative software products and services, including but not limited to computer networks and security and games technology.
- C. To equip students with the effective communication skill to perform in the global workplace.
- D. To complement students with the skills on teamwork, leadership and professionalism in the global workplace.
- E. To prepare students with the abilities to keep up-to-date with the latest information technology trends and industries, and use the latest technologies creatively.

***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 Science from Murdoch University at Perth, Australia
- Dual Degree with Bachelor of Computer Science from the University of Wollongong at New South Wales, Australia
- Dual Degree with Bachelor of Engineering from the Inholland University of Applied Sciences at Amsterdam, The Netherlands
- 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. These 146 SCUs are comprised of:

- 120 SCU of CS Mandatory Courses, required of all students taking a major in CS, and which meet either BINUS INTERNATIONAL requirements or are mandated by the Indonesian Ministry of Education. This includes the 6-SCU thesis/final project in the final year.
- Additional courses that are designated by the School of Computer Science, and vary based on the specific course of study (stream) selected by the student;
- Electives chosen by the student.

#### ***Double Degree in Computer Science***

In cooperation with Murdoch University and 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 Murdoch University or University of Wollongong in Australia. For the students who take the double degree program at Murdoch University, they will receive S.Kom. and B.Sc. degrees at the end of the program. 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 Games Technology***

In cooperation with Murdoch University.

This double degree program is designed to provide students with knowledge, practical and creative skills to design and create computer graphics, animation and interactive games. Students have the opportunity to broaden their horizons and experience by studying abroad at the Murdoch University in Australia. At the end of the program students will receive S.Kom. and B.Sc. degrees. Students who would like to pursue careers in the rapidly expanding games, animation and creative industries are ideal candidates for this program.

***Double Degree in Information Technology***

In cooperation with Inholland University of Applied Sciences.

This double degree program is designed to provide students with a solid foundation for the engineering profession and the information technology profession in particular, and to enable you to continue your professional development. The program focuses on applications of mathematics and statistics in IT, software development, networking, database management systems, data mining, and internet programming. Students have the opportunity to analyse, solve (business) problems, and function in multidisciplinary employment at the Inholland University of Applied Sciences in The Netherlands. At the end of the program students will receive S.Kom. and B.Eng. degrees. Students who would like to pursue careers in the challenging area of engineering and Information Technology are 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.

***Master Track Program***

In cooperation with Macquarie University.

The Master Track program is designed to allow students to complete their Sarjana Komputer (SKom) 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.

***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.

***Minors for Computer Science***

Some minor programs are available to Computer Science students in the areas of Information Systems, Marketing, Accounting and in Art and Design. Details of the requirements for these minors may be found in this section of the catalog under those subjects. Please refer to course descriptions to check any pre-requisites.

***Minor in Computer Science***

A minor in Computer Science is available for students from other majors. Students taking a minor in Computer Science will have to take a specified set of courses. Please refer to the information pages of the Minor in Computer Science and the course descriptions to check any pre-requisites.

***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**

Course Code	Course Name	SCU
MS101	Calculus and Analytic Geometry	4
MS102	Statistics and Probability	2
MS104	Linear Algebra	2
MS107	Discrete Mathematics	4
MS201	Numerical Methods	2
CS101	Introduction to IT	4
IS105	Systems Thinking	2
CS114	Object Oriented Programming	4
CS113	Programming Principles	4
CS201	Data Structures and Algorithm Analysis	4
CS202	Computing Theory	4
CS203	File and Database Systems	4
CS211	Object Technology	4
CS213	Data Communications and Networks	4
CS214	Multimedia Systems	4
CS215	Operating Systems	4
CS216	Web Programming	4
CS208	Systems Analysis and Design	4
CS217	Computer Graphics	4
CS206	Artificial Intelligence	4
CS207	Software Engineering	4
CS220	Scripting Languages	4
CS221	Computer Architecture and Organization	4
CS222	User Interface Engineering	4
CS301	Techniques of Parsing and Translation	4
CS316	Wireless Mobile Software Engineering	4
CS317	Distributed System	4
GS499	Thesis	6
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
GS102	Academic English I	3

Course Code	Course Name	SCU
GS201	Academic English II	3
AD403	Design Thinking	2
MK404	Entrepreneurship	2

**CS Elective Courses**

In order to make up the total credit units required to graduate, students may choose courses up to 6 SCU from the following elective list:

Course Code	Course Name	SCU
CS334	Network Programming	4
CS319	Unix System Administration and Programming	4
CS432	Web Database System	4
CS205	Network Applications and Security	4
CS313	Enterprise Applications	4
CS409	Application Services	4
CS410	Pervasive Computing	4

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 General Computer Science Stream**

Course Code	Course Name	SCU
	Elective Courses	16

**Additional Courses for the Computer Forensics and Security Stream**

Course Code	Course Name	SCU
CS337	Ethical Hacking and Penetration Testing	4
CS314	Advanced Networking	4
CS231	Web Systems Security	4
CS232	Computer Security and Network Forensics	4

**Additional Courses for Games Technology Stream**

Course Code	Course Name	SCU
CS210	Games Design and Programming	4
CS338	Advanced Games Design and Programming	4
CS315	Character Rigging and Animation	4
CS408	Visual Gaming	4

**Courses for Minor in Computer Science**

Course Code	Course Name	SCU
CS113	Programming Principles	4
CS114	Object Oriented Programming	4
CS214	Multimedia Systems	4
CS216	Web Programming	4
CS220	Scripting Languages	4

**4.8.5 Information Systems*****Vision***

The School of Information Systems strives to become a reputable and leading information system school for developing world-class professionals with excellent skills in both business and information system and technology to innovatively solve business problems.

***Mission***

The School of Information System 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 accreditations. 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 School of Information Systems offers students to become professionals in either business or technology area. 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 school also provides master track program. The school 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 Systems program are:***

- To provide students with a basic foundation of mathematical, management, and computing knowledge that will be needed in IT practices, which comply with global standards.
- To provide students with solid knowledge and skills on information system and technology to succeed in various industries
- To prepare students to have effective communication skills in both written and verbal forms
- To complement students with leadership, entrepreneurial, social and ethical professional skills in order to compete globally

- To complement students with strong analytical, critical, and creative thinking skills in developing innovative solutions and show passion for continuous improvement in IT solutions

#### **Award/Degree**

- Sarjana Komputer (S.Kom) from BINUS University
- Dual Degree with Bachelor of Arts from Curtin University of Technology at Perth, Australia
- Dual Degree with Bachelor of Information Technology from Queensland University of Technology at Queensland, Australia
- Dual Degree with Bachelor of Computer and Information Sciences from Auckland University of Technology at Auckland, New Zealand
- Dual Degree with a Bachelor of Commerce from Cologne Business School at Cologne, Germany

#### **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**

To complete a major in Information Systems program with either a single or dual degree(s) at BiNus International, students must complete a minimum of 146 SCUs of academic credit. These 146 SCUs are comprised of:

- 122 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 6-unit thesis in the final year, thus totaling 128 Mandatory units.
- Additional courses that are determined by the School of Information Systems which vary based on the specific program study selected by the student;
- 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), 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 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/Cologne. The final year of study is undertaken at the partner 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 pre-requisites 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, 18 SCUs are determined by the School. Please refer to course descriptions to check any pre-requisites 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, 20 units are chosen by the School of IS. Please refer to course descriptions to check any pre-requisites 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. 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.



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.

This 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, 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**

Course Code	Course Name	SCU
AC101	Introduction to Financial Accounting	4
AC114	Economics Theory	4
AD403	Design Thinking	2
CS113	Programming Principles	4
CS115	Introduction to Programming	4
CS201	Data Structure and Algorithm Analysis	4
GS102	Academic English I	3
GS107	Character Building: Self Development	2
GS201	Academic English II	3
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS207	Business Law	3
GS303	Character Building: Professional Development	2

Course Code	Course Name	SCU
IS101	Introduction to IT 100	2
IS105	Systems Thinking	2
IS109	Information Systems Concept	4
IS202	Software Development 1	4
IS203	Database Design	4
IS204	E-Business Concepts & Issues	4
IS211	Human Computer Interaction	4
IS220	Database Systems	4
IS226	IS Systems Analysis and Design	4
IS302	Business Computing Infrastructure and Communication	4
IS303	Corporate IS Management	4
IS304	Object Oriented Analysis, Modeling and Design	4
IS306	Testing and Implementation	4
IS314	Business Process Modeling and Simulation	4
IS403	Project Management	4
IS408	Enterprise Architecture	4
MK105	Marketing Fundamentals	4
MK107	Introduction to Business (Management and Leadership)	2
MK109	Business Communications	2
MK404	Entrepreneurship	2
MS102	Statistic and Probability	2
MS107	Discrete Mathematics	4
MS204	Linear Algebra for Economics & Business	3
MS401	Research Methodology	3

**Additional Courses for Double Degree (Computer and Information Sciences – AUT)**

Course Code	Course Name	SCU
-	Courses at Auckland University of Technology	24

**Additional Courses for Double Degree (Information Systems & International Business – Cologne)\*\*\***

Course Code	Course Name	SCU
AC205	Cost & Management Accounting	4
AC206	Financial Management for Business	4
AC220	Financial Statement Analysis	4
MK214	Human Resources Management	4
	Courses at Cologne	29

\*\*\* not required: IS220, IS303, IS408 and MS107 (total 12 SCU)

**Additional Courses for Double Degree (Information Technology – QUT)**

Course Code	Course Name	SCU
-	Courses at Queensland University of Technology	24

**Additional Courses for Project Management**

Course Code	Course Name	SCU
IS310	Client Relationship Management	3
IS313	Human Factors in Information Systems	3
IS320	Enterprise Resource Planning	3
IS323	IT Governance	3
IS410	Data Mining & Business Intelligence	3

**Additional Courses for IS Audit and Assurance**

Course Code	Course Name	SCU
AC210	Intermediate Financial Accounting	3
AC410	Auditing I	4
IS323	IT Governance	3
IS324	Protection of Information Assets	4
IS325	Business Continuity Planning	2
IS401	IT Service Delivery	3
IS402	IS Audit workshop	2

## 4.8.6 Marketing

***Vision***

The School of Marketing strives to become a reputable and one of the leading marketing schools in the Asia Pacific region by 2020, with strong competence in innovation management and strategic marketing.

***Mission***

The School of Marketing 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 school 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***

The study of marketing at Binus International 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.

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.  
 People. Innovation. Excellence.

- E. To prepare students to be creative and innovative in business decision making in international and local level.

**Award/Degree**

- Sarjana Ekonomi from BINUS University.
- Dual Degree with Bachelor of Commerce in Marketing (B.Com.) from Curtin University of Technology, Perth – Australia
- Dual Degree with Bachelor of Arts (BA) in International Business from Cologne Business School, Koln – Germany.

**Graduate Competencies**

Upon successful completion of the four year program, students are expected to be able to:

1. Describe and articulate marketing principles and practices. .
2. Research and analyse business environment in marketing context..
3. Apply critical thinking in marketing management problem solving through applied research.
4. Design, implement, and evaluate marketing strategy to meet industrial demand.
5. Use current ICT techniques, skills, and tools necessary to solve business problems and analyse business..
6. Communicate effectively with a range of audience both written and verbal form.
7. Demonstrate abilities in cross-industrial communication in international and local environment.
8. Demonstrate critical and creative thinking to address social issues that affect business decision making process.
9. Apply leadership, team-working and entrepreneurial skills in industrial context.
10. Understand and apply professional and ethical responsibilities in industrial environment.
11. Design and implement innovative business plan and strategy to adapt in rapidly changing and growing market

**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 credits. These 146 SCUs are comprised of:

- 138 SCUs Marketing mandatory courses, required for all students taking a major in Marketing Management .
- 2 SCUs of internship taken usually in the final year.
- 6 SCUs of final Thesis.

**Double Degree Program in International Business**

The Double Degree Program in International Business is offered in partnership with Cologne Business School, Cologne, Germany.

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.

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 and International Business (Queensland University of Technology, Brisbane- Australia)***

The Double Degree Program is offered in partnership with Queensland University of Technology (QUT) , Brisbane in Australia .

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 Marketing ( Saxion University of Applied Sciences)***

The Double Degree Program is offered in partnership with Saxion University of Applied Sciences (Saxion). 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.

Students who complete this program will be awarded with Bachelor of Business Administration (BBA) degree from Saxion University of Applied Sciences, in addition to the Sarjana Ekonomi (SE) from Binus University.

***Minor for Marketing***

Marketing students may take minor in Accounting. List of courses for minor in Accounting is available in the given section below. Please refer to course descriptions to check any pre-requisites.

***Teaching, Learning, and Assessment Strategy***

The teaching and learning processes are conducted through lectures, tutorials, class discussions, individual and group project discussions. 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 guest lecturers who have ample of experience as marketing 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

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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.

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 Name	SCU
AC106	Micro Economics	4
GS102	Academic English I	3
MK105	Marketing Fundamentals	4
MS202	Business Mathematics	4
AC105	Macro Economics	4
GS201	Academic English II	3
IS102	Introduction to IT	4
MK103	Management & Leadership	4
MK202	Consumer Behavior	4
MS206	Business Statistics	4
MK106	Business Communication	4
AC101	Introduction to Financial Accounting	4
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
IS105	Systems Thinking	2
MK208	Product & Brand Management	4
MK214	Human Resources Management	4
MK216	Services Marketing	2
AC206	Financial Management for Business	4
MK210	E-Marketing Management	4
MK217	Supply Chain & Operations Management	4
MK220	Ethics in Digital World	3
MS403	Research Methodology	2
AC107	Managerial Economics	4
AC205	Cost & Management Accounting	4
MK206	Business to Business Marketing	4
MK211	Pricing Management & Strategy	4

Course Code	Course Name	SCU
MK318	Digital Campaign & Promotions Management	4
MK323	Social Media & New Media Marketing Strategies	4
MK215	Sales Management	2
MK303	Research Method in Marketing	4
MK321	Business in Indonesia	3
MK404	Entrepreneurship	2
GS204	Internship with Industry	2
MK314	Relationship Marketing	4
MK423	Web Analytic and e-CRM	4
MK425	Website Usability and Design	2
MK421	Distribution & Retail Channels	4
GS499	Thesis	6
MK401	International Marketing	4
MK422	Contemporary Issues in Marketing	2

**Additional Courses for Double Degree in International Business**

Course Code	Course Name	SCU
AC220	Financial Statement Analysis	4
GS208	Business Law	2

**Minor in Accounting**

**Required Course(s)**

Course Code	Course Name	SCU
AC101	Introduction to Financial Accounting	4
AC205	Cost and Management Accounting	4
AC206	Financial Management for Business	4
AC204	Accounting Information System	4
AC201	Indonesian Taxation 1	4
AC210	Intermediate Financial Accounting	3
AC409	Corporate Financial Reporting Analysis	4

**Elective Course selections (8 SCUs)**

Course Code	Course Name	SCU
AC210	Intermediate Financial Accounting	3
AC409	Corporate Financial Reporting Analysis	4
AC201	Indonesian Taxation 1	4
AC410	Auditing I	4
AC311	Accounting Theory	2

**Curriculum for Single Degree Program**

Students are required to complete all courses at BINUS International to obtain Sarjana Ekonomi (SE) degree.

**Curriculum for Double Degree Program**

Students are required to complete the courses offered in the first 5 (five) semesters at BINUS International, then continue with 2 (two) semesters of studying abroad at Curtin Business School and finally complete the final semester at Binus International or complete the first 6 (six) semesters at BINUS International then finish the last 2 semesters of their study period at Cologne Business School – Germany .

**Curriculum for Master Track Program**

The Master Track 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 Master Degree.

**4.8.7 Management****Vision**

The School of Management strives to be a world-class business school with strong competence in cultivating leadership, promoting innovation, & accelerating growth.

**Mission**

The program is designed to prepare future leaders, managers, and professionals 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 accreditations

**4.8.7.1 International Business****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.

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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 provide students with cutting edge management knowledge that will enable them to compete globally
- B. To equip students with skills to utilise ICT applications and services required in global professional practice
- C. To provide students with ability to communicate effectively both in local and international contexts
- 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

**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 analyse 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. Utilise current ICT techniques, skills, and tools necessary to solve and analyse 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>
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 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 knowledge and practical skills as well as engaging with the industry.

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**

**Fundamental of Management Courses**

Code	Course Name	SCU
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
GS102	Academic English I	3
GS201	Academic English II	3
AD403	Design Thinking	2
IB102	Introduction to Management	4
MS202	Business Mathematics	4
MS206	Business Statistics	4
AC106	Micro Economics	4
AC105	Macro Economics	4
MK217	Supply Chain & Operation Management	4
AC101	Introduction to Financial Accounting	4
AC205	Cost and Management Accounting	4
AC206	Financial Management for Business	4
MK214	HR Management	4
MK105	Marketing Fundamentals	4

Code	Course Name	SCU
MK321	Business in Indonesia	3
IS108	Principles of Management Information System	2
AC107	Managerial Economics	4
MK106	Business Communications	4
GS302	Internship	3
MS403	Research Methodology	2
GS207	Business Law	3

#### International Managerial Competencies Building Courses

Code	Course Name	SCU
IB208	Global Consumer Behavior	3
IB209	Managing Across Cultures	3
IB202	Global Marketing	4
IB301	International Financial Management	4
IB210	International HRM	3
IB201	International Business	4
IB303	Research Method in International Business	4
AC112	International Accounting	4
IB206	International Entrepreneurship	6
IB402	Exporting Importing	3
IB204	International Economics	4
GS499	Thesis	6

#### Streaming Courses

Code	Course Name	SCU
	<b><i>Business in ASEAN</i></b>	
IB305	Business in ASEAN	4
IB405	Competitive Strategies in ASEAN	4
IB401	Business Chinese	6
IB408	ASEAN Culture	4
IB411	Contemporary Issues in ASEAN Business	2
	<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

Code	Course Name	SCU
	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

Code	Course Name	SCU
<b>Strategic Management – Inholland University of Applied Science</b>		
IHL01	European Business Studies	4
IHL02/ IHL03/ IHL04	Psychology at Work / International Corporate Strategy / Marketing Strategy	4
IHL05	Change Management	4
IHL07	Academic Writing	4
IHL08	Business Research Methods	4
IHL22	Placement (Weeks 2 – 21)	3
IHL09	Individual Research Project defense	6
IHL10	Assessment Professional Portfolio	4
Code	Course Name	SCU
<b>Business and Management – Bournemouth University</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

Code	Course Name	SCU
<b>International Business &amp; Marketing Management – Victoria University of Wellington</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

Course Code	Program	SCU
	<b>Commerce – The University of New South Wales, Australia</b>	
-	Commerce Major – choose: <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Business Economics</li> <li>• Business Law</li> <li>• Business Strategy and Economic Management</li> <li>• Finance</li> <li>• Financial Economics</li> <li>• Human Resource Management</li> <li>• Information Systems</li> <li>• International Business</li> <li>• Management</li> <li>• Marketing</li> <li>• Taxation</li> </ul>	48
-	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>

#### 4.8.7.2 Hospitality and Tourism Management

##### **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 equip students with skills to utilise ICT applications and services required in global professional practice
- C. To provide students with ability to communicate effectively in international contexts
- D. To nurture students to become ethical, professional yet socially aware business leaders
- E. To prepare students to be creative and innovative in business decision making in international level

***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



***Program Intended Learning Outcomes***

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 an 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).

In addition, 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.

#### ***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
HM101	Principles of Management & Business in the Hospitality Industry	2
HM110	Intercultural Communication	2
HM111	Introduction to Health, Safety and Security	2
HM113	Principles of Hospitality and Tourism Marketing	2
HM208	Current Trends and Issues in Tourism and Hospitality Industry	3
HM106	Tourism Geography	2
HM206	Introduction to MICE	3
HM112	Business Seminar	2
HM209	Accounting for Hospitality, Tourism and Leisure I	3
HM314	Accounting for Hospitality, Tourism and Leisure II	3
HM212	Industrial Work Placement	8
HM308	Introduction to Hospitality Management Information System	3
HM306	Hospitality Human Resources Management	3
HM311	Legal Issues for Hospitality & Tourism	3
HM304	Hospitality Financial Management	3
HM415	Economics of Leisure and Tourism	3
HM411	Organizational Behavior	3
HM407	Strategic Management	3
HM312	French I (elective)	3
HM313	Mandarin I (elective)	3
HM316	French II (elective)	3
HM317	Mandarin II (elective)	3
GS107	Character Building: Self Development	2
GS209	Character Building: Interpersonal Development	2

Course Code	Course Name	SCU
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
IS102	Introduction to IT	4
AD403	Design Thinking	2
MS202	Business Mathematics	4
GS102	Academic English I	3
GS201	Academic English II	3
AC114	Economics Theory	4
MS206	Business Statistics	4
MS401	Research Methodology	3
MK404	Entrepreneurship	2
MK106	Business Communication	4
GS477	Final Project	6

**Stream: Hospitality and Tourism Management (Single Degree)**

Course Code	Course Name	SCU
HM210	Food and Beverage Service Management (T/P)	6
HM108	Cuisine (T/P)	6
HM211	Rooms Division Operations and Management (T/P)	4
HM315	Supervision in Hospitality Industry	3
HM318	Tourism Management	4
HM305	Hospitality Marketing Management	4
HM413	Marketing for Tourism Industry	3
HM417	Destination Management	4
HM401	Tourism Planning and Development	3
HM412	Property and Facilities Management	3

**Stream: Leisure and Event Management (Single Degree)**

Course Code	Course Name	SCU
HM210	Food and Beverage Management (T/P)	6
MK202	Consumer Behavior	4
HM319	Leisure Management	3
HM320	Event Management	3
HM321	Principles of Risk Management	2
HM416	Leisure Marketing	3
HM418	Event Marketing	4
HM419	Festivals and Special Event Management	3
HM412	Property and Facilities Management	3

**Hospitality and Tourism Management Mandatory Courses (Double Degree)**

Course Code	Course Name	SCU
HM101	Principles of Management & Business in the Hospitality Industry	2
HM110	Intercultural Communication	2
HM111	Introduction to Health, Safety and Security	2
HM113	Principles of Hospitality and Tourism Marketing	2
HM208	Current Trends and Issues in Tourism and Hospitality Industry	3
HM106	Tourism Geography	2
HM206	Introduction to MICE	3
HM112	Business Seminar	2
HM209	Accounting for Hospitality, Tourism and Leisure I	3
HM314	Accounting for Hospitality, Tourism and Leisure II	3
HM212	Industrial Work Placement	8
HM308	Introduction to Hospitality Management Information System	3
HM306	Hospitality Human Resources Management	3

Course Code	Course Name	SCU
HM311	Legal Issues for Hospitality & Tourism	3
HM304	Hospitality Financial Management	3
GS210	Character Building: Spiritual Development	2
GS209	Character Building: Interpersonal Development	2
GS303	Character Building: Professional Development	2
IS102	Introduction to IT	4
AD403	Design Thinking	2
MS202	Business Mathematics	4
GS102	Academic English I	3
GS201	Academic English II	3
AC114	Economics Theory	4
MS206	Business Statistics	4
MS401	Research Methodology	3
MK404	Entrepreneurship	2
GS107	Character Building: Self Development	2
GS477	Final Project *	6

\*) can be taken in partner university

Semester 7 & 8 are conducted in partner universities

## 4.9 Course Descriptions

### 4.9.1 Accounting and Finance

#### AC101 – INTRODUCTION TO FINANCIAL ACCOUNTING (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the basic principles of accounting; identify the basic steps in the accounting processes; define necessary posting in specific business transactions; describe the four financial statements and how they are prepared; explain the required steps in the accounting cycle; explain the applications of internal control principles.

**Topics:** The course provides students with knowledge of fundamental financial accounting and the preparation of financial statements for external decision makers, such as stockholders, suppliers, banks and government agencies.

Pre-requisite: None

#### AC103 – INTRODUCTION TO THE CAPITAL MARKET (2 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the role of different types of financial institutions in the financial market, use appropriate technique to analyze the financial data from capital market, explain the ethics and governance in Initial and Secondary Public Offering of the equity process.

**Topics:** The course introduces the capital market, beginning with the role of the capital market in a country's economy, laws and rules applied in the capital market and regulatory body. Students learn to relate the role of the capital market in maximizing a company's value, understand the instruments of the market and develop basic portfolio analysis skills. The course also introduces the stock commerce mechanism and techniques to analyze information in the stock market.

#### AC105 – MACRO ECONOMICS (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: 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 fixed, flexible, and partially flexible exchange rates; deliver effective presentation and report in macroeconomics topic.

**Topics:** This course is designed as an introductory unit 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.

#### AC106 – MICRO ECONOMICS (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: 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 basic 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.

#### **AC107 – MANAGERIAL ECONOMICS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explore the resources allocation, strategic decisions, and tactical decisions made by analyst, managers and consultants in all sector of economy; demonstrate the technique design to achieve the objective of organizations while considering every constraint

**Topics:** This course provides students with managerial economics concerns for making decisions within a firm. Students learn managerial economics technique, designed to achieve the objective of organization and also provide a framework for making resource allocation decision.

#### **AC112 – INTERNATIONAL ACCOUNTING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify the relevant accounting issues in multinational companies, explain the differences in accounting standards and practices internationally, apply appropriate accounting techniques to manage foreign currency transaction and financial statement, illustrate the efforts and obstacles of achieving international accounting harmonization, examine challenges in analyzing financial statements and in conducting managerial planning and control of cross-border organizations, compare differences in national tax systems and describe how transfer pricing systems influencing the corporate global objectives of multinational enterprises, as well as identify and explain the problems caused by accounting diversity.

**Topics:** This course is designed to prepare students to contribute professionally and operate effectively in a global business environment. This course is to help students to deal with the accounting issues unique to multinational corporations, especially with respect to foreign operations, and also acquire basic knowledge about the various functional areas of accounting in many countries of the world. In the course, students will learn the different features of the world's major accounting systems, and develop the skills to use accounting information from foreign sources to make various economic decisions in multinational companies.

Pre-requisite: None

#### **AC113 – 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 especially Balance Sheet and Income Statement; 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. Specific situations in the US and Indonesia will be taken into consideration in class discussion. Topics that will be covered include: Accounting in Action; The Recording Process; Adjusting the Account; Accounting



Cycle Completion, Accounting for Merchandising Operation, Inventories, Accounting Information Systems, Internal Control and Cash, Accounting for Receivables, Plant assets and natural resources; and Intangible Assets.

#### **AC114 – ECONOMICS THEORY (4 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 economics; identify and explain issues in microeconomics and their effects on the choices of individuals and businesses; 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. It contains the theory of supply and demand. Topics include an introduction to the nature of economics, the private and public sectors of the economy, major economic problems (such as unemployment and inflation), and the use of fiscal and monetary policy and its influence on the economy. This course also gives an overview of the economics behavior such as consumers, workers, firms, and managers. Furthermore, the course present a better understanding and analysis of the interaction and behavior of groups of individuals such as households, industries, markets, labor unions, and trade associations.

#### **AC201 – INDONESIAN TAXATION I (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: AC223 – Introduction to Accounting II or AC101 - Introduction to Financial Accounting

#### **AC204 – ACCOUNTING INFORMATION SYSTEMS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the fundamental of AIS design, business process and its impact to support management decision making process, evaluate internal control concepts in both manual and computerized environments of information systems and design controls to mitigate risks associated, within different types of business cycles, explain and apply effective and efficient standard operation procedures recommendation to different types of companies, explain how AIS interacts with internal information needs to provide financial reporting, explain the advanced technologies in AIS including the evolution, IT governance and strategy, security, internal controls and relevant aspects of Sarbanes-Oxley legislation.

**Topics:** This course discusses a basic understanding of database technology and data modeling, and their effect on the AIS. Accounting Information Systems collect record, store and process data to provide information for decision makers. They can be very simple paper-and-pencil-based manual systems, very complex using the latest in computers and information technology or something in between. Accounting systems are studied from an accounting cycles' perspective, emphasizing the nature and relevance of accounting internal controls and the relationship of accounting systems to the functional areas of accounting. This study will help students in deepen their knowledge of accounting as information provider useful for decision making and allowing them to acquire skills of information systems and technology.

Prerequisite: AC225 - Introduction to Accounting II, AC340 - Accounting Computer Package

#### **AC205 – COST AND MANAGEMENT ACCOUNTING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Describe the work of management and the need for managerial accounting information, Classify costs for predicting cost behavior, assigning costs to cost objects, and decision making, Distinguish between process costing and job-order costing and illustrate the flow of costs in each costing system, Describe the interrelationships among cost, volume, and profit, Explain the importance of budgeting and practice the relevant budgets making, Analyze budget variances and relate them with company performance measurement, Implement various performance measurement tools and practice using relevant costs to make decisions, Analyze different costs for different purposes and practice using relevant costs to make decisions.

**Topics:** This course deals with planning, controlling, as well as costing product, services, and customers. It focuses on management accountant issue such as assisting managers to make better decision throughout the concept of “different cost for different purposes”. By focusing on basic concepts, analyses, uses, and procedures, instead of procedures alone, it can be recognized that cost and management accounting as a managerial tool for business strategy and implementation. This course gives the non-accounting students the analytical and problem-solving skills such as excel to leverage available information technology. This course is for non-accounting students.

Prerequisite: AC101 - Introduction to Financial Accounting

#### **AC206 – FINANCIAL MANAGEMENT FOR BUSINESS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the finance principles with examples; evaluate firm’s financial performance using various financial analysis tools; apply time value of money concept in investment decision making; explain the corporate risks management methods in multi-national companies (MNCs)

**Topics:** This course is designed for non-accounting and finance students. This course gives overviews of the financial statements analysis, mathematics of finance application, investment and financing analysis. In specific, students will learn about financial ratios analysis and plan, time value of money, capital budgeting, working capital analysis, and international business finance.

Prerequisite: AC101 – Introduction to Financial Accounting OR AC113 - Introduction to Accounting I

#### **AC210 – INTERMEDIATE FINANCIAL ACCOUNTING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to provide students with deep knowledge and understanding about the concepts of every element in the financial reports; enhance students apprehension about the nature of the business transactions and their linkages to the central activities, such as operating, financing, and investing, of a business; show students the consequences of the events for which firms account and report.

**Topics:** This course is an intermediate level course for students in non-accounting major who will take minor in accounting or otherwise stated. The knowledge and skills will attain in the course is crucial to build the accounting competence, especially for who will work in accounting area.

Prerequisite: AC101 – Introduction to Financial Accounting

#### **AC220 – FINANCIAL STATEMENT ANALYSIS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and discuss the characteristics of different industry sector; explain the financial reporting environment in general and its impact to stakeholders; distinguish the different types of analysis, outline the process of financial analysis.

**Topics:** The course is dedicated for non-accounting students who wish to enhance their knowledge of accounting and finance field. These students learn to explain the impact of cash flow on business activities, and to perform various financial analysis tasks.

Prerequisite: AC206 – Financial Management for Business

#### **AC224 – ACCOUNTING (SYSTEMS) 204 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to design, document, implement and manage processes e.g. databases for business transactions and organizational information needs; analyze workplace information systems using internal control principles and techniques; suggest strategies and solve information system problems and issues; use QuickBooks to capture, process and store business transactions, and to generate financial reports.

**Topics:** In this course students explore several typical accounting and business information systems and subsystems such as sales, billing, inventory and general ledger. Topics covered in this course include: objectives and procedures of internal control; typical business documents and reports; system documentation - use of data flow diagrams, flowcharts and other documentation techniques. Students will also gain practical experience in using software packages to record accounting transactions and create management reports.

Prerequisite: AC223 – Introduction to Accounting II

#### **AC225 – 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:** Upon successful completion of Introduction Accounting I, which mainly discusses the basic accounting process and accounting for assets, Introduction 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 a 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.

Prerequisite: AC113 – Introduction to Accounting I

**AC309 – INDONESIAN TAXATION II (4 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 students must have passed AC201 prior taking this 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: AC201 – Indonesian Taxation I

**AC310 – ADVANCED COMPUTER PACKAGE (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to understand and describe the power of integration as demonstrated by an ERP, understand the requirements definition process required by an ERP implementation, understand and describe basic implementation issues unique to ERP systems, understand the use of ERP technology in the decision making process for software implementation.

**Topics:** The student who completes this course should know: business processes common to most businesses--order processing, inventory management, procurement, etc., master data common to most businesses--customer, vendor, inventory, etc, process modeling--creating diagrams to depict the sequence of tasks completed in a business process, how a business process often spans different functional areas of the business: accounting, marketing, material management, etc, how enterprise systems, such as SAP, integrate business functional areas into one enterprise-wide information system, the issues involved in implementing an ERP system.

Prerequisite: AC113 - Introduction to Accounting I OR AC101 - Introduction to Financial Accounting, AC340 - Accounting Computer Package

**AC311 – ACCOUNTING THEORY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to critically discuss different financial accounting theories that explain: for and against regulation of financial accounting, the existence of voluntary reporting, the reaction of users towards accounting information. In this course, student will learn about financial reporting environment, normative and positive accounting theories, system-oriented theories, reactions of capital markets and individuals to financial reporting.

**Topics:** In this course, student will learn about financial reporting environment, normative and positive accounting theories, system-oriented theories, reactions of capital markets and individuals to financial reporting. Students will discuss different financial accounting theories that explain for and against regulation of financial accounting, the existence of voluntary reporting as well as the reaction of users towards accounting information.

Prerequisite: AC225 - Introduction to Accounting II OR AC101 – Introduction to Financial Accounting, OR AC 210 Intermediate Accounting, OR AC318 – Financial Accounting I.

#### **AC318 – FINANCIAL ACCOUNTING I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, 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. Students learn how to apply the International Financial Reporting Standard (IFRS) in accounting matters. IFRS will be adopted by many countries including Indonesia. Learning IFRS based accounting will increase the global employability of accounting students. The material covered in the course include: IFRS accounting framework, Accounting policies, estimates and errors, cash management and control, inventories, property plant and equipment, and shareholders' equity. This course will use an IFRS based textbook.

Prerequisite: AC113 – Introduction to Accounting I

#### **AC319 – COST ACCOUNTING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the roles of managerial accounting in a business endeavors, explain the roles of cost considerations on business decision making process, analyze costing methods in production activities of manufacturing, merchandising, and service businesses, prepare production cost component of financial reporting, apply appropriate production cost components in business planning and control.

**Topics:** This course introduces students to cost accounting fundamentals and how these fundamentals are used to calculate and analyze production. It also serves to introduce business decision-making based on cost considerations.

Prerequisite: AC113 – Introduction to Accounting I

#### **AC321 – QUANTITATIVE ANALYSIS IN FINANCE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the quantitative methods to improve portfolio decision making; demonstrate the knowledge of using spreadsheet software and statistical tools in order to explain the financial assets variable and prices; identify alternative solution and to apply best solution for portfolio decision making process.

**Topics:** This course provides students with a framework for understanding the fundamentals of financial decision making on investment, financing, and dividend matters. Topics include the following: preliminary understandings on the time value of money, diversification and arbitrage, skills in preparing and processing financial data; and the elementary applications of mathematical statistics in the finance area.

Prerequisite: AC206 – Financial Management for Business AND MS109 - Economics Statistics

#### **AC335 – FINANCE (INTERNATIONAL) 302 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain how FX markets work; explain why exchange rates behave the way they do; explain how MNEs hedge FX exposure using financial derivatives; explain how MNEs manage financial risk using interest rate and currency swaps ; explain cost of capital and international diversification.

**Topics:** This course provides a systematic treatment of the technical and analytical aspects of modern international finance. It focuses on the workings of firms and multinational corporations that operate in an international environment, People. Innovation. Excellence.

covering: The international markets, quotations, arbitrage, and exchange rate determination; Foreign exchange and interest rate risk management; Global financing and investment.

Prerequisite: AC206 – Financial Management for Business

#### **AC337 – MICROECONOMICS 200 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain and apply the standard analysis of consumer behavior and consumer demand; explain and apply the standard analysis of producer/firm behavior; explain and apply the central concepts of game theory; explain and apply the central concepts of market failure; apply microeconomic models and concepts to analyze real world market situations; demonstrate effective written skills by applying microeconomic theory to analysis market issues; demonstrate effective verbal and interpersonal communication skills through active participation in tutorial discussions; organize and synthesize information from a range of sources; apply critical, logical and rational thinking processes to evaluate of microeconomic problems at an intermediate level.

**Topics:** This course introduces basic topics in microeconomics: utility and preference, consumer choice, applications and extensions of consumer choice theory, production and cost, the firm and the industry, market structures, game theory, factor markets and distribution of income, market failure, asymmetric information, externalities and public goods.

Prerequisite: AC114 – Economics Theory

#### **AC338 – FINANCE (MANAGERIAL) 212 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to describe and put in place the different types of financial decisions ; explain the concept of portfolio management and discuss ways of managing market and firm specific risk and illustrate the uses of derivative securities as a risk management tool ; learn the process of making investment decisions based on valuation techniques.

**Topics:** This course introduces concepts of share valuation, risks and return application to portfolio theory, and pricing of risky securities. Students learn how to evaluate investment proposals, concept of cost of capital, and corporate finance policy. This includes capital structure and dividend decisions, mergers and takeovers and valuation and application of derivative securities.

Prerequisite: AC206 – Financial Management for Business

#### **AC339 – LAW (CORPORATION) 224 (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the concepts and principles of corporate law; research, analyze and interpret relevant provisions of the Corporations Act and cases; apply relevant legal concepts and principles in the analysis and solving of corporate law problems and case studies; construct a coherent and logical legal argument; use effective communication skills in both writing and oral presentations with clear, concise and appropriate language.

**Topics:** This course provides students with knowledge of regulatory framework, registration and its effects to company's internal and external relationships.

Prerequisite: GS207 – Business Law

#### **AC340 – ACCOUNTING COMPUTER PACKAGE (3 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 I and II

#### **AC402 – FINANCIAL MODELING 330 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze financial and business data to identify patterns or cycles; rearrange and combine data to formulate forecasting models; formulate and interpret the output of optimization models for planning using Excel add-ins; formulate Monte Carlo simulations for business and interpret the output for profit planning using Excel add-ins; conduct internet searches for financial modeling software; appraise the software and report with recommendations for its application in a specified business situation.

**Topics:** This course provides opportunities for students to learn to use the features of Excel and develop skills in spreadsheet design and spreadsheet add-in tools to solve capacity problems. The course also teaches various opportunities for students to learn to use budget scenarios, develop simulations of cash flow for revenues and expenses, capital investment cash flow planning, formulas and functions, forms, simulations, forecasting, importing data, and OLE (Object Linking & Embedding).

Prerequisite: AC318 – Financial Accounting I

#### **AC403 – MANAGEMENT CONTROL SYSTEMS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to compare and contrast all aspect of strategy, planning and control system; describe knowledge of management control comprehensively; demonstrate an awareness the importance control in management perspective; demonstrate communication ability in presenting management control issue in written and verbal effectively; demonstrate the ability of designing and evaluating management control systems.

**Topics:** This course teaches students the principles of Management Control Systems and the structure, process, problems and applications of MCS in various different conditions. This is a comprehensive course where students need to exercise their skills in budgeting, financial statement analysis and managerial skills. The course will discuss the application of management control in multi-national companies and non-profit organizations as well as management control for projects and ongoing operations.

Prerequisite: AC319 – Cost Accounting

**AC404 – ACCOUNTING DECISION ANALYSIS 308 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze company financial statements using information technology tools; evaluate key accounting theories as explanations of business behavior; present and justify a financial analysis to a business group; critically evaluate and report on financial and non-financial information contained in financial reports.

**Topics:** In this course, students will learn the theory, analysis and interpretation of strategic management decisions relating to governance, corporate social responsibility, and profitability and risk as disclosed in annual reports. The course also provides case studies in comprehensive statement analysis.

Prerequisite: AC318 – Financial Accounting I

**AC407 – FINANCIAL ACCOUNTING II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to prepare financial statements according to GAAP and IFRS standard, describe the guidelines of company income taxes report, identify and analyze accounting practice issues, apply appropriate IFRS standard on certain accounting issues, 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: AC318 - Financial Accounting 1

**AC408 – MANAGEMENT ACCOUNTING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Utilize cost behaviors and key activities in designing suitable cost accounting systems, Relate managerial accounting principles , financial positions as well as financial performance of firms in making business decision, Apply budgeting techniques and variance analyses on functional activities for business performance achievement and control, Explain and analyze the impacts of managerial accounting activities and information on decision making process in a given business situation.

**Topics:** This course teaches students to identify the concept and model of management accounting in enterprise as decision making supports, calculate and explain the functions of a management accounting model, and evaluate the performance of management in an enterprise.

Prerequisite: AC223 - Introduction to Accounting II

**AC409 – CORPORATE FINANCIAL REPORTING & ANALYSIS (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze the profitability, risk and cash flow of a corporation using financial tool; compare and contrast all aspect of financial theories and valuation models; describe essential concepts and tools of modern financial statement analysis; demonstrate financial technique for different purpose.

**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 accounting analysis tasks.



Prerequisite: AC206 – Financial Management for Business

#### **AC410 – AUDITING I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this 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, Describe the importance of audit planning process

**Topics:** The course teaches students about audit planning - the concepts of materiality and audit risk, the evaluation and testing of internal control systems, substantive audit testing of transactions and balances, and also audit sampling theory and methods. Students are also expected to be able to perform the finalization of the audit and audit reporting.

Prerequisite: AC223 – Introduction to Accounting 1

#### **AC412 – ADVANCED ACCOUNTING I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Differentiate the business combination methods before and after the IFRS, Prepare consolidated Financial Reports based on the IFRS, Apply different business combination methods based on different business combination theories

**Topics:** This course prepares students to be able to make financial reports for external parties. This course will be IFRS based and students will use an IFRS based textbook during the course. This course also discusses a lot of important issues for multinational companies. Other issues included in this course are: presentation of financial statement based on IFRS, statement of cash flow, revaluation model for property plant and equipment, accounting for leases, accounting for income taxes, consolidated financial statements, impairment of assets, intangible assets, and business combinations.

Prerequisite: AC407 – Financial Accounting II

#### **AC422 – ADVANCED ACCOUNTING II (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to Calculate the economics of derivatives and foreign currency transactions that are not accounted for as hedge transactions, Distinguish the three types of hedge activity, Prepare foreign currency financial statements, Prepare segment and interim financial reporting of consolidated financial statements, Prepare the report for the formation, operations and changes in ownership, Prepare the report for partnership liquidation, Prepare the financial statements for not-for-profit organization, Evaluate the economics aspect of sustainability reports

**Topics:** This course is an advanced level course compulsory 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.

Prerequisite: AC318 - Financial Accounting I

**AC423 – INTRODUCTION TO RISK MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to describe knowledge of economic issues from the local to the global scale that are impacted by accounting and finance solutions; students will demonstrate knowledge of financial issues such as investment analysis and capital market instruments.

**Topics:** This course gives an overview of the financial effects of pure risk on businesses and not-for-profit institutions. Students learn how to identify and evaluate risk using review tools as well as teach students about probability analyses, and financial evaluation of alternative tools.

**AC424 – CORPORATE FINANCIAL REPORTING AND ANALYSIS (ACCOUNTING - STATEMENT ANALYSIS) 222 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify the characteristics of different industry sectors and explain a firm's competitive and corporate strategy responses; perform various financial analysis tasks; perform prospective analysis; apply various valuation models.

**Topics:** This course, governed by Curtin University of Technology, is equivalent with Binus AC 409 Corporate Financial Reporting Analysis. The aim of the unit is to provide a framework for using financial statement data in a variety of business analysis contexts. More specifically, this unit aims to introduce students to the essential concepts and tools of modern financial statement analysis; to use these tools to analyze the profitability, risk and cash flows of a corporation; to explore the theories of prospective analysis and valuation models and to apply these to a corporation;

Prerequisite: AC407 – Financial Accounting II

**AC425 – AUDITING I (AUDITING 300) (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to increase awareness of the regulatory framework in which auditors operate; analyze financial information with a view to identifying key risk areas and their impact on the audit approach; determine the appropriate audit procedures; identify the appropriate audit report for a given set of circumstances.

**Topics:** By the end of the course, students are expected to be able to complete an examination of the company audit process. Students will learn about audit planning - the concepts of materiality and audit risk, the evaluation and testing of internal control systems, substantive audit testing of transactions and balances, and also audit sampling theory and methods. Students are also expected to be able to perform the finalization of the audit and audit reporting.

Prerequisite: AC318 – Financial Accounting I

**AC427 – MANAGEMENT CONTROL SYSTEMS (ACCOUNTING – MANAGERIAL 301) (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to identify and justify an appropriate method of transfer pricing; evaluate and report a business's financial and non-financial performance; identify, evaluate and justify compensation methods; and identify, evaluate and justify pricing methods for a given product.

**Topics:** This course provides students with the necessary techniques to develop effective performance measurement and control systems, as well as the analytical skills to understand the behavioral implications of such systems. Also, it presents management control systems – strategic planning, budgeting, performance measurement and incentives, and costs of centralization and decentralization using transfer pricing and compensation.

Prerequisite: AC319 – Cost Accounting

**AC437 – ADVANCED ACCOUNTING II (ACCOUNTING – EXTERNAL REPORTING) 260 (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to identify the key concepts in selected accounting standards relevant to external reporting; discuss the policies in these accounting standards; solve issues and problems relating to accounting for companies in accordance with those ; accounting standards and communicating the solutions in reports to interested parties.

**Topics:** This course provides students with the following accounting issues relating to companies: accounting for liabilities, income tax, leases, intangibles, business combinations, impairment of assets, the presentation of financial statements and the preparation and presentation of consolidated financial statements. The requires both a theoretical and practical understanding of issues. The standards applied are those issued by the International Accounting Standards Board (IASB).

Prerequisite: AC318 – Financial Accounting I

**AC440 – FINANCE (CORPORATE) 307 (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to develop a greater depth and understanding of theories of Corporate Finance and their limitations; develop understanding and skills in the application of financial management tools and techniques; gather information relating to the capital sources and uses in a public corporation ; analyse recent strategies employed by corporations.

**Topics:** This course focuses on some of the important aspects of the corporate finance theory and relevant tools and techniques to facilitate financial decision making. It aims to expose students to and familiarize them with corporate sector financial management by examining the main issues faced by financial managers of public companies. Topics covered are: Information asymmetry and signaling, agency theory, capital markets and sources of funds, capital budgeting under uncertainty, capital structure, dividend policy, and market for corporate control and corporate governance.

Prerequisite: AC206 – Financial Management for Business

**AC441 – FINANCE (PORTFOLIO MANAGEMENT) 301 (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to understand and apply the concepts of mean variance analysis and Portfolio Theory to select an optimal investment portfolio; understand the theories and techniques of security analysis and apply these concepts to the selection and management of equity and fixed income security portfolios; understand and apply techniques for diversifying risk and managing portfolio risk; identify investment strategies and risk management strategies using derivative securities and be able to evaluate the performance of an investment portfolio.

**Topics:** This course covers the essential theories and their application to the practice of security analysis and portfolio management. Concepts discussed include mean-variance analysis, portfolio optimization, asset pricing theory, market efficiency, security analysis, fixed income portfolio management, portfolio risk management using derivatives and portfolio performance evaluation techniques. Students will also be provided with an awareness of the on-going developments, and controversies in this area of Finance.

Prerequisite: AC206 – Financial Management for Business

**AC442 – FINANCE (DERIVATIVES SECURITIES) 312 (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to provide students with well - rounded and balanced education in the theory and practice of pricing and risk managing derivatives securities: equip students with the essential foundations to pursue academic research and /or financial market careers in derivative securities.

**Topics:** This course provides students with well -rounded and balanced education in the theory and practice of pricing and risk managing derivatives securities and equip students with the essential foundations to pursue academic research and /or financial market careers in derivative securities.

Prerequisite: AC206 – Financial Management for Business

**AC444 – MACROECONOMICS 200 (3 SCU)**

**Learning Outcomes:** Upon completion of this course, students are expected to be able to developed an understanding of key concepts associated with the macro-economy; use a simple model of the macroeconomic to interpret and describe key aspects of economic activity such as monetary policy, inflation and economic growth.

**Topics:** This courses teaches students macroeconomic terms and concepts, to enable student to apply them and interpret economic and business news in the newspapers, magazines and on TV.

In discussing a range of critical economic issues, including unemployment, inflation, fiscal and monetary policy, students also learn to understand and evaluate economic policies of the government and the impact that changes in policies and in the economic environment have on individuals, households, firms and economies.

Prerequisite: AC114 – Economics Theory

**AC446 – AUDITING II (3 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: AC410 – Auditing I

**AC449 – 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 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 intermediate 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, valuation of bonds and stock, capital budgeting, the cost of capital, capital structure, working capital management, and dividends policy.

Prerequisite: AC113 – Introduction to Accounting I

## 4.9.2 Graphic Design and New Media

### AD101 – HISTORY OF INDONESIAN ART AND & CULTURE (2 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Identify and explain major art movements and artists influence in Indonesian Art and Culture History, Explain the influence of Indonesian culture to the development of local arts and design works, Communicate effectively on Indonesian art history with a range of audience

**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

### AD102 – HISTORY OF WESTERN ART (2 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and explain major art movements and artists influence in Indonesian Art and Culture History, explain the influence of Indonesian culture to the development of local arts and design works, communicate effectively on Indonesian art history with a range of audience

**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: AD101 - History of Indonesian Art & Culture

### AD103 – 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

**AD105 – 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

**AD107 – 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.

**AD109 – 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: AD107 – Drawing 1

**AD111 – 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

### AD115 – 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.

### AD117 – 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: AD115 – Photography I

### AD119 – 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: AD119 Typography I

### AD121 – 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: AD111 – Computer Graphic I

### AD123 – 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 previously learned in Typography I, Typography II 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: AD119 – Typography I

### AD125 – GRAPHIC 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.

#### **AD127 – GRAPHIC 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: AD125 - Graphic Design I

#### **AD128 – GRAPHIC INTERACTIVE DESIGN I (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding of the basic principles of Screen design, such as positive and negative spaces, composition, form, space, and simplification, and the interaction of these elements, and employ this knowledge in analysis; construct creative communications work that demonstrates 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; demonstrate the ability to adapt of art/design in stylistic contexts; exhibit their design work and contribute in critiques and discussions of their work and the work of others Students also will get an introduction to programming. 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 studio course teaches basic terms, comprehensions, and layouts in the world of Screen Design, such as brainstorming methods, thumbnail sketches, positive and negative spaces, cropping, etc. Students will have to submit a project, which includes manual sketches, exercises and implement them in various screen layout, projects gear for explorations and experimentations as well as each student's personal interest. While taking the students through the Screen design process from concept to finished projects, verbal skills are also developed through critiques and class discussions. Students also will develops skills in program design and implementation by applying the concepts of computer fundamentals and logic formulation.

#### **AD129 – DIGITAL PHOTOGRAPHY I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to produce high quality photograph works that demonstrates perceptual acuity, conceptual understanding, and technical facility in the field of photography; demonstrate the ability to integrate visual elements in two and three dimensions; demonstrate a working knowledge of the usage of digital SLR camera and utilizing its controls; exhibit the students' photographs and contribute in critiques and discussions of their works and the work of others.

**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.

#### **AD201 – 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: AD102 – History of Western Art

#### **AD203 – 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: AD121- Computer Graphic II, AD111- Computer Graphic I

#### **AD205 - 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: AD203 - Multimedia I

#### **AD207 - 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: AD - 109 Drawing II

#### **AD219 - 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: AD123 - Typography II , AD119 - Typography I

#### **AD221 - SYSTEMS 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

#### **AD223 - 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.

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Prerequisite: AD223- Audio Visual I

### AD225 - GRAPHIC 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: AD127 - Graphic Design II

### AD227 – GRAPHIC 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: AD225 – Graphic Design III

### AD229 – 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.

#### **AD230 – GRAPHIC INTERACTIVE DESIGN II (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding of the grid system in web application throughout multiple devices such as PC/Mac, Tablets, and Smartphones; the interaction between the grid system with the visual elements to create a nice composition, and to be able to employ this knowledge in analysis; construct creative communications work that demonstrates perceptual acuity of the grid system, understanding of visual continuity, and technical facility in the field of Interactive design; demonstrate the ability to integrate the grid system and visual continuity in two- and three - dimensional works; with the application of color theory and drawing; demonstrate a working knowledge of technologies and equipment applicable to enable them to create layout; demonstrate the ability to adapt of art/design in historical, cultural, and stylistic contexts; exhibit their design work and contribute in critiques and discussions of their work and the work of others.

**Topics:** Graphic Design II requires students to implement their previous knowledge into layout using grids in variant two-dimensional projects syntactically. Students will learn semantic, syntactic and pragmatic aspect in design as well as graphic system through exercises and projects. All previous knowledge of Graphic Design I, color and introduction to visual design will be integrated into a series of projects.

**Prerequisite:** AD128 – Graphic Interactive Design I

#### **AD231 – DIGITAL PHOTOGRAPHY II (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to produce and edit photograph to be used in various media, conceptual understanding of various quality of light, and technical facility of various lighting equipments at a professional entry level in the field of photography; demonstrate the ability to integrate visual elements into the photograph work; demonstrate a working knowledge of the quality of light from various lighting equipments as well as using the studio equipments itself; exhibit the students' photographs and contribute in critiques and discussions of their works and the work of others.

**Topics:** The course is designed to give introduction to experimental photography. Some topics will include: Still Life Photographs, Commercial Photographs, Creating Special Effect, Scenery photography and HDR shot as well as editing and manipulating photographs to be used in various screen media. At the end of this course, the students will be able to produce a photography work for screen media

**Pre-requisite:** AD129 – Digital Photography I

#### **AD232 – DESIGN INTERACTION DEVELOPMENT 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 applying essential design element in multimedia process, conceptual understanding, and technical facility at a professional entry level in the field of multimedia design; demonstrate the ability to integrate various objects that includes text, sound, movies, and animation and transform them to create a final multimedia product; demonstrate a working knowledge of technologies related in the field such as Flash and Director, People. Innovation. Excellence.

and equipment applicable to the field of multimedia design; exhibit their multimedia work and contribute in critiques and discussions of their work and the work of others.

**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 of 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 CDROM.

**Prerequisite:** AD121 – Computer Graphic II

#### **AD233 – GRAPHIC INTERACTIVE DESIGN III ( 6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate an understanding of Touch based media Design; Interaction with users in its function to everyday life, and to be able to employ this knowledge in analysis; demonstrate the ability to conduct research to develop strategy and concept in Interactive Media industry, implement it in Interactive Project; construct Interactive project that demonstrates perceptual acuity of screen media, understanding of visual continuity, and technical facility in the field of Interactive Media Design; demonstrate a working knowledge of technologies applicable to Interactive Media field; demonstrate the ability to adapt of art/design in historical, cultural, and stylistic contexts; exhibit their packaging work and contribute in critiques and discussions of their work and the work of others.

**Topics:** The course devotes to the explorations of Touch Based Media, i.e. User Interactivity for Tablets and Smartphones using various Interactive Media Softwares. 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.

**Prerequisite:** AD230 – Graphic Interactive Design II

#### **AD234 – ANIMATION STUDIO 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.

#### **AD235 – 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 People. Innovation. Excellence.

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.

#### **AD236 – DESIGN INTERACTION DEVELOPMENT II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Construct a proper and efficient web design that demonstrates perceptual acuity, conceptual understanding, and technical facility; demonstrate the ability to use web software integration packages; demonstrate an understanding of the common elements and vocabulary of web designing, and to be able to employ this knowledge in analysis; demonstrate a working knowledge of technologies and equipment applicable to web designing; exhibit their multimedia work and contribute in critiques and discussions of their work and the work of others.

**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:** AD232 – Design Interaction Development I

#### **AD323 – 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:** AD223 – Audio Visual I

#### **AD325 – GRAPHIC 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: AD227 – Graphic Design IV

#### **AD327 – 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: AD121 – Computer Graphic II

#### **AD335 – 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: AD121 – Computer Graphic II



#### **AD337 – 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: AD327 – Digital Animation I

#### **AD345 – 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.

#### **AD355 – 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: AD227 – Graphic Design IV

#### **AD356 – 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.

**AD357 – SCULPTURE MODELING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work on designed and composed sculpture that demonstrates perceptual acuity conceptual understanding, and technical facility; analyze works of art/design perceptively and evaluate them critically; exhibit their work and contribute in critiques and discussions of their work and the work of others; communicate effectively with a range of audiences

**Topics:** This course introduces sculpting skills to create sculpture model based on existing or original characters. With previous knowledge from Drawing I and II, students have prior understanding of the principles of proportion, form, and gesture of an object or character. These skills are necessary to produce good and anatomically correct sculptures. In addition, the students are also trained to critique each other works.

**AD358 – STOP MOTION ANIMATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct work on stop motion animation that demonstrates perceptual acuity, conceptual understanding, and technical facility; demonstrate an understanding of the common elements and vocabulary of stop-motion animation and of the interaction of these elements, and be able to employ this knowledge in analysis; demonstrate a working knowledge of tools, technologies and equipments applicable to the making of stop-motion animation; exhibit their work and contribute in critiques and discussions of their work and the work of others.

**Topics:** This course explores the basic principles of animation technique called stop-motion. Multiple techniques will be introduced to make the animation. It also explores a wide range of stop motion styles, materials and techniques and object animation. Students are encouraged to develop a personal approach while exploring possibilities in character design, armature and set building, lighting, special effects and camera/motion capture techniques. For assessment, the students are required to create their own short movies using the stop-motion. Besides learning the pre-production, production, and post-production processes, they will experience the art of fun storytelling through stop-motion animation Objectives

**AD359 – SEQUENTIAL ART (2 SCU)**

**Learning Outcome:** Upon successful completion of this course, students are expected to be able to construct work on designed and composed sculpture that demonstrates perceptual acuity, conceptual understanding, and technical facility, analyze works of art/design perceptively and evaluate them critically; exhibit their work and contribute in critiques and discussions of their work and the work of others; communicate effectively with a range of audiences

**Topics:** This course introduces sculpting skills to create sculpture model based on existing or original characters. With previous knowledge from Drawing I and II, students have prior understanding of the principles of proportion, form, and gesture of an object or character. These skills are necessary to produce good and anatomically correct sculptures. In addition, the students are also trained to critique each other works.

**AD363 – GRAPHIC INTERACTIVE 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 Digital Social Media, conceptual understanding of its function to everyday life; demonstrate the ability to integrate visual elements to redesign an identity and bring it into finished states in various screen media; using previous course ( Graphic Design I, Graphic Design II, Graphic Design III ); demonstrate the ability to adapt to Interactive media in historical, cultural, and stylistic contexts; demonstrate an understanding of the common

elements in creating Interactive Media 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 Interactive media; exhibit their design work and contribute in critiques and discussions of their work and the work of others.

**Topics:** In this course, students must submit an individual / group web based project that can be linked to social media. The essence of this project is to integrate Interactive Project with Social Media. Students will be given a freedom to choose their platform of choice based on previous course ( Graphic Design I, Graphic Design II, Graphic Design III) . Students also need to do research and then determine how to solve problem using different platform to produce a feasible project through the semester.

**Prerequisite:** AD233 – Graphic Interactive Design III

#### **AD364 – DIGITAL MEDIA PRODUCTION STUDY (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyze the historical achievements in the world of Interactive Media, difference between each media, device in terms of advantages and disadvantages and the actual workflow for each type of projects.

**Topics:** This course aims to develop an understanding of the process of developing an application. It enables students to examine how to tackle small and large projects, how to handle individually and collaborative. By reading, critiquing and (in time) creating Digital Media products, the students will also need to develop a final group project demonstrating a mastery of most frequent techniques.

**Prerequisite:** AD121 – Computer Graphic II

#### **AD365 – ANIMATION STUDIO II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct a project ( Linear / Interactive ) 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 project ( Linear / Interactive ) 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 realtime rendering and exporting to various media such as Web, Game Engine, or Video Production packages.

**Prerequisite:** AD327 – Digital Animation I

#### **AD366 – 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:** AD235 – Design for Motion I

#### **AD367 – GRAPHIC INTERACTIVE 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 collaborative interactive project, conceptual understanding, and technical facility at a professional entry level in the field of Interactive 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 advanced level; demonstrate a working knowledge of technologies and equipment applicable to the area of Interactive Media; 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. 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:** AD363 – Graphic Interactive Design IV

#### **AD368 – 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.

#### **AD369 – 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

#### **AD401 – 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.

#### **AD402 – 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.

#### **AD403 - 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

### 4.9.3 Fashion Design

#### FA114 – 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.

#### FA205 – 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

#### FA222 – 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

#### FA224 – 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

#### **FA225 – 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 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

#### **FA226 – 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

#### **FA228 - 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

**Topics:** 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

#### **FA312 - 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

#### **FA313 – 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

#### **FA314 – 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.

#### **FA418 – 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 preliminary 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.

#### **FA421 – 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 preliminary 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: FA418 – Fashion Design IV

#### 4.9.4 Fashion Management

##### FA101 – 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

##### FA102 – 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

##### FA103 – 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

**FA105 – 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

**FA106 – 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

**FA108 – 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 came up with relevant design solution in areas of illustration, and digital image editing. This can be informational, promotional or technical drawing.

Pre-requisite: None

**FA112 – 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

#### **FA113 – 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

#### **FA115 – 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. There course 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

#### **FA201 – 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

#### **FA202 – 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

#### **FA203 – FM RETAIL BUYING (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.

#### **FA204 – 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: FA201- Fashion Trend and Forecasting I

#### **FA206 – 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

#### **FA207 – 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

#### **FA209 – 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

#### **FA220 – 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

#### **FA221 – 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.

#### **FA223 – 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: Pre-requisite: None

#### **FA227 – 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

#### **FA229 – 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 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

#### **FA230 – 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

#### **FA303 – 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.

#### **FA306 – 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: FA224 – Fashion Design II

#### **FA308 – INTERNSHIP FOR FASHION (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able: 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.

#### **FA309 – 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.

#### **FA310 – 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.

#### **FA311 – 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.

#### **FA315 – 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

#### **FA318 – 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

#### **FA413 – 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: FA308 – Internship for Fashion

#### **FA414 – 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.

#### **FA415 – 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: FA413 – Fashion Seminar

#### **FA420 – 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: FA422 – Design Research Project.

#### **FA422 – 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.

#### **FA423 – 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.

### **4.9.5 Film**

#### **FM101 – FILM PRODUCTION SEMINAR (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain options in genre, narrative and visual styles, and their own preferences in film's cultural and business aspects; Describe different backgrounds and missions in filmmaking and its relation to the local political economy of film; Describe their own vision and mission regarding film function as medium of communication and business.

**Topics:** This course exposes students to different filmmakers and film executives who are invited as guest speakers. The course intends to expose students to motivation behind films they watch, and different aesthetic styles options in serving the motivations. At the end, students should find their interest in specific styles and motivations for their film works.

#### **FM102 – VISUAL WORKSHOP (AUDIO VISUAL) (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Combine shape and colour into composition ; Explain different functions of camera angles ; Transform written exposition to visual presentation; Transform written narration to simple sequential presentation (storyboard); Develop simple time based visualization; Explain the importance of principal motion and timing ; Create several simple editing works that combine sound.

**Topics:** This course equips students with the basic understanding of visual language. 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.

**FM103 – BASIC PHOTOGRAPHY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Use camera and other photography equipments; Explain different options of film processing methods; Install and manipulate lighting kits for expected result; Explain the principle difference between video and celluloid cameras.

**Topics:** The course introduces students to the logic of celluloid cameras, starting from still 16 mm followed by 35 mm cameras. Students will learn characters of different camera parts, be familiar with effects of different lenses, be able to operate cameras and other equipments and film chemical processing, and able to get the expected light exposure. Students conduct experiment on basic lighting with shooting practice, and at the end of the course students explore different ambience with various lighting. This course is integrated with Visual Workshop.

**FM104 – 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; Operate different kinds of celluloid and high definition camera; Explain the need of compatible 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.

**FM105 – COMMUNICATIONS, MEDIA AND PROPAGANDA (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain Shannon and Weaver's communication model and all its applications; Explain different approaches and sub-disciplines in communication science; Select the most suitable medium for specific communication purposes; Explain the necessity of multi-disciplinary approach of media studies; Explain different purposes and means of propaganda; Explain strengths and weaknesses of different mediums in different specific messages; Create an audio-visual propaganda work.

**Topics:** This course exposes students to basic concepts, assumptions and theories in communication science and media studies as multi-disciplinary field, and introduces students to propaganda methods, starts from the initial necessities for such concept in religious messages, followed by the history of political and social propaganda, and ends with studying commercials, advertising, and public relation activities. The course focuses on the history and critical parts of propaganda, and in doing so it provides a lot of screenings and discussions. Students should create and pitch an audio-visual propaganda project at the end of the semester.

**FM111 – INTRODUCTION TO FILM ART (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain film narrative elements: plot, act, characterization; Identify and explain film artistic elements: form, composition, cinematography, editing, and sound; Evaluate film elements of different films; Perform simple production: planning screen direction.

**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.

#### **FM112 – 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 acts, turning point, twist, flashback, sub-plot, etc; Write down film premise; Write down film synopsis; Create a story with three acts structure and a twist; Build character developments; Create film treatment (with required elements of chasing, romance, and suspense); Write down short film script (5-10 minutes duration).

**Topics:** This course lays the very basic of narrative and scriptwriting. The first element of the course exposes students to narrative development techniques, starts with study of ancient plays, short stories and novels, silent and modern films followed by understanding and establishing script elements. The second element of the course lets students develop and discuss their own short film scripts in writing workshops. Students finish the course with script first drafts.

#### **FM113 – PERFORMANCE STRATEGY (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students should be able to; Explain basic component of performance in stage and in daily professional image; Explain and analyse the basic aesthetics of performance arts and acting; 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; Demonstrate capability to act and express emotion in professional acting; Perform stage performance with blocking, gesture, vocal, articulation; Create sound and set: rhythm sound or music of performance and stage decoration and lighting; Create and direct simple performance; create bridging between scenes, emphasize suspense, and play with audience emotion.

**Topics:** 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 film and media requirement. Moreover, students learn about connection between acting, staging, music, narration, and discuss effects of all the elements to audience.

#### **FM121 – 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 introduced 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: FM112 – Scriptwriting I: Storytelling Strategy, FM113 – Performance Strategy

#### **FM122 – 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: FM102 – Visual Workshop, FM103 – Basic Photography, FM104 – Film and Media Technology

#### **FM123 – 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 sound engineering by critical listening activities, exploring the complication of audio in creating sophisticated mind work. The course focuses on basic acoustic theory and electronic audio in sound lab, followed by similar task in field work. At the end, the course exposes students to mixing and editing process.  
Prerequisite: FM 104 – Film and Media Technology

#### **FM124 – 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: FM111 – Introduction of Film Art

#### **FM125 – 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; aApply 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: FM 104 – Film and Media Technology

#### **FM126 – 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. This course exposes students to film production process, experiencing problems in the field, coordination, and management

Prerequisite: FM101 – Film Production Seminar

#### **FM211 – SCRIPTWRITING II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Write more complicated narrative structure; Write character development based on real people; Create ambience in their scripts; Create reality reconstruction scenes; Develop climaxes and twists; Explain actors and directors perspectives and preferences from script reading; Work with actors and directors.

**Topics:** This scriptwriting course focuses more on developing stories and script based on research. 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 course also encourages students to understand actors and directors perspectives in scene development.

Prerequisite: FM112 – Scriptwriting I: Storytelling Strategy

#### **FM214 – FILM AND SOCIETY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain how cinema represents life; Explain the need to censor cinema for social and political reasons; Explain how cinema can change the audience life; Explain methods of using cinema to influence audience.

**Topics:** This course engages students to look carefully on dialectic relation between cinema and its audience. At one hand, cinema represents the filmmakers and audiences' society, because in films we can see their beliefs and values. On the other hand, cinema has power to strengthen and reform the community

#### **FM221 – DIRECTING II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Break down the script into detailed storyboard ; Stimulate actors to act ; Train actors and explore actors' emotion ; Motivate actors ; Direct actors improvisation; Build a good teamwork between production crews, actors, and production management.

**Topics:** This directing course focuses more on developing stories and shooting plan based on research. The course also lets students explore and evaluate directing skills further, discussing options in film planning and direction, with special part focusing in actor's direction and managing cooperation among crews and actors.

Prerequisite: FM211 – Scriptwriting II, FM121 – Directing I

**FM222 – FILM PRODUCTION II (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Write down a film business plan ; Pitch and negotiate film proposal.; Create more detail budget and shooting schedule; Manage more detail production and post-production process ; Deal with intellectual property matters ; Plan film distribution ; Produce behind the scene film.

**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: FM126 – Film Production I

**FM223 – 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: FM106 – Intro to Antropology & Indonesian Culture; FM107 – Intro to Sociology, FM214 – Film and Society

**FM232 – FILM, LITERATURE AND ADAPTATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain changes in literature in two different eras; Evaluate different films that adapted a same literature work ; Evaluate the relation between a real event, a literature work based on that event, and film based on that literature work.

**Topics:** The course lets students explore development of styles and expressions in literature and how these developments were translated into visual language. The course also encourages students to study relations between literature, film and real life situation, and how the two mediums can represent reality.

Prerequisite: FM214 – Film and Society

**FM311 – SCRIPTWRITING III (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Write a story related to real situation in fantasy/surreal setting ; Write in different script formats; Create plot flow with surprises; Write character developments with surreal background ; Create fantasy/surreal setting ; Create fantasy/surreal scenes ; Create symbolic scenes representing real life situation.

**Topics:** This scriptwriting course focuses more on developing stories detached from reality. The course also introduces students to different formats for television and other mediums, and explores more technical aspects in scriptwriting.

Prerequisite: FM211 – Scriptwriting II



#### FM312 – HISTORY OF ART (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the functions of arts for society ; Evaluate the distinction of high arts and crafts ; Explain the influence of Western's study of art to non-Western arts ; Explain art as aesthetic or social/political/economic expression ; Explain a brief history of Western art ; Explain a brief history of Indonesian art ; Explain the role of art in Indonesian history

**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 course 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 course also discusses the history of Western arts from pre-historic era to current situation, followed by the Indonesian history of Art.

#### FM313 – WORLD FILM HISTORY (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain early cinema, the industrialization of film in the United States and the emerging of sound in film ; Explain Russian Formalism approach ; Explain German Expressionism and its today's influence to horror cinema ; Explain American noir style ; Explain Italian and Japanese neorealism ; Explain Surrealism and Dadaism in cinema ; Explain new wave and new German cinema ; Explain European Art Cinema, the American Indie: Copolla, Spielberg, Scorsese, Woody Allen, and dogma 95 movement ; Explain third world cinema and national cinema

**Topics:** The course introduces students to the world film history in chronological order. The course is integrated with *Film Genre, Movement, and Style*.

Prerequisite: FM214 – Film and Society

#### FM314 – FILM GENRES, MOVEMENTS, AND STYLES (2 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain further a genre, movement or style from pre-1950 era ; Explain further a genre, movement or style from 1950-1968 era ; Explain further a genre, movement or style from 1968- current era.

**Topics:** This course is integrated with *World Film History* course, and aims to extend understanding on different genres and styles. The course discusses consequences of genre options and styles, relating it to the original contexts and their own interest and ideas.

Prerequisite: FM214 – Film and Society

#### FM321 – DIRECTING III (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Break down the fantasy/surrealist script and create a detail storyboard ; Work with an assigned production designer to produce a specific visual concept ; Organize and supervise production design for fantasy/surrealist setting ; Organize and supervise the whole *misé en scene* crews for the specific visual concept ; Manage casting and character developments with actors ; Train actors for fantasy/surrealist story ; Prepare promotion kits design.

**Topics:** This directing course focuses more on developing scripts detached from reality. The course requires specific visual and acting concepts.

Prerequisite: FM311 – Scriptwriting III, FM221 – Directing II

**FM322 – FILM PRODUCTION III (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Pitch for production funding ; Manage studio based production ; Manage production related to real situation in fantasy/surreal setting ; Manage and build fantasy/surreal setting/décor ; Manage and produce fantasy/surreal costumes and make ups ; Create symbolic scenes representing real life situation ; Plan and manage film distribution ; Arrange legal aspects of the production.

**Topics:** This production course focuses more on producing stories and script detached from reality. This course also let students learn film funding and distribution strategy.

Prerequisite: FM222 – Film Production II

**FM323 – 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 concept of animation movement ; Create a very short two-dimension animation ; Create a very short stop-motion animation ; Create a very short computer animation.

**Topics:** The course introduces students to animation techniques, from the basic two-dimension drawing animation, celluloid drawing, stop-motion, rotoscope, and ends with introduction to computer animation.

Prerequisite: FM312 – History of Art, or AD101 – History of Indonesian Art and AD102 – History of Western Art

**FM331 – HISTORY OF INDONESIAN CINEMA (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Differentiate the history of needs to get profit and to convey messages ; Explain the political need to control cinema ; Explain the origin of aesthetics influence in Indonesian cinema.

**Topics:** This course introduces students to development of the Indonesian cinema, from colonial to the political reform era.

Prerequisite: FM214 – Film and Society

**FM332 – FILM THEORIES (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain cinema as representation of life ; Explain film functions to society ; Explain how film is expressive medium but cinema also has commercial aspects ; Explain films can be studied from many perspectives in social sciences and humanities ; Explain how symbols in film can be studied as cultural expression ; Explain how symbols in film can be studied as identity formation ; Explain how symbols in film can be studied as social relation

**Topics:** The course exposes students to discussion of films from different perspectives in social and humanities sciences. It starts with the most basic discussion in the invention of the medium: does film equal life? If it does not, does cinema represent life? Discussion follows to questions like what are the functions of film to its audience, and what are the functions to society? Is film part of art or simply part of commerce? Is film part of science? Can we put together film and science, and if we can, how do we see film from perspectives of sociology, psychology, history, anthropology, psychoanalysis, literature, linguistic, semiotic, gender studies, etc? The course continues with studies of symbols in cinema with cultural expression, identity formation and social relation in current situation. Psychoanalysis, gender studies, and studies of race, ethnicity, and class are basic of this discussion.

Prerequisite: FM313 – World Film History

#### **FM412 – CINEMATOGRAPHY WORKSHOP (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 longer short film ; Define his/her aesthetic breakthrough in the cinematography project.

**Topics:** The course provides exploration of camera movement, light changing, lens controlling, in attempts to understanding 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: FM122 – Cinematography I

#### **FM414 – 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 ; analyse actor's emotion in their performance ; Engage viewers' attention ; 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. Students can choose any kind of editing works that suit them, and explore detail requirements for that choice. This course aims to prepare students to reach the professional standard of contemporary film editor. The course exposes students to various editing works, and then the class discuss and practice together.

Prerequisite: FM125 – Editing I

#### **FM444 – 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: FM311 – Scriptwriting III, FM321 – Directing III, FM322 – Film Production III

#### **FM445 – 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:** FM105 – Communication, Media & Propaganda ; FM211 – Scriptwriting II, FM332 – Film Theories

## 4.9.6 Communication

### MC101 – 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

### MC102 – 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

### MC103 – 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:** MC102 Theory of Communication

#### **MC106 - 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

#### **MC107 – 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

#### **MC108– 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

**MC111 – 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

**MC112 - 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

**MC113 - PUBLIC SPEAKING & PROFESSIONAL IMAGE (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

**MC121 - 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

#### **MC122 – 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

#### **MC123 - 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

#### **MC211 – 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

**MC212 – 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

**MC213 – 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

**MC214 – 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



#### **MC221 – 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

#### **MC215 – 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

#### **MC216 – 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

#### **MC222 – 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

#### **MC223 – 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

#### **MC224 – 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

#### **MC311 – 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

#### **MC312 – 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

#### **MC313 – COMMUNICATION IN ORGANIZATION (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, Theory of Communication.

#### **MC314 – PHILOSOPHY AND ETHICS OF COMMUNICATION SCIENCE (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

#### **MC315 – 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

**MC316 – 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

**MC317 – 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

**MC321 – 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

**MC322 – 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

**MC331 – 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 skills 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

**MC332 – 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 essential 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

**MC333 – 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

**MC334 – BAHASA INDONESIA FOR JOURNALISM (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

**MC335 – 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

**MC336 – 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

**MC341 – 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

#### **MC342 – 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

#### **MC343 – 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

#### **MC344 – 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

#### **MC351 - COPYWRITING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the principles of copywriting; conduct industry, product and target market research; develop an advertising strategy and plan; write advertisement for selected media to execute the strategy and plan; create layout of selected media; perform copyediting and present the whole advertisement concept and execution.

**Topics:** This course will focus on the creative side of advertising. Student will learn how to write ads and tagline creatively for a product. As media expands and become more accessible to the audience, student will learn to write advertising messages for print, broadcast, internet and viral as well as design layouts appropriately and also plan and prepare storyboard for broadcast.

Pre-requisite: Introduction to Advertising

### **MC352 - CREATIVE 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.

Pre-requisite: Introduction to Advertising

### **MC353 – ADVERTISING MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Create brand image; create brand planning through market research; analyze market and media planning; create media planning and buying.

**Topics:** This course focuses on developing marketing strategies with brand positioning utilizing media research and media planning. The class will demonstrate the whole process of creating advertising campaign.

Pre-requisite: Introduction to Advertising

### **MC361 – 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



### **MC362 – 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

## **4.9.7 Computer Science (CS)**

### **CS101 – INTRODUCTION TO IT (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 pseudocode.

### **CS113 – PROGRAMMING PRINCIPLES (4 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, C programming, basic computing algorithms and basic data structures. Students will be assessed their competency by their capability in creating a middle-sized application program in C programming language.

### **CS114 – 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.

**CS115 – INTRODUCTION TO PROGRAMMING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain the basic principles of computing and programming; Identify and define the programming errors and solution requirements toward the problem; Use programming logic and different programming techniques to produce innovative computing practices; Apply 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 pseudocode.

Pre-requisite: None

**CS201 – DATA STRUCTURES AND ALGORITHM ANALYSIS (4 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. Students are expected to have taken an introductory course in programming using C/C++.

Prerequisite: CS113 - Programming Principles

**CS202 – COMPUTING THEORY (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.

**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.

Prerequisite: MS107 - Discrete Mathematics

**CS203 – FILE AND DATABASE SYSTEMS (4 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

#### **CS205 – NETWORK APPLICATION AND SECURITY (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: identify and explain principles of network and security; identify and define the computing requirements appropriate to solve network and security problem; design and analyse a computer-based system on network and security; explain concepts of cryptography and its ethical-social implications; explain and analyze the impact of network security on individuals, organizations and society; and apply current techniques to produce innovative computing practices in network and security.

**Topics:** The aim of this course is to introduce students to cryptography and its application to network and operating system security; security threats; applications of cryptography; secret key and public key cryptographic algorithms; hash functions; authentication; security for electronic mail; Java security; secure coding; Firewalls and intrusion detection techniques.

Prerequisite: CS213 - Data Communication and Networks

#### **CS206 – 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: CS201 - Data Structure and Algorithm Analysis

#### **CS207 – 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: CS208 – Systems Analysis and Design

#### **CS208 – 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  
Pre-requisite: None

#### **CS210 – GAMES DESIGN AND PROGRAMMING (4 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: CS113 - Programming Principles

#### **CS211 – OBJECT TECHNOLOGY (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain and apply object-oriented principles in the construction of software; Identify and analyze computing requirements to solve a computing problem; Design and implement an application using the Java programming language; Apply recurring patterns of classes in an object-oriented system; Apply appropriate techniques and approach in creating a reusable software system.

**Topics:** This course is designed to provide students with strong practical skills in implementing the most widely-used object oriented methods and patterns. It is a technology course, meaning that after students get solid understanding on a certain method they are expected to be able to implement the method into working object oriented application with the most popular technologies. The content of course goes into the great details of class design, polymorphism, inheritance, Java object model, framework, and design patterns. At the end, students are expected to gain more understanding of how to create a correct object oriented application design. This course also provides a solid foundation for architecting and developing enterprise applications.

Prerequisite: CS114 – Object Oriented Programming

#### **CS213 – DATA COMMUNICATONS AND 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

#### **CS214 – MULTIMEDIA SYSTEMS (4 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

#### **CS215 – 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 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: CS113 - Programming Principles

#### **CS216 – WEB PROGRAMMING (4 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

**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: CS114 - Object Oriented Programming

#### **CS217 – 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: CS113 - Programming Principles

#### **CS220 – SCRIPTING LANGUAGES (4 SCU)**

**Learning Outcomes:** Upon completion of this course, students should be able to: 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, 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 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: CS113 - Programming Principles

#### **CS221 – COMPUTER ARCHITECTURE AND ORGANIZATIONS (4 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: CS101 – Introduction to IT

#### **CS222 – USER INTERFACE ENGINEERING (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: None

#### **CS231 – WEB SYSTEMS SECURITY (4 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: CS216 - Web Programming

#### **CS232 – COMPUTER SECURITY AND NETWORK FORENSICS (4 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  
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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: CS337 - Ethical Hacking and Penetration Testing

### CS301 – TECHNIQUES OF PARSING AND TRANSLATION (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: 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 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: CS202 - Computing Theory

### CS313 – 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: CS114 – Object Oriented Programming

### CS314 – ADVANCED NETWORKING (4 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 materials follows an 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: CS213 - Data Communications and Networks

#### **CS315 – CHARACTER RIGGING AND ANIMATION (4 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: CS210 - Games Design and Programming

#### **CS316 – WIRELESS MOBILE 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 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: CS114 – Object Oriented Programming

#### **CS317 – DISTRIBUTED SYSTEM (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Define and analyse 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: CS215 - Operating System

#### **CS319 – UNIX SYSTEM ADMINISTRATION AND PROGRAMMING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain concepts in Unix system administration and programming; Apply design and development principles in the configuration of an operating system; Design, develop and evaluate configurations and settings to meet efficiency, integrity, and security.

**Topics:** After taking this course, students should be able to understand the role and responsibilities of a Unix system administrator, install and configure the Linux operating system, manage the resources and security of a computer running Linux, make effective use of Unix utilities and scripting languages, configure and manage simple TCP/IP network services on a Linux system. Topics covered include: basic Unix concepts, selecting and installing linux systems, unix administrative tools, shell programming, bourne shell scripting, the x-windows system, upgrading linux kernel, linux kernel internals, overview of TCP/IP networking, configuring network services, TCP/IP routing, internet information resources, electronic mail, troubleshooting TCP/IP, network security.

Prerequisite: CS215 - Operating Systems

#### **CS334 – NETWORK PROGRAMMING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain concepts and principles of network programming; Apply design and development principles in the construction of network programming of varying complexity; Design, develop and evaluate a network programming solution.

**Topics:** The course provides practical aspects of programming applications that use computer networks. The TCP/IP protocol suite for both UNIX/LINUX and Windows NT network programming are explored, with UNIX/LINUX network programming emphasized in the lecture and Windows network Programming emphasized in the lab. Most programming will be undertaken in the 'C' or 'C++' language.

Prerequisite: CS113 - Programming Principles

#### **CS337 – ETHICAL HACKING AND PENETRATION TESTING (4 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: CS213 - Data Communications and Networks

#### **CS338 – ADVANCED GAMES DESIGN AND PROGRAMMING (4 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: CS210 – Games Design and Programming

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#### **CS408 – VISUAL GAMING (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 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: CS210 – Games Design and Programming

#### **CS409 – APPLICATION SERVICES (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: analyze a problem, identify and define the computing requirements appropriate to its solution; design, develop and evaluate a application service system, process, component, or program to meet desired needs; apply current techniques, skills, and tools creatively to produce innovative application services; implement and deploy a J2EE platform application containing web and Enterprise JavaBeans (EJB)-tier components.

**Topics:** This course is designed to provide students with hands-on experience through labs that build an end-to-end, distributed business application that incorporates web service technology in Java and J2EE platform applications. Students will get benefits by learning skills needed to become business component and client developers.

Prerequisite: CS313 – Enterprise Applications

#### **CS410 – PERVASIVE COMPUTING (4 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 3.0 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: CS316 – Wireless Mobile Software Engineering

**CS432 – WEB DATABASE SYSTEM (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply design and development principles in the construction of web database systems; design, develop and evaluate a web database system, process, component, or program to meet desired needs; apply current techniques, skills, and tools creatively to produce innovative web database practices

**Topics:** In this course, the students will be exposed to the Web database topics, which include Web-based Database environment, Data administration and DBA role, Introduction to XML Programming, Distributed Database System, Data warehouse, OLAP and Data mining, Object-Oriented Database System, ODBC, OLE-DB, ADO, ASP, Programmatic SQL XML and ADO NET, JDBC and JSP, Transactional Management, Database security, Query Processing.

Prerequisite: CS203 - File and Database Systems

**4.9.8 Information Systems (IS)****IS101 – 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.

**IS102 – INTRODUCTION TO IT (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.

**IS105 – 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: IS101 Introduction to IT 100

**IS108 – PRINCIPLES OF 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

#### **IS109 – 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.

#### **IS202 – SOFTWARE DEVELOPMENT I (4 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, devise 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:** IS101 - Introduction to IT 100

#### **IS203 – DATABASE DESIGN (4 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: IS101 - Introduction to IT 100

#### **IS204 – 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: IS101 - Introduction to IT 100

#### **IS211 – HUMAN-COMPUTER INTERACTION (4 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

#### **IS220 – DATABASE SYSTEMS (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: IS203 - Database Design

#### **IS226 – IS 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: IS105 - Systems Thinking

#### **IS227 – SYSTEM ANALYSIS AND DESIGN 251 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply appropriate problem solving processes based on logical and critical thinking to produce the system's scope, analyse system requirements and design potential Information System solutions ; select appropriate elicitation techniques, including interviews and group facilitation (e.g., Joint Application Development) to obtain information about a problematic situation and potential Information System solutions ; use systems modelling techniques during systems analysis and systems design, including techniques to analyse and design user and system interfaces for an Information System solution ; discuss professional and business ethics involved in the development of an information system for the global business environment ; prepare a business case for a proposed business problem solution and produce a suitable system specification report.

**Topics:** Overview of Information Systems Development Lifecycles (SDLCs), activities, tools, techniques and methodologies, Overview of business problem analysis, Introduction to Information System requirements elicitation and specification, Introduction to Systems Analysis and Design, Introduction to User Interface Design Principles and Practices for User Interface Design. This course is controlled by Curtin University of Technology and is offered only to students participating in the Double Degree program with Curtin University of Technology. Refer to the Curtin website for up to date information about this course.

Pre-requisite: IS105 - Systems Thinking

**IS228 – BUSINESS APPLICATION DEVELOPMENT 301 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to design and develop programs using an IDE ; design forms using visual components ; design and code event-driven programs; program with multiple forms and units ; design, code, test and debug programs ; perform data validation and error-handling in programs ; apply arrays, arrays of records and multi-dimensional arrays and other advanced data types in programs ; apply the appropriate I/O methods in programs.

**Topics:** This course provides students with knowledge about program development process, principles of structured programming, the event/component programming model and I/O methods. This course is controlled by Curtin University of Technology and is offered only to students participating in the Double Degree program with Curtin University of Technology. Please refer to the Curtin website for up to date information about this course.

Pre-requisite: IS202- Software Development 1

**IS229 – PROJECT MANAGEMENT 301 (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to recognized the need for Project Management ; describe and practice the use of an internationally recognized framework (PMBOK Guide 2004) for Project Management; explain core knowledge areas and process groups related to Project Management; demonstrate the concepts, skills, tools and techniques involved in Project Management; and use a contemporary Project Management tool to an intermediate level.

**Topics:** This course teaches students how to manage an Information Systems development project. Almost all information systems work is undertaken as projects, and most students will be part of project teams. It is important that students, if not directly responsible for managing the team, understand the project management processes to enable them to be productive team members.

This course is controlled by Curtin University of Technology and is offered only to students participating in the Double Degree program with Curtin University of Technology. Please refer to the Curtin website for up to date information about this course.

Pre-requisite: IS227 - SYSTEM ANALYSIS AND DESIGN 251

**IS302 – 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: IS102- Introduction to IT 100

### **IS303 – 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: IS101 - Introduction to IT 100, MK107 - Introduction to Business (Management & Leadership)

### **IS304 – OBJECT ORIENTED ANALYSIS, MODELING AND DESIGN (3 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

### **IS306 – TESTING AND 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 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: IS226 - IS Systems Analysis and Design

**IS310 – 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: IS229 - Project Management 301 or i - Project Management

**IS313 – 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: IS229 - Project Management 301 or IS403 - Project Management

**IS314 – BUSINESS PROCESS MODELING & SIMULATION (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to draw business process using graphical flowcharting 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:MS204 - Linear Algebra for Economy and Business; IS226 - Systems Analysis and Design; MS206 Business Statistics or MS102 -Statistic and Probability

**IS320 – 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:IS22 - IS Systems Analysis and Design; IS403 - Project Management

### IS322 – SYSTEM ANALYSIS AND DESIGN 252 (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply different approaches to specifying what is required of a software system ; describe and discuss the foundational concepts and technologies associated with the contemporary paradigm(s) for software development ; describe and apply modern analysis concepts, techniques and notations to synthesize a model a problem and problem domain ; describe and apply modern design concepts, techniques and notation to find and specify models of software solutions to problems ; explain the job of a software analyst and designer and how this unit can be a stepping-stone onto a career path leading to such a position.

**Topics:** This course introduces the foundational concepts of object orientation, user requirements method such as use-cases, and object-oriented software, This course is controlled by Curtin University of Technology and is offered only to students participating in the Double Degree program with Curtin University of Technology. Please refer to the Curtin website for up to date information about this course.

Pre-requisite: IS227 – Systems Analysis and Design 251

### IS323 – 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.

### IS324 – PROTECTION OF INFORMATION ASSETS (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to evaluate the design, implementation and monitoring of logical access controls to ensure the confidentiality, integrity, availability and authorized use of information assets; evaluate the design, implementation and monitoring of physical access controls to ensure that information assets are adequately safeguarded ; evaluate network infrastructure security to ensure confidentiality, integrity, availability and authorized use of the network and the information transmitted ; evaluate the design, implementation and monitoring of environmental controls to prevent or minimize loss ; evaluate the processes and procedures used to store, retrieve, transport and dispose of confidential information assets.

**Topics:** This course provides assurance that the security architecture of enterprise ensures the confidentiality, integrity, and availability (CIA) of information assets. The course evaluates design, implementation and monitoring of logical and physical access controls to ensure CIA. Topics covered include network infrastructure security,  
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environmental controls, and process and procedures used to store, retrieve, transport and dispose of confidential information assets.

Pre-requisite: IS323 - IT Governance

### IS325 – BUSINESS CONTINUITY PLANNING (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: IS323 - IT Governance

### IS401 – 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: IS323 - IT Governance

### IS402 – 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: IS324, IS325, IS401, AC410

#### **IS403 – 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.

#### **IS408 – ENTERPRISE ARCHITECTURE (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Explain the enterprise architecture frameworks and principles in data/information architecture designs, explain and apply effective technology in data/information system administration, explain the benefits and risks of service oriented architecture, explain and apply enterprise architecture model to support business strategy, apply appropriate enterprise architecture approaches and processes for different organizations, apply appropriate enterprise system interaction with stakeholders.

**Topics:** This course is designed to introduce service oriented architecture, enterprise architecture frameworks, systems integration, enterprise resource software, monitoring and metrics for infrastructure and business processes, green computing, virtualization of storage and systems, the role of open source software, business continuity, total cost of ownership and return on investment, audit and compliance, system administration, and IT control and management frameworks.

Pre-requisite: IS102 - Introduction to IT

#### **IS410 – 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.

### **4.9.9 Marketing (MK)**

#### **MK103 – MANAGEMENT & LEADERSHIP (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain terms and definitions used in management and describe basic concepts of management and leadership in current business issues, Describe dilemma in management and leadership context related to business globalization environment, information technology, entrepreneurship and, sustainable business, Describe and explain the important role of

management and leadership and recognize the use of the concepts in small business environment, international business environment or entrepreneurial business environment, Describe and explain the importance of business ethics and social responsibility in relation to management and leadership in industrial environment.

**Topics:** This course introduces students with basic concepts of ethical business practices, social responsibilities and other general business models within the changing business environment. It is an introductory course to business management that defines the different types and functions of business, organizational team work, and internal communications.

Pre-requisite: None

#### **MK105 – MARKETING FUNDAMENTALS (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

#### **MK106 – BUSINESS COMMUNICATIONS (4 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, to deliver effective presentation in line with business communication topics, to apply effective intercultural communication in customer relationship management, to explain the advantage and disadvantage of each type of business writing, To 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: GS201 - Academic English II

#### **MK107 – INTRODUCTION TO BUSINESS (MANAGEMENT & LEADERSHIP) (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to Describe and explain fundamental elements of business, Define and review business principles and practices, Communicate effectively with a range of audience both written and verbal form

**Topics:** This course is designed for non Marketing students, as an introductory course to business management. It provides an overview of the business environment and the major management functions of business and how they relate to each other.

Pre-requisite: None

#### **MK109 – 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: GS201 - Academic English II

#### **MK202 – 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: MK105-Marketing Fundamentals

#### **MK206 – BUSINESS TO BUSINESS MARKETING (4 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: MK105- Marketing Fundamentals

#### **MK208 – 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: MK105 - Marketing Fundamentals

#### **MK210 – E-MARKETING MANAGEMENT (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to describe and explain key concepts in e-marketing, analyze online customer behavior and the new segmentation, targeting, and positioning strategies in online environment, relate the internet as a contact method for e-marketing research and demonstrate the most suitable internet-based approaches to do the research, identify and analyze the opportunity to use new digital media as customer touch-point and CRM channel, prepare a marketing plan that integrates e-marketing management.

**Topics:** This course introduces the key concepts and theories underlying e-marketing management. It analyzes the operational and strategic aspects of information-based marketing programs on the internet in both consumer and business markets for a variety of products and services.

Pre-requisite: MK105 - Marketing Fundamentals

#### **MK211 – 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: MK105 - Marketing Fundamentals

#### **MK214 – 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



### **MK215 – 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: MK105 - Marketing Fundamentals

### **MK216 – SERVICES MARKETING (2 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: MK105 - Marketing Fundamentals

### **MK217 – SUPPLY CHAIN & OPERATIONS 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: MK105 - Marketing Fundamentals

### **MK220 – ETHICS IN DIGITAL WORLD (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, the students are expected to have an enhancement in ethical awareness in digital world. This course will enable student to analyze and be critical to ethical issues and able to relate it to moral reasoning as well as to theoretical principles of ethical philosophies.

**Topics:** This course introduces central ethical issues of digital media, ranging from computers and the Internet to mobile phones. Student will be exposed to issues from a *global* perspective, introducing ethical theories from multiple cultures. The material will allow student to acquire a global perspective on the central ethical issues of digital media, including privacy, copyright, pornography and violence, and the ethics of cross-cultural communication online.

Pre-requisites : MK210 - E-Marketing Management

**MK303 – 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: MS206 - Business Statistics ; MS403 - Research Methodology

**MK314 – RELATIONSHIP MARKETING (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 enhance relationship within specific market ; demonstrate good standard of communication and interpersonal skills in order to build and sustain effective relationship with all aspect of the marketing chain.

**Topics:** This course introduces and describes the emergence of Relationship Marketing from its traditional marketing background through different perspectives and dimensions. It encourages students to critically interpret the concept of relationship marketing to be applicable in different marketing practices.

Pre-requisite: MK105 - Marketing Fundamentals

Co-requisite: MK202 - Consumer Behavior

**MK318 – 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: MK105 - Marketing Fundamentals,

Co-requisite: MK210 - E-Marketing Management

**MK321 – BUSINESS IN INDONESIA (3 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: MK105 - Marketing Fundamentals,

#### **MK323 – 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-requisite : MK105 - Marketing Fundamentals,

Co-requisite : MK210 - E-Marketing Management

#### **MK401 – 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: MK105- Marketing Fundamentals

Co-requisite: MK202- Consumer Behavior

#### **MK404 – ENTREPRENEURSHIP (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, and utilize the information to create a competitive business plan; develop a sense of social responsibility and integrate it into business 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 company. The course gives a special emphasis on commercializing innovations derived from a research and technology development.

Pre-requisite: MK105 - Marketing Fundamentals

Co-requisite: MK202 - Consumer Behavior

#### **MK421 – DISTRIBUTION & RETAIL CHANNELS (4 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: MK103 – Management and Leadership

#### **MK422 – 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: MK105-Marketing Fundamentals

Co-requisite: MK202-Consumer Behavior, MK208- Product and Brand Management, MK216 – Service Marketing

#### **MK423 – 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 : MK105 - Marketing Fundamentals

Co-requisite : MK210 - E-Marketing Management

#### **MK425 – 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 : MK105 - Marketing Fundamentals

Co-requisite : MK210 - E-Marketing Management

#### 4.9.10 Hospitality & Tourism Management (HTM)

##### HM101 – PRINCIPLES OF MANAGEMENT AND BUSINESS IN THE HOSPITALITY INDUSTRY (2 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Describe and explain the social, economic and environmental context within which the hospitality industry operates, identify the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism, identify, define and explain different functions of management and their relationships with other key concerns of managers such as marketing, finance and human resource management, Describe and explain the role of managers in the hospitality industry and their principal responsibilities.

**Topics:** This course 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 within the hospitality industry, e.g. hotels, restaurants, cafes, clubs, accommodation business, and event management businesses. The course also discusses the career concerns and the factors that underlie growth and change in the hospitality industry, the lodging business, the food service sector, travel and tourism, the management functions and the concept of service. The managers' role in areas such as leadership, motivation, entrepreneurship, networking and managing in a diverse environment is also examined.

##### HM106 – 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

##### HM108 – 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: None

#### **HM110 – INTERCULTURAL COMMUNICATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain principles of intercultural communication as the instruments for success when interacting with people from diverse culture; Apply principles of communication and non-verbal communication for effective communication in a culturally diverse environment; Explain concepts of different cultures and cultural characteristics to communicate with colleagues and customers from a broad range of backgrounds.

**Topics:** This course deals with the communication that is required by all people working in the tourism and hospitality industries. It covers the four contexts of intercultural communication (individual, interpersonal, organizational and community/societal) and the cultural knowledge needed for serving customers and working with colleagues from diverse backgrounds. In this course, the students develop their communication skills needed to be effective in a socially and culturally diverse environment

Prerequisite: None

#### **HM111 – INTRODUCTION TO HEALTH, 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 a guidance to management's role in security amid the growing concern of loss prevention and security issues.

Prerequisite: None

#### **HM112 – 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. This course is the eye opener for the students into the insight of hospitality and tourism industry.

Prerequisite: None

#### **HM113 – PRINCIPLES OF HOSPITALITY AND TOURISM MARKETING (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.

**Topic:** 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 centre 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 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.

#### **HM206 – INTRODUCTION TO MICE (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain of MICE (Meeting, Incentives, Conference and Exhibitions): the planning, operation/execution and evaluation stages; Demonstrate effective communication, team work and relationship building with the main stakeholders of events; Plan, operate and manage MICE resources and operations through a project; Apply leadership skills, initiative and problem-solving in the MICE process

**Topics:** This course introduces the processes and techniques required to create and manage a meeting, incentives, conference and exhibition (MICE). This principle knowledge is required to be a professional event coordinator.

#### **HM208 – CURRENT TRENDS AND ISSUES IN TOURISM AND HOSPITALITY INDUSTRY (3 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.

#### **HM209 – ACCOUNTING FOR HOSPITALITY, TOURISM AND LEISURE I (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain basic accounting equation, accounting principles, accounting cycle and flow of information and the cost principles, explain principles of the accounting and financial management in a hotel and in the restaurant operations, interpret the financial statement/ information and its use for decision making

**Topic:** This course gives students a complete introduction to financial accounting principles and how to apply them to all facets of the hospitality industry. It provides the skills and knowledge required to interpret the types of financial information used by operational supervisors and managers in their day-to-day work activities. It focuses on understanding of key financial terminology, the analysis of financial reports and on how financial information is used for decision-making purposes in the management of a business.

Prerequisite: None

**HM210 – FOOD AND BEVERAGE MANAGEMENT (T/P) (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the types of foodservice establishment, types of service and table settings, identify menus, explain the procedures of dining preparation and the service, handle the meals and beverages services (alcohol and non-alcoholic drinks) by using technology as well as by manual, explain the importance of food safety and sanitation and emergency procedures.

**Topic:** This course provides students with the knowledge and skills of restaurant services that covers dining experiences (from casual to formal), different types of services (French, American, English, Russia, Family-style, and Banquet), menu and bar knowledge, the importance of safety and sanitation and its application universally, and emergency procedures.

Prerequisite: None

**HM211 – 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

**HM212 – 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



#### HM213 – FOOD AND BEVERAGE MANAGEMENT (4 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

#### HM214 – INTRODUCTION TO EVENT MANAGEMENT (4 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and explain the types of events such as sport event, mega event, corporate event, art and live entertainment, explain the process of planning events, explain how to manage an event, identify the issues in events: impacts, sustainability, legacy, media.

**Topic:** This course provides all the practical skills and professional knowledge students need to succeed in the events industry. It covers various types of event including sports, music, the arts, corporate events, tourism, and the public and voluntary sectors. It introduces the key issues facing the contemporary events industry, from health, safety and risk management to sustainability to developing a market-oriented business. It also covers core areas of events management, including marketing, finance, project management, strategy, operations, event design and human resources.

Prerequisite: None

#### HM215 – INTRODUCTION TO LEISURE INDUSTRY (3 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the concept and types of leisure, explain the pertinent issues in the leisure industry such as gaming, youth culture, urban, coastal and rural leisure, explain the social context in the leisure business as well as leisure and the experience economy.

**Topic:** The course provides a broad and lively understanding of the meaning, significance and scope of leisure in modern day society. It covers the historical analysis of leisure, demand and supply for leisure, the public and private sectors in leisure provision, planning, managing and marketing leisure, urban leisure, coastal leisure and rural leisure.

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Prerequisite: None

#### **HM304 – HOSPITALITY FINANCIAL MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain components of management reports, financial statements, business forecast, strategic pricing models, cost-control systems, ratio analysis, working capital and investment, analyze the management reports and financial statement and use them as the tools for management decision-making in the hospitality and tourism business, evaluate the most common methods in financial management that hospitality firms use

**Topic:** The course introduces students to basic financial management concepts and explains how they apply to specific operation within the hospitality industry. The course deals with the skills and knowledge about operation, personnel, accounting, information system and many other disciplines. It focuses on understandings of key financial terminology, the analysis of financial reports and on how financial information is used for decision-making purposes in the management of a business.

Prerequisite: None

#### **HM305 – HOSPITALITY MARKETING MANAGEMENT (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain marketing mix strategies and the processes used in preparing a marketing strategies for a hospitality and tourism organization; Explain principles of segmenting, targeting and positioning; Analyse the marketing processes that leads to decision making; Create a unique selling points and basic marketing plan for a hospitality business.

**Topics:** This course provides students with concepts, principles, theories and practices of marketing unique to hospitality and tourism industry. The students will utilize the theories and principles discussed in the class and at the same time applying to cases of marketing practices in the region, domestics and international. The students are encouraged to learn about entrepreneurship and view marketing strategies as a buyer and a seller and other factors that underlie the success of marketing and selling and at the same time have a deep understanding of USP (Unique Selling Point). Students are also encouraged to have a societal-marketing concept and emphasis on making the products/services attractive and at the same time demonstrating the ability to create a successful hospitality marketing mix in the future careers. The role of branding, revenue management, e-commerce, advertising, and trends will be explored in lectures and class discussions.

Prerequisite: HM 104 - Hospitality and Tourism Marketing

#### **HM306 – HOSPITALITY HUMAN RESOURCES MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the functions and activities of human resource management practiced in today's global economy, identify and analyse the social and economic factors influencing human resources management practice, identify and analyse the dilemmas faced by human resources managers in the hospitality industry

**Topic:** This course focuses on the hospitality human resource (HR) management as a decision making process that affects the performance, quality, and legal compliance of the hospitality business as a whole. Beginning with a foundation of the hospitality industry, employment law, and HR policies, the coverage includes recruitment, training, compensation, performance appraisal, environmental and safety concerns, ethics and social responsibility, and special issues. It also discusses dilemmas faced by human resources managers in the hospitality industry, including

understanding the needs of a broad employee group, working with labor unions in the hospitality industry, and managing employees in a global hospitality enterprise.

Prerequisite: None

### **HM308 – INTRODUCTION TO HOSPITALITY MANAGEMENT INFORMATION SYSTEM (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the basic principles and applications of Hotel MIS for the rooms division, in particular the front office area; explain basic principles and applications of Hotel MIS for the food and beverage; explain the role of IS/IT management as applied to value added hospitality business operations.

**Topics:** This course is focused on the analysis and design of hospitality/tourism industry information systems and technology applications. It requires students to understand the importance of the Hospitality Information System and how it can be utilized to assist users in their organizational planning and control functions. This course discusses strategic planning, system development and implementation, as well as current/future trends in hospitality/tourism technology applications. The course will also introduce and familiarize students with the computer hardware and software for hospitality, computer networks, electronics information and distribution system, e-commerce, e-business strategies, computer reservation systems, global reservation systems, property management system and point-of-sales systems, accounting control, as well as safety, security and physical plant systems.

### **HM311 – LEGAL ISSUES FOR HOSPITALITY AND TOURISM (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain key legal terms and basic legal principles related to the hospitality and travel industries; Explain various sources of law and areas of law applicable to the hospitality and travel industries; Examine the rights and responsibilities of practitioners in the hospitality industry as well as the rights of guests, patrons and other customers of businesses in the hospitality industry; Evaluate basic legal theories and prevention techniques and use critical analytical thinking to argue what actions and precautions are necessary to avoid and/or address legal problems.

**Topics:** This course offers a comprehensive study of legal aspects of the hospitality and tourism industries. It addresses the legal confronted by practitioners in the industries. The goal of this course is for the students to learn basic legal concepts and principles as they apply to the industries and use them to appreciate and identify what actions and precautions are necessary in order to avoid, prevent or at least minimize legal problems.

### **HM312 – FRENCH 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 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

**HM313 – 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

**HM314 – ACCOUNTING FOR HOSPITALITY, TOURISM AND LEISURE II (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to calculate costing for a range of goods and services, create pricing decisions on the basis of costing and other factors, prepare budgets and use variances to analyse and compare actual and budgeted figures, evaluate capital investment decisions using a variety of techniques, interpret accounts using standard ratios and percentages.

**Topic:** This course provides students with an understanding of the financial records used in the hospitality industry and the ways these can aid effective managerial decision making. It gives detailed additional coverage on sales and cash budgeting, marginal costing and final accounts for internal use. The course content allows students to calculate marginal costing and formulate decision from such material, interpret accounting information, and maximize the use of computing in management accounting.

Prerequisite: HM209 - Accounting for Hospitality, Tourism and Leisure I

**HM315 – SUPERVISION IN THE HOSPITALITY INDUSTRY (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the concepts and principles of supervisory activities in the hospitality context which covers the roles, duties and responsibility of a supervisor and other factors that might affect the job of a supervisor such as human resources issue and legal issues, describe the functions of training within an organization and the supervisor's role in training, identify issues that a supervisor should be aware of for his/her role as team leader and how to solve problems or conflicts that might arise during the works

**Topic:** The course provides a basic understanding of a leader's role and responsibilities applied to the hospitality businesses. It prepares students to lead people who work in the hospitality industry, such as at a hotel's front office, restaurant, bar, kitchen and housekeeping. It provides knowledge of how a first-line supervisor should act and behave competently. In addition, the course has a vocational emphasis as it provides opportunities for the students to practice leadership skills, with the focus on producing young future leaders and training newly promoted supervisors and anyone else who is planning a career in the hospitality business world. Furthermore, the course equips the students with an understanding of contemporary diversified initiatives, complemented by up-to-date and in-depth study of recruitment and retention strategies. Proven track-records of achievement-oriented and companies are presented as one of the key features of the course, which will enrich learning experience.

Prerequisite: HM101 – Principles of Management and Business in the Hospitality Industry

### HM316 – 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

### HM317 – 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

### HM318 – TOURISM MANAGEMENT (4 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

### HM319 – LEISURE MANAGEMENT (3 SCU)

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate skills and knowledge of foundations of management, explain the levels and functions of leisure services managers, explain the activities of management: legal issues, organization structure, planning and decision making, marketing, communication, human resources, finance and budget, and evaluation.

**Topic:** The course is designed to introduce students to the theory and practice of leisure business. It covers the management aspect such as marketing, financial management, human resources, employee development, communication, and evaluation, to prepare students in dealing with day-to-day management activities in order to meet the challenges of this evolving industry.

Prerequisite: HM215 – Introduction to Leisure Industry

**HM320 – EVENT MANAGEMENT (3 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: HM214 – Introduction to Event Management

**HM321 – PRINCIPLES OF RISK MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the importance of understanding risk management for the tourism industry, identify risk management incidents such as food poisoning, bomb, poor construction and many more, describe safety and security issues that must concern the event risk managers,

**Topic:** This course provides basic theoretical principles on the importance of risk management to every aspect of the tourism industry and the role of risk management in the event and tourism industries,

Prerequisite: None

**HM401 – TOURISM PLANNING & DEVELOPMENT (3 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: None

**HM407 – STRATEGIC MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain principles of strategic management in hospitality and tourism, Create a strategic model to improve decision making and policy within the tourism and hospitality fields: environmental scanning, competitive strategies, structure and implementation, performance; Identify and analyze the current trends which have substantial impacts on management strategies.

**Topics:** This course provides students with an essential guide to understanding successful management strategies in the tourism and hospitality industry with comprehensive up-to-date guide to current managerial strategies in the

industry provides an applied, in-depth understanding of how the industry develops, grows, and operates. It covers all the management strategy disciplines such as business development, finance, human resources, and marketing and features real life hospitality industry case examples, management strategy tools, extensive glossary, personal insights, and leadership examples. Moreover, the course describes hospitality management strategies in a global perspective which results in a wealth of knowledge that provides a strong foundation for managerial strategies and decision-making support.

#### **HM411 – ORGANIZATIONAL BEHAVIOR (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Analyze the functions of organizational behavior in assisting the managers to see the value of workforce diversity, as well as to improve quality, productivity and the overall performance of the organization; Explain behavioral impacts on the effectiveness of hospitality organizations at the personal, group and organizational levels; Explain the importance of effective relationship with co-workers, managers, subordinates, clients and customers; Evaluate the key concepts of organizational behavior: the individual behavior, group behavior and organization system.

**Topics:** This course provides a basic understanding on how people and organizations function. It focuses on the impact of individuals, groups, and structure has on behavior within an organization, especially a hospitality organization. The course begins with the introduction to Organizational Behavior Essentials, followed by a section on the individuals and the organization and the key management tasks. The course aims to teach how hospitality organizations can improve their overall performance by improving communication, building the perfect teams and groups, creating great problem solving and decision-making methods, setting the right goals, and making sure the management functions effectively, especially in dealing with internal issues within the organization.

#### **HM412 – PROPERTY AND FACILITIES MANAGEMENT (3 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).

#### **HM413 – MARKETING FOR TOURISM INDUSTRY (3 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  
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issues from a practitioner's point-of-view, providing a realistic and comprehensive look at what their jobs and responsibilities will be.

#### **HM415 – ECONOMICS OF LEISURE AND TOURISM (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain basic economic principles and concepts in tourism industry, analyze principles of supply, demand and forecasting in economics with the growth of tourism, explain current tourism issues from economic perspectives

**Topic:** This course provides an understanding of how economics impacts the work business and the foundation for interpreting, analyzing and evaluating economic concepts within the applied framework of the hospitality and tourism sector. By using the basic economic principles, students will learn how to use elementary supply and demand analysis to understand the broad changes in tourism over many centuries and today.

Prerequisite: None

#### **HM416 – LEISURE MARKETING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to examine the role and importance of marketing in society with special reference to leisure, describe the distinctive characteristics that affect the marketing of leisure services, analyse the consumer decision making process and the factors that influence buyer behavior in the leisure industry, explain the importance of segmentation, targeting, positioning and branding in the leisure market.

**Topic:** This course provides an understanding of how to market travel products and destinations, the needs of different types of travelers based on their personality profiles and how to increase tourism and grow the leisure travel market.

Prerequisite: None

#### **HM417 – DESTINATION MANAGEMENT (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the role and functions of government in policy, planning, regulation and management of tourism, explain the concept of destination branding to manage the image of a destination, identify the use of events to increase tourist numbers to destinations, identify and explain the impacts of crisis on destinations.

**Topic:** The course provides students with the knowledge on strategic destination development and management, the destination product, managing destination life cycle, destination marketing, destination branding, destination competitiveness, differentiation and positioning.

Prerequisite: HM318 – Tourism Management

#### **HM418 – EVENT MARKETING (4 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the use of strategic marketing plans and their application for managing events, identify marketing strategies for different types of events.

**Topic:** This course provides knowledge and information on the event marketing techniques as marketing becomes an increasingly important skill for event management professionals. It covers the event marketing strategies from both a conceptual and practical standpoint, sponsorship and corporate branding, marketing for all types of events, including festivals, corporate and association events, and social functions.



Prerequisite: None

#### **HM419 – FESTIVALS AND SPECIAL EVENT MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to develop a simple plan in conducting an event that includes managerial aspects such as finance, human resources, marketing planning, promotion and sponsorship, create a simple special event or festival, evaluate the risk and legal issues and the implementation of an event.

**Topic:** The course provides students with the theory and practices of managing festivals and special events through case studies and practical activities so that students will gain different perspectives of event management. It covers the role of marketing and communication, event sponsorship and its role in event creation, environmental planning, the role of governments through the creation of event strategies, risk management which may include political risks, terrorism and OH&S, as well as trends and issues in the events business.

Prerequisite: None

#### **HM420 – FACILITIES MANAGEMENT AND LOGISTICS IN LEISURE AND TOURISM (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain the impact of facilities management (trends and issues), explain the building system such as solid and hazardous waste, water, electrical systems, heating, air conditioning, ventilation, life safety and security, explain the building planning and design.

**Topic:** The course provides students with the basic knowledge of the basic facility management principles and the role facilities play in the hospitality industry, how building systems work and how buildings are put together. It also covers legal and environmental issues.

Prerequisite: None

### **4.9.11 Management**

#### **IB102 – INTRODUCTION TO MANAGEMENT (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 relevant to Strategic Management, Operations Management, Decision Making, Organizational Behaviour, Culture, Human Resources, 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.

**IB201 – 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: IB102 – Introduction to Management

**IB202 – GLOBAL MARKETING (4 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: MK105– Marketing fundamentals

**IB204 – 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: AC105 – Macro Economics; AC106 – Micro Economics

### **IB206 – INTERNATIONAL ENTREPRENEURSHIP (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Apply the entrepreneurial process, analyze and apply the importance of organizational and financial feasibility analysis, create and execute a comprehensive business model and business plan, apply the sources of financing for entrepreneurs, integrate intellectual property in a business model, apply the quality control processes in a growing firm, analyze market and business environment in international entrepreneurial context, display effective team-working skills in multi-disciplinary and multi-cultural environment, experience and apply professional and ethical responsibilities in international environment.

**Topics:** This course is an Entrepreneurship and introduction of International Entrepreneurship. This course bring you a broaden picture about Entrepreneur figures nationally and internationally, and how to be one. 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 course activities.

Pre-requisite: MK103 – Management & Leadership

### **IB208 – GLOBAL CONSUMER BEHAVIOR (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Identify and explain the features of customer and its impact to marketing, explain the social-cultural dimensions of consumer behavior, examine the different aspects influenced consumer decision making in international environment, review and analyse issues on global consumer behavior, identify the applications of global consumer behavior in the current and real business situation

**Topics:** This course focuses on understanding consumer behavior in global environment as the fundamental of marketing study and the key to succeed in international environment. This course will enhance students' knowledge of why, what and how consumer purchase certain products or services. Students will learn internal and external factors that influence consumer behavior and how to apply that knowledge in practical marketing, especially marketing communication.

Pre-requisite: MK105 - Marketing Fundamentals

### **IB209 – MANAGING ACROSS CULTURES (3 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: MK103 - Management and Leadership

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**IB210 – INTERNATIONAL HUMAN RESOURCE MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain the role of HR in a multicultural company, the fundamentals of International Human Resource Management, the importance of Expatriate staff, the process of selecting, recruiting, training the international staff, as well as the role of International, regional and internal trade Unions and the role of a good leader in an international environment.

**Topics:** This course is an introduction to the International Human Resource Management. This course aims to build an understanding of the domestic and international HR influence in a multinational. Nowadays to go global a company has to integrate a cross cultural strategy, in which recruitment, training and motivation of the employees have to be well forecasted. As well the role of the Management will be highlighted in that course, more specifically how to cope with the problems of external adaptation and internal adaptation.

Pre-requisite: MK214 – Human Resource Management

**IB301 – INTERNATIONAL FINANCIAL MANAGEMENT (4 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: AC206 – Financial Management for Business

**IB303 – 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

Pre-requisite: MS403 – Research Methodology

#### **IB305 – 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: IB201 – International Business

#### **IB401 – BUSINESS CHINESE (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: display effective verbal and written business communication skills in Mandarin.

**Topics:** This course provides students with basic Chinese language by teaching skills in pronunciation, grammar, vocabulary, written, spoken, and listening comprehension.

#### **IB402 – EXPORTING IMPORTING (3 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: IB201 – International Business for IB students

#### **IB405 – COMPETITIVE STRATEGIES IN ASEAN (4 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 defendable 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: IB201 – International Business

**IB408 – ASEAN CULTURE (4 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: IB302 – Managing Across Culture

**IB411 – CONTEMPORARY ISSUES IN ASEAN BUSINESS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: analyze historical and contemporary market and business environment in ASEAN region; demonstrate an understanding of a holistic view of nature of ASEAN countries economic relationship; demonstrate a critical and creative thinking in understanding development of ASEAN social issues for solving business problems in international environment; understand and apply professional and ethical responsibilities in ASEAN region.

**Topics:** This course provides students with an advanced and updated knowledge of ASEAN economics and politics and cultural issues. This course will develop students' analytical and decision making skills in ASEAN business.

Pre-requisite: IB305 – Business in ASEAN

**4.9.12 General Studies (GS)****GS102 – 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 GS105 - Pre-Academic English

#### **GS105 – PRE-ACADEMIC ENGLISH (4 SCU) + 1 HOUR WORKSHOP**

**Learning Outcomes:** Upon successful completion of the course, students should be able to develop reading skills; read short essays, and skim for the main ideas and important details; develop skills in critical thinking and expressing thought through building basic connections between ideas using appropriate transitions and conjunctions; organize ideas in a paragraph, and in simple essay types; write different kinds of paragraphs; write different kinds of simple essays; speak more confidently, question intelligently and critically, produce and give a simple presentation; generally improve language skills and expand their AWL (Academic Word List).

**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. It focuses on the establishment of a disciplined approach to academic writing, reading speaking, including critical thinking. 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). Reading skills, such as skimming, scanning and summarizing are studied together with the production of various paragraph and essay types, such as comparison and contrast, and this culminates in the production of simple essays, such as expository, narrative and argumentation. The course also focuses on academic style spoken communication.

Prerequisite: Completion of Pre-University

#### **GS107 – CHARACTER BUILDING: SELF DEVELOPMENT (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.

#### **GS201 – 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  
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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 GS102 - Academic English 1

#### **GS204 – INTERNSHIP WITH INDUSTRY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate a working knowledge of and effective implementation of technical capabilities in analysis, problem-solving, and the use of technologies applicable to the area of internship program; demonstrate an understanding of professional, ethical and social responsibilities including working effectively in a team to accomplish a common goal; demonstrate effective verbal and written communication skills.

**Topics:** This course requires students to intern at a company/industry related to the study program they are taking during the Compact Semester. At the end of the internship period, each student is required to submit a written report reflecting upon their tasks and responsibilities during the internship. A periodic set meeting can be scheduled with the internship coordinator.

#### **GS207 – BUSINESS LAW (3 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 business law 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 business law that determine the rights, duties and obligations of persons involved in business.

#### **GS208 – BUSINESS LAW (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 business law 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 business law that determine the rights, duties and obligations of persons involved in business.

#### **GS209 – CHARACTER BUILDING: INTERPERSONAL DEVELOPMENT (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: GS107 – Character Building: Self Development

### **GS210 – CHARACTER BUILDING: SPIRITUAL DEVELOPMENT (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 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 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: GS209 – Character Building: Interpersonal Development

### **GS302 – INTERNSHIP (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate a working knowledge of and effective implementation of technical capabilities in analysis, problem-solving, and the use of technologies applicable to the area of internship program; demonstrate an understanding of professional, ethical and social responsibilities including working effectively in a team to accomplish a common goal; demonstrate effective verbal and written communication skills.

**Topics:** This course requires students to intern at a company/industry related to the study program they are taking for hours. At the end of the internship period, each student is required to submit a written report reflecting upon their tasks and responsibilities during the internship. A periodic set meeting can be scheduled with the internship coordinator

### **GS303 – CHARACTER BUILDING: PROFESSIONAL DEVELOPMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain and apply different theories of ethics in global and local business; Identify and explain the limit of CSR and the importance of integrating ethical principles and values into business; Design an innovative and sustainable CSR/CSV project.

**Topics:** This course is designed to address the ethical issues in the business world as well as the information technology industries and to introduce suggested approaches in making ethical decision.

Prerequisite: GS210 - Character Building: Spiritual Development

**GS477 – 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

**GS499 – THESIS (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 research area; demonstrate an effective implementation of comprehensive research methodology ; demonstrate an understanding of professional, ethical and social responsibilities on the chosen research; 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 research. It emphasizes research and analysis as well as processes that lead to a comprehensive thesis. By the end of this course, the students must develop an original body of work, culminating in a thesis and final presentation of the written work. An academic supervisor will be assigned to provide academic guidance to each student in conducting and writing up the thesis. The student must present the research 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 research work in front of the same academic panel at the end of the course, as well as submit the written thesis.

Prerequisite: As determined by each corresponding Program/School

### 4.9.13 Mathematics & Science (MS)

#### MS101 – CALCULUS AND ANALYTIC GEOMETRY (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.

#### MS102 – STATISTICS AND PROBABILITY (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.

#### MS104 – 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.

#### MS107 – 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.

#### **MS108 – 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.

#### **MS109 – ECONOMICS STATISTICS (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.

#### **MS201 – NUMERICAL METHODS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify the main source of error and explain the basic concept of approximation; explain and apply different numerical methods for finding roots of function; explain and apply numerical differentiation and integration techniques; explain and apply a number of interpolation methods.

**Topics:** This course is designed for students taking Computer Science program. It involves the study of methods of computing numerical data. Topics covered in this course include interpolations, approximations, numerical differentiation and integration techniques, and numerical solutions of ordinary and partial differential equations.

Prerequisite: MS101 - Calculus and Analytical Geometry

#### **MS202 – 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.

#### **MS204 – 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.

#### **MS206 – BUSINESS STATISTICS (4 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 and a statistical software; explain and apply basic concepts and common techniques of probability, random variables, and different probability distributions; explain and apply basic concepts of sampling and estimation techniques; 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 a statistical software; explain and apply basic techniques in non-parametric statistics using a statistical software.

**Topics:** This course is designed for students taking Marketing, International Business, and Information System programs 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 and non-parametric statistics. Having learned the basic probability theory, discrete and continuous probability distributions, estimation techniques, one-sample and two-sample hypothesis testing, and simple linear and multiple regressions for parametric statistics, students will also learn the equivalent non-parametric statistics. 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.

**MS401 – RESEARCH METHODOLOGY (3 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 in the area of Hospitality and Tourism Management. 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: MS206 - Business Statistics

**MS403 – 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: MS206 - Business Statistics

## 4.10 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 19 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. BIMARK (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. BNJC (BINUS INTERNATIONAL Jujitsu Club)
14. CAC (Creative Art Community)
15. CIA (Cameras in Action or BINUS INTERNATIONAL Cinematography Club)
16. CIC (Community in Christ)
17. COINS (Club of Information Systems)
18. ICM (IUP Creative Media)
19. VOB (Voice of BINUS INTERNATIONAL)

# 5. Graduate Program in Management (BINUS BUSINESS SCHOOL)

## ***Vision***

To be a world-class business school with strong competence in cultivating leadership, promoting innovation, and accelerating growth

## ***Mission***

To prepare future leaders, managers, and professionals 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
- Gaining international recognitions and accreditations

## ***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:

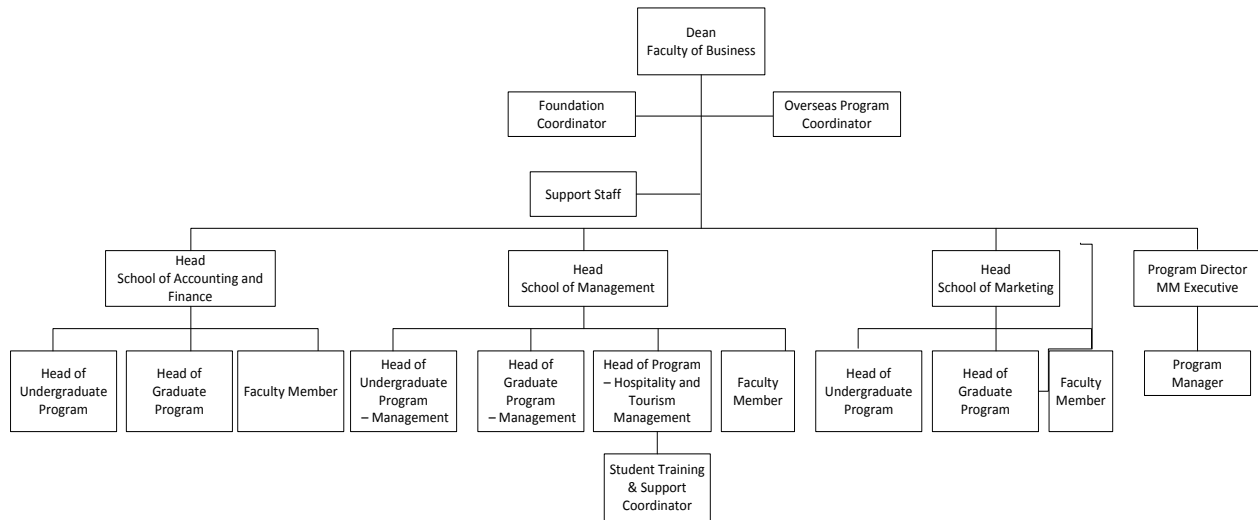
1. To prepare world-class business professionals with ability to implement the integrated management approach for local and global organizations to promote sustainable growth
2. To enable professionals to leverage ICT to enhance the organization's effectiveness
3. To prepare professionals to drive and manage continuous organizational changes through effective communication strategy and people management



## Graduate Program in Management (BINUS BUSINESS SCHOOL)

4. To prepare professionals to be able to demonstrate effective personal, social, and ethical professional attributes and develop related system and environment in their respective organizations
5. To prepare professionals with discipline, habits, and state of mind of innovation and able to create systems and environment that nurture both breakthrough and incremental innovation

## BINUS BUSINESS SCHOOL Organizational Structure



Historically, BINUS BUSINESS SCHOOL (BBS) opened its doors in 1993; and has undergone several transformations since. 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 3 groups based on students' work experience. The programs offered are as follows:

- MM Young Professional in Business Management and Creative Marketing
- MM Professional in Business Management and Applied Finance
- 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 studies 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 studies. 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

The MM Young Professional – Business Management is administered by the School of Management.

#### ***Vision***

The MM Young Professional – Business Management strives to be a world-class business school with strong competence in cultivating leadership, promoting innovation, & accelerating growth.

#### ***Mission***

The program is designed to prepare future leaders, managers, and professionals 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 accreditations

#### ***Program 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. Unlike other MM programs, information technology management is strongly emphasized and linked to various courses in the curriculum.

The MM Young Professional is a 40-credit program consisting of knowledge in functional areas, innovation, entrepreneurship, communication and interpersonal skills, managerial economics, 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

#### ***Graduate Competencies***

Upon successful completion of this 16-month program, students are expected to be able to:

1. Identify & respond to emerging local & global business opportunities
2. Identify, analyze problem and apply appropriate approaches to solve complex problem based on quality research in local & global management practice
3. Apply a systematic approach & integrative thinking in business decision-making to promote organizational growth
4. Analyse global and local market issues, market culture and industrial development in order to keep up with environmental challenges.
5. Identify, evaluate, & incorporate the effective application of ICT in supporting professional business practices
6. Design and apply information management system to enhance organizational performance
7. Collect, communicate, & disseminate relevant information to the appropriate decision makers for effective business results
8. Demonstrate effective business communication, leadership & team-work to lead the organizational growth
9. Articulate a strategic management plan, process & implementation of solutions to build entrepreneurial skills & knowledge
10. Adopt, apply, & appraise ethical business practices on the basis of professionalism, good governance, & social norms
11. Demonstrate a working knowledge to be an effective ethical leader and provide service to local, national, and international communities
12. Create, design, & deliver novel solutions as a source of sustainable competitive edge to the organizations
13. Explain organizational and customer values as well as innovation as the sources of competitive advantage and to win the competition
14. Explain strategic innovations, new service and business models as the foundation of growth strategies

**Study Completion Requirements**

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 40 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 in business and management domain, covering services and manufacture industry, as well as private and public enterprises would offer vast opportunity for students after their successful completion this sixteen 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:

Term	Course Code	Course Title	SCU
1	GY001	Business Statistics	2
	GY003	Financial Accounting Fundamental	2
	GY005	Managerial Economics	2
	GY012	Information Systems Management	3
	YP001	Business Communication and Interpersonal Skills	2

Term	Course Code	Course Title	SCU
		<b>Sub Total Credit</b>	<b>11</b>
2	GY017	Design Thinking	2
	GY006	Marketing Fundamental	3
	GY007	Operations Fundamental	3
	GY008	Financial Fundamental	<b>3</b>
	GY018	Decision Making Skill	<b>2</b>
		<b>Sub Total Credit</b>	<b>13</b>
3	GY020	Innovation and Competitive Advantage	2
	GY015	Entrepreneurship and Start up Business	2
	GY021	Ethics and Social Awareness	3
	GY010	Strategic Management in Business	3
		<b>Sub Total Credit</b>	<b>10</b>
4	GY993	Thesis	6
		<b>Sub Total Credit</b>	<b>6</b>
		<b>Total Credit</b>	<b>40</b>

### 5.2.2. MM Young Professional Creative Marketing

This MM in Creative Marketing is administered by the School of Marketing.

The School of Marketing strives to be a world-class business program with strong competence in cultivating leadership, promoting innovation, and accelerating growth

#### ***Mission***

The MM in Creative Marketing is designed to prepare future leaders, managers, and professionals 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 accreditations

#### ***Program 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 platform rests on three major pillars, which are market sensing, innovation, and ICT (Information Communication Technology). 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. Unlike other MM programs, information and communication technology management is strongly emphasized and linked to various courses in the curriculum.

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

#### ***Graduate Competencies***

Upon successful completion of this 16-month program, students are expected to be able to:

1. Identify and respond to emerging local and global business opportunities.
2. Define, explain, and synthesize marketing and management principles to local and global corporate performance.
3. Identify and analyze the market and industry using creative marketing conceptual frameworks.
4. Design and apply comprehensive creative marketing approach to address local and global business problems.
5. Identify, evaluate, and incorporate the effective application of ICT in supporting professional business practices
6. Use appropriate ICT application for marketing to improve productivity.
7. Collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results.
8. Design and apply creative marketing communication to support the coordination of related functions within organization and to the stakeholders.
9. Communicate ideas effectively and persuasively in both verbal and written form.
10. Adopt, apply, and appraise ethical business practices on the basis of professionalism, good governance, and social norms.
11. Demonstrate effective team-work and leadership skills in multi-disciplinary and multi-functional teams
12. Articulate and apply ethical code of conducts in daily business activities and decisions.
13. Create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations.
14. Design, analyze and apply creative and innovative marketing approaches in business decision-making process.
15. Construct a decision to choose the best and unique workable solution from inter-disciplinary insights.

#### ***Study Completion Requirements***

To complete MM degree (in Creative Marketing) at BINUS Business School, students must complete a minimum of 40 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 industry would be available in the market for students after completing the sixteen 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:

Term	Course Code	Course Title	SCU
1	YP001	Business Communication and Interpersonal Skill	2
	MY001	Finance Basics for Marketers	2
	AY002	Essential of Business Management	3
	GY001	Business Statistics	2
	GY006	Marketing Fundamental	3
		<b>Sub Total Credit</b>	<b>12</b>
2	MY002	Managing Creativity	2
	MY003	Consumer Behavior and Customer Value	3
	MY004	Marketing of Innovation	2
	MY005	Branding and Value Creation	2
	MY006	Product and Channel Management	2
		<b>Sub Total Credit</b>	<b>11</b>
3	MY007	Pricing Strategy and Execution	2
	MY008	Creative Marketing Communication	2
	MY009	Digital Marketing and Multimedia	2
	GY015	Entrepreneurship and Start Up Business	2
	MY011	Creative Industry Seminar	3
		<b>Sub Total Credit</b>	<b>11</b>
4	GY993	Thesis	6
		<b>Sub Total Credit</b>	<b>6</b>
		<b>Total Credit</b>	<b>40</b>

## 5.3 MM Professional

BINUS BUSINESS SCHOOL (BBS) has two MM Professional Programs as explained below.

### 5.3.1 MM Applied Finance

This MM Professional degree in Applied Finance is administered by the School of Accounting and Finance.

#### ***Vision***

The MM Applied Finance program aims to be a world-class business program with strong competence in cultivating leadership, promoting innovation, and accelerating growth

#### ***Mission***

The program is designed to prepare future leaders, managers, and professionals 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 accreditations

#### ***Program 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

#### ***Graduate Competencies***

Upon successful completion of this 20-month program, students are expected to be able to:

1. Identify and respond to emerging local and global business opportunities
2. Explain and interpret the basic knowledge and the usefulness of financial analysis tools
3. Apply and compare the suitable financial analysis tools used in real problems/cases
4. Identify, evaluate, and incorporate the effective application of ICT in supporting professional business practices
5. Use financial modeling software to give relevant information to users effectively
6. Collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results
7. Communicate ideas effectively and persuasively in both verbal and written form
8. Adopt, apply, and appraise ethical business practices on the basis of professionalism, good governance, and social norms
9. Display effective independent and team-work skills in social contexts
10. Demonstrate a working knowledge of the financial professional in the financial markets, institutions as well as individual company
11. Demonstrate a working knowledge to be an effective ethical leader and provide service to local, national, and international communities
12. Create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations
13. Display creative thinking skills to construct and propose best alternative solutions to practical financial issues
14. Construct a decision to choose the best solution for practical financial issues

***Study Completion Requirements***

To be awarded the MM degree (Applied Finance) at BINUS Business School, students must successfully complete a minimum of 44 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.

The innovation habit will be developed through course assessment that focus 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 this program, students are required to prepare a final project 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 is available in the market for students after completing the twenty month 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.

Term	Course Code	Course Title	SCU
1	G0017	Leadership and Organizational Behavior	2
	G0013	Business Ethics	2
	BM015	Quantitative Business Analysis	3
	FI018	Corporate Finance	3
<b>Sub Total Credits:</b>			<b>10</b>
2	G0018	Information Technology for Management	3
	FI020	Investment Management	3
	FI004	Financial Modeling	3
<b>Sub Total Credits:</b>			<b>9</b>
3	FI021	Business Valuation	3
	FI008	Financial Institution Management	2
	FI009	International Finance	2
<b>Sub Total Credits:</b>			<b>7</b>
4	FI022	Project Financing Analysis	2
	FI023	Financial Restructuring	3
	FI005	Special Topics in Finance	3
	G0994	Thesis 1 - Part 1	0
<b>Sub Total Credits:</b>			<b>8</b>
5	FI024	Strategic Value and Risk Management	2
	FI025	Strategic Finance and Corporate Governance	2
	G0995	Thesis	6
<b>Sub Total Credits:</b>			<b>10</b>
<b>Total Credits:</b>			<b>44</b>

### 5.3.2 MM Business Management

This MM Professional degree in Business Management is administered by the School of Management.

#### ***Vision***

The MM Business Management strives to be a world-class business school with strong competence in cultivating leadership, promoting innovation, & accelerating growth.

#### ***Mission***

The program is designed to prepare future leaders, managers, and professionals 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 accreditations

**Program 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 44-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. Toward the end of the program, in term 4, student can select there distinct management streams of: strategy (focus on strategic management), marketing (focus on strategic marketing) and finance (focus on applied finance). Both the marketing and finance courses are delivered and managed by the schools of Marketing and Applied Finance respectively.

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

**Graduate Competencies**

Upon successful completion of this 20-month program, students are expected to be able to:

1. Identify and respond to emerging local and global business opportunities
2. Identify, analyze problems and apply appropriate approaches to solve complex problems based on quality research in local & global management practices
3. Apply a systematic approach & integrative thinking in business decision-making to promote organizational growth
4. Analyse global and local market issues, market culture and industrial development in order to keep up with environmental challenges
5. Identify, evaluate, & incorporate the effective application of ICT in supporting professional business practices
6. Design and apply information management system to enhance organizational performance
7. Apply information by using appropriate ICT and transform it into effective knowledge in order to gain organisational competitive advantage

8. Collect, communicate, & disseminate relevant information to the appropriate decision makers for effective business results
9. Demonstrate effective business communication, leadership & team-work to lead the organizational growth
10. Articulate a strategic management plan, process & implementation of solutions to build entrepreneurial skills & knowledge
11. Adopt, apply, & appraise ethical business practices on the basis of professionalism, good governance, & social norms
12. Demonstrate a working knowledge to be an effective ethical leader and provide service to local, national, and international communities
13. Create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations
14. Create and evaluate organizational and customer values as well as innovation as the sources of competitive advantage to win the competition
15. Create and appraise strategic innovation, new service and business models as foundation of growth strategies to generate new organizational value

#### ***Study Completion Requirements***

To complete MM degree (in Business Management) at BINUS Business School, students must complete a minimum of 44 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 twenty 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:

Term	Course Code	Course Title	SCU
1	BM017	Business Communication and Interpersonal Skill	2
	G0013	Business Ethics	2
	G0017	Leadership & Organizational Behavior	2
	BM015	Quantitative Business Analysis	3
		<b>Sub Total Credit</b>	<b>9</b>
2	BM007	Managerial of Economics	2
	BM016	Decision Model Under Uncertainty	2
	G0018	Information Technology for Management	3
		<b>Sub Total Credit</b>	<b>7</b>
3	FI018	Corporate Finance	3
	FI019	Managerial Accounting	2
	BM009	Operation & Supply Chain Management	3
	MK006	Marketing Management	3
	BM010	Group Integrative & Experiential Project	2
		<b>Sub Total Credit</b>	<b>13</b>
4	BM011	Corporate and Business Strategy	3
	BM012	Managing and Sustaining Profitable Growth	2
	BM019	Competive Dynamics and Rivalry	2
	BM018	Knowledge and Competitive Advantage	2
	G0994	Thesis – Part 1	0
		<b>Sub Total Credit</b>	<b>9</b>
5	G0995	Thesis	6
		<b>Sub Total Credit</b>	<b>6</b>
		<b>Total Credit</b>	<b>44</b>

## 5.4 MM Executive

This MM Executive degree is administered by the MM Executive Program.

### *Vision*

The MM Executive Program aims to be a world-class business program with strong competence in cultivating leadership, promoting innovation, and accelerating growth.

### *Mission*

The MM Executive Program is designed to prepare executives, managers, and professionals 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 accreditations.

### *Program Description*

The MM Executive Program, with its “concise-but-no-compromise” sixteen-month 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 custom and thinking development. The custom 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. Collaboration with a School of Design 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’s sixteen months, 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 businesses. This diversity of both students and faculty makes BINUS BUSINESS SCHOOL truly realistic and forward-thinking.

**Award/Degree**

- Magister Manajemen from BINUS University

**Graduate Competencies**

Upon successful completion of this 16-month program, students are expected to be able to:

1. Identify and respond to emerging local and global business opportunities
2. Explain and evaluate theoretical and practical knowledge of core business functions
3. Design and apply effective business strategies that integrate all business functions (i.e. marketing, operation, HR and IT)
4. Compare and adopt business strategies, models, and approaches from various industries to a certain business
5. Identify, evaluate, and incorporate the effective application of ICT in supporting professional business practices
6. Explain and adopt new technology for the effectiveness of organization innovation & management
7. Collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results
8. Create effective communication strategy for continuous organizational changes
9. Select and apply an appropriate people management approach for continuous organization changes
10. Adopt, apply, and appraise ethical business practices on the basis of professionalism, good governance, and social norms
11. Explain and apply effective situational leadership
12. Create an effective system and environment for nurturing innovative leaders from within
13. Create an effective system and environment for developing a social awareness, ethical and organisational work excellence
14. Create, design, and deliver novel solutions as a source of sustainable competitive edge to the organizations
15. Demonstrate high analytical and abductive thinking skills, effective team-work and good understanding of the stakeholder's needs and experience in solving problems
16. Create and apply an effective system and environment for nurturing an incremental and breakthrough innovation

**Study Completion Requirements**

To complete a Magister Manajemen degree, students must complete a minimum of 37 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 relate the 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.

Careers support is not applicable to this graduate program, as students are expected to already have a managerial position upon entrance.

### **Program Structure**

#### **Mandatory Courses**

Term	Course Code	Course Title	SCU
1	G5031	Innovative Leaders System Thinking	2
	G5019	Accounting Information for Management Planning and Control	2
	G5020	The Economics of Competition	2
	G5021	Managerial Data Analysis	2
<b>Sub Total Credit</b>			<b>8</b>
2	G5035	Operations and Supply Chain Management	3
	G5023	Corporate Finance and Valuation	3
	G5032	Integrated Marketing Decision Making	2
	G5002	Business Ethics	2
<b>Sub Total Credit</b>			<b>10</b>
3	G5025	High Performance Leadership & Negotiation Strategies	2
	G5015	Managing Organizational Change	2
	G5026	Decision Model Under Uncertainty	2
	G5027	Innovation and Knowledge Economy	2
<b>Sub Total Credit</b>			<b>8</b>
4	G5034	Strategy and Execution	3
	G5033	Entrepreneurship for Growth	2
	G5030	Strategies for Growth and Value Creation	3
	G5098	Field Based Learning	3
<b>Sub Total Credit</b>			<b>11</b>
<b>Total Credit</b>			<b>37</b>

## 5.5 MM Dual Degree

This MM Dual Degree in Business Management is administered by the School of Management, in partnership with Macquarie University, Australia.

### ***Vision***

The MM Business Management strives to be a world-class business school with strong competence in cultivating leadership, promoting innovation, & accelerating growth.

### ***Mission***

The program is designed to prepare future leaders, managers, and professionals 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 accreditations

### ***Program Description***

BINUS BUSINESS SCHOOL and Macquarie University MM-Dual Degree offers students the opportunity to acquire graduate academic qualifications in management with exposure to a multicultural environment. Working cooperatively with Macquarie University, BINUS BUSINESS SCHOOL has designed the flexible MM-Dual Degree program so that students may choose different concentrations of management at the partner university, for their study.

The MM-Dual Degree curriculum covers a broad and comprehensive overview of topics in business and management. Students taking this program will undergo a thorough and comprehensive set of management courses in the first 3 trimesters to prepare themselves for studying abroad. These courses will serve as the foundation for acquiring a Masters level degree in management.

After completion of the foundation courses, students will then continue their study for 1 semester at Macquarie University, Sydney, completing their program in either International Business, Applied Finance, or Marketing.

### ***Award/Degree***

- MM Degree from BINUS University and Master of Commerce Degree from Macquarie University, Australia.

### ***Graduate Competencies***

Upon successful completion of this 20-month program, students are expected to be able to:

1. Identify & respond to emerging local & global business opportunities
2. Identify, analyze problem and apply appropriate approaches to solve complex problem based on quality research in local & global management practice
3. Apply a systematic approach & integrative thinking in business decision-making to promote organizational growth
4. Analyse global and local market issues, market culture and industrial development in order to keep up with environmental challenges.
5. Identify, evaluate, & incorporate the effective application of ICT in supporting professional business practices
6. Design and apply information management system to enhance organizational performance

7. Collect, communicate, & disseminate relevant information to the appropriate decision makers for effective business results
8. Demonstrate effective business communication, leadership & team-work to lead the organizational growth
9. Articulate a strategic management plan, process & implementation of solutions to build entrepreneurial skills & knowledge
10. Adopt, apply, & appraise ethical business practices on the basis of professionalism, good governance, & social norms
11. Demonstrate a working knowledge to be an effective ethical leader and provide service to local, national, and international communities
12. Create, design, & deliver novel solutions as a source of sustainable competitive edge to the organizations
13. Create and evaluate organizational and customer values as well as innovation as the sources of competitive advantage to win the competition
14. Explain and appraise strategic innovations, new service and business models as the foundation of growth strategies

#### ***Study Completion Requirements***

To complete the MM Dual Degree (in Business Management) at BINUS Business School, students must complete three terms program at BINUS UNIVERSITY and one semester at Macquarie University.

#### ***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 background 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 students a broad overview of the industry. These activities support individual career objective and may provide social and professional networks in the future. 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.

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.

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 domain, 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***

The MM Dual Degree consists of courses covering various business functions, those which are IT related, and also soft-skills related as follows:

Term	Course Code	Course Title	SCU
1	BM002	Economics for Business	2
	FI015	Financial Accounting	2
	BM015	Quantitative Business Analysis	3
	G0018	Information Technology for Management	3
	G0017	Leadership and Organizational Behavior	2
<b>Sub Total Credit</b>			<b>11</b>
2	FI018	Corporate Finance	3
	MK006	Marketing Management	3
	BM009	Operation & Supply Chain Management	3
	FI017	Management Accounting: Strategy and Control	3
<b>Sub Total Credit</b>			<b>12</b>
3	FI004	Financial Modeling	3
	BM003	International Economics	2
	BM001	Managing Innovation and Organizational Knowledge	2
	BM004	Business Policy & Project	6
<b>Sub Total Credit</b>			<b>10</b>
4	TBA	Courses taken at Partner Foreign Universities (Macquire University)	

## 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.

#### MM Executive

SCU	Total sessions per Term	Min Attendance
2	16	12
3	24	16

#### MM Young Professional, MM Professional & MM Dual Degree

SCU	Total sessions per Term	Min Attendance
2	8	6
3	12	8

### 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

#### **AY002 – ESSENTIAL OF BUSINESS MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate foundational business management knowledge in the functional area strategic alignment, business planning, competitor analysis, market positioning, and financial analysis in order to respond to emerging local and global business opportunities; to collect and disseminate relevant information that ultimately affects the performance and growth of business for effective business results; to apply ethical and professional business practices in multi-disciplinary environments; and to display leadership and be an effective team player

**Topics:** Students with no business background or experience might project different meaning of the word *business*. Some think of their jobs, others think of the merchants they patronize as consumers, and still others think of profit. Business drives the economic pulse of a nation. Whether students later decide to start their own business, work for a small, family-run business, or sign on with a large international corporation, their achievements will depend on their ability to maintain the constant pace of change in today's world. This course builds the foundation and discusses many exciting and challenging facets of business and the strategies that allow companies to compete in today's interactive marketplace. Students will also learn skills they will need to turn ideas into action for their own career success.

#### **GY001 – BUSINESS STATISTICS (2 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.

#### **GY003 – FINANCIAL ACCOUNTING FUNDAMENTAL (2 SCU)**

**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.

#### **GY005 – MANAGERIAL ECONOMICS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain and analyze basic principles in micro and macro-economics in response to business opportunities; to apply basic

principles in economics in making managerial decisions; to apply appropriate managerial economics techniques in performing market structure 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. This will be achieved by first examining the relevant theory and then looking at real world examples. This course tries to provide students with detailed knowledge of many of the decision rules of microeconomics and ways in which these can be applied in organizations. Students should gain a comprehensive knowledge of market structure as defined in microeconomics, the ability to apply this knowledge to real world situations, and the ability to use microeconomic analysis as a problem-solving tool in their organization.

### **GY006 – 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.

### **GY007 – OPERATIONS FUNDAMENTAL (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.

### **GY008 – FINANCIAL FUNDAMENTAL (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

### **GY010 – 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.

### **GY012 – 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.

### **GY015 – ENTREPRENEURSHIP AND START UP BUSINESS (2 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:** Entrepreneurship is a course 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. 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 is divided into two major sections. Part I – Entrepreneurship Competencies introduces ethics of entrepreneurship, entrepreneurial intelligence, intra personal skill, inter personal skill. Part II – Business Management Competencies which covers Managing Customers, Managing Cash flow, Managing People and Developing a business plan

### **GY017 - DESIGN THINKING (2 SCU)**

**Learning Outcomes:** upon successful completion of this course, students are expected to be able to: Explain and apply design thinking and integrative thinking approaches in business decision-making; Design a prototype using the design thinking process; and Explain and apply effective approaches in design thinking to make innovative decision

**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.

### **GY018 - DECISION MAKING SKILL (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply systematic approach and integrative thinking in making decisions involving multiple objectives; to formulate effective decisions that facilitate better insights and communications; to identify and analyse inherent biases, risks and uncertainties in decision-making process; and to evaluate the framing effects faced by decision-makers

**Topics:** This course focus on the theory and models that can be used to make optimum decisions when facing uncertainty. It will cover different business areas including production, operations, marketing, logistics and finance. At the end of the course, students will know what models to use for what situations and how to incorporate uncertainty into them using a wide range of techniques such as: decision trees, Monte Carlo simulation and stochastic optimization.

**GY020 – INNOVATION & COMPETITIVE ADVANTAGE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define and explain innovation in business management and processes in order to develop a creative novel business solution as a source of competitive advantage; demonstrate understanding of business creativity and the importance of creative thinking as the foundation of innovation; identify the sources of innovative success and failure inside corporations, and how companies can develop and sustain a capability to innovate; demonstrate the important role of innovation in the organizational and business process as important aspect of creating organizational value for sustainable organizational growth

**Topics:** This course is designed to give you a sense of why building a rich understanding of innovation is both exciting and critical to modern managerial practice, and second, to give you a solid grounding in the tools necessary to manage it in Indonesian organizations. In particular, there is no “one best way” to manage innovation. This course also explains that Innovation is what gives life to a business in a market economy as source of sustainable competitive advantage.

**GY021 – 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.

**GY993 – 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.

#### **YP001 – BUSINESS COMMUNICATIONS AND INTERPERSONAL SKILLS (2 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.

### **5.7.2 MM Young Professional – Creative Marketing**

#### **MY001 – FINANCE BASICS FOR MARKETERS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to Distinguish between management accounting and financial accounting; Explain budgeting techniques, cost behaviors, cost accounting systems and responsibility accounting; Analyze and conduct cost volume profit analysis; Apply variance analysis concepts; and Demonstrate the use and scope of management accounting in product costing, planning and control and financial and no-financial based decision making apply management accounting tools and techniques on the value chain of an organization.

**Topics:** Finance for Marketer introduces students to company's internal information, such as cost control and cost analysis. Understanding cost behavior is useful for management to set up the price (pricing). Moreover, this course also teaches some managerial tools for business strategy and implementation by discussing cost analysis and profitability of an organization's products and services, and creating values to customers.

#### **MY002 – MANAGING CREATIVITY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to Apply integrated marketing approach in creating marketing decision ; Apply idea generation techniques to create competitive business solutions; Describe and explain alternative approaches in making marketing decision; and Analyse the role of creativity and innovation in creating new business products, services; identify and respond to emerging local and global business opportunities, create, design, and deliver creative and innovative solutions as a source of sustainable competitive edge to the organizations, design, analyze and apply creative and innovative marketing approaches in business decision-making process, construct a decision to choose the best and unique workable creative and innovative solution from inter-disciplinary insights.

**Topics:** In today's knowledge economy, companies compete for tangible assets such as knowledge, creative talents, and brand name. The course discusses topics related to nurturing, acquiring and retaining these valuable assets, such as Design Thinking, Knowledge Management, Brainstorming and Group Discussion Imperatives. Learning methods using case studies, projects on new product or services designs are adopted intensively in this course. Majority of

students attending this program will encounter opportunities to manage creativity in the form of project or emerging cases to enhance the ability of providing a practical solution in response to the local and/or global issues within the business environment. This course is designed to introduce new ways of thinking and managing the creative and innovative processes. Topics covered in this course equip the students to identify problem, select creative approaches and implement creative problem solving skills. In this course, cases and sample of various creative processes in practice are discussed extensively.

### **MY003 – CONSUMER BEHAVIOR AND CUSTOMER VALUE (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to identify and respond to consumer behavior changes and issues to emerging local and global business opportunities; to identify and analyze the market and industry using consumer behavior conceptual frameworks; to design and apply comprehensive consumer behavior approach to address local and global business problems; to collect, communicate, and disseminate relevant information related to consumer behavior to the appropriate decision makers for effective business results; and to articulate and apply ethical code of conducts in relation to consumer behavior framework in daily business activities and decisions.

**Topics:** Consumer behavior and customer value are related closely as both enables marketers to see the market in a comprehensive manner, from point of view of companies and customers respectively. The course includes topics such as Value Proposition, Customer Lifestyle Segmentation, Online Buying Behavior and many other contemporary issues in management and marketing field.

### **MY004 – MARKETING OF INNOVATION (2 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.

**Topics:** Marketing requires innovation, and innovation requires marketing. The inter-related nature of these two concepts are discussed intensively in the course. As Peter Drucker has mentioned that there are two and only two functions of business, which are marketing and innovation, hence mastery of the two is required for all marketers. Some key topics in this course are Gap Analysis, Customer Need Assessment, and Using Technology as Leverage for Innovation.

### **MY005 – BRANDING AND VALUE CREATION (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to design and apply comprehensive branding and value creation approach to address local and global business problems; to design and apply strategic branding to support the coordination of related functions within organization and to the stakeholders; to create, design, and deliver novel branding and value creation strategies as a source of sustainable competitive edge to the organizations; and to construct a decision to choose the best and unique workable branding and value creation solution from inter-disciplinary insights.

**Topics:** Value of the brand is in the eyes of the beholders. This is basic principle which many companies believe in. the course explores various issues related to Brand Management, Brand Portfolio, Brand Personality, Brand Activation and Rejuvenation. The course requires students to perform role as a Brand Manager who oversees the performance

of brand from time to time.

### **MY006 – PRODUCT AND CHANNEL MANAGEMENT (2 SCU)**

Learning Outcomes: Upon successful completion of this course, students are expected to define, explain, and synthesize product and channel management principles to local and global corporate performance; to identify and analyze the market and industry using product and channel management conceptual frameworks; to design and apply comprehensive product and channel management approach to address local and global business problems; and to design, analyze and apply product and channel management strategies in business decision-making process.

Topics: 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. This course discusses topics such as E-Channel Management, Competitive Supply Chain Management, Managing Subcontractors and Suppliers, and E-Commerce in 21<sup>st</sup> Century.

### **MY007 – PRICING STRATEGY AND EXECUTION (2 SCU)**

Learning Outcomes: Upon successful completion of this course, students are expected to define, explain, and synthesize pricing strategy and execution principles to local and global corporate performance; to identify and analyze the market and industry using pricing strategy conceptual frameworks; and to create, design, and deliver novel pricing strategy and execution as a source of sustainable competitive edge to the organizations.

Topics: Pricing is a part of the marketing mix. Proper pricing strategy will ensure proper revenue streams to the company as the source of sustainability. It will also insulates competitors in the market. Students taking this course will discuss topics such as Price and Pricing, Revenue Management, Pricing and Cash Flow, and Activity Based Costing.

### **MY008 – CREATIVE MARKETING COMMUNICATION (2 SCU)**

Learning Outcomes: Upon successful completion of this course, students are expected to design and apply creative marketing communication to support the coordination of related functions within organization and to the stakeholders; to communicate marketing ideas effectively and persuasively in both verbal and written form; to create, design, and deliver novel marketing communication solutions as a source of sustainable competitive edge to the organizations; and to design, analyze and apply creative marketing communication approaches in business decision-making process.

Topics: In today's digital environment, customers are empowered to express their needs and wants from companies. Communication is no longer dominated by companies. The course will discuss issues related to Interactive Communication, Communication on Social Media, Marketing Campaign, and Organizational Communication. The course will also assign students to come up with a project of launching a brand or a new product, from the grand strategy to the day-to-day execution.

### **MY009 – DIGITAL MARKETING AND MULTIMEDIA (2 SCU)**

Learning Outcomes: Upon successful completion of this course, students are expected to define, explain, and synthesize digital marketing and multimedia principles to local and global corporate performance; to identify, evaluate, and incorporate the effective application of ICT in developing digital marketing and multimedia strategies to support professional business practices; to Use appropriate ICT application and digital marketing and multimedia to improve

productivity ; and to collect, communicate, and disseminate relevant information related to digital and multimedia strategies to the appropriate decision makers for effective business results.

Topics: 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.

#### **MY011 – CREATIVE INDUSTRY SEMINAR (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to identify and analyze the market and industry using marketing conceptual frameworks; to collect, communicate, and disseminate relevant marketing information to the appropriate decision makers for effective business results; to communicate marketing ideas effectively and persuasively in both verbal and written form; and to demonstrate effective team-work, leadership, and marketing skills in multi-disciplinary and multi-functional teams.

**Topics:** This course brings many prominent speakers and figures from creative industries. Various topics brought by these speakers will trigger students to get updated information on the latest issues in the market. The course also facilitates students to engage in interactive discussion and networking opportunity with practitioners which would be useful upon their study completion.

### **5.7.3 MM Professional - Applied Finance**

#### **FI004 – 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.

#### **FI005 – SPECIAL TOPICS IN FINANCE (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to construct and propose alternative formats of a personal financial planning using time value of money and behavioral finance concepts; to make decision to select the best investment solution/product for personal financial plan by identifying key psychological obstacles to value maximizing behavior; and to demonstrate a working and practical knowledge that would prepare students to be qualified as Certified Financial Planners.

**Topics:** This course addresses contemporary issues in finance area, in particular Personal Finance and Behavioral Finance. The course provides a foundation of these topics and how they work in real world situation. By the end of semester, students are expected to have a comprehensive understanding about the psychological impact of the decision makers on financial decision making. In addition, implementation of Design Thinking concept is embedded in this course.

#### **FI008 – FINANCIAL INSTITUTION MANAGEMENT (2 SCU)**

**Learning Outcomes:** 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.

**Topics:** 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.

#### **FI009 – INTERNATIONAL FINANCE (2 SCU)**

**Learning Outcomes:** 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:** 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.

#### **FI015 – FINANCIAL ACCOUNTING (2 SCU)**

**Learning Outcomes:** At the successful completion of this course, students are expected to be able to understand the components of financial statements; prepare the financial statements through the accounting process; read and analyze the financial statements.

**Topics:** This course introduce to Students 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 them.

**FI017 – MANAGEMENT ACCOUNTING: STRATEGY & CONTROL (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Explain and interpret the basic knowledge and the usefulness of financial analysis tools; Apply and compare the suitable financial analysis tools used in real problems/cases; Use financial analysis to give relevant information to users effectively; and Collect, communicate, and disseminate relevant information to the appropriate decision makers for effective business results

**Topics:** This course discusses cost accumulation and costing product, services, and customers as well as planning and controlling. Moreover cost accounting can be used to support for managerial decision making. By focusing on basic concepts, analyses, uses, and procedures, instead of procedures alone, it can be recognized that management accounting provides a managerial tool for business strategy and implementation.

**FI018 – 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.

**FI019 – MANAGERIAL ACCOUNTING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain and interpret the importance of accounting information for internal parties – primarily management – in terms of the objectives and characteristics of that information; compare and contrast managerial and financial accounting concepts; apply and distinguish a variety of type of costs and how they are used by management for daily decision making.

**Topics:** This course involves the development and interpretation of accounting information intended specifically to assist management in operating the business. Managers use this information in setting the company's overall goals, evaluating the performance of departments and individual, deciding whether to introduce a new line of products, and making virtually all types of managerial decision.

**FI020 – 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.

### **FI021 – BUSINESS VALUATION (3 SCU)**

**Learning Outcomes:** 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).

**Topics:** 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.

### **FI022 – PROJECT FINANCING ANALYSIS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, 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:** 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.

### **FI023 – 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.

#### **FI024 – STRATEGIC VALUE & RISK MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon succesful 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:** 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.

#### **FI025 – STRATEGIC FINANCE & CORPORATE GOVERNANCE (2 SCU)**

**Learning Outcomes:** Upon succesful 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.

**Topics:.** 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.

## 5.7.4 MM Professional - Business Management

### BM007 – MANAGERIAL ECONOMICS (2 SCU)

**Learning Outcomes:** Upon successful 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.

### BM009 – OPERATIONS AND SUPPLY CHAIN MANAGEMENT (3 SCU)

**Learning Outcomes:** Upon successful 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).

### BM010 – GROUP INTEGRATIVE AND EXPERIENTIAL PROJECT (2 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.

### **BM011 – 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 is emphasizing the perspective of a general manager in dealing with those business decisions that determined the future directions of the firms and effective implementation of these directions. It 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.

### **BM012 – MANAGING AND SUSTAINING PROFITABLE GROWTH (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and analyse business and investment opportunities in geographic regions, markets and industries in a granular manner; to apply a set of analytical tools to identify the key steps of firm growth, survival and value creations; to demonstrate understanding on the key business architectures needed to ensure organizational growth; to create and appraise strategic innovations, new services and effective business models as the foundation of company growth strategies

**Topics:** Many growth initiatives fail to realize their aspiration, yielding either far less growth than expected or growth that generates no profit. The simultaneous pursuit of growth and profitability is one of the most exquisite and difficult dilemmas. Both are required for creating economic value of the firm. Managing and Sustaining Profitable Growth course deals with issues in managing and sustaining profitable growth, by answering the following questions: Why is profitable growth so elusive? What can and must be done to drive profitable growth? How to balance short and long term business needs? The course will look at both organic and inorganic growth. In particular, it centers on internal firm resources and capabilities that facilitate strategic innovation as the source of profitable growth.

### **BM015 – QUANTITATIVE BUSINESS ANALYSIS (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.

### **BM016 – DECISION MODEL UNDER UNCERTAINTY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: analyze risks and create business problems solutions using the appropriate tools and techniques; apply systematic and integrative thinking in the decision making process; analyze data related to the environment to identify and evaluate potential opportunities and threats; transform data into actionable information by applying the appropriate tools and techniques, using the suitable IT or computer program.

**Topics:** This course provides an overview of the theory and models that can be used to make optimum decisions when facing uncertainty. It will cover different business areas including production, operations, marketing, logistics and finance. At the end of the course, students will know what models to use for what situations and how to incorporate uncertainty into them using a wide range of techniques such as: decision trees, Monte Carlo simulation and stochastic optimization.

### **BM017 – BUSINESS COMMUNICATION AND INTERPERSONAL SKILL (2 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; demonstrate effective business communication to support decision makers for effective business results; and 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.

### **BM018 – KNOWLEDGE AND COMPETITIVE ADVANTAGE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to illustrate knowledge as a source of competitive advantage; to relate knowledge creation, learning capabilities, and knowledge transfer to strategy formulation and competitive advantage; to apply knowledge management in organizations to support strategy formulation; to analyse knowledge-based innovations applied in companies

**Topics:** The only certainty in a competitive environment is uncertainty, and one sure source of lasting competitive advantage is knowledge. When markets shift, technologies proliferate, competitors multiply, and products become obsolete almost overnight, successful companies are those that consistently create new knowledge, disseminate it into new products, process, and markets. Knowledge and Competitive Advantage course is focusing on the study of knowledge and the capability to create and utilize it as source of competitive advantage. This course introduces the key issues in managing knowledge such as knowledge creation, sharing and its relationship through social capital. This course also covers knowledge as the source of continuous innovation.

**BM019 – COMPETITIVE DYNAMICS AND RIVALRY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: explain and apply theories of competitive dynamics and strategy; analyse the internal and external environment as well as competitor's strategy using appropriate approaches; and design competitive strategy for surviving and winning competition using the appropriate techniques and approaches.

**Topics:** Competitive Dynamic and Rivalry course is the study of a series of actions (moves) and reactions (countermoves) amongst firms in an industry. In particular, this course focuses on the study of firm actions (moves) that affects competitors, competitive advantage, and performance. It covers but is not limited to the following topics: competitive action and response, analytical model and framework, market positioning and system mapping

**G0013 – BUSINESS ETHICS (2 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

**G0994 – THESIS - Part 1 (0 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 an understanding of a holistic view of business management; display effective verbal and written communication skills.

**Topics:** This compulsory course emphasizes research and analysis, by offering three alternative assessment activities: an Academic research, a Consulting project or a Business Model Creation (BMC) project. The first stage of this process will decide on a topic and 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 thesis outline proposal. To assess the students' progress of the thesis/final project report writing, at the end each student/group of students must present a thesis proposal (chapter one to three) in front of a panel of academics at the end of this term. 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.

**G0995 – 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.

### **MK006 – 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.

### **MK008 – NEW PRODUCT DEVELOPMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to apply new product development principles and analyze their relations to corporate performance; articulate critical and creative problem-solving skills in understanding contemporary and complex new product development process in competitive marketing settings; demonstrate an understanding of new product development roles in contributing an immediate business performance.

**Topics:** This course is designed to provide students with basic understanding of new product management and development. Drawing from industry's best practices, students would be exposed to various applications of the new product development concepts in the business world. The course is to equip students with ability to analyze new product 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 innovative solutions to achieve and maintain companies' competitive advantage and sustainable growth.

### **MK011 – MARKETING RESEARCH (3 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to apply marketing research and analyse its relation to corporate performance; articulate critical and creative problem-solving skills in understanding contemporary and complex marketing research issues and practices in competitive marketing settings; demonstrate the ability to apply comprehensive marketing research approaches in business decision-making process.

**Topics:** This course will provide students with techniques to conduct applied market research to provide information to support marketing decision aims to achieve company's sustainable growth. Specifically, this course offers students to deal with the technical aspects of market research in a manner that allows them to apply research procedures to real applications in a pragmatic, step-by-step, "here's how to do it" fashion, taking into account the fast changing business environment.

### **MK012 – STRATEGIC BRAND MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to analyze the market and industry using latest strategic brand management frameworks; apply strategic brand management in competitive landscape within local and international context; demonstrate an understanding of strategic brand management in contributing an immediate business performance.

**Topics:** At the end of the eighties organizations discovered the value of brands. Many organizations were bought much more expensively than their real value, just to get hold of some of the successful brands. Since the awareness of the value brands has grown, Brand Management is almost worthed to be regarded as a separate discipline within marketing. Buying, building and divesting brands need serious investments and a strategic approach. To formulate this strategy, we need a deep understanding of the role brands play in peoples' life and the economics in branding.

### **MK013 – INTEGRATED MARKETING COMMUNICATION (3 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to analyze the market and industry using latest Integrated Marketing Communication conceptual frameworks; demonstrate an understanding of a holistic view of marketing; demonstrate an understanding of integrated marketing communication roles in contributing an immediate business performance.

**Topics:** This course provides students with an in-depth study of integrating marketing communications, emphasizing the 360-degree innovative brand communications. 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 planning to effectively use these promotional tools to communicate with customers and meet marketing. Current Integrated Marketing Communication theories and practices will be emphasized.

### **MK016 – STRATEGIC BUSINESS MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of the course students are expected to be able to demonstrate the ability to apply strategic business management in business decision-making process; apply strategic business management in competitive landscape within local and international context; demonstrate an understanding of marketing roles in contributing an immediate business performance; display effective leadership and strategic business management skills in working environment.

**Topics:** This course provides students with strategic knowledge and skills so that later in the real world they could manage the resources, organization, management and strategic positioning of the firm to gain core competence and long-term competitive advantage by combining "Theory of Strategy" and "Practice of Strategy". This course emphasizes the perspective of a general manager in dealing with those business decisions that determined the future directions of firms and effective implementation of these directions. It introduces a wide variety of modern strategy frameworks and methodologies in order to help participants develop the skills needed to be a successful manager with responsibilities for the performance of firms.



**MK018 – INTERNET MARKETING STRATEGY (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to demonstrate the ability to apply comprehensive internet marketing strategy in business decision-making process; apply internet marketing strategy in competitive landscape within local and international; demonstrate an understanding of internet marketing roles in contributing an immediate business performance.

**Topics:** This course provides students knowledge and skills on how internet channels can be elaborated into marketing activities such as how to do basic Internet collaboration on marketing research, data mining profiling, etc. Students will learn the actual cases of using Internet as the integrating point to create effective campaign and marketing using the latest technology trends that will take the advantages of Internet 2.0 spirit.

**MK020 – CONSUMER BEHAVIOR (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to analyze the market and industry using consumer behavior frameworks; demonstrate the ability to apply comprehensive consumer behavior approaches in business decision-making process; demonstrate an understanding of consumer roles in contributing an immediate business performance.

**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.

**MK021 – SALES MANAGEMENT (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to apply comprehensive sales management approaches in business decisions; demonstrate an understanding of sales function in contributing an immediate business performance; display effective verbal and written communication skills.

**Topics:** This course covers sales and distribution management. The sales management will be divided in two parts, the selling skill and the sales force management. The sales or selling skill is important not only for sales or marketing manager, but for ALL managers, since one of the managers' jobs in the company is presenting or selling ideas to either bosses or team members. As for entrepreneurs, selling skill is ultimately important, since they would have to start selling their ideas to get funding and to start their selling activities.

In sales management, students will be exposed to the concept and strategy development for sales force, and also how to form a sales force, covering different selling targets: direct selling (to consumer), direct marketing, wholesale & retail selling & B to B type of selling. Distribution management is an important part of the strategy.

**MK022 – RELATIONSHIP MARKETING (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to demonstrate the ability to apply comprehensive relationship marketing approaches in business decision-making process ; demonstrate an understanding of a holistic view of marketing; demonstrate an understanding of relationship marketing roles in contributing an immediate business performance.

**Topics:** The course explores strategies of properly aligning the relationships between all the key stakeholders in an organization in working toward increased performance and profitability of the organization to achieve its sustainable

growth. It teaches students to implement the innovative relationship marketing program in four phases: strategic analysis, planning, implementation and control; utilize databases to gather individual information and created targeted messages; create specific campaigns that are relevant to different segments of consumers; measure marketing campaign results with ROI Calculation models and develop practices that will continuously improve ROI.

### **MK023 – INTERNATIONAL MARKETING (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to apply international marketing strategy in competitive landscape within local and international context; display effective verbal and written communication skills in international context; display effective team-work skills in global multi-disciplinary and multi-functional teams.

**Topics:** This course provides students an understanding of global marketing environment, concepts, tools, and theory. The perspective of the course is managerial; i.e. the ability to identify opportunity, resolve problems, and implement solutions and programs. The students will be introduced to several concepts used in International Marketing, relating these to managerial decisions throughout the world. The course explores skills involving cultural awareness, the assessment of political risk, tapping reliable sources of global information especially through the internet, going through the intricacies of tariff and non-tariff barriers, and developing global marketing strategies. It will focus on a number of useful concepts and frameworks that are used in global market analysis and strategy development.

### **MK024 – CONTEMPORARY ISSUES IN MARKETING (2 SCU)**

**Learning Outcomes:** Upon successful completion of the course, students are expected to be able to apply strategic marketing skills in competitive landscape within local and international context; articulate critical and creative problem-solving skills in understanding contemporary and complex marketing issues and practices in competitive marketing settings; demonstrate an understanding of contemporary marketing issues in contributing an immediate business performance.

**Topics:** The course explores and evaluates the theoretical and practical application of a range of contemporary issues in marketing. The course draws upon the combination of research and popular articles to give the students knowledge of the important developments in various areas of marketing thought and practice. Debate and critical evaluations of these issues will be encouraged throughout the class sessions.

## **Other courses**

Courses described in this section are those exclusively defined and delivered for the MM Professional Business Management program, and may be shared with other MM Programmes. Other courses not described here are shared with other MM programmes. These are as follows:

### **Shared courses delivered and managed by the School of Accounting and Finance:**

- FI018: Corporate Finance (3 SCU)
- FI019: Managerial Accounting (2 SCU)
- Finance streaming for term 4 (determined by School of Accounting and Finance)

**Shared courses delivered and managed by the School of Marketing:**

- MK006: Marketing Management (3 SCU)
- Marketing streaming courses for term 4 (determined by School of Marketing)

## 5.7.5 MM Executive

### **G5002 – BUSINESS ETHICS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to define various theories of ethics, and recognize, analyze and appraise common business ethics issues in several contexts, domestically and internationally; define good corporate governance theory, describe and construct hard structures and soft structures of corporate governance, and its alignment for the business ethics; define corporate social responsibility (CSR), understand the driving force behind it and the key components of a successful CSR initiatives, and distinguish between the instrumental and social contract approaches to corporate governance; analyze cultural influences and understand the role of ethics and social responsibility in overall company's businesses, finance, operations, planning, and strategy; apply and construct good corporate governance, lead and build an integrity organization.

**Topics:** This course provides an awareness of the dual importance of compliance and integrity within a wider business environment, since transparency and accountability are becoming more and more necessary. To earn a social or legal contract, such as the permission to be in business, the study of implementation of Indonesian law and international conventions will be assessed in this course.

### **G5015 – MANAGING ORGANIZATIONAL CHANGE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to familiarize the student with the fundamental interventions to organizational processes and their contexts in order to form rationale for growth decision-making; use the knowledge, tools and skills to produce new ideas related to business growth through practical knowledge of organizational development and change management initiatives.

**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.

### **G5019 – ACCOUNTING INFORMATION FOR MANAGEMENT PLANNING AND CONTROL (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to demonstrate a general understanding of the various cost management accounting concepts; apply, analyze and manage the business using activity based costing and activity based management concepts; formulate a business profit plan (budget) and analyze results, including the application of flexible budgets; apply, analyze and manage the business using various mgt acc concepts such as standard costing, responsibility acc., and transfer pricing; apply and analyze decision using relevant cost and benefits concepts; demonstrate an understanding and the ability to apply and analyze Capital Expenditure decisions.

**Topics:** This course provides a basic understanding of financial and managerial accounting and how they are used by management or professionals in undertaking their daily business responsibilities. The first part of the course is focused on a better understanding of financial accounting functions. Meanwhile, the second part of the course will focus on the managerial accounting to make integrative business decisions and make corrective decisions when necessary.

### **G5020 – 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 macro economic 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 from the economic point of view, the behavior of which then leads to way of allocating resources and the products to the community. With an understanding of economic concepts and their implementation in the business environment, students will improve their ability to solve business problems under many economic conditions in private and public sectors, as well as on the local and global scales.

### **G5021 – MANAGERIAL DATA ANALYSIS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to analyse the role of managerial data analysis in business decision making; apply quantitative tools in different contexts to create growth-oriented decisions; apply managerial data analysis and its related processes to justify and support decisions.

**Topics:** This course reinforces that the important part of leadership and management consists of defining and solving many types of problems. The best decisions are those that are made based on fact and require the use of data. In this class, the overall objective will be to improve your ability to model situations and analyze data to make intelligent, fact-based decisions.

### **G5023 – CORPORATE FINANCE & VALUATION (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to use finance problem solving skills for management and investors for growth decision-making; comprehend finance and valuation issues and solutions on the global and local levels; utilize finance and valuation tools and skills necessary for an effective innovation and to produce habits for innovation ideas related to business growth.

**Topics:** This course provides the concepts on corporate finance, valuation, and financial decision-making. A sound financial decision ensures maintenance and creation of economic value or wealth. In general, finance executives are involved in three areas of decision making: investment, financing, and operations. As a course for executives, however, this course emphasizes more growth focused decisions based on investment and financing.

### **G5025 – HIGH PERFORMANCE LEADERSHIP & NEGOTIATION STRATEGIES (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to understand the fundamental concepts and various models of leadership to create growth-oriented decisions based on appropriate contexts; use negotiation strategies and tools necessary for effective innovation, leadership, and production of

growth-focused ideas; comprehend the business leadership and negotiation styles and employ the appropriate leadership or negotiation style based on the given, business situation.

**Topics:** This course focuses on the practices that leaders use to transform values into actions, visions into realities, obstacles into innovations and risk into rewards. It also emphasizes various leadership models to develop people in order to deliver results and be able to apply it on their daily activities.

### **G5026 – DECISION MODEL UNDER UNCERTAINTY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to explain given decision models and their functions in order to integrate them with the contexts to create growth-focused decisions; use decision making knowledge, tools and skills to deal with uncertainty in various business environments.

**Topics:** This course provides a basic understanding of models to deal with uncertainty using a wide range of techniques such as: decision trees, optimization, Monte Carlo simulation, etc., while emphasizing business growth. It will cover different business areas including production & operations, marketing, negotiations, and also finance.

### **G5027 – INNOVATION AND KNOWLEDGE ECONOMY (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to comprehend concepts and theories innovation and knowledge economy for business application; use innovation and knowledge economy to formulate growth-oriented business decisions based on rationale that integrate business functions and contexts; utilize innovative tools and knowledge economy skills necessary and innovative habits in order to continuously produce new ideas related to business growth.

**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. The idea of knowledge economy elaborates the relationship of knowledge and innovation and their abilities to impact growth.

### **G5030 – STRATEGIES FOR GROWTH AND VALUE CREATION (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to propose a solid solution for current regional and global business issues through growth-oriented innovative ideas based on strategies of growth and value creation; create growth-oriented business decisions based on rationale that integrate business functions of strategy and contexts for growth and value creation; understand typical business issues and solutions of various industries by creating growth and value in business; implement the tools and skills necessary for an effective innovation and possess habits which allow them to continuously produce new ideas related to business growth and value creation.

**Topics:** This course discusses issues in managing growth of the organization as a whole, both organic and inorganic growth. In this course, students will also use role playing as General Manager or Chief Executive Officer to assess how they are able to deal organizational growth, survival, and value creation.

### **G5031 – INNOVATIVE LEADERS SYSTEM THINKING (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 effectively and also real life cases of prominent business leaders to adopt the attitude for possessing these two thinking. Both lateral and structural thinking will be used in the remaining of this program.

### **G5032 – INTEGRATED MARKETING DECISION MAKING (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to use the functions of integrated marketing decision making involved when creating growth-focused decisions; comprehend the knowledge of typical marketing issues and solutions and their related industries; utilize marketing and integration tools and skills necessary for effective innovation and display habits which allow them to continuously produce new ideas related to business growth.

**Topics:** This course delineates that integrated marketing decision making is the process of winning top management support, particularly for integration of the market into decisions across the organization. This process is vital because most managers need the legitimacy and organization protection of top management sponsorship before they can invest time and other resources in cross-functional developments.

### **G5033 – 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.

### **G5034 – STRATEGY AND EXECUTION (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to identify and evaluate strategic management process and organization capability for strategy execution within local and global business settings; develop a mastery of a body of analytical tools, models, and approaches from various industries to a certain business; design and deliver novel solutions in corporate strategy as a source of sustainable competitive edge to the organizations.

**Topics:** Strategy Execution course is about Strategy in action. Whereas crafting strategy is largely a market driven activity, implementing or executing strategy is primarily an operation driven activity revolving around the management of people and business process. Strategy Execution depends on doing a good job of working with and through others, building and strengthening competitive capabilities, motivating and rewarding people in a strategy supportive manner, and instilling a discipline of getting things done. The course focuses on ways to close the gap between strategy formulation and execution, between expectations and results. The best strategy is not enough unless a whole series of supporting moves puts that plan into effect.

**G5035 – OPERATIONS AND SUPPLY CHAIN MANAGEMENT (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to illustrate prevalent topic of operations as the creation of value along the supply chain; analyze the implications of a company's strategic design (e.g. cost leadership) to particular operating decisions in order to sustain profitable growth; evaluate current business processes and create innovative solutions; apply information technology to improve operations and organization internal capability; plan operations improvement or innovation projects.

**Topics:** This course focuses on the systematic direction and control of the processes that transform inputs into finished goods or services *and* how to move materials and services to and from the transformation processes of the firm. The course deals with the management of "processes," it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and to virtually any functional area or industry.

**G5098 – FIELD BASED LEARNING (3 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to propose a solid solution for current regional and global business issues through growth-oriented innovative ideas through practical application and decision-making; demonstrate the capability to create growth-oriented business decisions based on rationale that integrate business functions of strategy and executions and contexts; implement the knowledge, tools and skills necessary for an effective innovation and possess habits which allow them to continuously produce new ideas related to business growth in real-world situations.

**Topics:** This is the capstone writing assessment and presentation for the Magister Manajemen degree. This compulsory course emphasizes research and analysis, by offering two alternative assessment activities: individual research activity and group field project (GFP). At the end of the course, students are expected to submit a written thesis or a written final project report of their GFP. 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.

## 5.7.6 MM Dual Degree

**BM001 – MANAGING INNOVATION AND ORGANIZATIONAL KNOWLEDGE (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Apply and evaluate the innovation in business management principles and processes incorporating ICT; to design and apply Information Management System to develop novel solutions using Innovation as a business strategy; to apply innovation in the organizational and business process as important aspect of creating organizational value to win the industry competition.

**Topics:** This course is designed to help students to understand the importance of innovation and its implementation in business. Innovation is a major driver of success throughout many industries and managing it is of strategic importance. Students will learn types of innovation, processes involved in managing it, and how companies can develop organizations to sustain it.

**BM002 – ECONOMICS FOR BUSINESS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Analyze and review the trend in micro and macro economic; Analyze and visualize, critical evaluation on current contemporary

economic and organizational issues to develop approaches to complex problem-solving and decision-making in the managerial perspective; Analyze diverse and unstructured real-world problems and cases using cost-and benefit analysis and marginal analysis to achieve innovative firm competitive advantage.

**Topics:** Economics for Business is a collection of concepts and methods that help managers make managerial decisions. Creative ideas are a key to success but not sufficient. Thinking like an economist will allow students to capitalize on creativity. By the end of this class, students should be familiar with the basic tools of economics and able to apply them to any number of business situations.

### **BM003 – INTERNATIONAL ECONOMICS (2 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Analyze and evaluate the key issues in international political economy, such as trade, monetary and fiscal policy, foreign investment, globalization, development, foreign aid, and international cooperation in order to support managerial decision making that fit with environmental challenges; Analyze the economics aspect in international context in order to develop comprehensive thinking in understanding competitive business environment.

**Topics:** This course consists of two parts: International Trade and International Finance. The first part will analyze the cause and consequences of international trade, investigate a nation's trade, and who gains from this trade. It provides and analyze the motives for countries or organizations to restrict or regulate international trade, as well as studying the effects of such policies on economic welfare. The second part covers: the effects of trade on economic growth and wage inequality and international immigration; foreign exchange market; the interest rate parity theorem; exchange rates and inflation; purchasing power parity; balance of payments and national income accounting; and the determination of the exchange rate

### **BM004 – BUSINESS POLICY AND PROJECT (6 SCU)**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: Acquire and apply the knowledge on how firms gain and sustain competitive advantage with respect to local and global competitors; Conduct strategic analysis on internal dan external situations of firms; Formulate strategy (corporate and business) for the purpose of promoting organizational growth; Apply skills in Strategic, Integrative, Analytical, Conceptual and Creative thinking; and Develop decision-making and problem solving skills.

**Topics:** This course focuses on the perspective of a general manager in dealing with those business decisions that determine future directions of the firms and effective implementation of these directions. The Business Policy Division of the Academy of Management has agreed on the following implicit consensus: "The field of business policy deals with the major intended and emergent initiatives taken by general managers on behalf of owners, involving utilization of resources to enhance the performance of firms in their external environments". The course also introduces a wide variety of modern strategy frameworks and methodologies in order to help participants develop the skills needed to be a successful manager with responsibilities for the performance of firms.



## Other courses

Courses described in this section are those exclusively defined and delivered for the MM Dual Degree program. Other courses not described here are shared with other MM programmes. These are as follows:

### Shared courses delivered and managed by the School of Accounting and Finance:

- FI015: Financial Accounting (2 SCU)
- FI018: Corporate Finance (3 SCU)
- FI017: Management Accounting: Strategy and Control (3 SCU)
- FI004: Financial Modeling (3 SCU)

### Shared courses delivered and managed by the School of Marketing:

- MK006: Marketing Management (3 SCU)

### Shared courses delivered and managed by the School of Management:

- G0017: Leadership and Organizational Behavior (2 SCU)
- G0018: Information Technology for Management (3 SCU)
- BM009: Operation & Supply Chain Management (3 SCU)

## 6. Graduate Program

### **Graduate Program in Information System Management and Information Technology 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) and 2011 Doctoral Program in management was also opened.

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.

#### **Vision**

World class doctoral program in management, and graduate program in ISM and IT 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 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 System (IS) Graduate Program that creates IS Leaders and Technopreneurs who are able to leverage their knowledge and technology for strategic advantage.

#### **Mission**

1. Being recognized by industry and government as a primary source of outstanding visionary leaders and technopreneurs capable in facing the challenge of the future in Information Systems to improve quality of life.
2. Providing an excellent advanced education/research and professional services in information system enterprise, recognize globally, that attracts and retains 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>
M7013 – Managing Corporate Information System and Technology	3
M7063 – Project and Change Management	3

**Periode 2**

<b>Mata Kuliah</b>	<b>SKS</b>
M7073 – Strategic Knowledge Management	3
M7183 – Capital Planning and Investment	3
M7173 – IS Research Methodology	3

**SEMESTER 2**

**Periode 1**

<b>Mata Kuliah</b>	<b>SKS</b>
M7143 – Corporate IT Strategy	3
M7083 – IS Risk Management	3
M7213 – IS Leadership	3

## Periode 2

Mata Kuliah	SKS
M7223 – Electronic Business Strategy and Management	3
M7240 – Pre Thesis	0
<b>Peminatan: IS Strategic Management</b>	
M7193 – IS Quality Assurance and Control	3
<b>Peminatan: Technopreneur</b>	
M7203 – Entrepreneurship with Based Technology	3

## SEMESTER 3

## Periode 1

Mata Kuliah	SKS
M7233 – IS Strategic Planning	3
<b>Peminatan: IS Strategic Management</b>	
M7153 – Technology Management and Valuation	3
<b>Peminatan: Technopreneur</b>	
M7043 – Services Oriented Enterprise	3

## Periode 2

Mata Kuliah	SKS
M7166 – 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 provide students with ICT best practices in order to increase their competitive advantage by applying the leading technologies.
2. To provide students with advanced knowledge in innovation, technology, and leadership in order to pursue efficient as well as effective business processes.
3. To provide students with international experience in research and development in order to improve humanity as well as environmental aspects.

### Graduate Competency

1. Graduates will be able to design an ICT infrastructure blue print and strategic plan that can be applied by industry.
2. Graduates will be able to value the transformation of data into knowledge in order to attain business competitiveness.
3. 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
T7043 – IT Services	3
T7183 – IT Risk Management and Disaster Recovery	3

##### Periode 2

Mata Kuliah	SKS
T7053 – IT Project Management	3
T7073 – Research Methodology	3
<b>Peminatan: Information Engineering</b>	
T7013 – Advanced Software Engineering	3
<b>Peminatan: IT Infrastructure Management</b>	
T7013 – Advanced Software Engineering	3
<b>Peminatan: Computational Intelligence</b>	
T7203 – Knowledge Data Discovery	3

**SEMESTER 2**

**Periode 1**

<b>Mata Kuliah</b>	<b>SKS</b>
<b>Peminatan: Information engineering</b>	
T7193 – IT Portfolio Management	3
T7023 – Advanced Database Systems	3
T7283 – Business Data Engineering	3
<b>Peminatan: IT Infrastructure Management</b>	
T7193 – IT Portfolio Management	3
T7023 – Advanced Database Systems	3
T7033 – Network Technology	3
<b>Peminatan: Computational Intelligence</b>	
T7233 – Machine Learning	3
T7246 – Selected Topics in Computational Intelligence I	6

**Periode 2**

<b>Mata Kuliah</b>	<b>SKS</b>
T7270 – Pre Thesis	0
<b>Peminatan: Information engineering</b>	
T7063 – IT Strategic Planning	3
T7083 – Services Oriented Architecture	3
<b>Peminatan: IT Infrastructure Management</b>	
T7063 – IT Strategic Planning	3
T7083 – Services Oriented Architecture	3
<b>Peminatan: Computational Intelligence</b>	
T7266 – Selected Topics in Computational Intelligence II	6

**SEMESTER 3**

**Periode 1**

<b>Mata Kuliah</b>	<b>SKS</b>
<b>Peminatan: Information Engineering</b>	
T7223 – Multimedia Indexing and Retrieval	3
T7293 – Ethical Issues in Electronic Information System	3
<b>Peminatan: IT Infrastructure Management</b>	
T7213 – Network Governance	3
T7293 – Ethical Issues in Electronic Information System	3
<b>Peminatan: Computational Intelligence</b>	
T7223 – Multimedia Indexing and Retrieval	3
T7253 – Machine Vision	3



## Periode 2

Mata Kuliah	SKS
T7166 – Thesis	6

## 6.3 Course Description

### 6.3.1 Master of Information System Management

#### M7013 – 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.

#### M7043 – 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-Oriented; 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.

**M7063 – 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.

**M7073 – 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.

**M7083 – 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.

**M7143 – CORPORATE IT STRATEGY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain concept of business model and IT strategy and its relationship; Analyze and evaluate a business model as a key framework and tools for understanding the impact of IT on business advantage; Examines emerging IT infrastructure and its strategic approaches in managing IT assets, projects, outsourcing, and risks; Design a corporate IT strategy and its governance including IT strategic alignment, compliance and risk management, and relates these to tactical IT management activities.

**Topics:** Understanding Business Models; IT Impact on Business Models; IT Impact on Organizations; Making the Case for IT; Understanding IT Infrastructure; IT Infrastructure and Platform; IT Strategy for ERP and e-business system; Assuring Reliable and Secure IT Services; Managing Service Delivery; Managing IT Project Delivery; Governance and Leadership of the IT Function.

**M7153 – 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.

**M7173 – 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.

**M7183 – 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.

**M7193 – 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.

**M7213 – 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.

**M7223 – 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 entrepreneurship.

**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.

**M7233 – 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.

## 6.3.2 Master of Information Technology

### T7013 – 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.

### T7023 – 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.

### **T7033 – 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.

### **T7043 – 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.

### **T7053 – 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; IT Project Communications Management; IT Project Risk Management; IT Project Procurement Management & Outsourcing; IT Project Implementation, Closure, & Evaluation.

### **T7063 – 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 Anyway?; 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.

#### **T7073 – 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.

#### **T7083 – 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).

#### **T7173 – INFORMATION TECHNOLOGY INFRASTRUCTURE LIBRARY (3 Credits)**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain the Service Lifecycle Approach of ITIL v3; Explain Generic Concepts, Key Principles and Models of the IT Service Management; Explain the ITIL Processes, Function and Roles within IT Infrastructure Library (ITIL) Framework; Give examples of Technology and Architecture; Demonstrate the ability to implement ITIL; Give examples of other frameworks and standards related to ITIL; Pass the ITIL v3 Foundation Examination.

**Topics:** Introduction to ITIL v3; Service Strategy; Service Design; Service Transition; Service Operation; Continual Service Improvement; Good Practice in the Public Domain.

#### **T7183 – 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 infrastructure 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.

**T7193 – 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.

**T7203 – 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.

**T7223 – 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.

**T7233 – 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.

#### **T7246 – 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.

#### **T7253 – 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.

#### **T7283 – 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.

### **T7293 – 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 Doctoral 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 Business, Marketing Science, and Information System. 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, 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 of industry best practices

### Course Structure

#### SEMESTER 1

Mata Kuliah	SKS
J9012 – Philosophy of Science and Management	2
J9022 – Theory of Organization	2
<b>Peminatan: Entrepreneurship and Innovation (EI)</b>	
J9353 – Entrepreneurship Theory	3
J9033 – Advanced Strategic Management	3
<b>Peminatan: Marketing Science and Analytics (MS)</b>	
J9363 – Research in Consumer Behavior	3
J9093 – Theory of Marketing	3
<b>Peminatan: Business Information Systems Management (IS)</b>	
J9053 – Advanced Business Intelligence	3
J9423 – Business and Enterprise Systems	3

**SEMESTER 2**

<b>Mata Kuliah</b>	<b>SKS</b>
J9063 – Advanced Research Methodology and Dissertation Writing	3
J9072 – Seminar on Innovation, Knowledge, and Technology	2
<b>Peminatan: Entrepreneurship and Innovation (EI)</b>	
J9373 – Start Ups and Corporate Innovation	3
J9383 – Multivariate Analysis	3
<b>Peminatan: Marketing Science and Analytics (MS)</b>	
J9393 – Marketing Measurement and Modeling	3
J9383 – Multivariate Analysis	3
<b>Peminatan: Business Information Systems Management (IS)</b>	
J9163 – Managing Corporate Information System	3
J9433 – Research in Management Information Systems	3

**SEMESTER 3**

<b>Mata Kuliah</b>	<b>SKS</b>
J9406 – Research Proposal Exam	6

**SEMESTER 4**

<b>Course</b>	<b>SCU</b>
J9416 – Research Finding Exam	6

**SEMESTER 5**

<b>Course</b>	<b>SCU</b>
J9198 – Dissertation Defense 1	8
J9205 – Dissertation Defense 2	5

## 6.5 Doctoral of Research in Management (Strategy & Growth)

### SEMESTER 1

Mata Kuliah	SKS
J9212 – Philosophy of Business	2
J9222 – Organizational Behaviors	2
J9233 – Projects on Selected Readings	3

### SEMESTER 2

Mata Kuliah	SKS
J9242 – Business Research and Dissertation Writing	2
J9252 – Competitive Strategy Dynamics	2
J9263 – Projects on Research Design and Model Building	3

### SEMESTER 3

Mata Kuliah	SKS
J9273 – Seminar on ICT for Growth and Competitiveness	3
J9283 – Projects on Performance and Growth	3
J9295 – Research Proposal Exam	5

### SEMESTER 4

Mata Kuliah	SKS
J9308 – Research Findings Exam	8

### SEMESTER 5

Mata Kuliah	SKS
J9318 – Dissertation Defense 1	8
J9325 – Dissertation Defense 2	5

## 6.6 Course Description

### J9012 – 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.

### J9022 – 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.

### J9033 – 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.

**J9053 – 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.

**J9063 – 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;

**J9072 – 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.

**J9093 – 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 intermistic) 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.

**J9163 – 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.

**J9212 – 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 trough Investment Decisions; Corporate Restructuring and Company Growth; The Future of Global Marketing; In search of Excellence; Managing Strategic Change: A Philosophical Approach.

**J9222 – 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.

**J9233 – 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

**J9252 – 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.

### **J9263 – 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 Research; Develop the capability to identify and define Business/management Research 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.

### **J9273 – 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 Intelligence

### **J9283 – 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

**J9353 – 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.

**J9373 – 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

**J9383 – 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

**J9423 – 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:

- **Short Course** (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, Thailand, Australia, United Kingdom, Germany, France, Netherlands, Canada, and many more.
- **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 fees waiver. The credit obtained by the students shall be transferrable.
- **Study Abroad** (1 -2 semesters), student pursuing educational opportunities in another country; the credit obtained by the students shall be transferrable.
- **Twinning/Dual Degree** (at least 2 semesters), a joint program with foreign university, combining curriculum and/or degree, currently offered in BINUS University International.
- **Internship** (1 month – 1 semester), work placement overseas, in global industries / organization all over the world; attached with AIESEC or BCAC (BINUS Career and Alumni Center).
- **Short Learning Visit** (1 – 2 weeks), in the format of study tour, cultural exchange and other activities abroad.
- **Video Conference**, a joint session with foreign university(ies) for lecture/seminar with live interaction such as asking questions and discussion.
- **International Seminar/Conference**, an event with international/foreign speakers and participants.

Below is the summary of foreign partner university and the collaboration program with BINUS University (check [www.binus.ac.id/io](http://www.binus.ac.id/io) for detail programs):

No	Continent	Country	Partner Name	
1	All	Various	International Student Exchange Program (ISEP)	
2	America	Brazil	Universidade de São Paulo	
3		USA	Emporia State University	
4			Portland State University	
5			University of Hawai'i at Mānoa	
6		Asia	Cambodia	Cambodian Mekong University
7	China		Fujian Normal University	
8			Hainan Normal University	
9			Ningbo University	
10	Japan		University of Toyama	
11	Korea		Chosun University	
12			Chung-Ang University	
13			Dankook University	
14			Dong-A University	
15			Hanyang University	
16			Inha University	
17			Kangwon National University	
18			Kyung Hee University	
19			SolBridge International School of Business, Woosong University	
20			Sungkyunkwan University	
21			Woosong University	
22			Malaysia	Universiti of Malaya
23	Universiti Sains Malaysia			
24	Universiti Teknologi MARA			
25	Philippines		Ateneo de Manila University	
26	Taiwan		Cheng Shiu University	
27			Chinese Culture University	
28			Kao Yuan University	
29	Thailand		Mahidol University International College	
30			Prince of Songkla University	
31			Thammasat University	
32			University of the Thai Chamber of Commerce	
33	United Arab Emirates		University of Wollongong	
34	Australia		Australia	Curtin University of Technology
35				La Trobe University
36				Macquarie University
37				Murdoch University
38				Queensland University of Technology
39		Royal Melbourne Institute of Technology		
40		Swinburne University of Technology		
41		University of New South Wales		
42		University of Wollongong		
43		New Zealand		Auckland University of Technology
44				University of Canterbury
45				Victoria University of Wellington

No	Continent	Country	Partner Name
46	Europe	Belgium	Ghent University
47			ICHEC Brussels Management School
48		Czech Republic	Tomas Bata University
49			Finland
50		France	Burgundy School of Business
51			ESC Rennes School of Business
52			ESC Troyes - Champagne School of Management
53			Grenoble Graduate School of Business
54			ISC Paris School of Management
55			Germany
56		Germany	University of Bremen
57		Netherlands	HAN University of Applied Sciences
58			Inholland University of Applied Sciences
59			Saxion University
60			University of Twente
61		Poland	Kozminski University
62		Spain	Universidad Catolica San Antonio De Murcia
63		Switzerland	International Hotel and Tourism Training Institutes (IHTTI)
64		United Kingdom	Bournemouth University
65	King's College London		
66	Northumbria University		
67	University of Northampton		
68	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 by BINUS Career 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
  - On internet: IO Website ([www.binus.ac.id/io](http://www.binus.ac.id/io)), email ([io@binus.edu](mailto:io@binus.edu)), facebook ([www.facebook.com/binus.io](http://www.facebook.com/binus.io))
  - On campus: IO office, posters, banners
- Self-finding
  - Through international agencies, association, organization, government program
  - Scholarship offering