Communication

Introduction

The Bachelor program in Communications at BINUS UNIVERSITY INTERNATIONAL offers three streaming: Journalism, Public Relations and Entertainment Communications. The program provides an extensive knowledge of digital and non-digital 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. The program works closely with some of the most prominent companies in their fields, partnering with local and international organizations, to offer students maximal exposure to a real work environment. Students will receive extensive opportunities to develop and discover presentation and consultancy skills and gradually be more and more exposed to partner organizations.

The program is completed over the course of four years, during which basic communication skills courses are offered in the first year. During the first year all students will have a multitude of opportunities to meet industry specialists from Public Relations, Journalism or the Entertainment background, as well as visit a variety of business and creative working spaces, in order to orient themselves in their industry and their prospective job choices, Student's work will be showcased across a variety of social media, with the aim to gain prominence and a community following in their field of interest. The following three-years, students will build on their prior knowledge to develop creative, critical and contextual thinking, as well as social, cultural and media business knowledge.

Vision

Binus International's Communications Program strives to create the most prominent students in their field in Asia, producing innovative and creative leaders in this fast growing industry worldwide.

Mission

The Communications Program endeavors to educate creative, innovative and passionate students from diverse backgrounds, by providing international quality education and industry connections early on during their studies, in order to generate highly skilled communications specialists for a variety of competitive positions in the industry.

Program Objectives

The Objectives of this Program are:

1. To provide students with social and cultural knowledge, critical thinking and technical skills to produce effective messages to the audience.
2. To prepare students to keep updated with and utilize Information Communications Technologies (ITC) and other alternative new media technologies.
3. To prepare students to have effective communication skills in both written and verbal forms in the media industry on a variety of different platforms, such as interpersonally, through social media or traditional media (such as radio and television).
4. To complement students with leadership, entrepreneurship and management skills, as well as ethics required to be a socially aware and responsible professional in the global media industry.

5. To prepare students with knowledge and skills to be innovative, creative and passionate for continuous improvement in the media industry.

Student Outcomes

Upon completion of the 4-year program, students should be able to:

1. Explain, analyse and integrate different communication forms and elements in the media production process.
2. Apply and organize media production as a journalist, public relations officer and entertainment organizer or agent.
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, techniques and technology necessary for media and communication related activities.
6. Communicate effectively in conducting all aspects 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 relations officer and entertainment organizer or agent.
9. Apply principles of ethics in media production.
10. Apply creative thinking in journalism, public relations and entertainment for continuous improvement in media industry.
11. Solve problems and formulate solutions related to journalism, public relations and the entertainment industry.

Prospective Career of the Graduates

A wide range of career opportunities in media industry is introduced in which students will be prepared throughout the four years of study. Many graduates have received jobs in prominent publishing agencies, often securing their position already during their internship periods, or being employed within the first three months after graduation. Even in the first year of study, students will have to encounter weekly guest speakers, many of which are prominent in the Public Relations, Journalism or Entertainment industry. 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.

Most of all, the first year of study is designed for students to be exposed to such a large number of guests and a variety of locations, so consequently students can form opinions about what their future career might be, early on. Assignments are generally designed to mimic real life work projects and prepare students to network, pitch and consult confidently in their chosen discipline.

The Communications 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 the Communications Program are expected to be ready to work in media, or gain positions in corporate or entrepreneurial public relations and entertainment industries. The graduates ewill be able to work for Television, Radio, Internet news agencies, Public Relations and Advertising agencies. BINUS UNIVERSITY 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

Awards/Degree
- *Sarjana Ilmu Komunikasi* (S.I. Kom – Bachelor of Communication)
- Bachelor Degree from partner universities

Major and Streaming

Study Program	Degree				Partner
	Single	Title	Double	Title	
Journalism	√	S.IKom	√	S.IKom. & BA. (HONS)	Northumbria
Public Relation	√	S.IKom	√	S.IKom. & BA. (HONS)	Northumbria
Entertainment Communication	√	S.IKom.	√	S.IKom. & BA. (HONS)	Northumbria

Title: S.IKom (Sarjana Ilmu Komunikasi)
B.A (Hons) (Bachelor of Arts (Honours))

Journalism
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.The students who take this program will receive Bachelor Degree upon completing their study in Journalism streaming.

Public Relations
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.The students who take this program will receive Bachelor Degree upon completing their study in Public Relations streaming.

Entertainment Communications

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.The students who take this program will receive Bachelor Degree upon completing their study in Entertainment Communications streaming.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through creative lectures, which encompass creating real life projects (such as working on consultancy problems for real companies), practical demonstrations and workshops by industry experts, as well as field trips and public presentations. Assignments are in many cases produced by using write-ups, as well as audio tapes and self-produced videos, which will be posted to a variety of social media platforms. The program relies heavily on teamwork between students and often also other programs, requiring students to mimic real life work environments. Some of the assignments may be valued partially through peer assessment.

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 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 facilities, such as a state of the art auditorium, screening room and editing labs facilities. Students may also be able to collaborate with Binus TV, based in Anggrek campus, where they can receive extra training on editing and broadcasting, as well as create English speaking programs. With a good quality library, the students will be able to access books and films for references and research activity.

of the course-works are assessed through a variety of assessment tasks such as reports, presentations, assignments, examinations, individual and group projects, and the final 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).

Study Completion Requirements

Major in Graphic Design and New Media

To complete a major in Communication at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 SCUs of academic credit.

Sem	Code	Course Name	SCU	Total
1	ENGL6171	Academic English I	3	20
	ENTR6091	Project Hatchery	2	
	COMM6194	Introduction to Communication	3	
	COMM6240	Photography & Basic Videography	4	
	COMM6241	Public Speaking and Performing	6	
	COMM6164	Creative Writing	2	
2	ENGL6172	Academic English II	3	23
	CHAR6013	Character Building: Pancasila	2	
	STAT8067	Business Statistics I	2	
	COMM6259	Introduction to Sociology & Anthropology	4	
	COMM6243	Communication Theories	6	
	COMM6009	Introduction to Political Science	2	
	COMM6244	Intercultural Communication	2	
	COMM6167	Interpersonal Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	21
	ENTR6094	Design Driven Entrepreneurship	3	
	PSYC6151	Introduction to Psychology	2	
	COMM6245	Introduction to PR & Creative Advertising	6	
	COMM6246	Introduction to Journalism & Interview Technique	6	
	SOCS6012	Social Change & Globalization	2	
4	CHAR6015	Character Building: Agama	2	22
	COMM6102	Social Media Content Strategies & Analytics	4	
	LAWS6126	Media Ethics & Law	6	
	MKTG6185	Marketing Management	6	
	RSCH6018	Quantitative & Qualitative Research Method	4	

Sem	Code	Course Name	SCU	Total
5	RSCH6067	Mass Communication Research Methods	2	22
	ENTR6095	Media Business & Entrepreneurship	4	
	LANG6087	Indonesian	2	
	Streaming: Journalism			
	COMM6247	Broadcast Journalism and Reporting	6	
	COMM6248	New Media & Newsroom Management	6	
	COMM6249	Investigative Journalism	2	
	Streaming : Public Relation			
	COMM6250	Creative Agency Industry	2	
	COMM6251	Crisis Communication and Media Relations	6	
	COMM6252	Public Relations Publication	6	
	Streaming: Entertainment Communication			
	COMM6253	Entertainment Networking & Negotiation	8	
	COMM6254	Design & Promotion	6	
6	**Enrichment Program II**		16	16
7	**Enrichment Program II**		16	16
8	COMM6188	Thesis	6	6
			TOTAL CREDIT 146 SCU	

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):
-)*Student will take one of enrichment program tracks (off campus).*

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1				v			v					
2				v							v	
3	v									v		
4	v										v	
5					v					v		
6					v		v					
7			v						v			

Notes:
I   : Internship
RS   : Research
ENTR   : Entrepreneurship
CD   : Community Development
SA   : Study Abroad
*etc   : Department specific needs

Notes:
Student can choose one of the available tracks.

Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6020	Community Development	8	
COMM6260	Cultural Project	4	16
COMM6242	Digital Publication	4	

Enrichment Internship Track

Code	Course Name	SCU	Total
COMM6256	Event Management	8	
COMM6257	Media Internship	4	16
COMM6258	Media Industry & Technology	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6092	Business Model Innovation	8	
ENTR6096	Creative Business Planning	4	16
ENTR6097	Managing Across Cultures	4	
Enrichment Program II			
ENTR6093	Sustainable Startup Creation	8	
ENTR6098	Networking for Net Worth	4	16
ENTR6099	Business Story Telling	4	

Enrichment Study Abroad Track*

Course Name		SCU	Total
Enrichment Program I			
GLOB6085	Elective Course for Study Abroad 1	4	
GLOB6086	Elective Course for Study Abroad 2	4	16
GLOB6087	Elective Course for Study Abroad 3	4	
GLOB6088	Elective Course for Study Abroad 4	4	
Enrichment Program II			
GLOB6089	Elective Course for Study Abroad 5	4	
GLOB6090	Elective Course for Study Abroad 6	4	16
GLOB6091	Elective Course for Study Abroad 7	4	
GLOB6092	Elective Course for Study Abroad 8	4	

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits for Enrichment Program I and Enrichment Program II.
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The Table of Prerequisite Courses for Communication

Subject		SCU	Smt	Prerequisite		SCU	Smt
COMM6243	Communication Theories	6	2	COMM6194	Introduction to Communication	3	1
COMM6244	Intercultural Communication	2	2	COMM6194	Introduction to Communication	3	1
RSCH6067	Mass Communication Research Methods	2	5	RSCH6018	Qualitative and Quantitative Research methods	4	4
COMM6247	Broadcast Journalism and Reporting	6	5	COMM6246	Introduction to Journalism & Interview Technique	6	3
COMM6248	New Media and Newsroom Management	6	5	COMM6246	Introduction to Journalism & Interview Technique	6	3
LANG6087	Indonesian	2	5	COMM6246	Introduction to Journalism & Interview Technique	6	3
COMM6249	Investigative Journalism	3	5	COMM6246	Introduction to Journalism & Interview Technique	6	3
COMM6251	Crisis Communication and media Relation	6	5	COMM6245	Introduction to PR & Creative Advertising	6	3
COMM6252	Public Relations Publication	6	5	COMM6245	Introduction to PR & Creative Advertising	6	3
COMM6256	Event Management	4	6 or 7	COMM6245	Introduction to PR & Creative Advertising	6	3