

## **Business Information Technology**

### **Introduction**

In turbulent environment business nowadays, information technology has shifted not only as complementary but as a main strategic tool to play an important role in business competition. With Business Information Technology that is align Information Technology with Business, where they key of this focus will be Business Analytics and Social Media Listening. By focusing Business Analytics and Social Media Listening, organization is projected play an increasingly important role in helping analyse their performance and business strategies. And impact of this will facilitate the smooth running of organization and sustaining its competitiveness. Business Information Technology program is providing students with expertise in development of Information Technology for solving the business problems. The graduates of this program can bridge the gap between Information Technology and Business needs that highly demand in turbulent environment business. Business Information Technology is designed by combining 3 focus area Business Analytics, Social Media and IT Entrepreneurship.

### **Vision**

To be global business information technology program with social informatics driven and entrepreneur mindset.

### **Mission**

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

1. Leveraging people's potential for success through creative and value-adding talents in Business Information Technology by creating a suitable environment.
2. Educating students with a knowledge, skills and practice in Business Information Technology and prepare them for pursuing advanced degrees in Business, Information Technology, Social Informatics and related disciplines.
3. Providing integrated knowledge to pursue further studies and create outstanding professionals, entrepreneurs, and leaders for a global community
4. Conducting research and professional services in Business Information Technology with an emphasis on the application of knowledge to society.
5. Improving the quality of life of Indonesians and the international community through leveraging Business Information Technology solutions.

### **Program Objective**

The objectives of the program are:

1. To provide students with fundamental knowledge in system development skills and social informatics knowledge, combined with business and information technology platform to prepare them in and growing them through delivering business information technology that they need in helping business performance.
2. To equip students with skills and in depth knowledge of Business Information Technology related to Business, Information Technology, and Social Informatics that integrated with Business Analytics.
3. To provide students with an in depth advance understanding of the issues regarding Business Information Technology that they applied for specific industry purposes.

## Student Outcomes

After completing the study, graduates are:

1. Able to identify and formulate the root cause of system performance information through data analysis and information on business processes
2. Able to identify the needs of the database for building information systems.
3. Able to design, create and manipulate and implement computer-based information system independently or in groups through the study of information systems to develop a strategic plan at the level of small and medium organizations.
4. Able to design, create, manipulate and implement computer based information system for new business model and processes in an organization at the level of small and medium-sized
5. Able to communicate alternative solutions development and implementation of information systems based on theory either independently or in groups in writing, designing, and prototyping.
6. Able to manage, integrate and add value on the results of data analysis to generate quality information for organization needs.
7. Able to identify needs, design and implement system and ICT to build a Business Analytics application for organization.
8. Able to evaluate business process integration and corporate strategy for designing an integrated business information technology in organization.

## Prospective Career of the Graduates

Graduates of business information technology program will have an understanding of the relationship between business analytics, social media and entrepreneurship. Therefore, graduates will have both IT knowledge and Business skills and able to develop their career in any company but not limited to services, commerce, and manufacturing companies as well as Technopreneur. The professions that graduates can get in IT Business Analyst, Web Analytics Consultants, social media consultants, systems developer, systems analyst, business analyst, programmer analyst, project analyst, database developer, software developer, programming consultant, information manager, applications developer, and information management consultant.

## Curriculum

This program is designed in such a way as to refer to the curriculum recommended by ACM and AIS, IS 2002 (Model curriculum and guidelines for undergraduate degree program in Information systems), IS 2010 (Curriculum guidelines for undergraduate program in information systems), Computing Curricula 2005 and A Cooperative Project of ACM, AIS, IEEE-CS. And focusing in Business, Information Technology and Social Informatics, as a result Graduates would be able to construct Business Analytics and Social Media Listening for any organizations to help their performance and business strategy. In addition, the curriculum has been influenced by foreign universities with a reputation for quality Business Information Technology Programs.

**Course Structure**

| Sem      | Code                                       | Course Name                                       | SCU                         | Total |  |
|----------|--|---|-----------------------------|-------|--|
| 1        | ACCT6133                                   | Introduction to Financial Accounting              | 4                           | 20    |  |
|          | ISYS6186                                   | Business Process Fundamental*                     | 4                           |       |  |
|          | ISYS6093                                   | Information System Concept*                       | 4                           |       |  |
|          | STAT6081                                   | Statistics  | 2                           |       |  |
|          | COMP6178                                   | Introduction to Programming                       | 2/2                         |       |  |
|          | <b>English University Courses I</b>        |   |                             |       |  |
|          | ENGL6128                                   | English in Focus                                  | 2                           |       |  |
| ENGL6130 | English for Business Presentation          | 2   |                             |       |  |
| 2        | CHAR6013                                   | Character Building: Pancasila                     | 2                           | 21    |  |
|          | ISYS6123                                   | Introduction to Database Systems*                 | 2/2                         |       |  |
|          | ISYS6188                                   | Information Systems Analysis and Design           | 2/2                         |       |  |
|          | ISYS6189                                   | Management Information System*                    | 4                           |       |  |
|          | ISYS6197                                   | Business Application Development                  | 2/2                         |       |  |
|          | LANG6061                                   | Indonesian  | 1                           |       |  |
|          | <b>English University Courses II</b>       |   |                             |       |  |
| ENGL6129 | English Savvy                              | 2   |                             |       |  |
| ENGL6131 | English for Written Business Communication | 2   |                             |       |  |
| 3        | CHAR6014                                   | Character Building: Kewarganegaraan               | 2                           | 22    |  |
|          | ISYS6126                                   | Enterprise System*                                | 4                           |       |  |
|          | ENTR6003                                   | Entrepreneurship I                                | 2                           |       |  |
|          | ISYS6209                                   | User Experience                                   | 2/2                         |       |  |
|          | MGMT6238                                   | Service Management Fundamental                    | 4                           |       |  |
|          | ISYS6016                                   | Social Media Fundamental                          | 2                           |       |  |
|          | ISYS6198                                   | Data and Information Management                   | 4                           |       |  |
| 4        | CHAR6015                                   | Character Building: Agama                         | 2                           | 24    |  |
|          | ISYS6163                                   | Advanced Information System Analysis and Design** | 4/2                         |       |  |
|          | ISYS6264                                   | Testing and System Implementation*                | 4                           |       |  |
|          | ISYS6283                                   | Business Intelligence                             | 4                           |       |  |
|          | ISYS6202                                   | Social Informatics*                               | 4                           |       |  |
|          | ISYS6203                                   | Mobile Application Development                    | 2/2                         |       |  |
| 5        | STAT6021                                   | Research Methodology                              | 2                           | 22    |  |
|          | MGMT6029                                   | Knowledge Management                              | 2                           |       |  |
|          | ENTR6004                                   | Entrepreneurship II                               | 2                           |       |  |
|          | ISYS6191                                   | Advanced in Business Application Development**    | 2/4                         |       |  |
|          | ISYS6402                                   | Business Analytics*                               | 2/2                         |       |  |
|          | BUSS6088                                   | Current Issue in Business and Technology          | 2                           |       |  |
|          | ISYS6256                                   | Information Systems Project Management*           | 4                           |       |  |
| 6        | <b>Enrichment Program I</b>                |   | 15                          | 15    |  |
| 7        | <b>Enrichment Program II</b>               |   | 16                          | 16    |  |
| 8        | ISYS6117                                   | Thesis  | 6                           | 6     |  |
|          |  |   | <b>TOTAL CREDIT 146 SCU</b> |       |  |

\*) This course is delivered in English

\*\*) Entrepreneurship Embedded

**English University Courses:**

-) For 1<sup>st</sup> Semester : English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For 2<sup>nd</sup> Semester: English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> 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  |    |      |
| 8     | 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 Internship Track

| Code                         | Course Name                                      | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     | 15    |
| ISYS6215                     | Experience in Industry                           | 8   |       |
| COMM6225                     | Business Communication                           | 3   |       |
| ISYS6192                     | Requirement and Solution for Information Systems | 4   | 16    |
| <b>Enrichment Program II</b> |  |     |       |
| ISYS6347                     | Professional Program in Industry                 | 8   |       |
| BUSS6057                     | Business Ethic                                   | 4   | 4     |
| ISYS6193                     | Design and Evaluation for Information Systems    | 4   |       |

### Enrichment Entrepreneurship Track

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 15    |
| ENTR6325                     | Business Start Up   | 8   |       |
| ENTR6048                     | Business Model & Validation for Information Systems Project       | 2   |       |
| ENTR6049                     | Launching New Ventures for Information Technology Business        | 2   |       |
| ENTR6376                     | EES in New Information Systems Business                           | 3   | 16    |
| <b>Enrichment Program II</b> |   |     |       |
| ENTR6353                     | Growing a Business  | 8   |       |
| ENTR6065                     | Lean Start Up & Business Plan for Information Technology Business | 2   |       |
| ENTR6066                     | Venture Capital for Information Technology Business               | 2   |       |
| ENTR6364                     | EES in Information Systems Business Experience                    | 4   |       |

### Enrichment Research

| Code                         | Course Name  | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     | 15    |
| RSCH6275                     | Research Experience                                | 8   |       |
| RSCH6110                     | Scientific Writing in Information Systems Research | 4   |       |
| RSCH6295                     | EES in Information Systems Research                | 3   | 16    |
| <b>Enrichment Program II</b> |  |     |       |
| RSCH6275                     | Research Experience                                | 8   |       |
| RSCH6110                     | Scientific Writing in Information Systems Research | 4   |       |
| RSCH6285                     | EES in Information Systems Research                | 4   |       |

### Enrichment Community Development

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 15    |
| CMDV6156                     | Community Outreach Project Implementation                                 | 8   |       |
| CMDV6035                     | Community Outreach Project Design in Information Systems                  | 4   |       |
| CMDV6200                     | Employability and Entrepreneurial Skills in Information Systems Community | 3   |       |
| <b>Enrichment Program II</b> |   |     | 16    |
| CMDV6156                     | Community Outreach Project Implementation                                 | 8   |       |
| CMDV6035                     | Community Outreach Project Design in Information Systems                  | 4   |       |
| CMDV6175                     | Employability and Entrepreneurial Skills in Information Systems Community | 4   |       |

### Enrichment Study Abroad Track

| Code   | Course Name                         | SCU | Total |
|--|-------------------------------------|-----|-------|
| <b>Elective courses list for study abroad*</b> |                                     |     | 15    |
| <b>Enrichment Program I</b>                    |                                     |     |       |
| GLOB6005                                       | Elective Course for Study Abroad 1  | 4   |       |
| GLOB6006                                       | Elective Course for Study Abroad 2  | 4   |       |
| GLOB6007                                       | Elective Course for Study Abroad 3  | 4   |       |
| GLOB6008                                       | Elective Course for Study Abroad 4  | 4   |       |
| GLOB6009                                       | Elective Course for Study Abroad 5  | 2   |       |
| GLOB6010                                       | Elective Course for Study Abroad 6  | 2   |       |
| GLOB6011                                       | Elective Course for Study Abroad 7  | 2   |       |
| GLOB6012                                       | Elective Course for Study Abroad 8  | 2   |       |
| GLOB6013                                       | Elective Course for Study Abroad 9  | 2   |       |
| GLOB6014                                       | Elective Course for Study Abroad 10 | 2   |       |
| GLOB6015                                       | Elective Course for Study Abroad 11 | 2   |       |
| GLOB6016                                       | Elective Course for Study Abroad 12 | 2   |       |
| GLOB6041                                       | Elective Course for Study Abroad 25 | 3   |       |
| GLOB6042                                       | Elective Course for Study Abroad 26 | 1   |       |
| <b>Enrichment Program II</b>                   |                                     |     | 16    |
| GLOB6005                                       | Elective Course for Study Abroad 1  | 4   |       |
| GLOB6006                                       | Elective Course for Study Abroad 2  | 4   |       |
| GLOB6007                                       | Elective Course for Study Abroad 3  | 4   |       |
| GLOB6008                                       | Elective Course for Study Abroad 4  | 4   |       |
| GLOB6009                                       | Elective Course for Study Abroad 5  | 2   |       |
| GLOB6010                                       | Elective Course for Study Abroad 6  | 2   |       |
| GLOB6011                                       | Elective Course for Study Abroad 7  | 2   |       |
| GLOB6012                                       | Elective Course for Study Abroad 8  | 2   |       |
| GLOB6013                                       | Elective Course for Study Abroad 9  | 2   |       |
| GLOB6014                                       | Elective Course for Study Abroad 10 | 2   |       |
| GLOB6015                                       | Elective Course for Study Abroad 11 | 2   |       |
| GLOB6016                                       | Elective Course for Study Abroad 12 | 2   |       |

\*)Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

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

| No | Code     | Course Name                             | Minimum Grade |
|----|----------|---|---------------|
| 1  | CHAR6013 | Character Building: Pancasila           | B             |
| 2  | ENTR6004 | Entrepreneurship II                     | C             |
| 3  | ISYS6188 | Information System Analysis and Design* | C             |
| 4  | ISYS6126 | Enterprise System                       | C             |
| 5  | ISYS6198 | Data and Information Management*        | C             |
| 6  | ISYS6256 | Information Systems Project Management  | C             |
| 7  | ISYS6202 | Social Informatics                      | C             |
| 8  | ISYS6402 | Business Analytics*                     | C             |

\*) Tutorial & Multipaper