

Management

Introduction

The curriculum of the management program is designed as an anticipation to dynamics global competition, which requires organisational leadership and entrepreneurial skills with a strong ICT base and capability to continuously adapt and innovate in order to maintain sustainable growth and contribute to the society and the nation. This program will develop students knowledge in managing a company's operation and fostering their problem-solving skills to cope with a challenging situation. In this regard, the curriculum materials will emphasise the art of business, innovation and strategic thinking that are required to become a manager or business leader.

The graduates are expected to gain their potential to become future leaders. They can address business challenges through the following competencies: the ability to develop and manage the business, ability to apply information technology applications in business, ability to pursue the digital economy business, ability to optimise the capability and capacity of the organisation and its resources. They also are going to have the ability to optimize the use of management information systems and readiness to work in the various field both nationally and internationally. Management Curriculum also provides schematics and platform through the 3 + 1 Program, that allow the students to improve their practical and managerial capabilities as required by industry and to maintain its sustainable growth, and empowering the society and the nation.

The program uses, a multi-channel learning model. In this model, the students will have face to face sessions in the classroom, perform the self-study by using textbooks, e-book, video material and collaborative online learning. The method is intended to encourage the students to learn independently by utilising all available accesses and technology. Furthermore, by introducing ICT technology-based learning module, it will open a broad access for students to explore various educational resources from abroad.

Vision

To be an internationally recognized business school in the continuous pursuit of innovation in education.

Mission

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

Professionals: We prepare our graduates to be able to master particular knowledge and skills necessary to perform the role of their professions with ethical and moral obligations.

Learning Goals

By the completion of our program

1. Management Concept

Each student should be able to comprehend business and management concept.

2. Creative Thinking and Entrepreneurial Skills

Each student should be able to work innovatively by applying their adept thinking, entrepreneurial, and ICT skills.

3. Global Mindset

Each student should be able to perform global mindset in exercising business concept.

4. Ethics

Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

The graduate of the Management study program will have the skills in a wide range of professions, such as management and business consultant, as a middle manager in enterprises (including manufacturing, services, financial sector, education, e-business), and entrepreneur who understand the utilisation of ICT for business solutions. By demonstrating the competencies listed above, BINUS Business School Undergraduate Program Management will be ready to encounter the dynamic challenges of business.

Curriculum

The curriculum is based on the National Curriculum and Management 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 the business in the digital era.
2. **Business Development Management:** Graduates will be able to integrate management principles and new business initiation into a comprehensive strategic plan that promotes sustainable growth.
3. **Business and Organization:** Graduates will be able to develop leadership skills, control and the business managerial role to anticipate challenges and competition of global organizations and businesses.
4. **Digital Business Management (Cross Streaming Binus @Bandung):** The Digital Business Management (DBM) aims to equip students to manage and lead businesses, especially the creative industry that combines digital technology skills with entrepreneurial skills. Students can develop startup business technology or existing businesses as intrapreneurs creatively and innovatively to face global competition.
5. **Business Innovation (Cross Streaming Binus @Malang):** Graduates will be able to demonstrate entrepreneurial acumen by applying creative, innovative, analytical thinking as well as applying communication skills, and ICT skills.

Course Structure

| Sem | Code | Course Name | SCU | Total | |
|-----|--------------------------------------|---|-----|-------|--|
| 1 | ISYS6181 | Management Information Systems for Leader | 4 | 20 | |
| | MATH6176 | Business Mathematics | 2 | | |
| | MGMT6012 | Human Resources Management - (AOL) | 4 | | |
| | MGMT6011 | Introduction to Management and Business* - (AOL) | 4 | | |
| | MKTG8005 | Marketing Management* - (AOL) | 4 | | |
| | English University Courses I | | | | |
| | ENGL6128 | English in Focus | 2 | | |
| | ENGL6130 | English for Business Presentation | 2 | | |
| 2 | CHAR6013 | Character Building: Pancasila | 2 | 20 | |
| | COMM8006 | Business Communication** - (AOL) | 2 | | |
| | ECON6099 | Business Economics | 4 | | |
| | BUSS6066 | Business Ethics - (AOL) | 2 | | |
| | STAT8067 | Business Statistics I | 2 | | |
| | MGMT6297 | Operations Management** | 4 | | |
| | LANG6027 | Indonesian | 2 | | |
| | English University Courses II | | | | |
| | ENGL6129 | English Savvy | 2 | | |
| | ENGL6131 | English for Written Business Communication | 2 | | |

| Sem | Code | Course Name | SCU | Total | |
|-----------------------|--|--|-----|-------|--|
| 3 | CHAR6014005 | Character Building: Kewarganegaraan | 2 | 22 | |
| | FINC6001005 | Financial Management | 4 | | |
| | LAWS6159005 | Legal Aspect in Business | 2 | | |
| | MGMT6357005 | Multinational Corporation Management | 4 | | |
| | ACCT6351005 | Accounting for Business | 4 | | |
| | STAT8068005 | Business Statistics II - (AOL) | 2/2 | | |
| | ENTR6509005 | Entrepreneurship: Ideation | 2 | | |
| 4 | CHAR6015005 | Character Building: Agama | 2 | 20 | |
| | MGMT6358005 | Managing Business Information | 2/2 | | |
| | ENTR6510005 | Entrepreneurship: Prototyping | 2 | | |
| | Streaming : Business and Organization | | | | |
| | MGMT6375005 | Organizational Learning | 4 | | |
| | MGMT6276005 | Leadership & Managing Human Capital in Organization* | 4 | | |
| | MGMT6371005 | Human Resources Analytics | 4 | | |
| | Streaming : Business Development Management | | | | |
| | BUSS6109005 | Business Development | 4 | | |
| | MGMT6196005 | Project Management | 4 | | |
| | BUSS6173005 | Managing Innovation and Knowledge*&** | 4 | | |
| | Streaming : E-Business | | | | |
| | MGMT6374005 | Analysis on E-Business Investment*&*** | 4 | | |
| | ISYS6084005 | Database | 2/2 | | |
| | ISYS6079005 | E-Business System* | 4 | | |
| | Cross Streaming : Digital Business Management**** | | | | |
| | MKTG6275032 | Omnichannel Retailing | 2 | | |
| | ENTR6986032 | Innovative Product Design and Development | 2 | | |
| | COMP6667032 | Interaction Design | 2/2 | | |
| | ENTR6987032 | Creative and Cultural Entrepreneurship | 2 | | |
| | ENTR6988032 | Technopreneurship | 2 | | |
| | Cross Streaming : Business Innovation***** | | | | |
| | ENTR6664002 | Consumer Insights: Behavioural Fundamentals | 4 | | |
| ENTR6666002 | Innovative Product Design and Development** | 4 | | | |
| Minor Program | | | 12 | | |
| Free Electives | | | 12 | | |
| 5 | RSCH6026005 | Research Methodology** | 4 | 18 | |
| | ENTR6511005 | Entrepreneurship: Market Validation | 2 | | |
| | BUSS6171005 | Business Sustainability | 4 | | |
| | Streaming : Business and Organization | | | | |
| | MGMT6341005 | Strategic Management** | 4 | | |
| | MGMT6033005 | Advanced Topics in Business and Organization | 2 | | |
| | MGMT6145005 | Compensation and Performance Management*&** | 2 | | |
| | Streaming : Business Development Management | | | | |
| | BUSS6069005 | Business Simulation - (AOL) | 2 | | |
| | BUSS6194005 | Business Negotiation Strategy* | 2 | | |

| Sem | Code | Course Name | SCU | Total | | |
|-----------------------------|--|---|-----|-------|----|----|
| | BUSS6163005 | Organization Development Strategy | 2 | | | |
| | MGMT6412005 | Customer Relationship Management* & ** | 2 | | | |
| | Streaming : E-Business | | | | | |
| | ISYS8175005 | E-Business Strategy and Implementation* | 4 | | | |
| | ISYS6085005 | Advanced Topics in E-Business | 2 | | | |
| | MGMT6029005 | Knowledge Management* | 2 | | | |
| | Cross Streaming : Digital Business Management**** | | | | | |
| | ENTR6989032 | Startup Funding | 2 | | | |
| | ENTR6501032 | Social Innovation | 2 | | | |
| | ENTR6428032 | Business Risk Analysis | 2 | | | |
| | ENTR6500032 | Business Analytics and Intelligence | 2 | | | |
| | Cross Streaming : Business Innovation***** | | | | | |
| | ENTR6668002 | Innovation in Omni Channel | 2 | | | |
| | ENTR6669002 | Innovation and Knowledge Management** | 4 | | | |
| | ENTR6665002 | Managing Innovation for Business Sustainability | 4 | | | |
| | ENPR6007002 | Disruptive Strategy & Innovation | 2 | | | |
| | Minor Program | | | | 8 | |
| | Free Electives | | | | 8 | |
| | 6 | Enrichment Program I | | | 20 | 20 |
| | 7 | Enrichment Program II | | | 20 | 20 |
| 8 | MGMT6402005 | Pre-Thesis | 2 | 6 | | |
| | MGMT6410005 | Thesis | 4 | | | |
| | MGMT6017005 | Thesis | 6 | | | |
| TOTAL CREDIT 146 SCU | | | | | | |

*) This course is delivered in English

**) Global Learning System Course

***) For student mobility program, the courses will be conducted online from home campus

****) Conducted for student mobility program in Binus @Bandung

*****) Conducted for student mobility program in Binus @Malang

-) **AOL** – Assurance of Learning Process System

Streaming/Minor/Free Electives:

-) For 4th Semester: Students are required to choose Streaming or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) For 5th Semester: Students are required to choose Streaming or Minor Program same with previous semester. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

English University Courses:

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

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

-) Students must pass English Savvy with a minimum Grade of C.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program.

Minor Scheme

| Minor Program | Semester 4 | Semester 5 |
|---------------------------------------|------------|------------|
| Minor @ Binus Kemanggisian | | |
| Digital Ecosystem | V | V |
| Human Capital in Digital Workplace | V | V |
| Sustainable Development | V | V |
| Cross Cultural Communication | V | V |
| Interactive & Users Experience Design | V | V |
| Data Analytics | V | V |
| Robotic Process Automation | V | V |
| Minor @ Binus Alam Sutera | | |
| Digital Business | V | V |
| Minor @ Binus Bekasi | | |
| Virtual Services | V | V |
| Culinary | V | V |
| Minor @ Binus Malang | | |
| Digital Technopreneur | V | V |
| Minor @ Binus Bandung | | |
| DesignPreneur | V | V |

1. Minor Program: Digital Ecosystem

| Course | SCU |
|---|-----------|
| COMP6683001 Introduction to Artificial Intelligence | 2/2 |
| COMM6501019 Narative Development | 4 |
| ISYS6549003 Digital Innovation | 4 |
| COMP6684001 Current Trends in Technology | 4 |
| DSGN6834007 Visual Identity | 4 |
| Total SCU | 20 |

2. Minor Program: Human Capital in Digital Workplace

| Course | SCU |
|--|-----------|
| PSYC6174027 Psychology in The Workplace | 4 |
| MGMT6349005 Digital Workplace Strategy | 4 |
| ISYS6551003 Digital Workplace and Technology | 4 |
| LAWS6157028 Legal Aspects in Digital Workplace | 4 |
| PSYC6175027 Human Resources Development | 4 |
| Total SCU | 20 |

3. Minor Program: Sustainable Development

| Course | SCU |
|---|-----------|
| ARCH6119014 Introduction to Sustainable Development | 2 |
| DSGN6835008 Engineering Material | 4 |
| ISYE6154011 Sustainable Design and Manufacture | 4 |
| ISYE6155011 Occupational, Health, Safety, and Administration in Engineering | 2 |
| CPEN6217010 Digital for Sustainable Development | 4 |
| CIVL6118013 Engineering Economic | 4 |
| Total SCU | 20 |

4. Minor Program: Cross Cultural Communication

| Course | SCU |
|--|-----------|
| CHIN6133026 Chinese Conversation in Daily Works | 2 |
| CHIN6132026 Chinese Conversation in Daily Activities | 4 |
| CHIN6134026 Chinese Conversation in Business Communication | 4 |
| COMM6502019 Communication in Diversity | 2 |
| INTR6135029 Comparative Politics | 4 |
| BUSS6170025 Asian Business Ethics | 4 |
| Total SCU | 20 |

5. Minor Program: Interactive & Users Experience Design

| Course | SCU |
|---|-----------|
| PSYC6176027 Psychology and User Experience | 4 |
| ISYS6553003 User-Centered Research and Evaluation | 4 |
| DSGN6836007 Fundamental of Interface Design | 4 |
| ISYS6554003 Core Principles: Interactive Design | 4 |
| DSGN6837007 Digital Design Production | 4 |
| Total SCU | 20 |

6. Minor Program: Data Analytics

| Course | SCU |
|--|-----------|
| ISYS6680003 Introduction to data Analytics | 2 |
| ISYS6681003 Data Management & Descriptive Analytics | 4 |
| STAT6198049 Statistical for Decision Making | 4 |
| ISYS6682003 Application of Predictive Analytics to Business Data | 4 |
| ISYS6683003 Prescriptive Analytics and Optimization | 4 |
| MKTG6312005 Digitalization of Markets and Consumption | 2 |
| Total SCU | 20 |

7. Minor Program: Robotic Process Automation

| Course | SCU |
|--|-----------|
| COMP6857001 Basic Programming for Automation | 2 |
| COMP6858001 RPA Concept & Design | 2 |
| ISYS6684003 RPA Developer Fundamental | 4 |
| ISYS6685003 RPA Developer Advance | 4 |
| ISYS6686003 RPA Business Analytics Fundamental | 4 |
| ISYS6687003 Business Process Improvement | 2 |
| COMP6859001 Intelligence Automation | 2 |
| Total SCU | 20 |

8. Minor Program: Digital Business

| Course | SCU |
|---|-----------|
| ISYS6559003 Business Models and Technology Innovation | 4 |
| ISYS6557003 Business Data Management | 4 |
| ISYS6695003 Digital Marketing Analysis | 4 |
| STAT6200049 Practical Statistics for Digital Business | 4 |
| MGMT6352005 Digital Strategy | 4 |
| Total SCU | 20 |

9. Minor Program: Virtual Services

| Course | | SCU |
|------------------|------------------------------------|-----------|
| ISYS6561003 | Fundamental of Virtual Services | 2 |
| ACCT6350020 | Virtual Financial Services | 4 |
| ISYS6562003 | Virtual Market Place | 4 |
| MGMT6354005 | Virtual Operation and Supply Chain | 4 |
| HTMN6082021 | Virtual Hospitality Management | 4 |
| ISYS6563003 | Seminar on Virtual Services | 2 |
| Total SCU | | 20 |

10. Minor Program: Culinary

| Course | | SCU |
|------------------|-------------------------------|-----------|
| HTMN6078021 | Advanced in Pastry and Bakery | 4 |
| HTMN6050021 | Culinary Business Event | 2/2 |
| HTMN6048021 | Western and French Cuisine | 2/4 |
| HTMN6046021 | Authentic Indonesian Cuisine | 2/4 |
| Total SCU | | 20 |

11. Minor Program: Digital Technopreneur

| Course | | SCU |
|------------------|-------------------------------|-----------|
| ENTR6528002 | The Entrepreneurial Innovator | 4 |
| COMP6686004 | Popular Technology | 4 |
| ENTR6529002 | Market Intelligence | 4 |
| DSGN6839006 | Interactive Design | 4 |
| DSGN6844023 | Prototyping Digital Future | 4 |
| Total SCU | | 20 |

12. Minor Program: Designpreneur

| Course | | SCU |
|------------------|--------------------------------|-----------|
| ENTR6525032 | Fundamental of Designpreneur | 4 |
| COMP6688031 | UI/UX Development | 4 |
| DSGN6797034 | Surface Packaging Design | 4 |
| ENTR6526032 | Hospitality and Service Design | 4 |
| DSGN6843033 | Project Design | 4 |
| Total SCU | | 20 |

Appendix: Free Electives (4th Semester & 5th Semester)

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---------------------------|-------------|--|-----|----------|
| 1 | Business Creation | ENTR6580005 | Digital Business Transformation | 2 | 4 |
| 2 | Business Creation | ENTR6582005 | Business Strategy | 2 | 4 |
| 3 | Business Creation | ENTR6494005 | Managing Growing Business | 2 | 5 |
| 4 | Business Management | MGMT6401005 | Digital Supply Chain Management | 2 | 4 |
| 5 | Business Management | MGMT6365005 | Current Issue in Service Business and Technology | 2 | 5 |
| 6 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing: Asia Pacific Perspective | 4 | 4 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-----------------------------------|-------------|--|-----|----------|
| 7 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing: Asia Pacific Perspective | 4 | 5 |
| 8 | International Business Management | BUSS6162005 | Market Entry Strategy | 2 | 4 |
| 9 | International Business Management | BUSS7009005 | Export-Import Cost Management | 2 | 5 |
| 10 | Management | BUSS6088005 | Current Issue in Business and Technology | 2 | 4 |
| 11 | Management | MGMT6063005 | Strategic Management | 2 | 5 |
| 12 | Accounting | ACCT6358020 | Management Audit | 4 | 4 |
| 13 | Accounting Bekasi | ACCT6389020 | Big Data Analytics in Accounting & Finance | 2 | 5 |
| 14 | Marketing Communication | COMM6510019 | Reportage & Interview Technique | 2/2 | 4 |
| 15 | Marketing Communication | COMM6533019 | Creative Program Design | 2/2 | 4 |
| 16 | Marketing Communication | COMM6540019 | Communication & Public Affairs | 2 | 4 |
| 17 | Marketing Communication | COMM6514019 | Editing for Creative Program | 2/2 | 5 |
| 18 | Marketing Communication | COMM6523019 | Corporate Event Management | 2/2 | 5 |
| 19 | Marketing Communication | COMM6538019 | Media Promotion & Marketing in Creative Broadcasting | 2 | 5 |
| 20 | Marketing Communication | COMM6539019 | Media Convergence in Creative Broadcasting | 2 | 5 |
| 21 | Marketing Communication | COMM6541019 | Digital Corporate Communication | 2/2 | 5 |
| 22 | Marketing Communication | COMM6542019 | Event Management for Brand | 2/2 | 5 |
| 23 | Marketing Communication | COMM6543019 | Digital Brand Communication | 2/2 | 5 |
| 24 | Tourism | TRSM6142022 | Event Management | 4 | 4 |
| 25 | Tourism | TRSM6204022 | Heritage Tourism | 4 | 4 |
| 26 | Tourism | TRSM6141022 | Tourism Destination and Planning Management | 4 | 5 |
| 27 | Tourism | TRSM6160022 | Tourism Transportation | 2 | 5 |
| 28 | Tourism | TRSM6208022 | Tourism Innovation and Product Development | 4 | 5 |
| 29 | Tourism | TRSM6196022 | Tourism Community Empowerment | 2 | 5 |
| 30 | Architecture | ARCH6054014 | Interior Design Principles | 2 | 4 |
| 31 | Architecture | ARCH6128014 | Multimedia in Design Presentation | 4 | 5 |
| 32 | Architecture | ARCH6129014 | Urban Housing | 4 | 5 |
| 33 | Architecture | ARCH6130014 | Architecture & Social Culture | 4 | 5 |
| 34 | Civil Engineering | COMP6046013 | Computer Applications in Construction Management | 2 | 5 |
| 35 | Computer Engineering | CPEN6225010 | Telco Network & Switching System | 2 | 5 |
| 36 | Computer Engineering | CPEN6232010 | Cloud Technology Practice | 2 | 5 |
| 37 | Food Tech | FOOD6073015 | Current Issues in Food Technology | 2 | 4 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---------------------------------|-------------|--|-----|----------|
| 38 | Food Tech | FOOD6062015 | Food Quality Assurance System | 2/1 | 5 |
| 39 | Food Tech | FOOD6063015 | Food Safety & Sanitation | 2/1 | 5 |
| 40 | Industrial Engineering | ISYE6041011 | Engineering Economy | 2 | 4 |
| 41 | Industrial Engineering | ISYE6115011 | Transportation Modeling | 2 | 5 |
| 42 | Business Law | LAWS6017028 | Intellectual Property Rights | 4 | 4 |
| 43 | Business Law | LAWS6168028 | Banking-Financial Law & Islamic Business Law | 4 | 4 |
| 44 | Business Law | LAWS6169028 | Capital Market, Legal Audit, & Due Diligence | 4 | 4 |
| 45 | Business Law | LAWS6170028 | Investment Law | 2 | 4 |
| 46 | Business Law | LAWS6171028 | Business Competition & Consumer Protection Law | 2 | 4 |
| 47 | Business Law | LAWS6167028 | Legal Philosophy & Professional Ethics | 2 | 5 |
| 48 | Business Law | LAWS6172028 | Environmental and Natural Resources Law | 2 | 5 |
| 49 | Business Law | LAWS6174028 | Contract & Legislative Drafting | 2 | 5 |
| 50 | Chinese Literature | CHIN6157026 | Chinese Business for Etiquette (Beginner) | 4 | 4 |
| 51 | Chinese Literature | CHIN6158026 | Chinese Business in Daily Communication | 4 | 4 |
| 52 | Chinese Literature | CHIN6159026 | Chinese Character Writing | 2 | 4 |
| 53 | International Relations | INTR6143029 | ASEAN Community: Security, Economic, and Socio Cultural Aspects | 4 | 4 |
| 54 | International Relations | INTR6162029 | Multiculturalism and Digital Society | 2 | 5 |
| 55 | International Relations | INTR6167029 | International Political Economy of Multinational Corporations | 2 | 5 |
| 56 | Japanese Literature | JAPN6116025 | Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento) | 2 | 5 |
| 57 | Primary Teacher Education | EDUC6040030 | Child Games | 2 | 4 |
| 58 | Primary Teacher Education | EDUC6032030 | Art & Craft | 2 | 5 |
| 59 | Primary Teacher Education | EDUC8004030 | School Based Management | 2 | 5 |
| 60 | Psychology | PSYC6130027 | Human Performance Technology | 4 | 4 |
| 61 | Psychology | PSYC6145027 | Urban Psychology | 4 | 4 |
| 62 | Cyber Security | COMP6582001 | Computer Security | 2 | 4 |
| 63 | Cyber Security | COMP6646001 | Computer Forensic | 2 | 5 |
| 64 | Game Application & Technology | GAME6082001 | Game Animation | 2 | 4 |
| 65 | Mobile Application & Technology | MOBI6059001 | Mobile Programming | 2 | 5 |
| 66 | Statistics | STAT6158049 | Data Management and Organization | 2 | 5 |
| 67 | Computer Science | ISYS6211001 | Web Based Application Development | 2/2 | 4 |
| 68 | Computer Science | COMP6144001 | Web Programming | 2/1 | 5 |
| 69 | Computer Science | COMP8129001 | User Experience | 2/2 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---------------------------------|-------------|--|-----|----------|
| 70 | Computer Science | ISYS6197001 | Business Application Development | 2/2 | 5 |
| 71 | Animation | DSGN6692007 | Character Animation | 4 | 4 |
| 72 | Animation | DSGN6693007 | Motion Graphic | 4 | 4 |
| 73 | Animation | DSGN6694007 | Visual Effect (VFX) | 4 | 4 |
| 74 | Animation | DSGN6689007 | Concept Art & Production Design | 2 | 5 |
| 75 | Animation | DSGN6690007 | Animation Storytelling | 2 | 5 |
| 76 | Creative Advertising | DSGN6671007 | Creative Writing for Commercials | 4 | 4 |
| 77 | Creative Advertising | MDIA6046007 | Audio Visual (Pre Production and Production) | 4 | 4 |
| 78 | Creative Advertising | DSGN6661007 | Photography | 4 | 5 |
| 79 | Film | FILM6026009 | History of Indonesian Cinema | 2 | 4 |
| 80 | Film | FILM6027009 | Film Theories | 4 | 4 |
| 81 | Film | FILM6119009 | Audiences & Fan Culture | 4 | 5 |
| 82 | New Media | DSGN6743007 | Digital Graphic Reproduction | 4 | 4 |
| 83 | Interior Design | DSGN6608008 | Interior Design and Culture | 2 | 4 |
| 84 | Interior Design | DSGN6611008 | Business in Interior Design | 2 | 4 |
| 85 | Business Information Technology | ISYS6606003 | Smart Application | 2 | 4 |
| 86 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4 | 5 |
| 87 | Information Systems | ISYS6203003 | Mobile Application Development | 2/2 | 4 |
| 88 | Information Systems | ISYS6210003 | Data Visualization | 2 | 4 |
| 89 | Information Systems | ISYS6285003 | Digital and New Media | 2 | 4 |
| 90 | Information Systems | ISYS6442003 | Applied ERP: Fundamental | 4 | 4 |
| 91 | Information Systems | ISYS6594003 | Coding for Finance | 2 | 4 |
| 92 | Information Systems | ISYS8066003 | Business Process Management | 4 | 5 |

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

| Track | Semester 6 | | | | | | | Semester 7 | | | | | | |
|-------|------------|----|----|----|----|----|-----|------------|----|----|----|----|----|-----|
| | IN | RS | EN | CD | SA | IS | etc | IN | RS | EN | CD | SA | FS | 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 | | | | | |
| 9 | | v | | | | | | | | v | | | | |
| 10 | | v | | | | | | | | | v | | | |
| 11 | | v | | | | | | | | | | v | | |
| 12 | | v | | | | | | | | | | | v | |
| 13 | | | v | | | | | v | | | | | | |
| 14 | | | v | | | | | | v | | | | | |
| 15 | | | v | | | | | | | v | | | | |
| 16 | | | v | | | | | | | | v | | | |
| 17 | | | v | | | | | | | | | v | | |
| 18 | | | v | | | | | | | | | | v | |
| 19 | | | | v | | | | v | | | | | | |
| 20 | | | | v | | | | | v | | | | | |
| 21 | | | | v | | | | | | v | | | | |
| 22 | | | | v | | | | | | | v | | | |
| 23 | | | | v | | | | | | | | v | | |
| 24 | | | | v | | | | | | | | | v | |
| 25 | | | | | v | | | v | | | | | | |
| 26 | | | | | v | | | | v | | | | | |
| 27 | | | | | v | | | | | v | | | | |
| 28 | | | | | v | | | | | | v | | | |
| 29 | | | | | v | | | | | | | v | | |
| 30 | | | | | v | | | | | | | | v | |
| 31 | | | | | | v | | v | | | | | | |
| 32 | | | | | | v | | | v | | | | | |
| 33 | | | | | | v | | | | v | | | | |
| 34 | | | | | | v | | | | | v | | | |
| 35 | | | | | | v | | | | | | v | | |
| 36 | | | | | | v | | | | | | | v | |

Note:

| | | | |
|----|-----------------------------------|-----|--|
| IN | : Certified Internship | SA | : Certified Study Abroad |
| RS | : Certified Research | IS | : Certified Specific Independent Study |
| EN | : Certified Entrepreneurship | FS | : Further Study |
| CD | : Certified Community Development | etc | : Study Program Special Purposes |

Description:

Student will take one of enrichment program tracks

Certified Internship Track

| Code | Course Name | SCU | Total |
|------------------------------|---|-----|-------|
| Enrichment Program I | | | 20 |
| MGMT6421005 | Industrial Experience in Dynamic Industry | 8 | |
| MGMT6422005 | Industrial Experience in Business Sustainability | 8 | |
| MGMT6152005 | Entrepreneurial and Industrial Business Development | 4 | |
| Enrichment Program II | | | 20 |
| MGMT6423005 | Professional Experience in Dynamic Organization | 8 | |
| MGMT6424005 | Professional Development on Sustainability Profession | 8 | |
| MGMT6137005 | Business Management and Professional Development | 4 | |

Certified Entrepreneurship Track

| Code | Course Name | SCU | Total |
|-------------------------------|-----------------------------|-----|-------|
| Enrichment Program I: | | | 20 |
| ENTR6902005 | New Business Initiation | 8 | |
| ENTR6903005 | Product Development Process | 8 | |
| ENTR6904005 | EES in New Business I | 4 | |
| Enrichment Program II: | | | 20 |
| ENTR6905005 | Product Launching | 8 | |
| ENTR6906005 | Business Development | 8 | |
| ENTR6907005 | EES in New Business II | 4 | |

Certified Research Track

| Code | Course Name | SCU | Total |
|------------------------------|--|-----|-------|
| Enrichment Program I | | | 20 |
| RSCH6370005 | Research for Business Management | 8 | |
| RSCH6551005 | Scientific Writing in Business Management | 8 | |
| RSCH6454005 | Global Entrepreneurship and Business Development | 4 | |
| Enrichment Program II | | | 20 |
| RSCH6373005 | Research for Industrial Competition | 8 | |
| RSCH6552005 | Scientific Writing in Management Research | 8 | |
| RSCH6375005 | Global Entrepreneurship and Industrial Competition | 4 | |

Certified Community Development Track

| Code | Course Name | SCU | Total |
|------------------------------|--|-----|-------|
| Enrichment Program I | | | 20 |
| CMDV6120005 | Community Outreach Project Implementation | 8 | |
| CMDV6331005 | Community Outreach Project Design in Management | 8 | |
| CMDV6169005 | Socio Entrepreneurship Development | 4 | |
| Enrichment Program II | | | 20 |
| CMDV6117005 | Community Development Project Implementation | 8 | |
| CMDV6332005 | Community Development Project Design in Management | 8 | |
| CMDV6094005 | Managing Socio Entrepreneurship | 4 | |

Certified Study Abroad Track

| Code | Course Name | SCU | Total |
|--|-------------------------------------|-----|-------|
| Elective courses list for study abroad* | | | |
| Enrichment Program I | | | |
| GLOB6005005 | Elective Course for Study Abroad 1 | 4 | 20 |
| GLOB6006005 | Elective Course for Study Abroad 2 | 4 | |
| GLOB6007005 | Elective Course for Study Abroad 3 | 4 | |
| GLOB6008005 | Elective Course for Study Abroad 4 | 4 | |
| GLOB6009005 | Elective Course for Study Abroad 5 | 2 | |
| GLOB6010005 | Elective Course for Study Abroad 6 | 2 | |
| GLOB6011005 | Elective Course for Study Abroad 7 | 2 | |
| GLOB6012005 | Elective Course for Study Abroad 8 | 2 | |
| GLOB6013005 | Elective Course for Study Abroad 9 | 2 | |
| GLOB6014005 | Elective Course for Study Abroad 10 | 2 | |
| GLOB6015005 | Elective Course for Study Abroad 11 | 2 | |
| GLOB6016005 | Elective Course for Study Abroad 12 | 2 | |
| GLOB6251005 | Elective Course for Study Abroad 29 | 4 | |
| Enrichment Program II | | | |
| GLOB6017005 | Elective Course for Study Abroad 13 | 4 | 20 |
| GLOB6018005 | Elective Course for Study Abroad 14 | 4 | |
| GLOB6019005 | Elective Course for Study Abroad 15 | 4 | |
| GLOB6020005 | Elective Course for Study Abroad 16 | 4 | |
| GLOB6021005 | Elective Course for Study Abroad 17 | 2 | |
| GLOB6022005 | Elective Course for Study Abroad 18 | 2 | |
| GLOB6023005 | Elective Course for Study Abroad 19 | 2 | |
| GLOB6024005 | Elective Course for Study Abroad 20 | 2 | |
| GLOB6025005 | Elective Course for Study Abroad 21 | 2 | |
| GLOB6026005 | Elective Course for Study Abroad 22 | 2 | |
| GLOB6027005 | Elective Course for Study Abroad 23 | 2 | |
| GLOB6028005 | Elective Course for Study Abroad 24 | 2 | |
| GLOB6253005 | Elective Course for Study Abroad 31 | 4 | |

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Certified Specific Independent Study Track

| Code | Course Name | SCU | Total |
|--|--|-----|-------|
| Elective courses list for Specific Independent Study* | | | |
| Enrichment Program I | | | |
| MICR6033005 | Course Certification I | 3 | 20 |
| MICR6034005 | Technical Skill Enrichment I | 4 | |
| MICR6035005 | Industrial Project I | 9 | |
| MICR6036005 | Soft Skill Enrichment I | 4 | |
| MICR6001005 | Elective Course for Specific Independent Study 1 | 8 | |
| MICR6002005 | Elective Course for Specific Independent Study 2 | 8 | |
| MICR6003005 | Elective Course for Specific Independent Study 3 | 6 | |
| MICR6004005 | Elective Course for Specific Independent Study 4 | 6 | |

| Code | Course Name | SCU | Total |
|-------------|---|-----|-------|
| MICR6005005 | Elective Course for Specific Independent Study 5 | 6 | |
| MICR6006005 | Elective Course for Specific Independent Study 6 | 5 | |
| MICR6007005 | Elective Course for Specific Independent Study 7 | 5 | |
| MICR6008005 | Elective Course for Specific Independent Study 8 | 5 | |
| MICR6009005 | Elective Course for Specific Independent Study 9 | 5 | |
| MICR6010005 | Elective Course for Specific Independent Study 10 | 4 | |
| MICR6011005 | Elective Course for Specific Independent Study 11 | 4 | |
| MICR6012005 | Elective Course for Specific Independent Study 12 | 4 | |
| MICR6013005 | Elective Course for Specific Independent Study 13 | 4 | |
| MICR6014005 | Elective Course for Specific Independent Study 14 | 4 | |
| MICR6015005 | Elective Course for Specific Independent Study 15 | 3 | |
| MICR6016005 | Elective Course for Specific Independent Study 16 | 3 | |
| MICR6017005 | Elective Course for Specific Independent Study 17 | 3 | |
| MICR6018005 | Elective Course for Specific Independent Study 18 | 3 | |
| MICR6019005 | Elective Course for Specific Independent Study 19 | 3 | |
| MICR6020005 | Elective Course for Specific Independent Study 20 | 3 | |
| MICR6021005 | Elective Course for Specific Independent Study 21 | 2 | |
| MICR6022005 | Elective Course for Specific Independent Study 22 | 2 | |
| MICR6023005 | Elective Course for Specific Independent Study 23 | 2 | |
| MICR6024005 | Elective Course for Specific Independent Study 24 | 2 | |
| MICR6025005 | Elective Course for Specific Independent Study 25 | 2 | |
| MICR6026005 | Elective Course for Specific Independent Study 26 | 2 | |
| MICR6027005 | Elective Course for Specific Independent Study 27 | 2 | |
| MICR6028005 | Elective Course for Specific Independent Study 28 | 2 | |
| MICR6029005 | Elective Course for Specific Independent Study 29 | 1 | |
| MICR6030005 | Elective Course for Specific Independent Study 30 | 1 | |
| MICR6031005 | Elective Course for Specific Independent Study 31 | 1 | |
| MICR6032005 | Elective Course for Specific Independent Study 32 | 1 | |

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

Further Study Track

| Code | Course Name | SCU | Total |
|------------------------------|-------------------------------------|-----|-------|
| Enrichment Program II | | | 20 |
| ENTR6561005 | Design Thinking for Innovation | 4 | |
| MKTG6299005 | Business Negotiation | 4 | |
| MKTG6300005 | Marketing Strategy | 4 | |
| STAT6187005 | Applied Statistics | 4 | |
| MGMT6420005 | Human Resources Management Strategy | 4 | |

The Table of Prerequisite for Management Program

| Course | | SCU | Sem. | Prerequisite Course | | SCU | Sem. |
|--|--|-----|------|---------------------|---|-----|------|
| MGMT6410005 | Thesis | 4 | 8 | RSCH6026005 | Research Methodology | 4 | 5 |
| MGMT6017005 | Thesis | 6 | 8 | | | | |
| Streaming : Business and Organization | | | | | | | |
| MGMT6341005 | Strategic Management | 4 | 5 | MGMT6012 | Human Resources Management | 4 | 1 |
| Streaming : E-Business | | | | | | | |
| ISYS8175005 | E-Business Strategy and Implementation | 4 | 5 | ISYS6079005 | E-Business System* | 4 | 4 |
| Streaming : Business Development Management | | | | | | | |
| BUSS6163005 | Organization Development Strategy | 2 | 5 | MGMT6011 | Introduction to Management and Business | 4 | 1 |

*) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

| No | Course Code | Course Name | Minimal Grade |
|----|-------------|---|---------------|
| 1. | CHAR6013 | Character Building: <i>Pancasila</i> | B |
| 2. | ENTR6511005 | Entrepreneurship: Market Validation | C |
| 3. | MKTG8005 | Marketing Management | C |
| 4. | MGMT6358005 | Managing Business Information | C |
| 5. | MGMT6012 | Human Resources Management* | C |
| 6. | MGMT6011 | Introduction to Management and Business | C |
| 7. | BUSS6066 | Business Ethics | C |
| 8. | MGMT6357005 | Multinational Corporation Management | C |

*) Tutorial & Multipaper