

## Management

### Introduction

The curriculum of the management program is designed as an anticipation of the dynamics of global competition, which requires organisational leadership and entrepreneurial skills with a strong ICT base and the capability to continuously adapt and innovate to maintain sustainable growth and contribute to society and the nation. This program will develop students' knowledge in managing a company's operations and fostering their problem-solving skills to cope with a challenging situations. 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, the ability to apply information technology applications in business, the ability to pursue the digital economy business, and the 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 various fields both nationally and internationally. Management Curriculum also provides schematics and platforms through the 3 + 1 Program, minor program, cross streaming, campus mobility and free electives that allow the students to improve their practical and managerial capabilities as required by industry and to maintain its sustainable growth, 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, and perform the self-study by using textbooks, e-books, 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, introducing ICT technology-based learning module will open broad access for students to explore various educational resources from abroad.

### Vision

A world-class business school, fostering and empowering the society in serving and building the nation.

### Mission

Providing world class business education to build the nation and to contribute to community development by means of:

- **Educating BINUSIANS to develop exemplary characters through holistic approach.**

Educating BINUSIANS to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.

- **Resolving business and entrepreneurship issues with meaningful and relevant research.**

Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

- **Fostering BINUSIANS through self-enrichment.**

Nourishing BINUSIANS' SPIRIT for improving personal and professional capabilities

- **Empowering BINUSIANS to continuously improve business community.**

Invigorating BINUSIANS to solve the business community challenges through academic and community service activities.

## Learning Goals

By the completion of our program

### 1. Management and Business Concepts

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

### 2. Problem Solving and Entrepreneurial Skills

Each student should be able to systematically and innovatively solve problems and overcome challenges in businesses.

### 3. Global and Sustainability Mindsets

Each student should be able to perform global and sustainability mindsets in applying business concepts.

### 4. Professionalism and Ethical Competence

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, a middle manager in enterprises (including manufacturing, services, financial sector, education, and 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:

- E-Business & Digitalization:** Graduates will be expected to comprehend the design and management of the business in the digital era.
- Business Development & Transformation:** Graduates will be able to integrate management principles and new business initiation into a comprehensive strategic plan that promotes sustainable growth.
- Business Organizational Dynamics:** Graduates will be able to develop leadership skills, control and the business managerial role to anticipate the challenges and competition of global organizations and businesses.

## Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	MGMT6011005	Introduction to Management and Business* - <b>(AOL)</b>	4	
	ISYS6181005	Management Information Systems for Leader	4	
	MATH6176005	Business Mathematics	2	
	MGMT6012005	Human Resources Management - <b>(AOL)</b>	4	
	MKTG6318005	Marketing Management*&** - <b>(AOL)</b>	4	
	<b>Foreign Language Courses</b>			
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	ECON6099005	Business Economics - <b>(AOL)</b>	4	
	BUSS6066005	Business Ethics** - <b>(AOL)</b>	2	
	STAT6206005	Business Statistics I	2	
	BUSS6171005	Business Sustainability** - <b>(AOL)</b>	4	
	ACCT6351005	Accounting for Business	4	

Sem	Code	Course Name	SCU	Total
	ENTR6509005	Entrepreneurship: Ideation	2	
	<b>Foreign Language Courses</b>		0	
3	CHAR6015005	Character Building: Agama	2	18
	MGMT6297005	Operations Management**	4	
	FINC6001005	Financial Management	4	
	STAT6207005	Business Statistics II - (AOL)	2/2	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	LANG6027005	Indonesian	2	
	<b>Foreign Language Courses</b>		0	
4	ENTR6511005	Entrepreneurship: Market Validation	2	22
	<b>Stream: Business Organizational Dynamic</b>			
	RSCH6723005	Research Method in Business Organization**	3/1	
	MGMT6462005	Leadership Agility	4	
	MGMT6523005	Organizational Behavior	2	
	MGMT6464005	Corporate Governance	2	
	MGMT6033005	Advanced Topics in Business and Organization	2	
	MGMT6341005	Strategic Management** - (AOL)	4	
	LAWS6159005	Legal Aspect in Business	2	
	<b>Stream: Business Development &amp; Transformation</b>			
	RSCH6724005	Research Method in Business Development Management **	3/1	
	BUSS6109005	Business Development	4	
	MGMT6196005	Project Management**	4	
	BUSS6229005	Business Simulation - (AOL)	4	
	MGMT6465005	Advanced Topic in Business Development Management	2	
	LAWS6159005	Legal Aspect in Business	2	
	<b>Stream: E-Business &amp; Digitalization</b>			
	RSCH6725005	Research Method in E-Business**	3/1	
	MGMT6374005	Analysis on E-Business Investment** - (AOL)	4	
	ISYS6079005	E-Business System*	4	
	ISYS6744005	E-Business Strategy and Implementation*	4	
	ISYS6085005	Advanced Topics in E-Business	2	
LAWS6159005	Legal Aspect in Business	2		
<b>Foreign Language Courses</b>		0		
5	<b>Stream: Creative Business<sup>1)</sup></b>			20
	ENPR6166032	Launch Creative Business Startup	4	
	ENPR6167032	Startup Funding	4	
	ENPR6190032	Business Intelligence	2/2	
	ENPR6162032	Risk Assessment and Decision Making in Business	4	
	COMP6667032	Interaction Design	2/2	
	<b>Stream: Entrepreneurship in Emerging Economies<sup>2)</sup></b>			
	ENPR6177002	Financing Innovative Ventures	4	
	ENPR6178002	Customer Engagement Strategy	4	
	ENPR6179002	Franchise Business	4	

Sem	Code	Course Name	SCU	Total
	ENPR6180002	Disruptive Strategy & Innovation	4	
	ENPR6181002	Managing Innovation for Circular Economy	4	
	<b>Minor Program</b>		20	
	<b>Free Electives</b>		20	
	<b>Multidisciplinary Stream</b>		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6402005	Pre-Thesis	2	6
	MGMT6410005	Thesis	4	
	MGMT6017005	Thesis	6	
<b>TOTAL CREDIT 146 SCU</b>				

\*) This course is delivered in English

\*\*) Global Learning System Course

For 5<sup>th</sup> Semester: 1) Conducted for student mobility program in BINUS @Bandung

2) Conducted for student mobility program in BINUS @Malang

-) AOL – Assurance of Learning Process System

#### Streaming/Minor/Free Electives:

-) For 4<sup>th</sup> Semester: Students are required to choose Streaming.

-) For 5<sup>th</sup> Semester: Students are required to choose one of the streamings/ minor program/ free electives/ cross streaming.

#### Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

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

#### Appendix Foreign Language Courses

Foreign Language Courses	SCU
ENGL6253005 English for Frontrunners	0
ENGL6254005 English for Independent Users	0
ENGL6255005 English for Professionals	0
JAPN6190005 Basic Japanese Language*	0
CHIN6163005 Basic Chinese Language*	0

\*) This course is optional for students

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

**Minor Scheme**

Minor Program	Semester 5
<b>Minor @ Binus Kemanggisian</b>	
Digital Ecosystem	V
Human Capital in Digital Workplace	V
Sustainable Development	V
Cross Cultural Communication	V
Interactive & Users Experience Design	V
Data Analytics	V
Robotic Process Automation	V
Event Business and Entertainment	V
Creative Digital Storytelling	V
Digital Banking	V
Blockchain Technology and Business	V
<b>Minor @ Binus Alam Sutera</b>	
Digital Transformation	V
<b>Minor @ Binus Bekasi</b>	
Virtual Services Experience	V
Culinary	V
<b>Minor @ Binus Malang</b>	
Digital Technopreneur	V
<b>Minor @ Binus Bandung</b>	
DesignPreneur	V
<b>Minor @ Binus Semarang</b>	
Metaverse in Business	V
Content Creation	V

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

**1. Minor Program: Digital Ecosystem**
**Fundamental Courses**

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
<b>Total SCU</b>	<b>10</b>

**Supporting Courses**

Course	SCU
COMM6501019 Narrative Development	4
DSGN6834007 Visual Identity	4
COMP6685001 Cyber Security for Business	2
<b>Total SCU</b>	<b>10</b>

## 2. Minor Program: Human Capital in Digital Workplace

### Fundamental Courses

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
<b>Total SCU</b>	<b>20</b>

## 3. Minor Program: Sustainable Development

### Fundamental Courses

Course	SCU
ISYE6154011 Sustainable Design and Manufacture	4
CPEN6217010 Digital for Sustainable Development	4
ARCH6119014 Introduction to Sustainable Development	2
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
ISYE6155011 Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008 Engineering Material	4
CIVL6118013 Engineering Economic	4
<b>Total SCU</b>	<b>10</b>

## 4. Minor Program: Cross Cultural Communication

### Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
CHIN6134026 Chinese Conversation in Business Communication	4
LAWS6158028 Private International Law	2
INTR6135029 Comparative Politics	4
<b>Total SCU</b>	<b>10</b>

## 5. Minor Program: Interactive & Users Experience Design

### Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
ISYS6554003 Core Principles: Interactive Design	4
DSGN6837007 Digital Design Production	4
ISYS6556003 Information Architecture	2
<b>Total SCU</b>	<b>10</b>

## 6. Minor Program: Data Analytics

### Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
ISYS6682003 Application of Predictive Analytics to Business Data	4
ISYS6683003 Prescriptive Analytics and Optimization	4
MKTG6312005 Digitalization of Markets and Consumption	2
<b>Total SCU</b>	<b>10</b>

## 7. Minor Program: Robotic Process Automation

### Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
<b>Total SCU</b>	<b>10</b>

**Supporting Courses**

Course		SCU
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
COMP6859001	Intelligence Automation	2
<b>Total SCU</b>		<b>10</b>

**8. Minor Program: Event Business and Entertainment**
**Fundamental Courses**

Course		SCU
HTMN6151021	Event Marketing Management	2
HTMN6152021	Catering Management	4
TRSM6232022	MICE (Meeting, Incentive, Convention, Exhibition) Management	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Course		SCU
TRSM6233022	Event Sponsorship and Funding	2
TRSM6234022	Sport and Entertainment Event Management	4
TRSM6235022	Festival & Cultural Event	4
<b>Total SCU</b>		<b>10</b>

**9. Minor Program: Creative Digital Storytelling**
**Fundamental Courses**

Course		SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Course		SCU
ENGL6276024	Cultures, Language, and Arts Production	4
JAPN6212025	Anime and Manga as Storytelling	2
ENGL6277024	Music as Medium for Storytelling	4
<b>Total SCU</b>		<b>10</b>



## 10. Minor Program: Digital Banking

### Fundamental Courses

Course	SCU
ISYS6824003 Technology Innovation in Banking	2
FINC6217020 Bank Risk Management in the Digital Era	4
FINC6218020 Digital Finance and The Role of Central Bank	4
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
MGMT6510005 Business Process Management in Banking and Finance	4
ISYS6825003 Data Analytics in Banking and Finance	4
MGMT6511005 Digital Leadership	2
<b>Total SCU</b>	<b>10</b>

## 11. Minor Program: Blockchain Technology and Business

### Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
ISYS6828003 Blockchain Architecture Design and Implementation	4
DTSC6017001 Advanced Blockchain Programming	2
DTSC6018001 Prototyping Blockchain Project	4
<b>Total SCU</b>	<b>10</b>

## 12. Minor Program: Digital Transformation

### Fundamental Courses

Course	SCU
ISYS6559003 Business Models and Technology Innovation	4
ISYS6557003 Business Data Management	4
MGMT6484005 Digital Strategy	2
<b>Total SCU</b>	<b>10</b>

**Supporting Courses**

Course		SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2
<b>Total SCU</b>		<b>10</b>

**13. Minor Program: Virtual Service Experience**
**Fundamental Courses**

Course		SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
MGMT6354005	Virtual Operation and Supply Chain	4
<b>Total SCU</b>		<b>10</b>

**Supporting Courses**

Course		SCU
ISYS6562003	Virtual Market Place	4
HTMN6082021	Virtual Hospitality Management	4
ISYS6563003	Seminar on Virtual Services	2
<b>Total SCU</b>		<b>10</b>

**14. Minor Program: Culinary**
**Fundamental Courses**

Course		SCU
HTMN6108021	Food and Beverage Management	2
HTMN6008021	Kitchen Operation	4
HTMN6128021	Pastry and Bakery Operation	4
<b>Total SCU</b>		<b>10</b>

SCU for HTMN6008021, HTMN6128021 are practical

**Supporting Courses**

Course		SCU
HTMN6155021	Indonesian Cuisine	4
HTMN6125021	Restaurant Operation	4
HTMN6154021	Culinary Tourism	2
<b>Total SCU</b>		<b>10</b>

SCU for HTMN6155021, HTMN6125021 are practical

### 15. Minor Program: Digital Technopreneur

#### Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2
ENPR6196002 Market Intelligence	2
COMP6687004 User Experience Design	4
DSGN6844023 Prototyping Digital Future	4
<b>Total SCU</b>	<b>20</b>

### 16. Minor Program: Designpreneur

#### Fundamental Courses

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
<b>Total SCU</b>	<b>20</b>

### 17. Minor Program: Metaverse in Business

#### Fundamental Courses

Course	SCU
ISYS6777052 Business Model	2
COMP6889051 Virtual Reality	4
COMP6890051 Augmented reality	4
<b>Total SCU</b>	<b>10</b>

#### Supporting Courses

Course	SCU
ISYS6778052 Data Analytics	2
DSGN6981053 Design Thinking	4
DSGN6980053 Interface Design	4
<b>Total SCU</b>	<b>10</b>

## 18. Minor Program: Content Creation

### Fundamental Courses

Course	SCU
FILM6105009      Filmmaking Fundamental	4
MKTG6392055      Digital marketing	4
DSIN6042053      Photography for Creators	2
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

Course	SCU
DSGN6990053      Creative Storytelling	4
DSIN6043053      Strategic Influence	2
DSIN6041053      Introduction to Visual Communication Design	4
<b>Total SCU</b>	<b>10</b>

### Appendix: Free Electives (5<sup>th</sup> Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MKTG6324005	Retail Marketing Management	2	5
2	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
3	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
4	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
5	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
6	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
7	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
8	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
9	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
10	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
11	Industrial Engineering	ISYE6167011	Decision Support System	2	5
12	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
13	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
14	Food Technology	CPEN6235015	IoT in Food Industry	2	5
15	Food Technology	FOOD6094015	Nutrition & Health	4	5
16	Architecture	ARCH6146014	Interior Architecture	4	5
17	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
18	Architecture	ARCH6147014	Behavior in Architecture	4	5
19	Computer Science	COMP6144001	Web Programming	2/1	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
20	Computer Science	ISYS6197001	Business Application Development	2/2	5
21	Computer Science	MOBI6059001	Mobile Programming	2	5
22	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
23	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
24	Marketing Communication	COMM6620019	Online Publishing	2/2	5
25	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
26	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
27	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
28	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
29	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
30	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
31	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
32	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
33	Marketing Communication	COMM6637019	Brand Activation	2/2	5
34	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
35	Tourism	TRSM6142022	Event Management	4	5
36	Tourism	TRSM6218022	Adventure Tourism Management	4	5
37	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
38	Tourism	TRSM6221022	Sport Tourism	2	5
39	Tourism	BUSS6137022	Tourism E-Business	4	5
40	Tourism	TRSM6216022	Guiding and Interpretation	2	5
41	Tourism	TRSM6212022	Indonesian Culture	4	5
42	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
43	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
44	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
45	Hotel Management	HTMN6146021	Food Safety Management	2	5
46	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
47	Hotel Management	HTMN6147021	Hospitality Management	4	5
48	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
49	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
50	Hotel Management	HTMN6131021	Catering Management	2	5
51	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
52	Accounting	ACCT6461020	Accounting Syariah	2	5
53	Taxation	TAXN6053020	Regional Tax Systems	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
54	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
55	Finance	FINC6010020	International Finance	2	5
56	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
57	Data Science	DTSC6006001	Machine Learning	2/1	5
58	Mobile Application & Technology	MOBI6068001	Web Design	2	5
59	Mobile Application & Technology	MOBI6070001	Embedded System and Internet of Things	3	5
60	Statistics	STAT6157049	Data Mining and Visualization	2	5
61	Information Systems	ISYS6196003	Business Analytics	2	5
62	Information Systems	ISYS6199003	Data & Text Mining	4	5
63	Information Systems	ISYS6202003	Social Informatics	4	5
64	Information Systems	ISYS6402003	Business Analytics	2/2	5
65	Information Systems	ISYS8066003	Business Process Management	4	5
66	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
67	Animation	DSGN6689007	Concept Art & Production Design	2	5
68	Animation	DSGN6690007	Animation Storytelling	2	5
69	Creative Advertising	DSGN6661007	Photography	4	5
70	Film	FILM6059009	Global Cinema	4	5
71	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
72	Interior Design	DSGN66612	Design Trend	2	5
73	International Relations	INTR6137029	Indonesia in Perspectives	2	5
74	International Relations	INTR6180029	Introduction to International Media	2	5
75	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
76	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
77	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
78	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
79	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
80	English Literature	ENGL6244024	Social Media Broadcasting	4	5
81	Business Law	LAWS6017028	Intellectual Property Rights	4	5
82	Business Law	LAWS6110028	Cyber Law	2	5
83	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
84	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	5
85	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
86	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
87	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
88	Psychology	PSYC6145027	Urban Psychology	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
89	Psychology	PSYC6138027	Lifespan Development	4	5
90	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
91	Primary Teacher Education	EDUC8004030	School Based Management	2	5
92	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyuu Bunka to Manejimento)	2	5
93	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
94	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
95	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
96	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
97	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5

### Multidisciplinary Stream Scheme

Multidisciplinary Stream	Semester 5
<b>Stream @Greater Jakarta</b>	
Japanese Language & Business Culture	V
English as Foreign Language Learning	-
English for Business Professionals	V
English for Specific Academic Purposes	-
Corporate Communication	V
Strategic Digital Production	-

### 1. Multidisciplinary Stream: Japanese Language & Business Culture

#### Stream Courses

Course	SCU
JAPN6032025 Japanese Work Ethics ( <i>Bijinesu Mana-</i> )	2
JAPN6117025 Intermediate Japanese ( <i>Chuukyuu Bunpou</i> )	4
JAPN6118025 Text Analysis ( <i>Chuukyuu Dokkaï</i> )	4
JAPN6203025 Intermediate Listening Comprehension ( <i>Chuukyuu Chouka</i> )	4
JAPN6202025 Japanese in Translation II ( <i>Nihongo Honyaku II</i> )	4
JAPN6165025 Advanced Linguistics ( <i>Gengogaku II</i> )	2
<b>Total SCU</b>	<b>20</b>

## 2. Multidisciplinary Stream: English for Business Professionals

### Stream Courses

Course		SCU
ENGL6154024	English for Business Communications	4
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
MKTG6112024	Language Innovations in Marketing and Advertising	2
COMM6506024	Current Issues in Business Communications	2
ENGL6244024	Social Media Broadcasting	4
ENGL6245024	Business Rhetoric	4
<b>Total SCU</b>		<b>20</b>

## 3. Multidisciplinary Stream: Corporate Communication

### Stream Courses

Course		SCU
COMM6630019	Crisis Communication	2
COMM6631019	Public Affair	2
COMM6632019	Writing for Corporate Communication	2/2
COMM6541019	Digital Corporate Communication	2/2
COMM6633019	Corporate Sustainability	4
COMM6607019	Strategic Corporate Communication	4
<b>Total SCU</b>		<b>20</b>

### 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). 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	IS	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			



Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
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							
37						V			V						
38						V				V					
39						V					V				
40						V						V			
41						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
<b>Enrichment Program I</b>			20
MGMT6421005	Industrial Experience in Dynamic Industry	8	
MGMT6422005	Industrial Experience in Business Sustainability	8	
MGMT6152005	Entrepreneurial and Industrial Business Development	4	20
<b>Enrichment Program II</b>			
MGMT6423005	Professional Experience in Dynamic Organization	8	
MGMT6424005	Professional Development on Sustainability Profession	8	
MGMT6137005	Business Management and Professional Development	4	

**Certified Research Track**

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

**Certified Entrepreneurship Track**

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

**Certified Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6120005	Community Outreach Project Implementation	8	
CMDV6331005	Community Outreach Project Design in Management	8	
CMDV6169005	Socio Entrepreneurship Development	4	
<b>Enrichment Program II</b>			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
<b>Elective courses list for study abroad*</b>			20
<b>Enrichment Program I</b>			
GLOB6005005	Elective Course for Study Abroad 1	4	
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	

Code	Course Name	SCU	Total
GLOB6010005	Elective Course for Study Abroad 6	2	20
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	
<b>Enrichment Program II</b>			
GLOB6017005	Elective Course for Study Abroad 13	4	
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
<b>Elective courses list for Specific Independent Study*</b>			20
<b>Enrichment Program I/II</b>			
CSIS6001005	Course Certification	3	
CSIS6002005	Technical Skill Enrichment	4	
CSIS6003005	Industrial Project	9	
CSIS6004005	Soft Skill Enrichment	4	
CSIS6005005	Elective Course for Specific Independent Study 1	8	
CSIS6006005	Elective Course for Specific Independent Study 2	8	
CSIS6007005	Elective Course for Specific Independent Study 3	6	
CSIS6008005	Elective Course for Specific Independent Study 4	6	
CSIS6009005	Elective Course for Specific Independent Study 5	6	
CSIS6010005	Elective Course for Specific Independent Study 6	5	
CSIS6011005	Elective Course for Specific Independent Study 7	5	
CSIS6012005	Elective Course for Specific Independent Study 8	5	
CSIS6013005	Elective Course for Specific Independent Study 9	5	
CSIS6014005	Elective Course for Specific Independent Study 10	4	
CSIS6015005	Elective Course for Specific Independent Study 11	4	

Code	Course Name	SCU	Total
CSIS6016005	Elective Course for Specific Independent Study 12	4	
CSIS6017005	Elective Course for Specific Independent Study 13	4	
CSIS6018005	Elective Course for Specific Independent Study 14	4	
CSIS6019005	Elective Course for Specific Independent Study 15	3	
CSIS6020005	Elective Course for Specific Independent Study 16	3	
CSIS6021005	Elective Course for Specific Independent Study 17	3	
CSIS6022005	Elective Course for Specific Independent Study 18	3	
CSIS6023005	Elective Course for Specific Independent Study 19	3	
CSIS6024005	Elective Course for Specific Independent Study 20	3	
CSIS6025005	Elective Course for Specific Independent Study 21	2	
CSIS6026005	Elective Course for Specific Independent Study 22	2	
CSIS6027005	Elective Course for Specific Independent Study 23	2	
CSIS6028005	Elective Course for Specific Independent Study 24	2	
CSIS6029005	Elective Course for Specific Independent Study 25	2	
CSIS6030005	Elective Course for Specific Independent Study 26	2	
CSIS6031005	Elective Course for Specific Independent Study 27	2	
CSIS6032005	Elective Course for Specific Independent Study 28	2	
CSIS6033005	Elective Course for Specific Independent Study 29	1	
CSIS6034005	Elective Course for Specific Independent Study 30	1	
CSIS6035005	Elective Course for Specific Independent Study 31	1	
CSIS6036005	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
<b>Enrichment Program II (Master of Management)</b>			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	
<b>Enrichment Program II (Master of Management Information Systems)</b>			20
ISYS6829005	Digital Technology and Transformation	4	
ISYS6830005	Data Analytics for Business	6	
ISYS6831005	Applied Technology in Information Systems*	4	
<b>Stream: Information Systems Strategic Management</b>			
ISYS6849005	Strategic Planning for Information Systems	6	
<b>Stream: Digitalpreneurship</b>			
ENPR6250005	New Media Ventures and Innovation	6	

Code	Course Name	SCU	Total
<b>Enrichment Program II (Master of Communication)</b>			
COMM6591005	Computer Mediated Communication	6	20
COMM6596005	International Public Relations	4	
COMM6700005	Applied Communication Project*	4	
COMM6593005	Corporate Branding	6	
<b>Enrichment Program II (Master of Industrial Engineering)</b>			
ISYE6316005	Advanced Supply chain management and operations	4	20
ISYE6317005	System Simulation and Analytics	6	
ISYE6319005	Applied Business Engineering Project*	4	
ISYE6318005	Industrial Product Design and Production	6	
<b>Enrichment Program II (Master of Accounting)</b>			
ACCT6511005	COSO Framework Internal Control & Fraud Prevention	4	20
ACCT6503005	Risk Assessment Analytics	6	
FINC6220005	Financial Reporting Decisions	6	
ACCT6505005	Applied Technology in Accounting*	4	

\*This course is part of the certification program.

### The Table of Prerequisite for Management Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.		
MGMT6410005	4	8	RSCH6723005	Research Method in Business Organization	3/1		
			RSCH6724005	Research Method in Business Development Management	3/1		
MGMT6017005	6		RSCH6725005	Research Method in E-Business	3/1		
<b>Stream: Business Organizational Dynamic</b>							
MGMT6341005	Strategic Management	4	4	MGMT6012005	Human Resources Management	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.	CHAR6013005	Character Building: Pancasila	B
2.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	MKTG6318005	Marketing Management	C
4.	MGMT6012005	Human Resources Management*	C
5.	MGMT6011005	Introduction to Management and Business	C
6.	BUSS6066005	Business Ethics	C
7.	BUSS6171005	Business Sustainability	C
<b>Stream: Business Organizational Dynamic</b>			
8	MGMT6341005	Strategic Management	C

No	Course Code	Course Name	Minimal Grade
<b>Stream: E-Business &amp; Digitalization</b>			
8	MGMT6374005	Analysis on E-Business Investment	C
<b>Stream: Business Development &amp; Transformation</b>			
8.	BUSS6229005	Business Simulation	C

\*) Tutorial & Multipaper

