

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 ¹ - (AOL)	4	
	ISYS6181005	Management Information Systems for Leader	4	
	MATH6176005	Business Mathematics	2	
	MGMT6012005	Human Resources Management - (AOL & AIE)	4	
	MKTG6318005	Marketing Management ^{1&2} - (AOL)	4	
	Foreign Language Courses			
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	ECON6099005	Business Economics - (AOL & AIE)	4	
	BUSS6066005	Business Ethics ² - (AOL)	2	
	STAT6206005	Business Statistics I	2	
	BUSS6171005	Business Sustainability ² - (AOL)	4	
	ACCT6351005	Accounting for Business	4	

Sem	Code	Course Name	SCU	Total
	COS6011005	Foundations of Artificial Intelligence	2	
	Foreign Language Courses		0	
3	CHAR6015005	Character Building: Agama	2	18
	MGMT6297005	Operations Management ²	4	
	FINC6001005	Financial Management	4	
	STAT6207005	Business Statistics II - (AOL)	2/2	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	LANG6027005	Indonesian	2	
	Foreign Language Courses		0	
4	ENTR6511005	Entrepreneurship: Market Validation	2	22
	Stream: Business Organizational Dynamic			
	RSCH6723005	Research Method in Business Organization ²	3/1	
	MGMT6462005	Leadership Agility	4	
	MGMT6463005	Organizational Behavior	2	
	MGMT6464005	Corporate Governance	2	
	MGMT6033005	Advanced Topics in Business and Organization	2	
	MGMT6341005	Strategic Management ² - (AOL)	4	
	LAWS6159005	Legal Aspect in Business	2	
	Stream: Business Development & Transformation			
	RSCH6724005	Research Method in Business Development Management ²	3/1	
	BUSS6109005	Business Development	4	
	MGMT6196005	Project Management ²	4	
	BUSS6229005	Business Simulation - (AOL & AIE)	4	
	MGMT6465005	Advanced Topic in Business Development Management	2	
	LAWS6159005	Legal Aspect in Business	2	
	Stream: E-Business & Digitalization			
	RSCH6725005	Research Method in E-Business ²	3/1	
	MGMT6374005	Analysis on E-Business Investment ^{1&2} - (AOL)	4	
	ISYS6079005	E-Business System ¹	4	
	ISYS6744005	E-Business Strategy and Implementation ¹ - (AIE)	4	
	ISYS6085005	Advanced Topics in E-Business	2	
LAWS6159005	Legal Aspect in Business	2		
Foreign Language Courses		0		
5	Stream: Creative Business³			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	
	Stream: Entrepreneurship in Emerging Economies⁴			
	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	
	Minor Program		20	
	Free Electives		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	
TOTAL CREDIT 146 SCU				

- 1) This course is delivered in English
- 2) Global Learning System course
- 3) Conducted for student mobility program in BINUS @Bandung
- 4) Conducted for student mobility program in BINUS @Malang

-) **AOL** - Assurance of Learning Process System
-) **AIE** - Artificial Intelligence Embedded Course

Streaming or Minor or Free Electives:

-) For 4th Semester: Students are required to choose Streaming or Minor or Free Electives, For Free Electives, students are required to choose from the list of Free Electives in Appendix.
-) For 5th Semester: Students will continue to study the Stream or the Minor Program or Free Electives that has been chosen in semester 4. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

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 6th and/or 7th 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
Minor @ Binus Kemanggis	
Blockchain Technology and Business	V
Creative Digital Storytelling	V
Cross Cultural Communication	V
Data Analytics	V
Digital Banking	V
Digital Ecosystem	V
English for Business Professionals	V
Event Business and Entertainment	V
Human Capital in Digital Workplace	V
Interactive & Users Experience Design	V
Robotic Process Automation	V
Sustainable Development	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Culinary	V
Korean Culture and Creativity	V
Virtual Services Experience	V
Minor @ Binus Malang	
Chinese for Career Pathways	V
English for Business Professionals	V
Digital Technopreneur	V
Minor @ Binus Bandung	
DesignPreneur	V
Minor @ Binus Semarang	
Content Creation	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	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: Blockchain Technology and Business

Introduction

Blockchain is currently one of the fastest-growing industries in the technology sector. Also, based on Gemini's 2022 outlook, Indonesia is the most crypto-adopting country in Asia. The blockchain minor program initiative at BINUS could facilitate the students to learn and explore the technology. The Blockchain minor program explores the concept and development of blockchain from the technology and business perspectives. Beyond the blockchain concept, students will learn how to develop smart contracts and understand the architectural needs of a blockchain-

based application. Finally, students will apply their knowledge in a project-oriented capstone course, during which they will design and develop a practical application of blockchain technology.

Career Options

Blockchain Consultant, Blockchain Architect, Blockchain Security Auditor, Token Economy Consultant, Smart Contract Developer, Web3 Entrepreneur.

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

2. Minor Program: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

Fundamental Courses

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

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
Total SCU	10

Additional Information

None

3. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

4. Minor Program: Data Analytics

Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

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

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
Total SCU	10

Additional Information

None

5. Minor Program: Digital Banking

Introduction

A set of elective courses students can take from selected study programs at Binus University. This set aims to:

1. Comprehensive understanding of various concepts and practices in digital banking.
2. Critically Evaluate the implementation of digital banking for business optimization.
3. Apply relevant techniques of digital banking for business.
4. Develop solutions for various problems in digital banking.

Career Options

This minor would substantially contribute to the banking profession in Indonesia and its ecosystem (regulators, IT-Business Consultant, Financial Analysts, and other Finance Professions).

Course Distribution

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
Total SCU	10

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
Total SCU	10

Additional Information

None

6. Minor Program: Digital Ecosystem

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

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

Supporting Courses

Course		SCU
COMM6501019	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
Total SCU		10

Additional Information

None

7. Minor Program: English for Business Professionals

Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

Course		SCU
ENGL6154024	English for Business Communications	4
MKTG6112024	Language Innovations in Marketing and Advertising	2
ENGL6244024	Social Media Broadcasting	4
Total SCU		10

Supporting Courses

Course		SCU
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
COMM6506024	Current Issues in Business Communications	2
ENGL6245024	Business Rhetoric	4
Total SCU		10

Additional Information

None

8. Minor Program: Event Business and Entertainment

Introduction

This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) event, sport event, and festival, enabling students to plan and conduct a successful event.

Career Options

Professional event organizer, Professional Conference Organizer, Even Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

9. Minor Program: Human Capital in Digital Workplace

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

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
Total SCU	20

Additional Information

None

10. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

11. Minor Program: Robotic Process Automation

Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

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
Total SCU	10

Supporting Courses

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

Additional Information

None

12. Minor Program: Sustainable Development

Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

13. Minor Program: Digital Transformation
Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

Course Distribution
Fundamental Courses

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

Supporting Courses

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

Additional Information

None

14. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

Course Distribution

Fundamental Courses

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

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

Course	SCU
HTMN6155021 Indonesian Cuisine	4
HTMN6125021 Restaurant Operation	4
HTMN6154021 Culinary Tourism	2
Total SCU	10

SCU for HTMN6155021, HTMN6125021 are practical

Additional Information

None

15. Minor Program: Korean Culture and Creativity

Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

Career Options

Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

Course Distribution

Fundamental Courses

Course	SCU
HTMN6163021 Korean Cuisine and Culinary Arts	4
COMM6718019 Korean Language and Media	4
FILM6134009 Hallyu Creative Content	2
Total SCU	10

Supporting Courses

Course	SCU
FILM6135009 K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019 K-Pop Culture and Performance	4
MKTG6339005 K-Pop and K-Drama Marketing and Promotion	2
Total SCU	10

Additional Information

None

16. Minor Program: Chinese for Career Pathways

Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

Course Distribution

Fundamental Courses

Course	SCU
CHIN6196026 Mandarin for Future Career	4
CHIN6197026 Easy Way to HSK 2 Preparation	4
CHIN6198026 Exploring Modern Chinese Culture	2
Total SCU	10

Supporting Courses

Course		SCU
CHIN6199026	Chinese Digital Technology	2
CHIN6200026	Traveling to China	2
CHIN6201026	Special Topics in Chinese Business	2
CHIN6202026	Global Strategic Marketing: Chinese Perspective	4
Total SCU		10

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

17. Minor Program: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

Course Distribution

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
Total SCU		20

Additional Information

None

18. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

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
Total SCU	20

Additional Information

None

19. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6336055 Content Marketing Analytics	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Supporting Courses

Course	SCU
DSIN6094053 Content Storytelling	4
DSIN6043053 Strategic Influence	2
DSIN6041053 Introduction to Visual Communication Design	4
Total SCU	10

Additional Information

None

20. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

Course Distribution

Fundamental Courses

Course		SCU
JAPN6221025	Essential Japanese Grammar (<i>Yoku Tsukaeru Bunpou</i>)	4
JAPN6222025	Survival Japanese in Various Situations (<i>Nihon E Ikou, Yasashii Kaiwa De</i>)	4
JAPN6223025	Ideas and Images of Japan (<i>Nihon Jijou</i>)	2
Total SCU		10

Supporting Courses

Course		SCU
JAPN6224025	Japanese Reading Comprehension (<i>Tanoshiku Yomou</i>)	4
JAPN6225025	Understanding Native Japanese Speakers (<i>Tanoshiku Kikou</i>)	2
JAPN6226025	Japanese N5 Level Certification Preparation (<i>Nihongo Charenji N5</i>)	4
Total SCU		10

Additional Information

None

21. Minor Program: Metaverse in Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will

be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6777052 Business Model	2
COMP6889051 Virtual Reality	4
COMP6890051 Augmented reality	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6778052 Data Analytics	2
DSGN6981053 Design Thinking	4
DSGN6980053 Interface Design	4
Total SCU	10

Additional Information

None

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting	ACCT6461020	Accounting Syariah	2	5
2	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
3	Animation	DSGN6690007	Animation Storytelling	2	5
4	Animation	DSGN6689007	Concept Art & Production Design	2	5
5	Architecture	ARCH6147014	Behaviour in Architecture	4	5
6	Architecture	ARCH6146014	Interior Architecture	4	5
7	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
8	Architecture	ARCH6145014	Property Assessment	2	5
9	Architecture	ARCH6129014	Urban Housing	4	5
10	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
11	Business Creation	ENPR61420005	Digital Business Transformation	4	5
12	Business Creation	ENPR6106005	Product Design & Branding	2	5
13	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
14	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
15	Business Law	LAWS6052028	Bankruptcy Law	2	5
16	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
17	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	5
18	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
19	Business Law	LAWS6110028	Cyber Law	2	5
20	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
21	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
22	Business Law	LAWS6017028	Intellectual Property Rights	4	5
23	Business Law	LAWS6170028	Investment Law	2	5
24	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
25	Business Law	LAWS6176028	Tax Law	2	5
26	Business Management	MGMT6400005	Supply Chain Strategy	2	5
27	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
28	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
29	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
30	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
31	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
32	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
33	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
34	Data Science	DTSC6014001	Machine Learning	2	5
35	English Literature	ENGL6169024	English for Professionals	2	5
36	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
37	English Literature	ENGL6244024	Social Media Broadcasting	4	5
38	Fashion	FASH6186040	Contemporary Fashion	2	5
39	Fashion	FASH6180040	Fashion Trend Forecasting	2	5
40	Film	FILM6059009	Global Cinema	4	5
41	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
42	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
43	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
44	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
45	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
46	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
47	Hotel Management	HTMN6018021	Consumer Behaviour in Hospitality	2	5
48	Hotel Management	HTMN6146021	Food Safety Management	2	5
49	Hotel Management	HTMN6147021	Hospitality Management	4	5
50	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
51	Hotel Management	HTMN6027021	Service Management	4	5
52	Industrial Engineering	ISYE6167011	Decision Support System	2	5
53	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
54	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
55	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
56	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
57	Information Systems	ISYS6893003	Information Systems Analysis and Design	4/2	5
58	Information Systems	ISYS6596003	User Experience Research and Design	4/2	5
59	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
60	International Business Management	BUSS6224005	Special Topics in International Business	4	5
61	International Business Management	BUSS6223005	Trade in Asia	2	5
62	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
63	International Relations	INTR6180029	Introduction to International Media	2	5
64	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
65	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
66	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
67	Management	MGMT6465005	Advanced Topic in Business Development Management	2	5
68	Management	MGMT6033005	Advanced Topics in Business and Organization	2	5
69	Management	ISYS6085005	Advanced Topics in E-Business	2	5
70	Management	BUSS6109005	Business Development	4	5
71	Management	ISYS6744005	E-Business Strategy and Implementation	4	5
72	Management	MGMT6462005	Leadership Agility	4	5
73	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
74	Marketing Communication	COMM6637019	Brand Activation	2/2	5
75	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
76	Marketing Communication	COMM6630019	Crisis Communication	2	5
77	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
78	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
79	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
80	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
81	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
82	Marketing Communication	COMM6620019	Online Publishing	2/2	5
83	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
84	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
85	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
86	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
87	Psychology	PSYC6191027	E-Learning Psychology	4	5
88	Psychology	PSYC6138027	Lifespan Development	4	5
89	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
90	Psychology	PSYC6145027	Urban Psychology	4	5
91	Statistics	STAT6157049	Data Mining and Visualization	2	5
92	Tourism	TRSM6218022	Adventure Tourism Management	4	5
93	Tourism	TRSM6142022	Event Management	4	5
94	Tourism	TRSM6216022	Guiding and Interpretation	2	5
95	Tourism	TRSM6212022	Indonesian Culture	4	5
96	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
97	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
98	Tourism	TRSM6221022	Sport Tourism	2	5
99	Tourism	BUSS6137022	Tourism E-Business	4	5
100	Tourism	TRSM6140022	Tourism Law and Regulation	2	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	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							

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
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							
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
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 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 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 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*			20
Enrichment Program I			
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	
Enrichment Program II			
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
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
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

Students will receive information about Further Study Track during the registration period.

The Table of Prerequisite for Management Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
MGMT6410005	4	8	RSCH6723005	3/1	4
			RSCH6724005	3/1	
MGMT6017005	6		RSCH6725005	3/1	
Stream: Business Organizational Dynamic					
MGMT6341005	4	4	MGMT6012005	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
Stream: Business Organizational Dynamic			
8	MGMT6341005	Strategic Management	C
Stream: E-Business & Digitalization			
8	MGMT6374005	Analysis on E-Business Investment	C
Stream: Business Development & Transformation			
8.	BUSS6229005	Business Simulation	C

*) Tutorial

