

## Creative Communication

### Introduction

The Creative Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Brand Communication. The Creative Communication Program is designed to enhance and develop communication skills using innovative and artistic approaches. It focuses on how to communicate identities, values, and the uniqueness of brands and incorporates it to strengthen their image and reputation. In the Creative Communication Program, students will learn how to plan and create creative content, which includes texts, still images, audio, and video. Students will also be introduced to digital tools and platforms, such as social media storytelling, podcasting, and video production.

All concentrations offer advanced ICT and a globally minded approach as the characteristics of BINUS UNIVERSITY. Not only is our curriculum up-to-date with industrial needs, but it also complies with the national curriculum standards. Our curriculum consists of a three-year study on-campus, and a one-year enrichment program. During their four years of study, students will be able to acquire professional as well as international experiences.

### Vision

A world class Communication Study Program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation.

### Mission

The mission of Communication Study Program is to build the nation and to contribute to global community development by providing world class education in the area of communication by means of:

1. Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards.
2. Resolving the nation's issues through high impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system.

### Program Objective

The objectives of the program:

1. Educating students with data, technology, and humanity literacy to become competent professionals and entrepreneurs in the digital era;
2. Developing resilient character by integrating diversity, equality, and inclusion values into communication science to create sustainable future and society;
3. Creating a global mindset for students and lecturers through international experiences and partnerships to become global citizen.

## Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective;
2. Able to perform multi-channel communication;
3. Able to implement humanity value and professional ethics in communication practices;
4. Able to implement creative communication strategy leveraging digital platform for corporate and brand campaign;
5. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

## Prospective Career of the Graduates

The Creative Communication Program offers extensive industrial fields with prospective careers, such as a Brand Content Planner & Creator; Brand Spokesperson; Content Creator for a Brand; Communication Specialist; Brand Campaign Specialist; Industry Relations Specialist; Brand Community Specialist; Event Organizer; Public Relations Person; Media Relations Specialist; Brand/Corporate Spokesperson; Brand Communication Specialist; Social Media Specialist; Copywriter; Account Executive; and Advertising Specialist.

## Curriculum

The Creative Communication Program consists of 146 credits, divided into 8 semesters. Our 3+1 curriculum provides three years of study on campus which will strengthen students' academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft skills. To ensure the quality of our graduates, we collaborate with various national and international industries, HEI, the government, and non-profit organizations through guest lectures/ sharing sessions/ seminars, a Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process is also supported by a modern and open learning space, a computer laboratory, and a television and radio broadcasting laboratory. All laboratories are available at the Bekasi campus.

## Course Structure

| Sem | Code                            | Course Name  | SCU | Total |
|-----|---------------------------------|--|-----|-------|
| 1   | CHAR6013019                     | Character Building: <i>Pancasila</i>                       | 2   | 20    |
|     | COMM6460019                     | Political Communication**                                  | 2   |       |
|     | COMM6385019                     | Interpersonal Communication*                               | 4   |       |
|     | COMM6601019                     | Introduction to Communication Science                      | 2   |       |
|     | COMM6639019                     | Psychology of Communication*                               | 2   |       |
|     | COMM6602019                     | Writing Fundamentals                                       | 2   |       |
|     | COMM6389019                     | Public Speaking*   | 4   |       |
|     | COMM6383019                     | Philosophy and Ethics of Communication                     | 2   |       |
|     | <b>Foreign Language Courses</b> |  |     |       |
| 2   | CHAR6014019                     | Character Building: <i>Kewarganegaraan</i>                 | 2   | 20    |
|     | ENTR6509005                     | Entrepreneurship: Ideation                                 | 2   |       |
|     | LANG6027019                     | Indonesian   | 2   |       |
|     | STAT6204019                     | Statistics   | 2   |       |
|     | COMM6603019                     | Organizational Communication and Professional Practice*&** | 4   |       |

| Sem                   | Code   | Course Name                               | SCU | Total |  |
|-----------------------|--|---|-----|-------|--|
|                       | COMM6012019  | Theory of Communication                   | 4   |       |  |
|                       | COMM6099019  | Intercultural Communication*              | 4   |       |  |
|                       | <b>Foreign Language Courses</b>                                      |   | 0   |       |  |
| 3                     | CHAR6015019  | Character Building: <i>Agama</i>          | 2   | 18    |  |
|                       | ENTR6510005  | Entrepreneurship: Prototyping             | 2   |       |  |
|                       | COMM6610019  | Communication Research Methodology**      | 4   |       |  |
|                       | COMM6605019  | Contemporary Content Production**         | 4   |       |  |
|                       | COMM6611019  | Society and Digital Culture*&**           | 2   |       |  |
|                       | COMM6612019  | Communication Data and Technology**       | 4   |       |  |
|                       | <b>Foreign Language Courses</b>                                      |   | 0   |       |  |
| 4                     | COMM6683019  | Creative Event Planning**                 | 4   | 22    |  |
|                       | COMM6684019  | Strategic Communication for Branding*&**  | 2/2 |       |  |
|                       | COMM6685019  | Creative Writing for Branding**           | 2   |       |  |
|                       | COMM6686019  | Creative Design Thinking                  | 2/2 |       |  |
|                       | COMM6687019  | Crisis Communication and Public Affairs*  | 2   |       |  |
|                       | COMM6688019  | Native Advertising                        | 2   |       |  |
|                       | COMM6689019  | Social Media Management**                 | 2   |       |  |
|                       | ENTR6511005  | Entrepreneurship: Market Validation       | 2   |       |  |
|                       | <b>Foreign Language Courses</b>                                      |   | 0   |       |  |
| 5                     | <b>Students can choose one of the existing schemes in Semester 5</b> |   |     |       |  |
|                       | <b>SCHEME 1:</b>   |   |     |       |  |
|                       | <b>Stream: Digital Media Communication****</b>                       |   |     |       |  |
|                       | COMM6574012  | Production Planning                       | 4   | 20    |  |
|                       | COMM6500012  | Creativity for Media Communication        | 2   |       |  |
|                       | COMM6575012  | Current Issues in Communication*&**       | 4   |       |  |
|                       | MDIA6054012  | Creative Audio Visual                     | 2   |       |  |
|                       | DSGN6801012  | Motion Graphics                           | 2   |       |  |
|                       | COMM6576012  | Content Production                        | 6   |       |  |
|                       | <b>Stream: Digital Public Relations****</b>                          |   |     |       |  |
|                       | COMM6669018  | Creative Advertising                      | 2/2 |       |  |
|                       | COMM6670018  | SEM and SEO Management**                  | 4   |       |  |
|                       | COMM6671018  | Global Branding Strategy*                 | 4   |       |  |
|                       | COMM6672018  | Digital Platform Strategies & Analytics** | 4   |       |  |
|                       | COMM6673018  | Event Management*                         | 2/2 |       |  |
|                       | <b>Minor Program</b>   |   |     | 20    |  |
|                       | <b>Free Electives</b>  |   |     | 20    |  |
|                       | <b>SCHEME 2:</b>   |   |     |       |  |
|                       | COMM6690019  | Integrated Marketing Communication*&**    | 4   | 10    |  |
|                       | COMM6691019  | Video Production for Branding             | 4   |       |  |
| COMM6692019           | Creative Presentation  | 2   |     |       |  |
| <b>Minor Program</b>  |  |   |     |       |  |
| <b>Free Electives</b> |  |   | 10  |       |  |

| Sem                          | Code                  | Course Name | SCU | Total |
|------------------------------|-----------------------|-------------|-----|-------|
| 6                            | Enrichment Program I  |             | 20  | 20    |
| 7                            | Enrichment Program II |             | 20  | 20    |
| 8                            | COMM6693019           | Pre-Thesis  | 2   | 6     |
|                              | COMM6694019           | Thesis      | 4   |       |
|                              | COMM6695019           | Thesis      | 6   |       |
| <b>Total Credits 146 SCU</b> |                       |             |     |       |

\*) This course is delivered in English

\*\*) Global Learning System Course

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

#### Minor/Free Electives:

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

#### Foreign Language Courses:

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua.

The following are the provisions of the courses that must be taken by students:

| Foreign Language Courses                  | SCU |
|---|-----|
| ENGL6253019 English for Frontrunners      | 0   |
| ENGL6254019 English for Independent Users | 0   |
| ENGL6255019 English for Professionals     | 0   |
| JAPN6190019 Basic Japanese Language*      | 0   |
| CHIN6163019 Basic Chinese Language*       | 0   |

\*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 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.

**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

## Minor Scheme

| Minor Program                                      | Semester 5<br>(20 SCU) | Semester 5<br>(10 SCU) |
|--|------------------------|------------------------|
| <b>Minor @ Binus Kemanggisan</b>                   |                        |                        |
| Blockchain Technology and Business                 | -                      | -                      |
| Creative Digital Storytelling                      | V                      | V                      |
| Cross Cultural Communication                       | -                      | -                      |
| Data Analytics                                     | V                      | V                      |
| Digital Banking                                    | -                      | -                      |
| Digital Ecosystem                                  | V                      | V                      |
| English for Business Professionals                 | V                      | V                      |
| Event Business and Entertainment                   | -                      | -                      |
| Human Capital in Digital Workplace                 | V                      | -                      |
| Interactive & Users Experience Design              | V                      | V                      |
| Robotic Process Automation                         | V                      | V                      |
| Sustainable Development                            | V                      | V                      |
| <b>Minor @ Binus Alam Sutera</b>                   |                        |                        |
| Digital Transformation                             | V                      | V                      |
| <b>Minor @ Binus Bekasi</b>                        |                        |                        |
| Culinary   | V                      | V                      |
| Korean Culture and Creativity                      | V                      | V                      |
| <b>Minor @ Binus Malang</b>                        |                        |                        |
| Chinese for Career Pathways                        | V                      | V                      |
| English for Business Professionals                 | V                      | V                      |
| Digital Technopreneur                              | V                      | -                      |
| <b>Minor @ Binus Bandung</b>                       |                        |                        |
| DesignPreneur                                      | V                      | -                      |
| <b>Minor @ Binus Semarang</b>                      |                        |                        |
| Content Creation                                   | -                      | -                      |
| Immersive Journey to Japanese Language and Culture | V                      | V                      |
| Metaverse in Business                              | V                      | V                      |
| <b>Minor @ Binus Medan</b>                         |                        |                        |
| Global Creative Business and Technology            | 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: 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         |
| <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> |

### Additional Information

None

## 2. 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         |
| <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> |

**Additional Information**

None

**3. 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         |
| <b>Total SCU</b> |   | <b>10</b> |

**Supporting Courses**

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

**Additional Information**

None

#### 4. 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         |
| <b>Total SCU</b>  | <b>10</b> |

###### 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         |
| <b>Total SCU</b>                                      | <b>10</b> |

##### Additional Information

None

#### 5. 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         |
| <b>Total SCU</b>                               | <b>20</b> |

### Additional Information

None

## 6. 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         |
| <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> |

### Additional Information

None

## 7. 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         |
| <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> |

### Additional Information

None

## 8. 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         |
| <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> |

### Additional Information

None

## 9. 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         |
| <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> |

### Additional Information

None

## 10. 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         |
| <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*

### Additional Information

None

## 11. 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         |
| <b>Total SCU</b> |                                  | <b>10</b> |

### 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         |
| <b>Total SCU</b> |   | <b>10</b> |

### Additional Information

None

## 12. 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         |
| <b>Total SCU</b> |                                  | <b>10</b> |

### 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         |
| <b>Total SCU</b> |   | <b>10</b> |

### Additional Information

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

## 13. 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         |
| <b>Total SCU</b> |                               | <b>20</b> |

### Additional Information

None

## 14. 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         |
| <b>Total SCU</b>                           | <b>20</b> |

### Additional Information

None

## 15. 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         |
| <b>Total SCU</b>   | <b>10</b> |

**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         |
| <b>Total SCU</b> |  | <b>10</b> |

**Additional Information**

None

**16. 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         |
| <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> |

**Additional Information**

None

**17. Minor Program: Global Creative Business and Technology**
**Introduction**

The Global Creative Business and Technology minor program is designed for students who aspire to integrate creativity, business acumen, and technological expertise in a global context. This program equips students with



essential knowledge and skills in digital business innovation, creative industry management, and emerging technologies. Students will explore topics such as digital entrepreneurship, creative content monetization, business model innovation, and the application of advanced technologies like artificial intelligence, blockchain, and immersive media in creative industries. By combining business strategy with technological advancements, this minor prepares students to become agile professionals capable of navigating and leading in the evolving global marketplace. This program is ideal for students from various disciplines who wish to enhance their competencies in creative business and technology, fostering interdisciplinary innovation and international competitiveness.

### Career Options

Digital Business Strategist, Creative Entrepreneur, Digital Marketing Specialist, UX/UI Designer, Tech-Driven Product Manager, Creative Industry Manager, E-commerce & Content Monetization Expert, Brand & Digital Experience Manager, Creative Technologist.

### Course Distribution

#### Fundamental Courses

| Course   | SCU       |
|--|-----------|
| DSIN6142066 Global Interactive Design                | 4         |
| BUSS6275061 E-Commerce and Digital Entrepreneurship  | 4         |
| COSC6159060 Emerging Technologies in Global Business | 4         |
| ISYS6997064 Blockchain for Digital Economy           | 4         |
| TRDE6001065 Global Regulatory Environment            | 4         |
| <b>Total SCU</b>                                     | <b>10</b> |

#### Additional Information

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

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

| No | Course Owner<br>Departement       | Course Code | Course Name   | SCU | Semester |
|----|-----------------------------------|-------------|---|-----|----------|
| 1  | Business Management               | MGMT6400005 | Supply Chain Strategy                                 | 2   | 5        |
| 2  | Business Management               | MGMT6459005 | Retail Management                                     | 4   | 5        |
| 3  | Business Management               | MGMT6460005 | Retail Supply Chain Management                        | 2   | 5        |
| 4  | Business Management               | MKTG6324005 | Retail Marketing Management                           | 2   | 5        |
| 5  | Business Management               | MGMT6461005 | Category Management                                   | 2   | 5        |
| 6  | Management                        | MGMT6297005 | Operations Management                                 | 4   | 5        |
| 7  | Management                        | FINC6001005 | Financial Management                                  | 4   | 5        |
| 8  | Global Business Marketing         | MKTG6321005 | Marketing Data Analytics                              | 4   | 5        |
| 9  | Global Business Marketing         | MKTG6322005 | Sales and Customer Relationship Management            | 4   | 5        |
| 10 | Global Business Marketing         | MKTG6237005 | Global Strategic Marketing : Asia Pacific Perspective | 4   | 5        |
| 11 | Global Business Marketing         | MKTG6270005 | Retail and Omni Channel                               | 2   | 5        |
| 12 | Global Business Marketing         | MKTG6272005 | Marketing Research                                    | 2/2 | 5        |
| 13 | Global Business Marketing         | MGMT6358005 | Managing Business Information                         | 2/2 | 5        |
| 14 | International Business Management | MGMT6357005 | Multinational Corporation Management                  | 4   | 5        |
| 15 | International Business Management | BUSS6223005 | Trade in Asia   | 2   | 5        |
| 16 | International Business Management | BUSS6224005 | Special Topics in International Business              | 4   | 5        |
| 17 | Computer Engineering              | CPEN6232010 | Cloud Technology Practice                             | 2   | 5        |
| 18 | Computer Engineering              | CPEN6220010 | Computer Networks & Information Security              | 4/1 | 5        |
| 19 | Industrial Engineering            | ISYE6067011 | Global Supply Chain                                   | 2   | 5        |
| 20 | Industrial Engineering            | ISYE6165011 | Supply Chain Risk & Negotiation                       | 2   | 5        |
| 21 | Industrial Engineering            | MKTG6128011 | Market Research                                       | 2   | 5        |
| 22 | Industrial Engineering            | ISYE6167011 | Decision Support System                               | 2   | 5        |
| 23 | Industrial Engineering            | ISYE6130011 | Project Management                                    | 2   | 5        |
| 24 | Industrial Engineering            | ISYE6113011 | Leadership & Organizational Behavior                  | 2   | 5        |
| 25 | Food Technology                   | FOOD6092015 | Molecular Gastronomy                                  | 2   | 5        |
| 26 | Food Technology                   | FOOD6074015 | Food Processing Technology II                         | 2   | 5        |

| No | Course Owner Departement        | Course Code | Course Name                                   | SCU | Semester |
|----|---------------------------------|-------------|---|-----|----------|
| 27 | Food Technology                 | FOOD6076015 | Food Fermentation Technology                  | 2   | 5        |
| 28 | Food Technology                 | FOOD6073015 | Current Issues in Food Technology             | 2   | 5        |
| 29 | Food Technology                 | CPEN6235015 | IoT in Food Industry                          | 2   | 5        |
| 30 | Food Technology                 | FOOD6094015 | Nutrition & Health                            | 4   | 5        |
| 31 | Architecture                    | ARCH6146014 | Interior Architecture                         | 4   | 5        |
| 32 | Architecture                    | ARCH6129014 | Urban Housing                                 | 4   | 5        |
| 33 | Architecture                    | ARCH6136014 | Tropical Architecture                         | 4   | 5        |
| 34 | Computer Science                | COMP6800001 | Human and Computer Interaction                | 2/1 | 5        |
| 35 | Computer Science                | COMP6144001 | Web Programming                               | 2/1 | 5        |
| 36 | Computer Science                | ISYS6197001 | Business Application Development              | 2/2 | 5        |
| 37 | Game Application and Technology | GAME6085001 | Object Oriented Game Programming              | 2   | 5        |
| 38 | Marketing Communication         | COMM6633019 | Corporate Sustainability                      | 4   | 5        |
| 39 | Marketing Communication         | COMM6632019 | Writing for Corporate Communication           | 2/2 | 5        |
| 40 | Marketing Communication         | COMM6541019 | Digital Corporate Communication               | 2/2 | 5        |
| 41 | Marketing Communication         | COMM6635019 | Integrated Marketing Communication            | 2   | 5        |
| 42 | Marketing Communication         | COMM6637019 | Brand Activation                              | 2/2 | 5        |
| 43 | Marketing Communication         | COMM6638019 | Social Media Planning & Engagement            | 2/2 | 5        |
| 44 | Tourism                         | TRSM6220022 | Rural Tourism Entrepreneurship                | 4   | 5        |
| 45 | Tourism                         | TRSM6222022 | Climate Change & Tourism                      | 2   | 5        |
| 46 | Tourism                         | BUSS6137022 | Tourism E-Business                            | 4   | 5        |
| 47 | Tourism                         | TRSM6140022 | Tourism Law and Regulation                    | 2   | 5        |
| 48 | Tourism                         | ACCT6383022 | Principles of Tourism Accounting and Finance  | 2   | 5        |
| 49 | Tourism                         | MGMT6408022 | Strategic Management for Tourism              | 2   | 5        |
| 50 | Hotel Management                | HTMN6146021 | Food Safety Management                        | 2   | 5        |
| 51 | Hotel Management                | HTMN6018021 | Consumer Behavior in Hospitality              | 2   | 5        |
| 52 | Hotel Management                | HTMN6147021 | Hospitality Management                        | 4   | 5        |
| 53 | Hotel Management                | HTMN6001021 | Introduction to Hospitality                   | 4   | 5        |
| 54 | Hotel Management                | HTMN6123021 | Hygiene and Safety for Hospitality            | 4   | 5        |
| 55 | Hotel Management                | HTMN6108021 | Food and Beverage Management                  | 2   | 5        |
| 56 | Hotel Management                | HTMN6131021 | Catering Management                           | 2   | 5        |
| 57 | Hotel Management                | HTMN6132021 | Gastronomy Study                              | 2   | 5        |
| 58 | Finance                         | FINC6189020 | Introduction to Financial Market and Fin-Tech | 2   | 5        |
| 59 | Finance                         | FINC6010020 | International Finance                         | 2   | 5        |
| 60 | Cyber Security                  | COMP6542001 | Computer Security Fundamental                 | 2   | 5        |

| No | Course Owner Departement        | Course Code | Course Name   | SCU | Semester |
|----|---------------------------------|-------------|---|-----|----------|
| 61 | Data Science                    | DTSC6006001 | Machine Learning                                      | 2/1 | 5        |
| 62 | Mobile Application & Technology | MOBI6059001 | Mobile Programming                                    | 2   | 5        |
| 63 | Statistics                      | STAT6157049 | Data Mining and Visualization                         | 2   | 5        |
| 64 | Information Systems             | ISYS6196003 | Business Analytics                                    | 2   | 5        |
| 65 | Information Systems             | ISYS6199003 | Data & Text Mining                                    | 4   | 5        |
| 66 | Information Systems             | ISYS6202003 | Social Informatics                                    | 4   | 5        |
| 67 | Information Systems             | ISYS6289003 | Collaborative Computing                               | 4   | 5        |
| 68 | Information Systems             | ISYS6402003 | Business Analytics                                    | 2/2 | 5        |
| 69 | Information Systems             | ISYS8066003 | Business Process Management                           | 4   | 5        |
| 70 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems                 | 4   | 5        |
| 71 | Animation                       | DSGN6689007 | Concept Art & Production Design                       | 2   | 5        |
| 72 | Animation                       | DSGN6690007 | Animation Storytelling                                | 2   | 5        |
| 73 | Creative Advertising            | DSGN6661007 | Photography   | 4   | 5        |
| 74 | Film                            | FILM6059009 | Global Cinema   | 4   | 5        |
| 75 | New Media                       | DSGN6743007 | Digital Graphic Reproduction                          | 4   | 5        |
| 76 | Interior Design                 | DSGN6612008 | Design Trend  | 2   | 5        |
| 77 | International Relations         | INTR6151029 | Regional Integration in Europe                        | 2   | 5        |
| 78 | International Relations         | INTR6152029 | Regional Integration in America                       | 2   | 5        |
| 79 | International Relations         | INTR6153029 | Regional Integration in East Asia                     | 2   | 5        |
| 80 | International Relations         | INTR6137029 | Indonesia in Perspectives                             | 2   | 5        |
| 81 | International Relations         | INTR6178029 | Introduction to International Political Economy       | 2   | 5        |
| 82 | International Relations         | INTR6179029 | Introduction to Security Studies                      | 2   | 5        |
| 83 | International Relations         | INTR6180029 | Introduction to International Media                   | 2   | 5        |
| 84 | International Relations         | INTR6142029 | Diplomacy and International Politics                  | 2/2 | 5        |
| 85 | English Literature              | ENGL6169024 | English for Professionals                             | 2   | 5        |
| 86 | Business Law                    | LAWS6017028 | Intellectual Property Rights                          | 4   | 5        |
| 87 | Business Law                    | LAWS6110028 | Cyber Law   | 2   | 5        |
| 88 | Business Law                    | LAWS6159028 | Legal Aspect in Business                              | 2   | 5        |
| 89 | Business Law                    | LAWS6171028 | Business Competition & Consumer Protection Law        | 2   | 5        |
| 90 | Business Law                    | LAWS6181028 | Industrial Relations & Alternative Dispute Resolution | 2   | 5        |

| No | Course Owner<br>Departement  | Course Code | Course Name                             | SCU | Semester |
|----|------------------------------|-------------|---|-----|----------|
| 91 | Business Law                 | LAWS6176028 | Tax Law                                 | 2   | 5        |
| 92 | Psychology                   | PSYC6124027 | Psychology of Early Childhood Education | 4   | 5        |
| 93 | Psychology                   | PSYC6125027 | Psychology of Special Needs Education   | 4   | 5        |
| 94 | Psychology                   | PSYC6130027 | Human Performance Technology            | 4   | 5        |
| 95 | Psychology                   | PSYC6145027 | Urban Psychology                        | 4   | 5        |
| 96 | Psychology                   | PSYC6191027 | E-Learning Psychology                   | 4   | 5        |
| 97 | Psychology                   | PSYC6215027 | Leadership and Organizational Behaviour | 4   | 5        |
| 98 | Psychology                   | PSYC6138027 | Lifespan Development                    | 4   | 5        |
| 99 | Primary Teacher<br>Education | EDUC6063030 | English for Academic Purposes           | 2   | 5        |



**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 | FS | IS |
| 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  |

**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    |
| COMM6696019                  | Creative Communication in Industrial Practices   | 8   |       |
| COMM6697019                  | Creative Communication Strategy in Industry      | 8   |       |
| COMM6133019                  | EES in Industrial Practices                      | 4   | 20    |
| <b>Enrichment Program II</b> |  |     |       |
| COMM6698019                  | Creative Communication in Professional Practices | 8   |       |
| COMM6699019                  | Image Management in Industry                     | 8   | 4     |
| COMM6136019                  | EES in Professional Practices                    | 4   |       |

**Certified Entrepreneurship Track**

| Code                           | Course Name   | SCU | Total |
|--------------------------------|---|-----|-------|
| <b>Enrichment Program I/II</b> |   |     | 20    |
| ENTR6637019                    | New Venture Initiation in Communication Industry      | 8   |       |
| ENTR6638019                    | Product Development Process in Communication Industry | 8   |       |
| ENTR6184019                    | EES in New Communication Business                     | 4   |       |

**Certified Research Track**

| Code                           | Course Name                                   | SCU | Total |
|--------------------------------|---|-----|-------|
| <b>Enrichment Program I/II</b> |   |     | 20    |
| RSCH6693019                    | Brand Research Experience                     | 8   |       |
| RSCH6525019                    | Scientific Writing for Communication Research | 8   |       |
| RSCH6138019                    | Global EES in Communication Research          | 4   |       |

**Certified Community Development Track**

| Code                           | Course Name   | SCU | Total |
|--------------------------------|---|-----|-------|
| <b>Enrichment Program I/II</b> |   |     | 20    |
| CMDV6132019                    | Community Outreach Project Implementation                         | 8   |       |
| CMDV6307019                    | Community Outreach Project Design in Communication Context        | 8   |       |
| CMDV6058019                    | Employability and Entrepreneurial Skills in Communication Context | 4   |       |

**Certified Study Abroad Track**

| Code   | Course Name                         | SCU | Total |
|--|-------------------------------------|-----|-------|
| <b>Elective courses list for study abroad*</b> |                                     |     | 20    |
| <b>Enrichment Program I/II</b>                 |                                     |     |       |
| GLOB6005019                                    | Elective Course for Study Abroad 1  | 4   |       |
| GLOB6006019                                    | Elective Course for Study Abroad 2  | 4   |       |
| GLOB6007019                                    | Elective Course for Study Abroad 3  | 4   |       |
| GLOB6008019                                    | Elective Course for Study Abroad 4  | 4   |       |
| GLOB6009019                                    | Elective Course for Study Abroad 5  | 2   |       |
| GLOB6010019                                    | Elective Course for Study Abroad 6  | 2   |       |
| GLOB6011019                                    | Elective Course for Study Abroad 7  | 2   |       |
| GLOB6012019                                    | Elective Course for Study Abroad 8  | 2   |       |
| GLOB6013019                                    | Elective Course for Study Abroad 9  | 2   |       |
| GLOB6014019                                    | Elective Course for Study Abroad 10 | 2   |       |
| GLOB6015019                                    | Elective Course for Study Abroad 11 | 2   |       |
| GLOB6016019                                    | Elective Course for Study Abroad 12 | 2   |       |
| GLOB6251019                                    | Elective Course for Study Abroad 29 | 4   |       |
| GLOB6304019                                    | Elective Course for Study Abroad 49 | 6   |       |
| GLOB6305019                                    | Elective Course for Study Abroad 50 | 6   |       |
| GLOB6306019                                    | Elective Course for Study Abroad 51 | 6   |       |

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

**Certified Specific Independent Study**

| Code   | Course Name                                       | SCU | Total |
|--|---|-----|-------|
| <b>Elective courses list for certified specific independent study*</b> |   |     |       |
| <b>Enrichment Program I/II</b>   |   |     |       |
| CSIS6001019  | Course Certification                              | 3   |       |
| CSIS6002019  | Technical Skill Enrichment                        | 4   |       |
| CSIS6003019  | Industrial Project                                | 9   |       |
| CSIS6004019  | Soft Skill Enrichment                             | 4   |       |
| CSIS6005019  | Elective Course for Specific Independent Study 1  | 8   |       |
| CSIS6006019  | Elective Course for Specific Independent Study 2  | 8   |       |
| CSIS6007019  | Elective Course for Specific Independent Study 3  | 6   |       |
| CSIS6008019  | Elective Course for Specific Independent Study 4  | 6   |       |
| CSIS6009019  | Elective Course for Specific Independent Study 5  | 6   |       |
| CSIS6010019  | Elective Course for Specific Independent Study 6  | 5   |       |
| CSIS6011019  | Elective Course for Specific Independent Study 7  | 5   |       |
| CSIS6012019  | Elective Course for Specific Independent Study 8  | 5   |       |
| CSIS6013019  | Elective Course for Specific Independent Study 9  | 5   |       |
| CSIS6014019  | Elective Course for Specific Independent Study 10 | 4   |       |
| CSIS6015019  | Elective Course for Specific Independent Study 11 | 4   |       |
| CSIS6016019  | Elective Course for Specific Independent Study 12 | 4   |       |
| CSIS6017019  | Elective Course for Specific Independent Study 13 | 4   |       |
| CSIS6018019  | Elective Course for Specific Independent Study 14 | 4   |       |
| CSIS6019019  | Elective Course for Specific Independent Study 15 | 3   |       |
| CSIS6020019  | Elective Course for Specific Independent Study 16 | 3   |       |
| CSIS6021019  | Elective Course for Specific Independent Study 17 | 3   |       |
| CSIS6022019  | Elective Course for Specific Independent Study 18 | 3   |       |
| CSIS6023019  | Elective Course for Specific Independent Study 19 | 3   |       |
| CSIS6024019  | Elective Course for Specific Independent Study 20 | 3   |       |
| CSIS6025019  | Elective Course for Specific Independent Study 21 | 2   |       |
| CSIS6026019  | Elective Course for Specific Independent Study 22 | 2   |       |
| CSIS6027019  | Elective Course for Specific Independent Study 23 | 2   |       |
| CSIS6028019  | Elective Course for Specific Independent Study 24 | 2   |       |
| CSIS6029019  | Elective Course for Specific Independent Study 25 | 2   |       |
| CSIS6030019  | Elective Course for Specific Independent Study 26 | 2   |       |
| CSIS6031019  | Elective Course for Specific Independent Study 27 | 2   |       |
| CSIS6032019  | Elective Course for Specific Independent Study 28 | 2   |       |
| CSIS6033019  | Elective Course for Specific Independent Study 29 | 1   |       |
| CSIS6034019  | Elective Course for Specific Independent Study 30 | 1   |       |
| CSIS6035019  | Elective Course for Specific Independent Study 31 | 1   |       |
| CSIS6036019  | 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 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</b> |                                    |     | 20    |
| COMM6591019                  | Computer Mediated Communication    | 4   |       |
| COMM6596019                  | Public and Data Analytics          | 4   |       |
| COMM6592019                  | International Public Relations     | 4   |       |
| COMM6593019                  | Corporate Branding                 | 4   |       |
| COMM6594019                  | E-Customer Relationship Management | 4   |       |

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

| No | Course Code | Course Name   | Minimal Grade |
|----|-------------|---|---------------|
| 1  | CHAR6013019 | Character Building: <i>Pancasila</i>                    | B             |
| 2  | COMM6012019 | Theory of Communication*                                | C             |
| 3  | COMM6603019 | Organizational Communication and Professional Practice* | C             |
| 4  | COMM6610019 | Communication Research Methodology                      | C             |
| 5  | COMM6605019 | Contemporary Content Production                         | C             |
| 6  | COMM6685019 | Creative Writing for Branding*                          | C             |
| 7  | ENTR6511005 | Entrepreneurship: Market Validation                     | C             |
| 8  | COMM6684019 | Strategic Communication for Branding                    | C             |

\*) Tutorial & Multipaper