

Marketing Communication

Introduction

Marketing Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Public Relations. Marketing Communication Program has two concentrations, i.e. Corporate Communication and Brand Communication. Both concentrations emphasize developing communication skills using print, electronic and digital media, and the ability to design strategic communication plans for different target audiences. Corporate Communication focuses on designing strategic communication plans for corporate sustainability using various public relations tools, such as news releases and publications, social media, corporate events, corporate social responsibility activities, etc. Brand Communication focuses on designing a strategic plan for brand sustainability, such as existing and potential customers, media, industrial associations, government-related parties, etc.

All concentrations offer advanced ICT and a globally minded approach as the characteristic of BINUS UNIVERSITY. Not only our curriculum is up-to-date with industrial needs, but it also complies with the national standard of curriculum. 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 are:

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 plan communication strategy for corporate sustainability;
5. Able to plan marketing communication strategy for brand sustainability;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Marketing Communication Program offers extensive industrial fields with prospective careers such as Public Relations; Entrepreneur/Sociopreneur; Marketing Communication Specialist; Advertising Specialist; Content Creator; Investor Relations; Government Relations; Community Relations; Media Relations; Copy Writer; UX Writer; Brand/Corporate Spokesperson; Key Opinion Leader Specialist; Social Media Specialist; Digital Strategist; Media Planner; Market Forecaster; Brand Community Specialist; Market Researcher.

Curriculum

Marketing 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, government and non-profit organizations through guest lecturing/sharing sessions/seminars, Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process is also supported by a modern public relations laboratory and a television and radio broadcasting laboratory. All laboratories are available on Kemanggisian and Alam Sutera campuses.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013019	Character Building: <i>Pancasila</i>	2	20
	COMM6460019	Political Communication ²	2	
	COMM6385019	Interpersonal Communication ¹	4	
	COMM6601019	Introduction to Communication Science	2	
	COMM6639019	Psychology of Communication ¹	2	
	COMM6602019	Writing Fundamentals	2	
	COMM6389019	Public Speaking ¹ (AOL)	4	
	COMM6383019	Philosophy and Ethics of Communication (AOL)	2	
	Foreign Language Courses		0	
2	CHAR6014019	Character Building: <i>Kewarganegaraan</i>	2	20
	COSC6011019	Foundations of Artificial Intelligence	2	
	LANG6027019	Indonesian	2	
	STAT6204019	Statistics	2	
	COMM6603019	Organizational Communication and Professional Practice ^{1&2} (AOL)	4	
	COMM6012019	Theory of Communication (AOL)	4	
	COMM6099019	Intercultural Communication ¹	4	
	Foreign Language Courses		0	

Sem	Code	Course Name	SCU	Total
3	CHAR6015019	Character Building: <i>Agama</i>	2	18
	ENPR6311005	Creativity and Innovation	2	
	COMM6610019	Communication Research Methodology ² (<i>AOL</i>) (<i>AIE</i>)	4	
	COMM6605019	Contemporary Content Production ² (<i>AOL</i>)	4	
	COMM6611019	Society and Digital Culture ^{1&2}	2	
	COMM6612019	Communication Data and Technology ² (<i>AIE</i>)	4	
	Foreign Language Courses		0	
4	COMM6626019	Business Research and Trend Forecasting ¹	2	22
	COMM6627019	Business Ethics & Sustainability ^{1&2}	2/2	
	COMM6628019	Communication Audit ¹	2	
	COMM6606019	Multimedia Storytelling (<i>AOL</i>)	4	
	COMM6425019	Event Management	2	
	COMM6629019	Understanding Intergenerational Communication	2	
	COMM6424019	Media Campaign and Monitoring ^{1&2}	2/2	
	ENPR6312005	Venture Creation	2	
	Foreign Language Courses		0	
5	Stream: Corporate Communication			20
	COMM6630019	Crisis Communication ¹	2	
	COMM6631019	Public Affair ¹	2	
	COMM6632019	Writing for Corporate Communication ^{1&2}	2/2	
	COMM6541019	Digital Corporate Communication	2/2	
	COMM6633019	Corporate Sustainability ¹ (<i>AOL</i>)	4	
	COMM6607019	Strategic Corporate Communication ^{1&2} (<i>AOL</i>)	4	
	Stream: Brand Communication			
	COMM6634019	Environmental Issues and Brand Activism ¹ (<i>AOL</i>)	4	
	COMM6635019	Integrated Marketing Communication ¹	2	
	COMM6636019	Media Planning and Buying ¹	2	
	COMM6608019	Brand Sustainability Strategy ¹ (<i>AOL</i>)	4	
	COMM6637019	Brand Activation ^{1&2}	2/2	
	COMM6638019	Social Media Planning & Engagement ²	2/2	
	Stream: Digital Media Communication ⁴			
	COMM6574012	Production Planning	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication ^{1&2}	4	
	MDIA6054012	Creative Audio Visual	2	
	DSGN6801012	Motion Graphics	2	
	COMM6576012	Content Production	6	
	Stream: Digital Public Relations ⁴			
	COMM6669018	Creative Advertising	2/2	
	COMM6670018	SEM and SEO Management ²	4	
	COMM6671018	Global Branding Strategy ¹	4	
	COMM6672018	Digital Platform Strategies & Analytics ¹	4	

Sem	Code	Course Name	SCU	Total
	COMM6673018	Event Management ¹	2/2	
	Minor Program		20	
	Free Electives		20	
6	Stream: Corporate Communication			20
	Enrichment Program I		20	
	Stream: Brand Communication			
	Enrichment Program I		20	
	Minor Program/Free Electives/Mobility			
	Enrichment Program I		20	
7	Stream: Corporate Communication			20
	Enrichment Program II		20	
	Stream: Brand Communication			
	Enrichment Program II		20	
	Minor Program/Free Electives/Mobility			
	Enrichment Program II		20	
8	COMM6546019	Pre-Thesis	2	6
	COMM6547019	Thesis	4	
	COMM6597019	Thesis	6	
Total Credits 146 SCU				

1) This course is delivered in English

2) Global Learning System courses

4) Conducted for student mobility program in Binus @Malang

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

-) **AIE** - Artificial Intelligence Embedded Course

Minor/Free Electives:

-) For 5th Semester: Students are required to choose Minor Program 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.

- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- 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 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisian	
Blockchain Technology and Business	-
Creative Digital Storytelling	-
Cross Cultural Communication	-
Data Analytics	v
Digital Banking	-
Digital Ecosystem	v
English for Business Professionals	v
Event Business and Entertainment	-
Human Capital in Digital Workplace	v
Interactive & Users Experience Design	v
Sustainable Development	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Chinese for Career Pathways	v
Digital Technopreneur	v
English for Business Professionals	v
Minor @ Binus Bandung	
Designpreneur	v
Robotic Process Automation	v
Minor @ Binus Semarang	
Content Creation	v
Data Analytics	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	v
Minor @ Binus Medan	
Global 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: 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

2. 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 Narrative Development	4
DSGN6834007 Visual Identity	4
COMP6685001 Cyber Security for Business	2
Total SCU	10

Additional Information

None

3. 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

4. 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

5. 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

6. 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

7. 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

8. 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

9. 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

10. 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.

11. 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

12. 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

13. 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

14. 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

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
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

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
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

17. Minor Program: Global Business**Introduction**

The Global Business 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	Data Analytics For Global Business	4
TRDE6001065	Global Regulatory Environment	4
Total SCU		10

Additional Information

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

Appendix: Free Electives (5th Semester)

Students will receive information about Free Electives during the registration period.

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

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

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	FS	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
Enrichment Program I			20
Stream : Corporate Communication			
COMM6440019	Corporate Communication in Industrial Practices	8	
COMM6555019	Corporate Communication Strategy in Industry	8	
COMM6133019	EES in Industrial Practices	4	

Code	Course Name	SCU	Total
Stream : Brand Communication			
COMM6442019	Brand Communication in Industrial Practices	8	
COMM6556019	Brand Communication Strategy in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Minor Program/Free Electives/Mobility			
COMM6508019	Communication in Industrial Practices	8	
COMM6640019	Communication Planning in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Enrichment Program II			20
Stream : Corporate Communication			
COMM6444019	Corporate Communication in Professional Practices	8	
COMM6557019	Reputation Management in Industry	8	
COMM6136019	EES in Professional Practices	4	
Stream : Brand Communication			
COMM6445019	Brand Communication in Professional Practices	8	
COMM6558019	Managing Brand Reputation in Industry	8	
COMM6136019	EES in Professional Practices	4	
Minor Program/Free Electives/Mobility			
COMM6586019	Communication in Professional Practices	8	
COMM6641019	Communication in Business Practice	8	
COMM6136019	EES in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			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
Enrichment Program I/II			20
RSCH6230019	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
Enrichment Program I/II			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
Elective courses list for study abroad*			20
Enrichment Program I/II			
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
Elective courses list for certified specific independent study*			20
Enrichment Program I/II			
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	

Code	Course Name	SCU	Total
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

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

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	COMM6606019	Multimedia Storytelling	C
7	ENPR6312005	Venture Creation	C
Streaming Course			
8	COMM6607019	Strategic Corporate Communication*	C
8	COMM6608019	Brand Sustainability Strategy*	C
Stream Mobility Course			
8	COMM6669018	Creative Advertising	C
9	COMM6672018	Digital Platform Strategies & Analytics	C
8	COMM6574012	Production Planning	C
9	COMM6576012	Content Production	C

*) Tutorial

