Mass Communication

Introduction

Mass Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Broadcasting. Mass Communication Program has two concentrations, i.e. Strategic Digital Production and Creative Digital Broadcasting. Both concentrations offer knowledge and skills related to the overall broadcasting program production process, from pre-production to post-production, in television, radio and digital media. Strategic Digital Production emphasizes producing content for new media or non-mainstream, meanwhile Creative Digital Broadcasting focuses on producing news and creative programs broadcasting for television and radio, as well as digital television and radio.

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 analyse ethical multimedia content for non-mainstream media;
5. Able to make ethical program for mainstream media;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Both concentrations in Mass Communication Program offer a diverse prospective career in media and non-media industries, such as Digital strategist production, Creative Director, Copywriter, Digital Media Planner, Social Media Content Maker, Media Production Specialist, Digital Media Producer, Digital Video Editor, Digital Production House, Media Production Specialist, Digital Media Producer, TV/radio/new media Producer, TV/radio/new media Presenter, Executive Producer, Reporter, Video Journalist, News Manager, News Anchor, Creative Person, Switcher, Production Assistance (PA), Editor, Program Director, Director, Creative Producer, Program Host, Creative Program Producer, Production Manager, Broadcast Analyst, etc.

Curriculum

Mass 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 Kemanggisan and Alam Sutera campuses.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013019	Character Building: *Pancasila*	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	
	Foreign Language Courses		0	
2	CHAR6014019	Character Building: *Kewarganegaraan*	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	LANG6027019	Indonesian	2	
	STAT6204019	Statistics	2	

Sem	Code	Course Name	SCU	Total
	COMM6603019	Organizational Communication and Professional Practice*&**	4	
	COMM6012019	Theory of Communication	4	
	COMM6099019	Intercultural Communication*	4	
	Foreign Language Courses		0	
3	CHAR6015019	Character Building: *Agama*	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	
	Foreign Language Courses		0	
4	COMM6613019	Introduction to Media Industry*&**	2	22
	COMM6614019	Visual Design & Graphics	2/2	
	COMM6615019	Script Writing*	2/2	
	COMM6409019	Editing for Multimedia	2/2	
	COMM6625019	Theory of Mass Communication	2	
	COMM6616019	Media Promotion & Marketing*&**	2	
	COMM6617019	Media Convergence*&**	2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Foreign Language Courses		0	
5	**Stream: Strategic Digital Production**			20
	COMM6533019	Creative Program Design	2/2	
	COMM6618019	Ethics and Audience in Creative Production*&**	2	
	COMM6619019	Writing in Electronic Media & Editorial Review**	2	
	COMM6620019	Online Publishing	2/2	
	COMM6624019	Digital Creative Content	2/2	
	COMM6609019	Digital Strategic Production	2/2	
	Stream: Creative Digital Broadcasting			
	COMM6510019	Reportage & Interview Technique*	2/2	
	COMM6621019	Ethics and Audience in Broadcasting Context**	2	
	COMM6707019	Drama & Non Drama Production**	2	
	COMM6622019	Audio Journalism	2/2	
	COMM6410019	Digital Broadcasting Production	2/2	
	COMM6623019	Digital Journalism Production	2/2	
	Stream: Digital Media Communication****			
	COMM6574012	Production Planning	4	
	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	
	Stream: Digital Public Relations****			
	COMM6669018	Creative Advertising	2/2	

Sem	Code	Course Name	SCU	Total
	COMM6670018	SEM and SEO Management**	4	
	COMM6671018	Global Branding Strategy*	4	
	COMM6672018	Digital Platform Strategies & Analytics**	4	
	COMM6673018	Event Management*	2/2	
	Minor Program		20	
	Free Electives		20	
6	**Stream: Strategic Digital Production**			20
	Enrichment Program I		20	
	Stream : Creative Digital Broadcasting			
	Enrichment Program I		20	
	Minor Program/Free Electives/Mobility			
	Enrichment Program I		20	
7	**Stream: Strategic Digital Production**			20
	Enrichment Program II		20	
	Stream : Creative Digital Broadcasting			
	Enrichment Program II		20	
	Minor Program/Free Electives/Mobility			
	Enrichment Program II		20	
8	COMM6544019	Pre-Thesis	2	6
	COMM6545019	Thesis	4	
	COMM6598019	Thesis	6	
Total Credits 146 SCU				

**) This course is delivered in English*
***) Global Learning System Course*
*****) Conducted for student mobility program in Binus @Malang*

Streaming/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.
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 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 Kemanggisan	
Blockchain Technology and Business	-
Creative Digital Storytelling	V
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
Robotic Process Automation	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
English for Business Professionals	V
Digital Technopreneur	V
Minor @ Binus Bandung	
DesignPreneur	V
Minor @ Binus Semarang	
Content Creation	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	V
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: Creative Digital Storytelling

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

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
	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

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
	Total SCU	**10**

Supporting Courses

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

Additional Information

None

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
	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

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
	Total SCU	**20**

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
	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

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
	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

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
	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

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
	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

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
	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

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
	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

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
	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.

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
	Total SCU	**20**

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
	Total SCU	**20**

Additional Information

None

15. 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

16. 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 (*Yoku Tsukaeru Bunpou*)	4
JAPN6222025	Survival Japanese in Various Situations (*Nihon E Ikou, Yasashii Kaiwa De*)	4
JAPN6223025	Ideas and Images of Japan (*Nihon Jijou*)	2
	Total SCU	**10**

Supporting Courses

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

Additional Information

None

17. 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

18. 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	**20**

Additional Information

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

BINUS UNIVERSITY

Appendix: Free Electives (5th Semester)

No	Course Owner 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
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

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
34	Computer Science	COMP6800001	Human and Computer Interaction	2/2	5
35	Computer Science	COMP6144001	Web Programming	2	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
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

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
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
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 Education	EDUC6063030	English for Academic Purposes	2	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):
-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	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	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	FS	: Further Study
CD	: Community Impact Internship	etc	: Study Program Special Purposes

Description:
Student will take one of enrichment program tracks

Company Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
Stream : Strategic Digital Production			
COMM6642019	Digital Media Production in Industrial Practices	8	
COMM6559019	Digital Media Production in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Stream : Creative Digital Broadcasting			
COMM6643019	Digital Creative Broadcasting Production in Industrial Practices	8	
COMM6644019	Digital Program Production In Industry	8	

Code	Course Name	SCU	Total
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			
Stream: Strategic Digital Production			
COMM6645019	Digital Media in Professional Practices	8	
COMM6646019	Globalized Networking in Digital Media Industry	8	
COMM6136019	EES In Professional Practices	4	
Stream: Creative Digital Broadcasting			
COMM6647019	Digital Broadcasting in Professional Practices	8	20
COMM6648019	Globalized Networking in Production Program 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	

Entrepreneurship Track

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

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6230019	Research Experience	8	20
RSCH6525019	Scientific Writing for Communication Research	8	
RSCH6138019	Global EES in Communication Research	4	

Community Impact Internship 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	

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.*

Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I			
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 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 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

Code	Course Name	SCU	Total
Enrichment Program II			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: *Pancasila*	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	COMM6409019	Editing for Multimedia	C
7	ENTR6511005	Entrepreneurship: Market Validation	C
Stream Course			
8	COMM6609019	Digital Strategic Production*	C
8	COMM6466019	Drama & Non-Drama Production*	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 & Multipaper