Tourism

Introduction

Bachelor Study Program of Tourism BINUS UNIVERSITY aims to offer an academic education with entrepreneurial, digital, and managerial skills for a successful career in the global tourism and travel business. The Study Program creates leaders as tourism experts and professionals with innovative and creative entrepreneurial skills. This Study Program also provides comprehensive skills in operational, managerial, comprehensive hard and soft skills and entrepreneurial know-how as well as valuable knowledge for Tourism Management, Tour Planning, Digital Tourism, and Tourism Planning.

This Study Program is a 3+1 program with a meaning students will gain insight into the tourism business by taking the option of one (1) year of:

1. Tourism and Travel Industry work experience.
2. Creating the concept of business in tourism and travel business.
3. Conducting tourism research.
4. Fostering and empowering Binusian and the tourism community through Community-based Tourism.
5. Students exchange to abroad university.

To get a comprehensive perspective on the implementation of tourism, students and lecturers will conduct field trips, to have experience in tourism research to tourism destinations both nationally and internationally.

To create international exposure, this exclusive and progressive program is conducted in English for tourism core subjects in teaching and learning activities. The curriculum has been reinforced with international and local content to fully equip graduates for creating tourism attractions as tourism entrepreneurs and managing concepts and operations as tourism professionals in the global tourism industry. The Study Program is a flagship program that provides benefits in the field of theoretical and practical knowledge of tourism as a science.

Vision

A world-class tourism study program in 2035, graduating human resources with capability of innovation, digital technology, and entrepreneurship in sustainable tourism industry, that fosters and empowers society in serving and building the nation.

Mission

The mission of the Tourism Destination Study Program is to build and empower communities by providing world-class tourism education, through:

1. Educating students to have understanding, knowledge, and skills in tourism, specifically ecotourism, that is based on innovation, digital technology, entrepreneurship, and sustainability;
2. Educating students by developing technical and non-technical abilities in tourism through practical and applicable learning;
3. Prioritizing learning on inclusive and quality tourism development based on local wisdom;
4. Encouraging the undertaking of comprehensive research that has significant impacts in responding to challenges in tourism management;
5. Encouraging lifelong learning among faculty members to keep updated with current knowledge of tourism;
6. Assisting community empowerment through development programs which aim at improving communities wellbeing.

Program Objective

The objectives of the programme are:

1. To provide students with analytical skills in mapping eco-friendly tourism programs;
2. To provide students with managerial skills through field activities to become professionals in the tourism sector;
3. To encourage students' enthusiasm to develop exemplary and godly character through self-development and advancement of work skills by applying the best practices of lifelong learning;
4. To improve students' abilities in the fields of innovation, digital technology, and sustainable tourism to be able to compete globally;
5. To prepare students to be able to open jobs in the tourism sector as a driving force for the regional economy;
6. To enhance students' critical thinking in solving tourism problems and the contribution of academics to Indonesian tourism through research that has a significant impact

Student Outcomes

After completing the study, graduates are:

1. Able to implement tourism development that impacts improving the community's welfare and the environment;
2. Able to perform business management in the field of tourism;
3. Able to utilize information technology in tourism development;
4. Able to Implement innovative travel and tourism businesses that have added value;
5. Able to Implement adventure tourism and ecotourism businesses;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Graduates will be able to pursue international career paths in every segment of the tourism industry at managerial levels worldwide. The managerial positions open for the Tourism destination graduates are varied and limitless. With a tourism qualification, a graduate can choose from a wide range of careers. The career options are to be:

1. Entrepreneur in the tourism and hospitality industry
2. Tour & travel Entrepreneur
3. Managers/staff at tourist attractions or resort
4. Events Coordinator expertise
5. Tourism Consultant
6. Bureaucrats at Indonesia or provincial tourism office
7. Stewardess/steward/operational staff in the airline's industry
8. Operational staff at the cruise line
9. Human Resources Department in the tourism industry
10. Tourism Marketing in the tourism industry
11. Banquet sales and marketing at resort business
12. Corporate Hospitality Supervisor
13. Researcher in tourism
14. Travel writer
15. Consultant for the tourism and hospitality industry
16. Lecturer for tourism institution

Curriculum

Tourism Study Program curriculum is designed to meet the industry needs that cover the skills, knowledge, and attitude required for pursuing a professional career and entrepreneurial ability in the tourism industry. The Curriculum of the Tourism Study program is divided into three core subjects' area:

1. **Tourism Innovation and Entrepreneurship:** Digital Tourism, Tourism Community Empowerment, Tourism Innovation and Product Development, Travel Industry, Field Project of Travel Industry, Ecotourism and

Sustainable Development, Field Project of Ecotourism & Sustainable Development, Rural Tourism Entrepreneurship, Sport Tourism.

2. **Tourism Planning and Design:** Principles of Tourism, Leisure and Recreation, Field Project of Principle of Tourism, Leisure, & Recreation, Tourism Geography, Research Methodology in Tourism, Tourism Destination and Planning Management, Facilities Design For Tourism Destination.
3. **Tourism Management and Culture:** Indonesian Culture, Heritage Tourism, Field Project of Heritage Tourism, Adventure Tourism Management, Wildlife & Marine Tourism, Guiding and Interpretation, Immigration, Quarantine and Customs, Climate Change, Event Management, Tourism Economics, Tourism Marketing, Field Project of Tourism Marketing, Tourism Ethics and Communication.

In the 3rd and 4th semesters, students can choose subject packages according to their wishes. The packages include:

1. **Tourism Stream:** Students are allowed to choose a special interest in the field of tourism: Tourism and Travel Business; Adventure Tourism & Ecotourism.
2. **Free Elective,** Students are allowed to choose other subjects outside the tourism study program to strengthen and enrich their knowledge in other fields that they like.
3. **Minor:** Students are allowed to choose subjects that have been packaged by other study programs.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013022	Character Building: *Pancasila*	2	20
	TRSM6132022	Principles of Tourism, Leisure and Recreation**	4	
	TRSM6211022	Tourism Ethics and Communication	2	
	TRSM6198022	Field Project of Principle of Tourism, Leisure, & Recreation	2	
	TRSM6212022	Indonesian Culture*&**	4	
	TRSM6214022	Tourism Geography	2	
	ECON6086022	Tourism Economics	4	
	Foreign Language Courses		0	
2	CHAR6014022	Character Building: *Kewarganegaraan*	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	MKTG6246022	Tourism Marketing*&**	4	
	TRSM6200022	Field Project of Tourism Marketing	2	
	TRSM6213022	Digital Tourism	4	
	RSCH6411022	Research Methodology in Tourism	4	
	LANG6027022	Indonesian	2	
	Foreign Language Courses		0	
3	CHAR6015022	Character Building: *Agama*	2	14
	TRSM6205022	Field Project of Heritage Tourism	2	
	TRSM6141022	Tourism Destination and Planning Management**	4	
	TRSM6236022	Heritage Tourism*,** &***	4	
	TRSM6196022	Tourism Community Empowerment*&**	2	
	Foreign Language Courses		0	
4	TRSM6237022	Facilities Design for Tourism Destination*&***	4	24
	Stream: Tourism and Travel Business			
	BUSS6137022	Tourism E-Business	4	

Sem	Code	Course Name	SCU	Total
	TRSM6184022	Travel Industry**	4	
	TRSM6227022	Tourism Innovation and Product Development**	2	
	TRSM6215022	Field Project of Travel Industry	2	
	TRSM6216022	Guiding and Interpretation*	2	
	TRSM6217022	Immigration, Quarantine and Customs	2	
	TRSM6142022	Event Management*&**	4	
	Stream: Adventure and Ecotourism			
	TRSM6218022	Adventure Tourism Management*	4	
	TRSM6143022	Ecotourism and Sustainable Development*	4	
	TRSM6219022	Wildlife and Marine Tourism**	2	
	TRSM6220022	Rural Tourism Entrepreneurship*	4	
	TRSM6203022	Field Project of Ecotourism & Sustainable Development	2	
	TRSM6221022	Sport Tourism**	2	
	TRSM6222022	Climate Change and Tourism**	2	
	Foreign Language Courses		0	
5	ENTR6511005	Entrepreneurship: Market Validation	2	22
	Stream: Tourism and Travel Business			
	BUSS6137022	Tourism E-Business	4	
	TRSM6184022	Travel Industry**	4	
	TRSM6227022	Tourism Innovation and Product Development**	2	
	TRSM6215022	Field Project of Travel Industry	2	
	TRSM6216022	Guiding and Interpretation*	2	
	TRSM6217022	Immigration, Quarantine and Customs	2	
	TRSM6142022	Event Management*&**	4	
	Stream: Adventure and Ecotourism			
	TRSM6218022	Adventure Tourism Management*	4	
	TRSM6143022	Ecotourism and Sustainable Development*	4	
	TRSM6219022	Wildlife and Marine Tourism**	2	
	TRSM6220022	Rural Tourism Entrepreneurship*	4	
	TRSM6203022	Field Project of Ecotourism & Sustainable Development	2	
	TRSM6221022	Sport Tourism**	2	
	TRSM6222022	Climate Change and Tourism**	2	
	Minor Program		20	
	Free Electives		20	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	TRSM6209022	Pre-Thesis	2	6
	TRSM6210022	Thesis	4	
	TRSM6151022	Thesis	6	
				Total Credits 146 SCU

*) *This course is delivered in Englis*
**) *Global Learning System Course*
***) *Entrepreneurship Embedded*

Streaming/Minor/Free Electives:

-) For 5th Semester: Students are required to choose Streaming, 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
ENGL6253022	English for Frontrunners	0
ENGL6254022	English for Independent Users	0
ENGL6255022	English for Professionals	0
JAPN6190022	Basic Japanese Language*	0
CHIN6163022	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	-
Cross Cultural Communication	V
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: Cross Cultural Communication

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

Course		SCU
CHIN6134026	Chinese Conversation in Business Communication	4
LAWS6198028	Artificial Intelligence in Legal Discourse	2
INTR6135029	Comparative Politics	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.

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Appendix: Free Electives (5th Semester)

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
1	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
2	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
3	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
4	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
5	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
6	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
7	International Business Management	BUSS6223005	Trade in Asia	2	5
8	International Business Management	BUSS6224005	Special Topics in International Business	4	5
9	Architecture	ARCH6144014	Property Assessment	2	5
10	Architecture	ARCH6146014	Interior Architecture	4	5
11	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
12	Architecture	ARCH6131014	Architectural Conservation	4	5
13	Architecture	ARCH6136014	Tropical Architecture	4	5
14	Computer Science	COMP6800001	Human and Computer Interaction	2/2	5
15	Computer Science	COMP6144001	Web Programming	2	5
16	Computer Science	COMP6590001	Geographical Information System	2/2	5
17	Computer Science	ISYS6197001	Business Application Development	2/2	5
18	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
19	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
20	Marketing Communication	COMM6620019	Online Publishing	2/2	5
21	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
22	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
23	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
24	Marketing Communication	COMM6630019	Crisis Communication	2	5
25	Marketing Communication	COMM6631019	Public Affair	2	5
26	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
27	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
28	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
29	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
30	Marketing Communication	COMM6637019	Brand Activation	2/2	5
31	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
32	Tourism	TRSM6142022	Event Management	4	5
33	Tourism	TRSM6218022	Adventure Tourism Management	4	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
34	Tourism	TRSM6222022	Climate Change & Tourism	2	5
35	Tourism	TRSM6216022	Guiding and Interpretation	2	5
36	Tourism	TRSM6212022	Indonesian Culture	4	5
37	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
38	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
39	Hotel Management	HTMN6027021	Service Management	4	5
40	Hotel Management	HTMN6146021	Food Safety Management	2	5
41	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
42	Hotel Management	HTMN6147021	Hospitality Management	4	5
43	Hotel Management	HTMN6148021	Research Methodology in Hospitality	4	5
44	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
45	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
46	Hotel Management	HTMN6131021	Catering Management	2	5
47	Hotel Management	HTMN6132021	Gastronomy Study	2	5
48	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
49	Accounting	ACCT6461020	Accounting Syariah	2	5
50	Accounting	ACCT6462020	Audit Psychology	2	5
51	Accounting	ACCT6313020	Public Sector Accounting	2	5
52	Taxation	TAXN6053020	Regional Tax Systems	2	5
53	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
54	Finance	FINC6010020	International Finance	2	5
55	Data Science	DTSC6006001	Machine Learning	2/1	5
56	Mobile Application & Technology	MOBI6068001	Web Design	2	5
57	Mobile Application & Technology	MOBI6070001	Embedded System and Internet of Things	3	5
58	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
59	Statistics	STAT6157049	Data Mining and Visualization	2	5
60	Information Systems	ISYS6196003	Business Analytics	2	5
61	Information Systems	ISYS6199003	Data & Text Mining	4	5
62	Animation	DSGN6689007	Concept Art & Production Design	2	5
63	Animation	DSGN6690007	Animation Storytelling	2	5
64	Film	FILM6059009	Global Cinema	4	5
65	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
66	Interior Design	DSGN6612008	Design Trend	2	5
67	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
68	International Relations	INTR6151029	Regional Integration in Europe	2	5
69	International Relations	INTR6152029	Regional Integration in America	2	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
70	International Relations	INTR6153029	Regional Integration in East Asia	2	5
71	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
72	International Relations	INTR6178029	Introduction to International Political Economy*&**	2	5
73	International Relations	INTR6179029	Introduction to Security Studies	2	5
74	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
75	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
76	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
77	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
78	English Literature	ENGL6169024	English for Professionals	2	5
79	English Literature	ENGL6244024	Social Media Broadcasting	4	5
80	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
81	Business Law	LAWS6017028	Intellectual Property Rights	4	5
82	Business Law	LAWS6159028	Legal Aspect in Business	2	5
83	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
84	Business Law	LAWS6170028	Investment Law	2	5
85	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
86	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
87	Psychology	PSYC6145027	Urban Psychology	4	5
88	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
89	Primary Teacher Education	EDUC6073030	ICT for Distance Learning	4	5
90	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	5
91	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
92	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
93	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
94	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
95	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
96	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
97	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	5
98	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	5
99	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	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

Scheme	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
1	v							v						
2	v								v					
3	v									v				
4	v										v			
5	v											v		
6	v												v	
7	v													v
8		v						v						
9		v							v					
10		v								v				
11		v									v			
12		v										v		
13		v											v	
14		v												v
15			v					v						
16			v						v					
17			v							v				
18			v								v			
19			v									v		
20			v										v	
21			v											v
22				v				v						
23				v					v					
24				v						v				
25				v							v			
26				v								v		
27				v									v	
28				v										v
29					v			v						
30					v				v					
31					v					v				
32					v						v			
33					v							v		
34					v								v	
35					v									v
36						v		v						
37						v			v					
38						v				v				
39						v					v			

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Scheme	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
40						v						v		
41						v								v
42							v	v						
43							v		v					
44							v			v				
45							v				v			
46							v					v		
47							v						v	
48							v							v

Note:

IN : Company Internship
RS : Research Fellowship
EN : Entrepreneurship
CD : Community Impact Internship
SA : Study Abroad
IS : Specific Independent Study
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
TRSM6145022	Industrial Experience in Tourism	8	
TRSM6206022	Industrial Experience Report in Tourism	8	
TRSM6147022	Industrial Experience Seminar in Tourism	4	
Enrichment Program II			20
TRSM6148022	Professional Experience in Tourism	8	
TRSM6207022	Professional Experience Report in Tourism	8	
TRSM6150022	Professional Experience Seminar in Tourism	4	

Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I: *For students who only take Entrepreneurship track in semester 6, should take these following courses)*			20
ENTR6633022	New Venture in Tourism	8	
ENTR6634022	Product Development in Tourism	8	
ENTR6177022	EES in Tourism New Business	4	
For students who take Entrepreneurship track in semester 6 and 7, should take these following courses:			
Enrichment Program I			
ENTR6633022	New Venture in Tourism	8	
ENTR6634022	Product Development in Tourism	8	
ENTR6177022	EES in Tourism New Business	4	
Enrichment Program II			20
ENTR6635022	Product Launching in Tourism	8	
ENTR6636022	Business Development in Tourism	8	

Code	Course Name	SCU	Total
ENTR6181022	EES in Tourism Business Experience	4	
Enrichment Program II: *(For students who only take Entrepreneurship track in semester 7, should take these following courses)*			
ENTR6633022	New Venture in Tourism	8	
ENTR6634022	Product Development in Tourism	8	
ENTR6177022	EES in Tourism New Business	4	

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6361022	Research Design in Tourism	8	
RSCH6523022	Academic Writing in Tourism	8	
RSCH6363022	Global EES (Team Work, Communication, Problem Solving & Decision Making) in Tourism	4	
Enrichment Program II			20
RSCH6134022	Research Experience in Tourism	8	
RSCH6524022	Scientific Writing in Tourism	8	
RSCH6364022	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Tourism	4	

Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6051022	Community Development Design in Tourism	8	
CMDV6305022	Community Development Ideas Generation in Tourism	8	
CMDV6053022	Employability and Entrepreneurial Skills in Tourism	4	
Enrichment Program II			20
CMDV6054022	Community Development Project Implementation in Tourism	8	
CMDV6306022	Community Development Project Evaluation in Tourism	8	
CMDV6056022	Employability and Entrepreneurial Skills in Tourism	4	

Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			20
GLOB6005022	Elective Course for Study Abroad 1	4	
GLOB6006022	Elective Course for Study Abroad 2	4	
GLOB6007022	Elective Course for Study Abroad 3	4	
GLOB6008022	Elective Course for Study Abroad 4	4	
GLOB6009022	Elective Course for Study Abroad 5	2	
GLOB6010022	Elective Course for Study Abroad 6	2	
GLOB6011022	Elective Course for Study Abroad 7	2	
GLOB6012022	Elective Course for Study Abroad 8	2	
GLOB6013022	Elective Course for Study Abroad 9	2	

Code	Course Name	SCU	Total
GLOB6014022	Elective Course for Study Abroad 10	2	
GLOB6015022	Elective Course for Study Abroad 11	2	
GLOB6016022	Elective Course for Study Abroad 12	2	
GLOB6251022	Elective Course for Study Abroad 29	4	
Enrichment Program II			20
GLOB6017022	Elective Course for Study Abroad 13	4	
GLOB6018022	Elective Course for Study Abroad 14	4	
GLOB6019022	Elective Course for Study Abroad 15	4	
GLOB6020022	Elective Course for Study Abroad 16	4	
GLOB6021022	Elective Course for Study Abroad 17	2	
GLOB6022022	Elective Course for Study Abroad 18	2	
GLOB6023022	Elective Course for Study Abroad 19	2	
GLOB6024022	Elective Course for Study Abroad 20	2	
GLOB6025022	Elective Course for Study Abroad 21	2	
GLOB6026022	Elective Course for Study Abroad 22	2	
GLOB6027022	Elective Course for Study Abroad 23	2	
GLOB6028022	Elective Course for Study Abroad 24	2	
GLOB6253022	Elective Course for Study Abroad 31	4	

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

Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
CSIS6001022	Course Certification	3	
CSIS6002022	Technical Skill Enrichment	4	
CSIS6003022	Industrial Project	9	
CSIS6004022	Soft Skill Enrichment	4	
CSIS6005022	Elective Course for Specific Independent Study 1	8	
CSIS6006022	Elective Course for Specific Independent Study 2	8	
CSIS6007022	Elective Course for Specific Independent Study 3	6	
CSIS6008022	Elective Course for Specific Independent Study 4	6	
CSIS6009022	Elective Course for Specific Independent Study 5	6	
CSIS6010022	Elective Course for Specific Independent Study 6	5	
CSIS6011022	Elective Course for Specific Independent Study 7	5	
CSIS6012022	Elective Course for Specific Independent Study 8	5	
CSIS6013022	Elective Course for Specific Independent Study 9	5	
CSIS6014022	Elective Course for Specific Independent Study 10	4	
CSIS6015022	Elective Course for Specific Independent Study 11	4	
CSIS6016022	Elective Course for Specific Independent Study 12	4	
CSIS6017022	Elective Course for Specific Independent Study 13	4	

Code	Course Name	SCU	Total
CSIS6018022	Elective Course for Specific Independent Study 14	4	
CSIS6019022	Elective Course for Specific Independent Study 15	3	
CSIS6020022	Elective Course for Specific Independent Study 16	3	
CSIS6021022	Elective Course for Specific Independent Study 17	3	
CSIS6022022	Elective Course for Specific Independent Study 18	3	
CSIS6023022	Elective Course for Specific Independent Study 19	3	
CSIS6024022	Elective Course for Specific Independent Study 20	3	
CSIS6025022	Elective Course for Specific Independent Study 21	2	
CSIS6026022	Elective Course for Specific Independent Study 22	2	
CSIS6027022	Elective Course for Specific Independent Study 23	2	
CSIS6028022	Elective Course for Specific Independent Study 24	2	
CSIS6029022	Elective Course for Specific Independent Study 25	2	
CSIS6030022	Elective Course for Specific Independent Study 26	2	
CSIS6031022	Elective Course for Specific Independent Study 27	2	
CSIS6032022	Elective Course for Specific Independent Study 28	2	
CSIS6033022	Elective Course for Specific Independent Study 29	1	
CSIS6034022	Elective Course for Specific Independent Study 30	1	
CSIS6035022	Elective Course for Specific Independent Study 31	1	
CSIS6036022	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.*

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013022	Character Building: Pancasila	B
2.	TRSM6132022	Principles of Tourism, Leisure and Recreation	C
3.	TRSM6211022	Tourism Ethics and Communication	C
4.	MKTG6246022	Tourism Marketing*	C
5.	TRSM6213022	Digital Tourism*	C
6.	TRSM6141022	Tourism Destination and Planning Management	C
Stream Courses			
7.	TRSM6184022	Travel Industry*	C
8.	TRSM6143022	Ecotourism and Sustainable Development*	C

*) Tutorial & Multipaper