

## **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 expertise and professional with innovative and creative entrepreneurial skill. This Study Program also provides comprehensive skills in operational, managerial 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 student 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 their own concept/business in tourism and travel business.
3. Conducting tourism research.
4. Implement tourism to community through Community-based Tourism

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

To create an international exposure, this exclusive and progressive program is conducted in English for tourism core subject in teaching and learning activities. The curriculum has been reinforced with international and local contents to fully equip graduates for creating tourism attraction as a tourism entrepreneur, managing concept and operational as a tourism professional 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**

Tourism Destination Binus University is committed to the vision of making BINUS University to be best program in ASEAN in 2020 through education and training of internationally competitive managers whose skills will promote, encourage and foster regional economic development.

### **Mission**

The mission of Tourism Department is to contribute to the global community through the provision of world-class education by:

1. Educating students with a thorough competency in tourism destination business, functional and managerial skills, as well as to encourage potential students to become entrepreneurs, by providing an innovative and creative education, supported with tourism industry related work experience;
2. Educating students to become tourism leaders in a diverse work environment and to prepare them for further advance studies;
3. Providing professional training and consulting services in technical and managerial skills for all levels of tourism organizations, both locally and internationally;
4. Improving the standards of living for Indonesians by providing community development programs and services in the tourism business and entrepreneurial sector;
5. Retaining and acknowledging hospitality talents through research and benchmarking which in turn will enhance the competitive advantage of the Indonesian tourism industry in South East Asia.

## Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of knowledge and understanding about tourism and professional interpersonal skill;
2. To provide students with professional expertise in the tourism destination and tourism business field that can be applied for the community development program and training services in a hospitality organization;
3. To provide students with management skills through research and work experiences, thereby empowering them to become leaders in a diverse range of hospitality business in South East Asia.

## Student Outcomes

After completing the study, graduates are:

1. Able to analyze the needs of planning, development components of destinations by considering literacy, regulations, policies, resources to the tourist attraction;
2. Able to produce regional tourism development policy designs that impacted to societies' prosperity and environment;
3. Able to manage tourism destinations that are structured and synergistic which includes planning, organization, implementation, and control of destination organizations in systemic and sustainable;
4. Able to utilize information technology in the development of the tourism industry;
5. Able to implement innovative and value-added travel businesses;
6. Able to design business in tourism destinations;
7. 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 on 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 tourism attraction or resort
4. Events Coordinator expertise
5. Tourism Consultant
6. Staff at the Indonesia tourism office
7. Stewardess/steward/operational staff at airlines industry
8. Operational staff at the cruise line
9. Human Resources Department at 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 issues
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 management career and entrepreneurial ability in the tourism industry. The Curriculum of Tourism Study Program divided into three core subjects' area:

1. **Tourism Innovation and Entrepreneurship:** Travel Industry Management, Introduction to Indonesian Thematic Tourism, Strategic Entrepreneurship and Tourism Innovation, Principles of Tourism Accounting and Finance, Tourism Economics, Marketing in Tourism, Strategic Management for Tourism, E-Business and Digital Media for Tourism, Transportation management.
2. **Tourism Planning and Design:** Tourism Law and Regulation, Research Method and Statistics, Ecotourism and Sustainable Development, Facilities Design for Tourism Destination, Principles of Tourism, Leisure and Recreation, Tourism Geography, Tourism Philosophy, Strategic Issues and Fundamental of Tourism, Tourism Destination and Planning Management.
3. **Tourism Management and Culture:** English for Tourism, International Tourism, Event Management, Organizational Behavior in Tourism, Human Resource Management for Tourism and Service Sector, Indonesian Culture, History and Heritage.

## Course Structure

| Sem      | Code                                       | Course Name  | SCU | Total |  |
|----------|--|--|-----|-------|--|
| 1        | TRSM6132                                   | Principles of Tourism, Leisure and Recreation**              | 4   | 20    |  |
|          | TRSM6133                                   | Tourism Geography  | 4   |       |  |
|          | TRSM6137                                   | Indonesian Culture, History and Heritage*&***                | 4   |       |  |
|          | TRSM6159                                   | Anthropology of Travel and Tourism*                          | 2   |       |  |
|          | TRSM6198                                   | Field Project of Principle of Tourism, Leisure, & Recreation | 2   |       |  |
|          | LANG6027                                   | Indonesian   | 2   |       |  |
|          | <b>English University Courses I</b>        |  |     |       |  |
|          | ENGL6128                                   | English in Focus   | 2   |       |  |
|          | ENGL6130                                   | English for Business Presentation                            | 2   |       |  |
| 2        | CHAR6013                                   | Character Building: <i>Pancasila</i>                         | 2   | 20    |  |
|          | ACCT6383                                   | Principles of Tourism Accounting and Finance                 | 2   |       |  |
|          | ENTR6509                                   | Entrepreneurship: Ideation                                   | 2   |       |  |
|          | ECON6086                                   | Tourism Economics  | 4   |       |  |
|          | TRSM6199                                   | Tourism Statistic  | 2   |       |  |
|          | MKTG6246                                   | Tourism Marketing*&***                                       | 4   |       |  |
|          | TRSM6200                                   | Field Project of Tourism Marketing                           | 2   |       |  |
|          | <b>English University Courses II</b>       |  |     |       |  |
|          | ENGL6129                                   | English Savvy  | 2   |       |  |
| ENGL6131 | English for Written Business Communication | 2  |     |       |  |
| 3        | CHAR6014022                                | Character Building: <i>Kewarganegaraan</i>                   | 2   | 20    |  |
|          | TRSM6140022                                | Tourism Law and Regulation**                                 | 2   |       |  |
|          | TRSM6201022                                | ICT For Tourism  | 4   |       |  |
|          | TRSM6143022                                | Ecotourism and Sustainable Development*                      | 4   |       |  |
|          | TRSM6144022                                | Facilities Design For Tourism Destination*&***               | 4   |       |  |
|          | TRSM6202022                                | Digital Media for Tourism                                    | 2   |       |  |

| Sem                              | Code   | Course Name   | SCU | Total |    |
|----------------------------------|--|---|-----|-------|----|
|                                  | TRSM6203022                                    | Field Project of Ecotourism & Sustainable Development     | 2   |       |    |
| 4                                | CHAR6015022                                    | Character Building: <i>Agama</i>                          | 2   | 20    |    |
|                                  | RSCH6411022                                    | Research Methodology in Tourism                           | 4   |       |    |
|                                  | TRSM6204022                                    | Heritage Tourism <sup>***&amp;***</sup>                   | 4   |       |    |
|                                  | TRSM6205022                                    | Field Project of Heritage Tourism                         | 2   |       |    |
|                                  | <b>Streaming : Tourism and Travel Business</b> |   |     |       |    |
|                                  | TRSM6142022                                    | Event Management <sup>&amp;**</sup>                       | 4   |       |    |
|                                  | BUSS6137022                                    | Tourism E-Business  | 4   |       |    |
|                                  | <b>Minor Program</b>                           |   |     |       | 8  |
|                                  | <b>Free Electives</b>                          |   |     |       | 8  |
| 5                                | TRSM6141022                                    | Tourism Destination and Planning Management <sup>**</sup> | 4   | 20    |    |
|                                  | MGMT6408022                                    | Strategic Management for Tourism <sup>*</sup>             | 2   |       |    |
|                                  | ENTR6511005                                    | Entrepreneurship: Market Validation                       | 2   |       |    |
|                                  | <b>Streaming : Tourism and Travel Business</b> |   |     |       |    |
|                                  | TRSM6184022                                    | Travel Industry <sup>*</sup>                              | 4   |       |    |
|                                  | TRSM6196022                                    | Tourism Community Empowerment                             | 2   |       |    |
|                                  | TRSM6208022                                    | Tourism Innovation and Product Development <sup>**</sup>  | 4   |       |    |
|                                  | TRSM6160022                                    | Tourism Transportation <sup>**</sup>                      | 2   |       |    |
|                                  | <b>Minor Program</b>                           |   |     |       | 12 |
| <b>Free Electives</b>            |  |   | 12  |       |    |
| 6                                | <b>Enrichment Program I</b>                    |   | 20  | 20    |    |
| 7                                | <b>Enrichment Program II</b>                   |   | 20  | 20    |    |
| 8                                | TRSM6209022                                    | Pre-Thesis  | 2   | 6     |    |
|                                  | TRSM6210022                                    | Thesis  | 4   |       |    |
|                                  | TRSM6151022                                    | Thesis  | 6   |       |    |
| <b>TOTAL CREDITS 146 Credits</b> |  |   |     |       |    |

<sup>\*)</sup> This course is delivered in English

<sup>\*\*)</sup> Global Learning System Course

<sup>\*\*\*)</sup> Entrepreneurship Embedded

#### Streaming/Minor/Free Electives:

-) For 4<sup>th</sup> Semester: Students are required to choose Streaming or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) For 5<sup>th</sup> Semester: Students are required to choose Streaming or Minor Program same with previous semester. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

#### English University Courses:

-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.

-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.

-) Students must pass English Savvy with a minimum Grade of C.

**Pre-thesis (2 SCU) & Thesis (4 SCU)** can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program

**Minor Scheme**

| Minor Program                         | Semester 4 | Semester 5 |
|---------------------------------------|------------|------------|
| <b>Minor @ Binus Kemanggisian</b>     |            |            |
| Digital Ecosystem                     | v          | v          |
| Human Capital in Digital Workplace    | v          | v          |
| Sustainable Development               | v          | v          |
| Cross Cultural Communication          | v          | v          |
| Interactive & Users Experience Design | v          | v          |
| Data Analytics                        | v          | v          |
| Robotic Process Automation            | v          | v          |
| <b>Minor @ Binus Alam Sutera</b>      |            |            |
| Digital Business                      | v          | v          |
| <b>Minor @ Binus Bekasi</b>           |            |            |
| Virtual Services                      | v          | v          |
| Culinary                              | v          | v          |
| <b>Minor @ Binus Malang</b>           |            |            |
| Digital Technopreneur                 | -          | -          |
| <b>Minor @ Binus Bandung</b>          |            |            |
| DesignPreneur                         | -          | -          |

**1. Minor Program: Digital Ecosystem**

| Course  | SCU       |
|---|-----------|
| COMP6683001 Introduction to Artificial Intelligence | 2/2       |
| COMM6501019 Narrative Development                   | 4         |
| ISYS6549003 Digital Innovation                      | 4         |
| COMP6684001 Current Trends in Technology            | 4         |
| DSGN6834007 Visual Identity                         | 4         |
| <b>Total SCU</b>                                    | <b>20</b> |

**2. Minor Program: Human Capital in Digital Workplace**

| Course   | SCU       |
|--|-----------|
| PSYC6174027 Psychology in The Workplace        | 4         |
| MGMT6349005 Digital Workplace Strategy         | 4         |
| ISYS6551003 Digital Workplace and Technology   | 4         |
| LAWS6157028 Legal Aspects in Digital Workplace | 4         |
| PSYC6175027 Human Resources Development        | 4         |
| <b>Total SCU</b>                               | <b>20</b> |

**3. Minor Program: Sustainable Development**

| Course  | SCU       |
|---|-----------|
| ARCH6119014 Introduction to Sustainable Development                         | 2         |
| DSGN6835008 Engineering Material  | 4         |
| ISYE6154011 Sustainable Design and Manufacture                              | 4         |
| ISYE6155011 Occupational, Health, Safety, and Administration in Engineering | 2         |
| CPEN6217010 Digital for Sustainable Development                             | 4         |
| CIVL6118013 Engineering Economic  | 4         |
| <b>Total SCU</b>  | <b>20</b> |

#### 4. Minor Program: Cross Cultural Communication

| Course   | SCU       |
|--|-----------|
| CHIN6132026 Chinese Conversation in Daily Activities       | 4         |
| COMM6502019 Communication in Diversity                     | 2         |
| INTR6135029 Comparative Politics                           | 4         |
| BUSS6170025 Asian Business Ethics                          | 4         |
| CHIN6133026 Chinese Conversation in Daily Works            | 2         |
| CHIN6134026 Chinese Conversation in Business Communication | 4         |
| <b>Total SCU</b>   | <b>20</b> |

#### 5. Minor Program: Interactive & Users Experience Design

| Course  | SCU       |
|---|-----------|
| PSYC6176027 Psychology and User Experience        | 4         |
| ISYS6553003 User-Centered Research and Evaluation | 4         |
| DSGN6836007 Fundamental of Interface Design       | 4         |
| ISYS6554003 Core Principles: Interactive Design   | 4         |
| DSGN6837007 Digital Design Production             | 4         |
| <b>Total SCU</b>                                  | <b>20</b> |

#### 6. Minor Program: Data Analytics

| Course   | SCU       |
|--|-----------|
| ISYS6680003 Introduction to data Analytics                       | 2         |
| ISYS6681003 Data Management & Descriptive Analytics              | 4         |
| STAT6198049 Statistical for Decision Making                      | 4         |
| ISYS6682003 Application of Predictive Analytics to Business Data | 4         |
| ISYS6683003 Prescriptive Analytics and Optimization              | 4         |
| MKTG6312005 Digitalization of Markets and Consumption            | 2         |
| <b>Total SCU</b>   | <b>20</b> |

#### 7. Minor Program: Robotic Process Automation

| Course   | SCU       |
|--|-----------|
| COMP6857001 Basic Programming for Automation   | 2         |
| COMP6858001 RPA Concept & Design               | 2         |
| ISYS6684003 RPA Developer Fundamental          | 4         |
| ISYS6685003 RPA Developer Advance              | 4         |
| ISYS6686003 RPA Business Analytics Fundamental | 4         |
| ISYS6687003 Business Process Improvement       | 2         |
| COMP6859001 Intelligence Automation            | 2         |
| <b>Total SCU</b>                               | <b>20</b> |

#### 8. Minor Program: Digital Business

| Course  | SCU       |
|---|-----------|
| ISYS6559003 Business Models and Technology Innovation | 4         |
| ISYS6557003 Business Data Management                  | 4         |
| ISYS6695003 Digital Marketing Analysis                | 4         |
| STAT6200049 Practical Statistics for Digital Business | 4         |
| MGMT6352005 Digital Strategy                          | 4         |
| <b>Total SCU</b>                                      | <b>20</b> |

**9. Minor Program: Virtual Services**

| Course           |                                    | SCU       |
|------------------|------------------------------------|-----------|
| ISYS6561003      | Fundamental of Virtual Services    | 2         |
| ACCT6350020      | Virtual Financial Services         | 4         |
| ISYS6562003      | Virtual Market Place               | 4         |
| MGMT6354005      | Virtual Operation and Supply Chain | 4         |
| HTMN6082021      | Virtual Hospitality Management     | 4         |
| ISYS6563003      | Seminar on Virtual Services        | 2         |
| <b>Total SCU</b> |                                    | <b>20</b> |

**10. Minor Program: Culinary**

| Course           |                               | SCU       |
|------------------|-------------------------------|-----------|
| HTMN6078021      | Advanced in Pastry and Bakery | 4         |
| HTMN6050021      | Culinary Business Event       | 2/2       |
| HTMN6048021      | Western and French Cuisine    | 2/4       |
| HTMN6046021      | Authentic Indonesian Cuisine  | 2/4       |
| <b>Total SCU</b> |                               | <b>20</b> |

**Appendix: Free Electives (4<sup>th</sup> Semester & 5<sup>th</sup> Semester)**

| No | Course Owner<br>Departement       | Course Code | Course Name  | SCU | Semester |
|----|-----------------------------------|-------------|--|-----|----------|
| 1  | Business Creation                 | ENTR6580005 | Digital Business Transformation                      | 2   | 4        |
| 2  | Business Creation                 | ENTR6582005 | Business Strategy                                    | 2   | 4        |
| 3  | Business Creation                 | ENTR6494005 | Managing Growing Business                            | 2   | 5        |
| 4  | Business Management               | MGMT6401005 | Digital Supply Chain Management                      | 2   | 4        |
| 5  | Business Management               | MKTG6298005 | Service Marketing Management                         | 2   | 4        |
| 6  | Business Management               | MGMT6365005 | Current Issue in Service Business and Technology     | 2   | 5        |
| 7  | Business Management               | MGMT6400005 | Supply Chain Strategy                                | 2   | 5        |
| 8  | Global Business Marketing         | MKTG6237005 | Global Strategic Marketing: Asia Pacific Perspective | 4   | 4        |
| 9  | International Business Management | BUSS6162005 | Market Entry Strategy                                | 2   | 4        |
| 10 | International Business Management | BUSS6191005 | Export-Import Management                             | 2   | 4        |
| 11 | International Business Management | MGMT6369005 | Corporate Strategy in International Business         | 2   | 4        |
| 12 | International Business Management | MGMT6370005 | E-Business for International Business                | 2   | 5        |
| 13 | Management                        | BUSS6088005 | Current Issue in Business and Technology             | 2   | 4        |
| 14 | Management                        | BUSS6109005 | Business Development                                 | 4   | 4        |
| 15 | Management                        | BUSS6171005 | Business Sustainability                              | 4   | 4        |
| 16 | Management                        | ISYS6079005 | E-Business System                                    | 4   | 4        |
| 17 | Management                        | MGMT6196005 | Project Management                                   | 4   | 4        |
| 18 | Management                        | MGMT6276005 | Leadership & Managing Human Capital in Organization  | 4   | 4        |
| 19 | Management                        | MGMT6374005 | Analysis on E-Business Investment                    | 4   | 4        |
| 20 | Management                        | BUSS6069005 | Business Simulation                                  | 2   | 5        |
| 21 | Management                        | MGMT6297005 | Operations Management                                | 4   | 5        |

| No | Course Owner Departement | Course Code | Course Name   | SCU | Semester |
|----|--------------------------|-------------|---|-----|----------|
| 22 | Management               | MGMT6412005 | Customer Relationship Management                                | 2   | 5        |
| 23 | Accounting               | ACCT6358020 | Management Audit  | 4   | 4        |
| 24 | Marketing Communication  | COMM6435019 | Global Consumer Behavior  | 2   | 4        |
| 25 | Marketing Communication  | COMM6510019 | Reportage & Interview Technique                                 | 2/2 | 4        |
| 26 | Marketing Communication  | COMM6533019 | Creative Program Design   | 2/2 | 4        |
| 27 | Marketing Communication  | COMM6540019 | Communication & Public Affairs                                  | 2   | 4        |
| 28 | Marketing Communication  | COMM6514019 | Editing for Creative Program                                    | 2/2 | 5        |
| 29 | Marketing Communication  | COMM6523019 | Corporate Event Management                                      | 2/2 | 5        |
| 30 | Marketing Communication  | COMM6538019 | Media Promotion & Marketing in Creative Broadcasting            | 2   | 5        |
| 31 | Marketing Communication  | COMM6539019 | Media Convergence in Creative Broadcasting                      | 2   | 5        |
| 32 | Marketing Communication  | COMM6541019 | Digital Corporate Communication                                 | 2/2 | 5        |
| 33 | Marketing Communication  | COMM6542019 | Event Management for Brand                                      | 2/2 | 5        |
| 34 | Marketing Communication  | COMM6543019 | Digital Brand Communicaton                                      | 2/2 | 5        |
| 35 | Tourism                  | TRSM6142022 | Event Management  | 4   | 4        |
| 36 | Tourism                  | TRSM6160022 | Tourism Transportation  | 2   | 5        |
| 37 | Tourism                  | TRSM6208022 | Tourism Innovation and Product Development                      | 4   | 5        |
| 38 | Tourism                  | TRSM6196022 | Tourism Community Empowerment                                   | 2   | 5        |
| 39 | Architecture             | ARCH6054014 | Interior Design Principles                                      | 2   | 4        |
| 40 | Architecture             | ARCH6061014 | Sustainable Architecture  | 2   | 5        |
| 41 | Architecture             | ARCH6128014 | Multimedia in Design Presentation                               | 4   | 5        |
| 42 | Architecture             | ARCH6130014 | Architecture & Social Culture                                   | 4   | 5        |
| 43 | Architecture             | ARCH6132014 | Leadership Organization Behavior                                | 4   | 5        |
| 44 | Civil Engineering        | CIVL6035013 | Airport Engineering   | 2   | 5        |
| 45 | Civil Engineering        | CIVL8038013 | Soil Improvement Method   | 2   | 5        |
| 46 | Computer Engineering     | CPEN6232010 | Cloud Technology Practice                                       | 2   | 5        |
| 47 | Food Tech                | FOOD6073015 | Current Issues in Food Technology                               | 2   | 4        |
| 48 | Industrial Engineering   | ISYE6115011 | Transportation Modeling   | 2   | 5        |
| 49 | Business Law             | LAWS6159028 | Legal Aspect in Business  | 2   | 4        |
| 50 | Business Law             | LAWS6171028 | Business Competition & Consumer Protection Law                  | 2   | 4        |
| 51 | Business Law             | LAWS6172028 | Environmental and Natural Resources Law                         | 2   | 5        |
| 52 | Chinese Literature       | CHIN6157026 | Chinese Business for Etiquette (Beginner)                       | 4   | 4        |
| 53 | Chinese Literature       | CHIN6158026 | Chinese Business in Daily Communication                         | 4   | 4        |
| 54 | English Literature       | SOCS6021024 | Social and Digital Media Writing                                | 2   | 4        |
| 55 | English Literature       | ENGL6244024 | Social Media Broadcasting                                       | 4   | 5        |
| 56 | International Relations  | INTR6143029 | ASEAN Community: Security, Economic, and Socio Cultural Aspects | 4   | 4        |

| No | Course Owner Departement        | Course Code | Course Name  | SCU | Semester |
|----|---------------------------------|-------------|--|-----|----------|
| 57 | International Relations         | INTR6144029 | Contemporary Issues in European Society  | 2   | 4        |
| 58 | International Relations         | INTR6145029 | Contemporary Issues in American Society  | 2   | 4        |
| 59 | International Relations         | INTR6146029 | Contemporary Issues in East Asian Society  | 2   | 4        |
| 60 | International Relations         | INTR6147029 | Contemporary Issues in African and Middle Eastern Societies                      | 2   | 4        |
| 61 | International Relations         | INTR6162029 | Multiculturalism and Digital Society   | 2   | 5        |
| 62 | International Relations         | INTR6167029 | International Political Economy of Multinational Corporations                    | 2   | 5        |
| 63 | Japanese Literature             | JAPN6116025 | Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento) | 2   | 5        |
| 64 | Primary Teacher Education       | EDUC6018030 | Micro Teaching   | 4   | 4        |
| 65 | Primary Teacher Education       | EDUC6041030 | Current Issues in Primary Education  | 2   | 4        |
| 66 | Primary Teacher Education       | EDUC6062030 | International and National Curriculum  | 2   | 4        |
| 67 | Primary Teacher Education       | EDUC6061030 | ICT for Distance Learning  | 2   | 5        |
| 68 | Psychology                      | PSYC6145027 | Urban Psychology   | 4   | 4        |
| 69 | Psychology                      | PSYC6123027 | Educational Psychology   | 2   | 5        |
| 70 | Psychology                      | PSYC6127027 | Indigenous Psychology  | 4   | 5        |
| 71 | Game Application & Technology   | GAME6082001 | Game Animation   | 2   | 4        |
| 72 | Mobile Application & Technology | MOBI6059001 | Mobile Programming   | 2   | 5        |
| 73 | Computer Science                | COMP6745001 | Machine Learning   | 2   | 4        |
| 74 | Computer Science                | ISYS6211001 | Web Based Application Development  | 2/2 | 4        |
| 75 | Computer Science                | COMP8129001 | User Experience  | 2/2 | 5        |
| 76 | Computer Science                | ISYS6197001 | Business Application Development   | 2/2 | 5        |
| 77 | Animation                       | DSGN6692007 | Character Animation  | 4   | 4        |
| 78 | Animation                       | DSGN6693007 | Motion Graphic   | 4   | 4        |
| 79 | Animation                       | DSGN6694007 | Visual Effect (VFX)  | 4   | 4        |
| 80 | Animation                       | DSGN6695007 | Asset Creation   | 4   | 4        |
| 81 | Animation                       | DSGN6689007 | Concept Art & Production Design  | 2   | 5        |
| 82 | Animation                       | DSGN6690007 | Animation Storytelling   | 2   | 5        |
| 83 | Creative Advertising            | DSGN6671007 | Creative Writing for Commercials   | 4   | 4        |
| 84 | Creative Advertising            | MDIA6046007 | Audio Visual (Pre Production and Production)                                     | 4   | 4        |
| 85 | Creative Advertising            | DSGN6651007 | Photography  | 4   | 4        |
| 86 | Creative Advertising            | DSGN6661007 | Photography  | 4   | 5        |
| 87 | Film                            | FILM6026009 | History of Indonesian Cinema   | 2   | 4        |
| 88 | Film                            | FILM6027009 | Film Theories  | 4   | 4        |
| 89 | Film                            | FILM6080009 | Southeast Asian Cinema & Popular Culture   | 4   | 4        |
| 90 | Film                            | FILM6119009 | Audiences & Fan Culture  | 4   | 5        |
| 91 | New Media                       | DSGN6743007 | Digital Graphic Reproduction   | 4   | 4        |
| 92 | Interior Design                 | DSGN6608008 | Interior Design and culture  | 2   | 4        |
| 93 | Interior Design                 | DSGN6611008 | Business in Interior Design  | 2   | 4        |

| No | Course Owner Departement        | Course Code | Course Name                           | SCU | Semester |
|----|---------------------------------|-------------|---------------------------------------|-----|----------|
| 94 | Interior Design                 | DSGN6886008 | Rendering and Presentation Techniques | 2   | 4        |
| 95 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4   | 5        |
| 96 | Information Systems             | BUSS6043003 | Introduction to E-Business            | 4   | 4        |
| 97 | Information Systems             | ISYS6016003 | Social Media Fundamental              | 2   | 4        |
| 98 | Information Systems             | ISYS6285003 | Digital and New Media                 | 2   | 4        |

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

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

**Enrichment Track Scheme**

| Track | Semester 6 |    |    |    |    |    |     | Semester 7 |    |    |    |    |     |
|-------|------------|----|----|----|----|----|-----|------------|----|----|----|----|-----|
|       | IN         | RS | EN | CD | SA | IS | etc | IN         | RS | EN | CD | SA | 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  |     |

**Note:**

|    |                                   |     |  |
|----|-----------------------------------|-----|--|
| IN | : Certified Internship            | SA  | : Certified Study Abroad               |
| RS | : Certified Research              | IS  | : Certified Specific Independent Study |
| EN | : Certified Entrepreneurship      | etc | : Study Program Special Purposes       |
| CD | : Certified Community Development |     |  |

**Description:**

Student will take one of enrichment program tracks

**Certified Internship Track**

| Code                         | Course Name                                | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     | 20    |
| TRSM6145022                  | Industrial Experience in Tourism           | 8   |       |
| TRSM6206022                  | Industrial Experience Report in Tourism    | 8   |       |
| TRSM6147022                  | Industrial Experience Seminar in Tourism   | 4   |       |
| <b>Enrichment Program II</b> |  |     | 20    |
| TRSM6148022                  | Professional Experience in Tourism         | 8   |       |
| TRSM6207022                  | Professional Experience Report in Tourism  | 8   |       |
| TRSM6150022                  | Professional Experience Seminar in Tourism | 4   |       |

**Certified Entrepreneurship Track**

| Code   | Course Name                        | SCU | Total |
|--|------------------------------------|-----|-------|
| <b>Enrichment Program I: For students who only take Certified Entrepreneurship track in semester 6, should take these following courses)</b>   |                                    |     | 20    |
| ENTR6633022  | New Venture in Tourism             | 8   |       |
| ENTR6634022  | Product Development in Tourism     | 8   |       |
| ENTR6177022  | EES in Tourism New Business        | 4   |       |
| <i>For students who take Certified Entrepreneurship track in semester 6 and 7, should take these following courses:</i>                        |                                    |     |       |
| <b>Enrichment Program I</b>  |                                    |     |       |
| ENTR6633022  | New Venture in Tourism             | 8   |       |
| ENTR6634022  | Product Development in Tourism     | 8   |       |
| ENTR6177022  | EES in Tourism New Business        | 4   |       |
| <b>Enrichment Program II</b>   |                                    |     | 20    |
| ENTR6635022  | Product Launching in Tourism       | 8   |       |
| ENTR6636022  | Business Development in Tourism    | 8   |       |
| ENTR6181022  | EES in Tourism Business Experience | 4   |       |
| <b>Enrichment Program II: (For students who only take Certified Entrepreneurship track in semester 7, should take these following courses)</b> |                                    |     |       |
| ENTR6633022  | New Venture in Tourism             | 8   |       |
| ENTR6634022  | Product Development in Tourism     | 8   |       |
| ENTR6177022  | EES in Tourism New Business        | 4   |       |

**Certified Research Track**

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 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   |       |
| <b>Enrichment Program II</b> |   |     | 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   |       |

**Certified Community Development Track**

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 20    |
| CMDV6051022                  | Community Development Design in Tourism                 | 8   |       |
| CMDV6305022                  | Community Development Ideas Generation in Tourism       | 8   |       |
| CMDV6053022                  | Employability and Entrepreneurial Skills in Tourism     | 4   |       |
| <b>Enrichment Program II</b> |   |     | 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   |       |

**Certified Study Abroad Track\***

| Code                         | Course Name                         | SCU | Total |
|------------------------------|-------------------------------------|-----|-------|
| <b>Enrichment Program I</b>  |                                     |     | 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   |       |
| 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   |       |
| <b>Enrichment Program II</b> |                                     |     | 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.

**Certified Specific Independent Study**

| Code   | Course Name                                    | SCU | Total |
|--|--|-----|-------|
| <b>Elective courses list for certified specific independent study*</b> |  |     |       |
| <b>Enrichment Program I</b>  |  |     |       |
| MICR6033022  | Course Certification I                         | 3   | 20    |
| MICR6034022  | Technical Skill Enrichment I                   | 4   |       |
| MICR6035022  | Industrial Project I                           | 9   |       |
| MICR6036022  | Soft Skill Enrichment I                        | 4   |       |
| MICR6001022  | Elective Course for Micro Credential Course 1  | 8   |       |
| MICR6002022  | Elective Course for Micro Credential Course 2  | 8   |       |
| MICR6003022  | Elective Course for Micro Credential Course 3  | 6   |       |
| MICR6004022  | Elective Course for Micro Credential Course 4  | 6   |       |
| MICR6005022  | Elective Course for Micro Credential Course 5  | 6   |       |
| MICR6006022  | Elective Course for Micro Credential Course 6  | 5   |       |
| MICR6007022  | Elective Course for Micro Credential Course 7  | 5   |       |
| MICR6008022  | Elective Course for Micro Credential Course 8  | 5   |       |
| MICR6009022  | Elective Course for Micro Credential Course 9  | 5   |       |
| MICR6010022  | Elective Course for Micro Credential Course 10 | 4   |       |
| MICR6011022  | Elective Course for Micro Credential Course 11 | 4   |       |
| MICR6012022  | Elective Course for Micro Credential Course 12 | 4   |       |
| MICR6013022  | Elective Course for Micro Credential Course 13 | 4   |       |
| MICR6014022  | Elective Course for Micro Credential Course 14 | 4   |       |
| MICR6015022  | Elective Course for Micro Credential Course 15 | 3   |       |
| MICR6016022  | Elective Course for Micro Credential Course 16 | 3   |       |
| MICR6017022  | Elective Course for Micro Credential Course 17 | 3   |       |
| MICR6018022  | Elective Course for Micro Credential Course 18 | 3   |       |
| MICR6019022  | Elective Course for Micro Credential Course 19 | 3   |       |
| MICR6020022  | Elective Course for Micro Credential Course 20 | 3   |       |
| MICR6021022  | Elective Course for Micro Credential Course 21 | 2   |       |
| MICR6022022  | Elective Course for Micro Credential Course 22 | 2   |       |
| MICR6023022  | Elective Course for Micro Credential Course 23 | 2   |       |
| MICR6024022  | Elective Course for Micro Credential Course 24 | 2   |       |
| MICR6025022  | Elective Course for Micro Credential Course 25 | 2   |       |
| MICR6026022  | Elective Course for Micro Credential Course 26 | 2   |       |
| MICR6027022  | Elective Course for Micro Credential Course 27 | 2   |       |
| MICR6028022  | Elective Course for Micro Credential Course 28 | 2   |       |
| MICR6029022  | Elective Course for Micro Credential Course 29 | 1   |       |
| MICR6030022  | Elective Course for Micro Credential Course 30 | 1   |       |
| MICR6031022  | Elective Course for Micro Credential Course 31 | 1   |       |
| MICR6032022  | Elective Course for Micro Credential Course 32 | 1   |       |

\*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

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

| No  | Course Code | Course Name                                   | Minimal Grade |
|---|-------------|---|---------------|
| 1.  | CHAR6013    | Character Building: <i>Pancasila</i>          | B             |
| 2.  | ENTR6511005 | Entrepreneurship: Market Validation           | C             |
| 3.  | TRSM6132    | Principles of Tourism, Leisure and Recreation | C             |
| 4.  | MGMT6408022 | Strategic Management for Tourism              | C             |
| 5.  | MKTG6246    | Tourism Marketing*                            | C             |
| 6.  | TRSM6202022 | Digital Media for Tourism*                    | C             |
| <b>Streaming: Tourism and Travel Business</b> |             |   |               |
| 7.  | BUSS6137022 | Tourism E-Business                            | C             |
| 8.  | TRSM6184022 | Travel Industry*                              | C             |

\*) Tutorial & Multipaper