Communication

Introduction

The Bachelor program in Communication at BINUS UNIVERSITY INTERNATIONAL offers three streamings: Journalism, Public Relations, and Entertainment Communications. The program provides an extensive knowledge of digital and non-digital communication skills, practices, and technologies as an integral part of creating an efficient message to the target audience in an expanding new media, as well as social, cultural, and ethical knowledge to create responsible communication methods. The program works closely with some of the most prominent companies in their fields, partnering with local and international organizations, to offer students maximal exposure to a real work environment. Students will receive extensive opportunities to develop their presentation and consultancy skills and gradually become increasingly exposed to partner organizations. Additionally to cooperate communications, students will also be able to explore the creative arts surrounding the entertainment business.

The program is completed over the course of four years, during which basic communication skills courses are offered in the first year. During the first year, all students will have a multitude of opportunities to meet industry specialists from Public Relations, Journalism, or the Entertainment business. They will have the opportunity to explore a variety of businesses and creative work spaces, in order to orient themselves in their industry and their prospective job choices. Students' works will serve as their future portfolios and be showcased across a variety of social media, with the aim to gain prominence and a community following in their field of interest. In the following three years, students will build on their prior knowledge to develop creative, critical, and contextual thinking, as well as social, cultural, and media business knowledge.

With our flexible 3+1 program, students from their 6th semester onwards will have the option to choose from our enrichment study tracks conducted outside of campus, to immerse in a 'real world' study experience. Options include study abroad, internship, community development, research and entrepreneurship.

Vision

BINUS UNIVERSITY INTERNATIONAL's Communication Program strives to create the most prominent students in their field in Asia, producing innovative and creative leaders in this fast growing industry worldwide.

Mission

Communication program endeavours to educate creative, innovative and passionate student from diverse background by providing international quality education and internship in order to generate highly level skilled communication specialist for various communication position in the industry.

Program Objectives

The objectives of this program are:

1. To prepare students with the ability to analyze, apply, organize and explain different forms and elements in the media industry.
2. To prepare students with the skills and competency to produce content in all forms (print, online, broadcast) and speak confidently in front of public.
3. To enhance students ability to develop new ideas and be creative in producing work in the media industry.
4. To equip students with the ability to apply new technologies in media.

Student Outcomes

Upon completion of the 4-year program, students should be able to:

1. Able to analyze cases in communication scope in order to provide a solution with the communication approach,
2. Able to conduct communication research by implementing theories and concepts of communication,
3. Able to design a solution with communication approach in order to manage communication crisis both internally, externally, or community using various media,
4. Able to demonstrate professional communication ethics along with the relevant contexts and purposes,
5. Able to demonstrate the leadership skills and teamwork in media industry settings,
6. Able to execute innovative and creative ideas efficiently through strategic collaborative partnership within the media industry,
7. Able to apply current technologies in media industry,
8. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Careers for Graduates

A wide range of career opportunities in the media industry are introduced, in which students will be prepared throughout their four years of study. Many graduates have received jobs in prominent publishing agencies, often securing their positions already during their internship periods, or being employed within the first three months after graduation. Even in the first year of study, students will have weekly guest speakers, many of whom are prominent in the Public Relations, Journalism, or Entertainment industries. The integrated curriculum is designed and developed to support students in building on their knowledge in communication theories as well as the practice of communication while keeping engaged in the expanding media and communication industry.

Most of all, the first year of study is designed for students to be exposed to such a large number of guests and a variety of locations, so consequently students can form opinions about what their future careers might be, early on. Assignments are generally designed to mimic real life work projects and prepare students to network, pitch, and consult confidently in their chosen disciplines.

The program develops the students' ability to be involved in professional practices, and possess ethical and organizational responsibilities. The course provides students with real projects from the Media and Communications industry which teaches them to cope with their future work environment. In addition, a series of study/field trips to visit professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

The graduates of the Communication Program are expected to be ready to work in the media, or gain positions in corporate or entrepreneurial public relations and entertainment industries. The graduates will be able to work for television, radio, Internet news agencies, public relations, and advertising agencies. BINUS UNIVERSITY INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Awards/Degree

- *Sarjana Ilmu Komunikasi* (S.Ikom. – Bachelor of Communication)
- Bachelor Degree from a partner university

Major and Stream

Study Program	Degree				Partner
	Single	Title	Double	Title	
Journalism	√	S.Ikom.	√	S.Ikom.& BA. (HONS)	Northumbria
Public Relations	√	S.Ikom.	√	S.Ikom.& BA. (HONS)	Northumbria
Entertainment Communications	√	S.Ikom.			

Title: S.Ikom.(Sarjana Ilmu Komunikasi)
B.A (Hons) (Bachelor of Arts (Honors))

The three programs provide an extensive knowledge of communication theories, practices, and technologies in the growing media industries. We focus on student-centered learning to explore students' individual potentials. The students will be taught by leading names in media and communications. They will also have the opportunity to collaborate with industry professionals in journalism, public relations, and entertainment fields. Students will develop skills that they can use in the media industries or elsewhere. Our recent graduates are now working as journalists in television, in print and online media, as PR and advertising practitioners, as communication consultants, as photographers, as social media strategists, and as entrepreneurs.

Journalism

The program provides theories and practices in all aspects of journalism: writing, interviewing, reporting, editing, broadcasting, basic photography, and videography. The students who take this program will receive a Bachelor's Degree upon completing their studies in the Journalism stream.

Public Relations

The program provides theories and practices in all aspects of public relations; writing for public relations, creating campaigns and projects, and conveying messages to the public. Students who take this program will receive a Bachelor's Degree upon completing their study in the Public Relations stream.

Entertainment Communications

The program provides theories and practices in all aspects of entertainment communications: planning and creating events, writing for the entertainment industry, and doing event promotions. The students who take this program will receive a Bachelor's Degree upon completing their study in the Entertainment Communications stream.

Teaching, Learning, and Assessment Strategies

The teaching and learning processes are conducted through creative lectures, which encompass creating real life projects (such as working on consultancy problems for real companies), practical demonstrations and workshops by industry experts, as well as field trips and public presentations. Assignments are in many cases produced by using write-ups, as well as audio tapes and self-produced videos, which will be posted to a variety of social media platforms. The program relies heavily on teamwork between students and often other programs, requiring students to mimic real life work environments. Some of the assignments may be evaluated partially through peer assessments.

It is the responsibility of the lecturer of a particular course to facilitate all students' learning in the course, which can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through an in-depth analysis of communication studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities, such as a state of the art auditorium, screening room, and editing lab facilities. With our supporting entrepreneurial and research divisions, the students will be able to have access to personalized mentorships by professionals related to their fields of interest.

Much of the course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, examinations, individual and group projects, and the final thesis. The feedback of a given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet, and/or separate feedback forms. The complexity of the course content in designing problem-solving methods is introduced at different levels of the students' studies.

Study Completion Requirements

Students are expected to part-take in our internationalization activities before graduation. As part of the BINUS Community, students will also need to invest some of their time to community work, as well as industrial exposure. A written thesis report must be submitted in the 4th year of study (semester 8).

Major in Communication

To complete a major in Communication at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 scu's (academic credits).

Course Structure

Sem	Code	Course Name	SCU	Total
1	ENGL6171	Academic English I	3	20
	COMM6382	Introduction to Sociology	2	
	COMM6100	Introduction to Communication Science	4	
	COMM6451	Photography and Basic Videography	3	
	COMM6389	Public Speaking	4	
	COMM6386	Writing Fundamentals	4	
2	ENGL6172	Academic English II	3	20
	CHAR6014	Character Building: Kewarganegaraan	2	
	ENTR6091	Project Hatchery	2	
	COMM6385	Interpersonal Communication	4	
	COMM6012	Theory of Communication	4	
	COMM6388	Contemporary Writing	2	
	COMM6452	Introduction to Journalism & Interview Technique	3	
3	COMM6528019	Introduction to Public Relations and Creative Advertising	2	20
	COMM6383019	Philosophy and Ethics of Communication	2	
	COMM8108019	Psychology of Communication	2	
	COMM6014019	Theory of Mass Communications	4	
	COMM6390019	Workplace Ethics & Behavior	4	
	COMM6099	Intercultural Communication	4	
	Pancasila Courses*			
	CHAR6013001	Character Building: Pancasila	2	
	CHAR6039001	Pancasila and Indonesian Culture	2	

Sem	Code	Course Name	SCU	Total
4	CHAR6015001	Character Building: Agama	2	22
	COMM6460019	Political Communication	2	
	COMM6019019	Public Opinion	2	
	COMM6387019	Social Design Thinking	4	
	LANG6109019	Indonesian for Media Writing	4	
	COMM6129019	Organizational Communication	4	
	RSCH6008019	Quantitative and Qualitative Research Methods in Communication Context	4	
5	ENTR6486005	Entrepreneurship Hatchery	3	18
	COMM6527019	Communication Data and Technology	6	
	Stream: Journalism			
	COMM6392019	New Media and Newsroom Management	4	
	COMM6529019	Broadcast Journalism and Reporting	3	
	COMM6249019	Investigative Journalism	2	
	Stream: Public Relations			
	COMM6397019	Crisis Communication and Media Relations	4	
	COMM6530019	Public Relations Publication	3	
	COMM6250019	Creative Agency Industry	2	
	Stream: Entertainment Communication			
	COMM6531019	Entertainment Networking Management	4	
	COMM6532019	Design and Promotion	3	
	COMM6220019	Social Media Content Strategies and Analytics	2	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	**Thesis****			6
	COMM6581019	Pre-Thesis	2	
	COMM6582019	Thesis	4	
	COMM6188019	Thesis	6	
			Total Credits 146 SCU	

*) *For **CB: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students.*

) Student may choose to take either **Thesis (6 scu) or **Pre-Thesis (2 scu) & Thesis (4 scu)**. The **Pre-Thesis (2 scu) & Thesis (4 scu)** can be taken in the 7th and/or 8th semester by the students who meet the requirements from the Study Program/Program.

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

-) *Students will take one of the enrichment program tracks (off campus).*

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	IS	I	RS	ENTR	CD	SA	IS
1	v						v					
2	v							v				
3	v									v		
4	v										v	
5	v								v			

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	IS	I	RS	ENTR	CD	SA	IS
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

Note:

I : Certified Internship
RS : Certified Research
ENTR : Certified Entrepreneurship
CD : Certified Community Development
SA : Certified Study Abroad
IS : Certified Specific Independent Study

Note:
Students can choose one of the existing tracks.

Enrichment Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
COMM6256019	Media Industry	8	20
COMM6550019	Communication and New Technology	8	
COMM6258019	Event and Networking Management	4	
Enrichment Program II			
COMM6475019	Applied Communication Management	8	20
COMM6551019	Creative Content Writing	8	
COMM6477019	Leadership Skills and Principles	4	

Enrichment Certified Research Track

Code	Course Name	SCU	Total
RSCH6063019	Research Exposure	8	
RSCH6506019	Scientific Writing in Communication	8	20
RSCH6253019	Communication Research in Media	4	

Enrichment Certidfied Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6092019	Business Model Innovation	8	20
ENTR6588019	Product and Service Development	8	
ENTR6097019	Managing Teams and Cultures	4	
Enrichment Program II			
ENTR6093019	Sustainable Startup Creation	8	20
ENTR6587019	Business Presentation and Negotiation	8	
ENTR6098019	Business Networking	4	

Enrichment Certified Community Development Track

Code	Course Name	SCU	Total
CMDV6020019	Community Development	8	
COMM6552019	Digital Publication	8	20
COMM6260019	Cultural Studies	4	

Enrichment Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6085019	Elective Course for Study Abroad 1	4	
GLOB6086019	Elective Course for Study Abroad 2	4	
GLOB6087019	Elective Course for Study Abroad 3	4	20
GLOB6088019	Elective Course for Study Abroad 4	4	
GLOB6089019	Elective Course for Study Abroad 5	4	
GLOB6043019	Elective Course for Study Abroad 1	2	

Code	Course Name	SCU	Total
GLOB6044019	Elective Course for Study Abroad 2	2	
GLOB6117019	Elective Course for Study Abroad 3	2	
GLOB6046019	Elective Course for Study Abroad 4	2	
GLOB6047019	Elective Course for Study Abroad 5	2	
GLOB6048019	Elective Course for Study Abroad 6	2	
GLOB6049019	Elective Course for Study Abroad 7	2	
GLOB6050019	Elective Course for Study Abroad 8	2	
GLOB6051019	Elective Course for Study Abroad 9	2	
GLOB6052019	Elective Course for Study Abroad 10	2	
GLOB6241019	Elective Course for Study Abroad 1	3	
GLOB6242019	Elective Course for Study Abroad 2	3	
GLOB6243019	Elective Course for Study Abroad 3	3	
GLOB6075019	Elective Course for Study Abroad 4	3	
GLOB6076019	Elective Course for Study Abroad 5	3	
GLOB6260019	Elective Course for Study Abroad 6	3	
GLOB6261019	Elective Course for Study Abroad 7	3	
Enrichment Program II			
GLOB6382019	Elective Course for Study Abroad 6	4	
GLOB6383019	Elective Course for Study Abroad 7	4	
GLOB6384019	Elective Course for Study Abroad 8	4	
GLOB6385019	Elective Course for Study Abroad 9	4	
GLOB6386019	Elective Course for Study Abroad 10	4	
GLOB6053019	Elective Course for Study Abroad 11	2	
GLOB6054019	Elective Course for Study Abroad 12	2	
GLOB6387019	Elective Course for Study Abroad 13	2	
GLOB6388019	Elective Course for Study Abroad 14	2	
GLOB6389019	Elective Course for Study Abroad 15	2	
GLOB6390019	Elective Course for Study Abroad 16	2	20
GLOB6391019	Elective Course for Study Abroad 17	2	
GLOB6392019	Elective Course for Study Abroad 18	2	
GLOB6393019	Elective Course for Study Abroad 19	2	
GLOB6394019	Elective Course for Study Abroad 20	2	
GLOB6395019	Elective Course for Study Abroad 8	3	
GLOB6396019	Elective Course for Study Abroad 9	3	
GLOB6397019	Elective Course for Study Abroad 10	3	
GLOB6398019	Elective Course for Study Abroad 11	3	
GLOB6399019	Elective Course for Study Abroad 12	3	
GLOB6400019	Elective Course for Study Abroad13	3	
GLOB6401019	Elective Course for Study Abroad 14	3	

*)*The elective courses for study abroad will be transferred to Binus University International's SCU systems based on credit transfer policies.*

Enrichment Specific Independent Study Track*

Group	Course		SCU
MKB	MICR6033019	Course Certification I	3
MKB	MICR6034019	Technical Skill Enrichment I	4
MKB	MICR6035019	Industrial Project I	9
MKB	MICR6036019	Soft Skill Enrichment I	4
MKB	MICR6001019	Elective Course for Specific Independent Study 1	8
MKB	MICR6002019	Elective Course for Specific Independent Study 2	8
MKB	MICR6003019	Elective Course for Specific Independent Study 3	6
MKB	MICR6004019	Elective Course for Specific Independent Study 4	6
MKB	MICR6005019	Elective Course for Specific Independent Study 5	6
MKB	MICR6006019	Elective Course for Specific Independent Study 6	5
MKB	MICR6007019	Elective Course for Specific Independent Study 7	5
MKB	MICR6008019	Elective Course for Specific Independent Study 8	5
MKB	MICR6009019	Elective Course for Specific Independent Study 9	5
MKB	MICR6010019	Elective Course for Specific Independent Study 10	4
MKB	MICR6011019	Elective Course for Specific Independent Study 11	4
MKB	MICR6012019	Elective Course for Specific Independent Study 12	4
MKB	MICR6013019	Elective Course for Specific Independent Study 13	4
MKB	MICR6014019	Elective Course for Specific Independent Study 14	4
MKB	MICR6015019	Elective Course for Specific Independent Study 15	3
MKB	MICR6016019	Elective Course for Specific Independent Study 16	3
MKB	MICR6017019	Elective Course for Specific Independent Study 17	3
MKB	MICR6018019	Elective Course for Specific Independent Study 18	3
MKB	MICR6019019	Elective Course for Specific Independent Study 19	3
MKB	MICR6020019	Elective Course for Specific Independent Study 20	3
MKB	MICR6021019	Elective Course for Specific Independent Study 21	2
MKB	MICR6022019	Elective Course for Specific Independent Study 22	2
MKB	MICR6023019	Elective Course for Specific Independent Study 23	2
MKB	MICR6024019	Elective Course for Specific Independent Study 24	2
MKB	MICR6025019	Elective Course for Specific Independent Study 25	2
MKB	MICR6026019	Elective Course for Specific Independent Study 26	2
MKB	MICR6027019	Elective Course for Specific Independent Study 27	2
MKB	MICR6028019	Elective Course for Specific Independent Study 28	2
MKB	MICR6029019	Elective Course for Specific Independent Study 29	1
MKB	MICR6030019	Elective Course for Specific Independent Study 30	1
MKB	MICR6031019	Elective Course for Specific Independent Study 31	1
MKB	MICR6032019	Elective Course for Specific Independent Study 32	1
		Total SCU	**20**

*) This list of courses can be selected as Enrichment Program I or Enrichment Program II.

The Table of Prerequisite Courses for Communication Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
COMM6099019	Intercultural Communication	4	3	COMM6100	Introduction to Communication Science	4	1
COMM6014019	Theory of Mass Communication	4	3	COMM6100	Introduction to Communication Science	4	1
LANG6109019	Indonesian for Media Writing	4	4	COMM6452	Introduction to Journalism & Interview Technique	3	2
Streaming: Journalism; Journalism (Northumbria)							
COMM6392019	New Media and Newsroom Management	4	5	COMM6452	Introduction to Journalism & Interview Technique	3	2
COMM6529019	Broadcast Journalism and Reporting	3	5	COMM6452	Introduction to Journalism & Interview Technique	3	2
COMM6249019	Investigative Journalism	2	5	COMM6452	Introduction to Journalism & Interview Technique	3	2
Streaming: Public Relations; Public Relations (Northumbria)							
COMM6397019	Crisis Communication and Media Relations	4	5	COMM6528019	Introduction to PR and Creative Advertising	2	3
COMM6530019	Public Relations Publication	3	5	COMM6528019	Introduction to PR and Creative Advertising	2	3
COMM6250019	Creative Agency Industry	2	5	COMM6528019	Introduction to PR and Creative Advertising	2	3
Streaming: Entertainment Communication							
COMM6531019	Entertainment Networking Management	4	5	COMM6528019	Introduction to PR and Creative Advertising	2	3
COMM6532019	Design and Promotion	3	5	COMM6528019	Introduction to PR and Creative Advertising	2	3
COMM6220019	Social Media Content Strategies and Analytics	2	5	COMM6528019	Introduction to PR and Creative Advertising	2	3
Enrichment Track: Internship – Streaming: Journalism; Public Relations; Entertainment Communication							
COMM6475019	Applied Communication Management	8	7	COMM6129019	Organizational Communication	4	4
COMM6551019	Creative Content Writing	8	7	COMM6453019	Introduction to PR and Creative Advertising	4	3
COMM6477019	Leadership Skills and Principles	4	7	COMM6129019	Organizational Communication	4	4

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

No	Code	Course Name	Minimum Passing Grade
1	CHAR6013	Character Building: Pancasila	B
2	ENTR6486005	Entrepreneurship hatchery	C
3	COMM6012	Theory of Communication	C
4	COMM6390019	Workplace Ethics & Behavior	C
5	COMM6387019	Social Design Thinking	C
6	RSCH6008019	Quantitative and Qualitative Research Methods in Communication Context	C
7	COMM6527019	Communication Data and Technology	C
Streaming: Journalism; Journalism (Northumbria)			
8	COMM6249019	Investigative Journalism	C
9	COMM6392019	New Media and Newsroom Management	C
Streaming: Public Relations; Public Relations (Northumbria)			
8	COMM6397019	Crisis Communication and Media Relations	C
9	COMM6530019	Public Relations Publication	C
Streaming: Entertainment Communication			
8	COMM6531019	Entertainment Networking Management	C
9	COMM6532019	Design and Promotion	C