

Communication

Introduction

The Bachelor program in Communication at BINUS UNIVERSITY INTERNATIONAL offers three streams: 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.

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 background, as well as visit a variety of businesses and creative work spaces, in order to orient themselves in their industry and their prospective job choices. Students' works will 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.

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

The Communication Program endeavors to educate creative, innovative, and passionate students from diverse backgrounds, by providing international quality education and industry connections early on during their studies, in order to generate highly skilled communication specialists for a variety of competitive positions in the industry.

Program Objectives

The objectives of this program are:

1. To provide students with social and cultural knowledge, critical thinking, and technical skills to produce effective messages to the audience.
2. To prepare students to keep updated with and utilize Information and Communication Technologies (ITC) and other alternative new media technologies.
3. To prepare students to have effective communication skills in both written and verbal forms in the media industry on a variety of different platforms, such as interpersonally, through social media or traditional media (such as radio and television).
4. To complement students with leadership, entrepreneurship, and management skills, as well as the ethics required to be a socially aware and responsible professionals in the global media industry.
5. To prepare students with knowledge and skills to be innovative, creative, and passionate for continuous improvements in the media industry.

Student Outcomes

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

1. Explain, analyze, and integrate different communication forms and elements in the media production process.
2. Apply and organize media production as a journalist, public relations officer, and entertainment organizer or agent.
3. Classify and analyze professional communication methods and apply performance strategies based on theories in communication.
4. Explain and analyze the social, cultural, and behavioral theories related to communication.
5. Use current tools, techniques, and technology necessary for media and communication related activities.
6. Communicate effectively in conducting all aspects of communication and media related activities in written and verbal forms.
7. Demonstrate entrepreneurship and management knowledge in the media and communication industry.
8. Perform effective leadership and teamwork skills as a journalist, public relations officer, and entertainment organizer or agent.
9. Apply principles of ethics in media production.
10. Apply creative thinking in journalism, public relations, and entertainment for continuous improvements in the media industry.
11. Solve problems and formulate solutions related to journalism, public relations, and the entertainment industry.

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 Communication Program provides an internship program for each student wherein the student may conduct real projects as practical studies within industrial contexts. The program develops the students' ability to be involved in professional practices, and possess ethical and organizational responsibilities. Furthermore, the industrial internship program provides students with real experiences in the workplace and teaches them to cope with the 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.I. Kom – Bachelor of Communication)
- Bachelor Degree from a partner university

Major and Stream

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

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. Students may also be able to collaborate with Binus TV, based in the Anggrek Campus, where they can receive extra training on editing and broadcasting, as well as create English speaking programs. With a good quality library, the students will be able to access books and films for references and research activities.

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. A written thesis report must be submitted in year 4 (semester 8).

Study Completion Requirements

Major in Graphic Design and New Media

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

Sem	Code	Course Name	SCU	Total
1	ENGL6218	Academic English I	2	20
	ENTR6091	Project Hatchery	2	
	COMM6377	Introduction to Communication	4	
	COMM6378	Photography & Basic Videography	2	
	COMM6379	Public Speaking and Performing	8	
	COMM6164	Creative Writing	2	
2	STAT8067	Business Statistics I	2	20
	COMM6394	Introduction to Sociology & Anthropology	2	
	COMM6012	Theory of Communication	4	
	COMM6014	Theory of Mass Communication	4	
	COMM6009	Introduction to Political Science	2	
	COMM6099	Intercultural Communication	4	
	SOCS6012	Social Change and Globalization	2	

Sem	Code	Course Name	SCU	Total	
3	CHAR6013	Character Building: Pancasila	2	23	
	ENTR6094	Design Driven Entrepreneurship	3		
	PSYC6151	Introduction to Psychology	2		
	COMM6245	Introduction to PR & Creative Advertising	6		
	COMM6246	Introduction to Journalism & Interview Techniques	6		
	ENTR6095	Media Business and Entrepreneurship	4		
4	CHAR6014	Character Building: Kewarganegaraan	2	23	
	ENGL6172	Academic English II	3		
	COMM8101	Philosophy of Communication	2		
	COMM6019	Public Opinion	2		
	COMM6129	Organizational Communication	4		
	COMM6098	Human Relations in Communication Context	4		
	COMM6396	Marketing Communication	2		
	RSCH6008	Quantitative & Qualitative Research Methods in Communication Context	4		
5	RSCH6067	Mass Communication Research Methods	2	22	
	CHAR6015	Character Building: Agama	2		
	LANG6030	Indonesian	4		
	Streaming: Journalism				
	COMM6247	Broadcast Journalism and Reporting	6		
	COMM6248	New Media & Newsroom Management	6		
	COMM6249	Investigative Journalism	2		
	Streaming: Public Relations				
	COMM6250	Creative Agency Industry	2		
	COMM6251	Crisis Communication and Media Relations	6		
	COMM6252	Public Relations Publication	6		
	Streaming: Entertainment Communication				
	COMM6253	Entertainment Networking & Negotiation	8		
	COMM6254	Design & Promotion	6		
6	Enrichment Program II		16	16	
7	Enrichment Program II		16	16	
8	COMM6188	Thesis	6	6	
TOTAL CREDITS 146 SCU					

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	Other	I	RS	ENTR	CD	SA	Other
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			

Note:

- I: Internship
- RS: Research
- ENTR: Entrepreneurship
- CD: Community Development
- SA: Study Abroad
- Other: Program's specific needs

Note:

Students can choose one of the existing tracks.

Enrichment Internship Track

Code	Course Name	SCU	Total
COMM6256	Media Industry	8	16
COMM6257	Communication and New Technology	4	
COMM6258	Event and Networking Management	4	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6063	Research Exposure	8	16
RSCH6253	Communication Research in Media	4	
RSCH6254	Scientific Writing in Communication	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6092	Business Model Innovation	8	16
ENTR6096	Creative Business Planning	4	
ENTR6097	Managing Teams and Cultures	4	
Enrichment Program II			
ENTR6093	Sustainable Startup Creation	8	16
ENTR6098	Business Networking	4	
ENTR6099	Business Story Telling	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6020	Community Development	8	16
COMM6260	Cultural Studies	4	
COMM6242	Digital Publication	4	

Enrichment Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program			16
GLOB6085	Elective Course for Study Abroad 1	4	
GLOB6086	Elective Course for Study Abroad 2	4	
GLOB6087	Elective Course for Study Abroad 3	4	
GLOB6088	Elective Course for Study Abroad 4	4	

*) Elective courses for study abroad will be transferred to BINUS UNIVERSITY INTERNATIONAL's SCUs based on the transferred credit policies.

The Table of Prerequisite Courses for Communication

Subject		SCU	Smt	Prerequisite		SCU	Smt
COMM6099	Intercultural Communication	4	2	COMM6377	Introduction to Communication	4	1
RSCH6067	Mass Communication Research Methods	2	5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4	4
COMM6247	Broadcast Journalism and Reporting	6	5	COMM6246	Introduction to Journalism & Interview Techniques	6	3
COMM6248	New Media and Newsroom Management	6	5	COMM6246	Introduction to Journalism & Interview Techniques	6	3
LANG6030	Indonesian	4	5	COMM6246	Introduction to Journalism & Interview Techniques	6	3
COMM6249	Investigative Journalism	2	5	COMM6246	Introduction to Journalism & Interview Techniques	6	3
COMM6251	Crisis Communication and Media Relations	6	5	COMM6245	Introduction to PR & Creative Advertising	6	3
COMM6252	Public Relations Publication	6	5	COMM6245	Introduction to PR & Creative Advertising	6	3