

Communications

Introduction

The Bachelor degree in Communications at BINUS UNIVERSITY INTERNATIONAL offers three streams: Journalism, Public Relations, and Entertainment Communication. The program provides extensive knowledge, skills, and practices of communication with a state-of-the-art approaches and technologies. Students are trained to create impactful messages to the target audience in expanding new media, and perform social, cultural, and ethical conducts to create responsible communication outcomes. The program works closely with various prominent companies in diverse fields, partnering with local and international organizations to offer students wider exposure to a real work environment. Students will receive extensive opportunities to develop their writing, presentation, negotiation, consultancy, and research skills. Additionally, students will also be able to explore the creative arts surrounding the entertainment business.

The four-year degree consists of basic and advanced communication courses with a 3+1 curriculum. In the basic level, students learn fundamental knowledge and skills related to communication and media industries. Subsequently for the advanced level, students have opportunities to choose a specialization in Public Relations, Journalism, or Entertainment Communication where they learn and practice the skills directly from industry specialists. Essentially, the curriculum offers students with 3 years of on-campus learning and 1 year of off-campus enrichment program in which the students have options to explore 'real world' experience. The options include study abroad, internship, community development, research and entrepreneurship. With this curriculum, students are exposed to a wide range of insights and expertise in the field of communication to produce works which can serve as their portfolios for their future career.

Vision

A world-class Communication study program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation.

Mission

The mission of the Communication study program is to build the nation and to contribute to global community development by providing world-class education in the area of communication by means of:

1. Educating BINUSIAN to develop exemplary characters through a holistic approach that meets global standards.
2. Resolving the nation's issues through high-impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system.

Program Objectives

The objectives of the program are:

1. To prepare students with the ability to analyze, apply, and organize theories and practices in communication field.
2. To enhance students' ability to develop new ideas and be creative in producing works in communication field.
3. To equip students with the ability to apply new technologies in communication field.

Student Outcomes

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

1. Able to conduct social research using a communication perspective.
2. Able to perform multi-channel communication.
3. Able to implement humanity values and professional ethics in communication practices
4. Able to demonstrate leadership skills and teamwork in communication related fields.
5. Able to execute innovative and creative ideas through strategic collaborative partnership within the media industry using current technological approaches.
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Careers for Graduates

Our curriculum is designed to prepare students with a wide range of career outlooks in the communication-related industry during their four years of study. In the basic level, they gain knowledge from guest lectures delivered by communication experts from reputable organizations and corporates, as well as a series of company visits. In the advanced level, they work on a project that requires assessment by professionals. During the enrichment program, students have opportunities to expand their networks through professional trainings to pursue their careers. After they graduate, most of the alumni work in prominent companies.

The career options for communication graduates range from corporate professionals to creative industry practitioners, working in government, Non-Government Organizations, and private sectors, in a national and global level. Students who choose the Journalism stream have options to work as a multi-media journalist, news anchor, media producer, digital content writer, media director, data researcher, copywriter and more. In Public Relations area the career outlooks include public relations director, public affairs specialist, corporate communication manager, director of public affairs, media planner, content strategist, and lobbyist. The Entertainment Communication stream offers students with the jobs as an event manager, CSR manager, content developer, media producer, social media strategist, social media analyst, communication consultant.

Upon graduation, many of our alumni manage to secure jobs in reputable companies. Some prominent alumni are employed in big media corporations such as The Jakarta Post, Metro TV, Kompas Gramedia, Kompas TV, SEA Today News, and Tempo. The others choose to start a career as a professional in

start-ups such as Gojek, Traveloka, and Shopee.

The graduates of the Communications 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 Stream	Degree				Partner
	Single	Title	Double	Title	
Journalism	√	S.I.kom.	√	S.I.kom.& BC	Queensland University of Technology
Public Relations	√	S.I.kom.			
Entertainment Communication	√	S.I.kom.			
Advertising and Public Relations	√	S.I.kom.	√	S.I.kom.& BC	Queensland University of Technology
Entertainment Industries	√	S.I.kom.		S.I.kom.& BC	Queensland University of Technology

Title: S.I.kom. (Sarjana Ilmu Komunikasi)
BA (Hons) (Bachelor of Arts (Honors))
BC (Bachelor of Communication)

The three stream provide an extensive knowledge of communication theories, practices, and technologies in the growing media industries. We focus on student-centered learning with a personal approach to explore students' individual potentials. The students learn from professionals in the field of media and communications. They also have the opportunity to collaborate with industry professionals in journalism, public relations, and entertainment communication fields. In this way, students can develop skills which they can use in media industries or elsewhere.

Journalism

Journalism stream facilitates students with theories and practices in all aspects of journalism studies such as writing, interviewing, reporting, editing, broadcasting, and media business. The stream is offered in a single-degree and double-degree program. For the double-degree program, students can continue their study for one year in one of our prominent international university partners after completing six (6) semesters in Binus. The option of the university partner to pursue the double-degree program is Queensland University of Technology in Australia. Students who choose this stream will learn journalism-specialized courses such as New Media and Newsroom Management, Broadcast Journalism and Reporting, and Investigative Journalism along with IT-based courses including Communication Data and Technology and Digital Information Management. The students who take this stream will receive a Bachelor's Degree upon completing their studies.

Public Relations

Public Relations (PR) stream provides theories and practices in all aspects of public relations studies including writing for public relations, creating PR and advertising campaigns, negotiation and lobbying as well as networking in PR industries. The stream is offered in a single-degree and double-degree program. For the double-degree program, students can continue their study for one year in one of our prominent international university partners after completing six (6) semesters in Binus. The option of the university partner to pursue the double-degree program is Queensland University of Technology in Australia. The Queensland University of Technology specifically offers the stream under the name Advertising and Public Relations where students learn more comprehensive modules about advertising and PR world. Students who choose this stream shall enroll in PR-specialized courses such as Public Relations Publications, Creative Agency Industry, and Crisis Communication and Media Relations along with IT-based courses including Communication Data and Technology and Digital Information Management. Upon completing their study, students will receive a Bachelor's Degree.

Entertainment Communication

Entertainment Communication stream equips students with theories and practices related to the field of entertainment industry and creative economy such as planning and organizing events, designing and promoting a project for creative economy, as well as developing a business and networking in entertainment industries. The stream is offered in a single-degree and double-degree program. For the double-degree program, students can pursue a one-year study in Queensland University of Technology in Australia after completing six (6) semesters in Binus. The stream is delivered through entertainment communication related courses such as Entertainment Networking and Management, Design and Promotion, and Entertainment Business along with IT-based courses including Communication Data and Technology and Digital Information Management. Upon completing their study, the students will receive a Bachelor's Degree.

Teaching, Learning, and Assessment Strategies

The teaching and learning processes are conducted through small classes where students experience a personal learning approach from internationally graduated lecturers. They learn theories and practice the knowledge in lectures, workshops, and hands-on coaching clinics. Using project-based learning, students are trained to work on real case projects, ranging from producing media content to organizing an event. The assessments cover formative and summative evaluation mainly through project presentation and submission. Examination, peer evaluation, and professional assessment become part of the assessment in several courses. 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.

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.

Study Completion Requirements

Prior to graduation, students are expected to complete some supporting graduate requirements including Student Activity Transcript (SAT) points, social hours, and international experience, apart from passing the academic courses. Students are also required to write a thesis report submitted for the final year project. In the implementation, Binus facilitates the students with a wide range of opportunities to meet all the requirements.

Major in Communication

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

Course Structure

Sem	Code	Course Name	SCU	Total	
1	ENGL6171001	Academic English I	3	20	
	COMM6385019	Interpersonal Communication	4		
	COMM6601019	Introduction to Communication Science	2		
	COMM6389019	Public Speaking	4		
	COMM6602019	Writing Fundamentals	2		
	COMM6451019	Photography and Basic Videography	3		
	Pancasila Courses*				
	CHAR6013001	Character Building: <i>Pancasila</i>	2		
	CHAR6039001	Pancasila and Indonesian Culture	2		
2	ENGL6172001	Academic English II	3	20	
	ENTR6091005	Project Hatchery	2		
	STAT6204019	Statistics	2		

Sem	Code	Course Name	SCU	Total
	COMM6611019	Society and Digital Culture	2	
	COMM6012019	Theory of Communication	4	
	COMM6605019	Contemporary Content Production	4	
	COMM6452019	Introduction to Journalism and Interview Technique	3	
3	CHAR6014001	Character Building: <i>Kewarganegaraan</i>	2	20
	COMM6383019	Philosophy and Ethics of Communication	2	
	COMM6639019	Psychology of Communication	2	
	COMM6099019	Intercultural Communication	4	
	COMM6014019	Theory of Mass Communications	4	
	COMM6528019	Introduction to Public Relations and Creative Advertising	2	
	COMM6102019	Social Media Content Strategies and Analytics	4	
4	CHAR6015001	Character Building: <i>Agama</i>	2	20
	COMM6460019	Political Communication	2	
	COMM6603019	Organizational Communication and Professional Practice	4	
	COMM6610019	Communication Research Methodology	4	
	COMM6387019	Social Design Thinking	4	
	LANG6109019	Indonesian for Media Writing	4	
5	ENTR6486005	Entrepreneurship Hatchery	3	20
	COMM6612019	Communication Data and Technology	4	
	COMM6660019	Digital Information Management	4	
	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		
COMM6661019	Entertainment Business	2		
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	Thesis Courses**			6
	COMM6188019	Thesis	6	
	COMM6581019	Pre-Thesis	2	
	COMM6582019	Thesis	4	
			Total Credits 146 SCU	

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

Enrichment Certified Research Track

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

Enrichment Certified Entrepreneurship Track

Code	Course Name	SCU	Total	
Enrichment Program I			20	
ENTR6092019	Business Model Innovation	8		
ENTR6588019	Product and Service Development	8		
ENTR6097019	Managing Teams and Cultures	4	20	
Code	Course Name	SCU		Total
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	20
COMM6552019	Digital Publication	8	
COMM6260019	Cultural Studies	4	

Enrichment Certified Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			20
GLOB6085019	Elective Course for Study Abroad 1	4	
GLOB6086019	Elective Course for Study Abroad 2	4	
GLOB6087019	Elective Course for Study Abroad 3	4	
GLOB6088019	Elective Course for Study Abroad 4	4	
GLOB6089019	Elective Course for Study Abroad 5	4	
GLOB6043019	Elective Course for Study Abroad 1	2	
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			20
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	
GLOB6391019	Elective Course for Study Abroad 17	2	

Code	Course Name	SCU	Total
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 Abroad 13	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 Certified Specific Independent Study Track*

Code	Course Name	SCU	Total
MICR6033001	Course Certification I	3	20
MICR6034001	Technical Skill Enrichment I	4	
MICR6035001	Industrial Project I	9	
MICR6036001	Soft Skill Enrichment I	4	
MICR6001001	Elective Course for Specific Independent Study 1	8	
MICR6002001	Elective Course for Specific Independent Study 2	8	
MICR6003001	Elective Course for Specific Independent Study 3	6	
MICR6004001	Elective Course for Specific Independent Study 4	6	
MICR6005001	Elective Course for Specific Independent Study 5	6	
MICR6006001	Elective Course for Specific Independent Study 6	5	
MICR6007001	Elective Course for Specific Independent Study 7	5	
MICR6008001	Elective Course for Specific Independent Study 8	5	
MICR6009001	Elective Course for Specific Independent Study 9	5	
MICR6010001	Elective Course for Specific Independent Study 10	4	
MICR6011001	Elective Course for Specific Independent Study 11	4	
MICR6012001	Elective Course for Specific Independent Study 12	4	
MICR6013001	Elective Course for Specific Independent Study 13	4	
MICR6014001	Elective Course for Specific Independent Study 14	4	
MICR6015001	Elective Course for Specific Independent Study 15	3	
MICR6016001	Elective Course for Specific Independent Study 16	3	
MICR6017001	Elective Course for Specific Independent Study 17	3	
MICR6018001	Elective Course for Specific Independent Study 18	3	
MICR6019001	Elective Course for Specific Independent Study 19	3	
MICR6020001	Elective Course for Specific Independent Study 20	3	
MICR6021001	Elective Course for Specific Independent Study 21	2	
MICR6022001	Elective Course for Specific Independent Study 22	2	

Code	Course Name	SCU	Total
MICR6023001	Elective Course for Specific Independent Study 23	2	
MICR6024001	Elective Course for Specific Independent Study 24	2	
MICR6025001	Elective Course for Specific Independent Study 25	2	
MICR6026001	Elective Course for Specific Independent Study 26	2	
MICR6027001	Elective Course for Specific Independent Study 27	2	
MICR6028001	Elective Course for Specific Independent Study 28	2	
MICR6029001	Elective Course for Specific Independent Study 29	1	
MICR6030001	Elective Course for Specific Independent Study 30	1	
MICR6031001	Elective Course for Specific Independent Study 31	1	
MICR6032001	Elective Course for Specific Independent Study 32	1	

*) 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	COMM6601019	Introduction to Communication Science	2	1
COMM6014019	Theory of Mass Communication	4	3	COMM6601019	Introduction to Communication Science	2	1
LANG6109019	Indonesian for Media Writing	4	4	COMM6452019	Introduction to Journalism and Interview Technique	3	2
COMM6102019	Social Media Content Strategies and Analytics	4	3	COMM6605019	Contemporary Content Production	4	2
COMM6610019	Communication Research Methodology	4	4	STAT6204019	Statistics	2	2

Stream: Journalism

COMM6392019	New Media and Newsroom Management	4	5	COMM6452019	Introduction to Journalism and Interview Technique	3	2
COMM6529019	Broadcast Journalism and Reporting	3	5	COMM6452019	Introduction to Journalism and Interview Technique	3	2
COMM6249019	Investigative Journalism	2	5	COMM6452019	Introduction to Journalism and Interview Technique	3	2

Stream: Public Relations

Course		SCU	Sem	Course Prerequisite		SCU	Sem
COMM6397019	Crisis Communication and Media Relations	4	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6530019	Public Relations Publication	3	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6250019	Creative Agency Industry	2	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
Stream: Entertainment Communication							
COMM6531019	Entertainment Networking Management	4	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6532019	Design and Promotion	3	5	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
Enrichment Track: Internship							
COMM6475019	Applied Communication Management	8	7	COMM6603019	Organizational Communication and Professional Practice	4	4
COMM6551019	Creative Content Writing	8	7	COMM6528019	Introduction to Public Relations and Creative Advertising	2	3
COMM6477019	Leadership Skills and Principles	4	7	COMM6603019	Organizational Communication and Professional Practice	4	4

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

No	Code	Course Name	Minimum Passing Grade
1	CHAR6013001	Character Building: Pancasila	B
2	ENTR6486005	Entrepreneurship hatchery	C
3	COMM6012019	Theory of Communication	C
4	COMM6605019	Contemporary Content Production	C
5	COMM6603019	Organizational Communication and Professional Practice	C
6	COMM6610019	Communication Research Methodology	C
Stream: Journalism			
7	COMM6392019	New Media and Newsroom Management	C
8	COMM6249019	Investigative Journalism	C
Stream: Public Relations			
7	COMM6397019	Crisis Communication and Media Relations	C
8	COMM6530019	Public Relations Publication	C
Stream: Entertainment Communication			
7	COMM6531019	Entertainment Networking Management	C
8	COMM6532019	Design and Promotion	C