

International Business Management

Introduction

Founded in 2012, the International Business Management program at the BINUS Business School has the mission to develop professionals to meet the challenges of industry and society head-on with a global mindset. The program is committed to the continuous pursuit of innovation in education at an internationally recognized business school. In 2019, the program received AACSB accreditation from the Association to Advance Collegiate Schools of Business. As only the 2nd business school in Indonesia to receive the accreditation, BINUS Business School joins more than 840 business schools globally committed to the improvement of the quality of business education throughout the world.

The International Business Management program's innovative and comprehensive curriculum balances students' need for the theoretical knowledge and the practical professional skills necessary for a successful career in international business. The subjects offered cover a wide range of topics from international trade to international business, including up-to-date courses, such as eBusiness for International Business and International Business Strategy, that are relevant to doing business in the 21st Century.

The program is hands-on from day one and has numerous opportunities for students to collaborate with industry or focus on starting their own ventures. Students have an opportunity to join the PPEI program, which involves a unique partnership with *Pendidikan dan Pelatihan Ekspor Indonesia* (PPEI), the Indonesian government's export and import training center, allowing students to gain real-world experience in international business. Students graduate from the program with an understanding of the complexities of conducting business on an international scale with the experience, skills, mindset and ethics to succeed in an increasing dynamic and changing world.

Vision

A world-class business school, fostering and empowering the society in serving and building the nation.

Mission

Providing world class business education to build the nation and to contribute to community development by means of:

- **Educating BINUSIANS to develop exemplary characters through holistic approach.**

Educating BINUSIANS to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.

- **Resolving business and entrepreneurship issues with meaningful and relevant research.**

Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

- **Fostering BINUSIANS through self-enrichment.**

Nourishing BINUSIANS' SPIRIT for improving personal and professional capabilities

- **Empowering BINUSIANS to continuously improve business community.**

Invigorating BINUSIANS to solve the business community challenges through academic and community service activities.

Learning Goals

By the completion of our program

1. Management and Business Concepts

Each student should be able to comprehend management and business concepts.

2. Problem Solving and Entrepreneurial Skills

Each student should be able to systematically and innovatively solve problems and overcome challenges in businesses.

3. Global and Sustainability Mindsets

Each student should be able to perform global and sustainability mindsets in applying business concepts.

4. Professionalism and Ethical Competence

Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

The program offers you a professional career path in an international company and global market to put you in a high demand career or business as:

- | | |
|---|---|
| 1. International Business Analyst | 11. Market Research |
| 2. International Business Development | 12. International Business Planning |
| 3. International Business Relations | 13. International Business Services |
| 4. International Business Credit Analyst | 14. Government International Development |
| 5. Derivatives Trader | 15. Consultant for Finance and Trade |
| 6. Export Officer | 16. Advisory and Partner Executive |
| 7. Foreign Exchange Trader | 17. International Licensing / Franchising Manager |
| 8. Foreign Exchange Officer | 18. Joint venture Project Manager |
| 9. Global Risk Management Solutions Analyst | 19. International Policy Consultant |
| 10. Import Export Coordinator | 20. Multinational Company Manager |

Curriculum

The curriculum of the International Business Management Program provides a unique point of managing business and trade globally and is designed to prepare graduate students' readiness to apply for their knowledge and work in an appropriate industry or to become a global entrepreneur. Using an 'International' title should be performed with international languages skill. Besides Indonesian, students will also take English as the core language.

The International Business Management Program, incorporates many opportunities for students to gain international experience, including:

- | | |
|--------------------------------------|---|
| - Student Exchange | - Guest Lecturer (International Lecturer) |
| - Study Abroad | - Global Learning System |
| - Internship (Compulsory for 1 year) | - Collaboration Learning |
| - Live Video Lecturing | - Blended Learning |

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ISYS6181005	Management Information Systems for Leader	4	
	ACCT6351005	Accounting for Business	4	
	ECON6099005	Business Economics - (AOL)	4	
	MGMT6011005	Introduction to Management and Business* - (AOL)	4	
	LANG6027005	Indonesian	2	
	Foreign Language Courses		0	
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	MATH6176005	Business Mathematics	2	
	STAT6206005	Business Statistics I	2	
	MKTG6318005	Marketing Management*&*** - (AOL)	4	
	BUSS6190005	International Business*&***&***	2	
	BUSS6171005	Business Sustainability** - (AOL)	4	
	ENTR6509005	Entrepreneurship: Ideation	2	
	BUSS6066005	Business Ethics** - (AOL)	2	
	Foreign Language Courses		0	
3	CHAR6015005	Character Building: Agama	2	22
	STAT6207005	Business Statistics II - (AOL)	2/2	
	MGMT6297005	Operations Management**	4	
	BUSS6221005	International Trade*&***&***	2	
	FINC6001005	Financial Management	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	MGMT6012005	Human Resources Management - (AOL)	4	
	Foreign Language Courses		0	
4	ENTR6511005	Entrepreneurship: Market Validation	2	18
	MGMT6370005	E-Business for International Business*&*** - (AOL)	2	
	BUSS6162005	Market Entry Strategy*&***&*** - (AOL)	2	
	MGMT6369005	Corporate Strategy in International Business*&***	2	
	BUSS6191005	Export-Import Management*&***&***	2	
	BUSS6222005	Export-Import Cost Management*&***&***	2	
	MGMT6458005	Global Supply Chain Management*&***&***	2	
	RSCH6727005	Research Methodology for International Business	3/1	
	Foreign Language Courses		0	
5	MGMT6357005	Multinational Corporation Management	4	20
	BUSS6223005	Trade in Asia	2	
	BUSS6224005	Special Topics in International Business	4	
	Free Electives		10	
	Minor Program		10	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6406005	Pre-Thesis	2	6

Sem	Code	Course Name	SCU	Total
	MGMT6414005	Thesis	4	
	MGMT6044005	Thesis	6	
Total Credits 146 SCU				

*) This course is delivered in English

**) Global Learning System Course

***) Transferred course from training program at EITC/PPEI (Export Import Training Center/ Pendidikan dan Pelatihan Ekspor Indonesia)

-) (AOL) – Assurance of Learning Process System

Minor/Free Electives:

-) For 5th Semester: Students are required to choose Free Electives or Minor Program. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass 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/Program

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253005	English for Frontrunners	0
ENGL6254005	English for Independent Users	0
ENGL6255005	English for Professionals	0
JAPN6190005	Basic Japanese Language*	0
CHIN6163005	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 61-99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggis	
Blockchain Technology and Business	V
Creative Digital Storytelling	V
Cross Cultural Communication	V
Data Analytics	V
Digital Banking	V
Digital Ecosystem	V
English for Business Professionals	V
Event Business and Entertainment	V
Human Capital in Digital Workplace	-
Interactive & Users Experience Design	V
Robotic Process Automation	V
Sustainable Development	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Culinary	V
Korean Culture and Creativity	V
Minor @ Binus Malang	
Chinese for Career Pathways	V
English for Business Professionals	V
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Minor @ Binus Semarang	
Content Creation	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	-

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program: Blockchain Technology and Business

Introduction

Blockchain is currently one of the fastest-growing industries in the technology sector. Also, based on Gemini's 2022 outlook, Indonesia is the most crypto-adopting country in Asia. The blockchain minor program initiative at BINUS could facilitate the students to learn and explore the technology. The Blockchain minor program explores the concept and development of blockchain from the technology and business perspectives. Beyond the blockchain concept, students will learn how to develop smart contracts and understand the architectural needs of a blockchain-based application. Finally, students will apply their knowledge in a project-oriented capstone course, during which they will design and develop a practical application of blockchain technology.

Career Options

Blockchain Consultant, Blockchain Architect, Blockchain Security Auditor,Token Economy Consultant, Smart Contract Developer, Web3 Entrepreneur.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
Total SCU	10

Additional Information

None

2. Minor Program: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

Fundamental Courses

Course	SCU
ENGL6274024 Approaches in Multimodal Storytelling	2
DSIN6033007 Visual Storytelling	2
ENGL6275024 Storytelling for Business	2
FILM6118009 Script Development & Pitching	4
Total SCU	10

Additional Information

None

3. Minor Program: Cross Cultural Communication

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

4. Minor Program: Data Analytics

Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

Additional Information

None

5. Minor Program: Digital Banking

Introduction

A set of elective courses students can take from selected study programs at Binus University. This set aims to:

1. Comprehensive understanding of various concepts and practices in digital banking.
2. Critically Evaluate the implementation of digital banking for business optimization.
3. Apply relevant techniques of digital banking for business.
4. Develop solutions for various problems in digital banking.

Career Options

This minor would substantially contribute to the banking profession in Indonesia and its ecosystem (regulators, IT-Business Consultant, Financial Analysts, and other Finance Professions).

Course Distribution

Fundamental Courses

Course		SCU
ISYS6824003	Technology Innovation in Banking	2
FINC6217020	Bank Risk Management in the Digital Era	4
FINC6218020	Digital Finance and The Role of Central Bank	4
Total SCU		10

Additional Information

None

6. Minor Program: Digital Ecosystem

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course		SCU
COMP6683001	Introduction to Artificial Intelligence	2/2
ISYS6549003	Digital Innovation	4
COMP6937001	Current Trends in Technology	2
Total SCU		10

Additional Information

None

7. Minor Program: English for Business Professionals

Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

Course		SCU
ENGL6154024	English for Business Communications	4
MKTG6112024	Language Innovations in Marketing and Advertising	2
ENGL6244024	Social Media Broadcasting	4
Total SCU		10

Additional Information

None

8. Minor Program: Event Business and Entertainment

Introduction

This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) event, sport event, and festival, enabling students to plan and conduct a successful event.

Career Options

Professional event organizer, Professional Conference Organizer, Event Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

Course Distribution

Fundamental Courses

Course		SCU
HTMN6151021	Event Marketing Management	2
HTMN6152021	Catering Management	4
TRSM6232022	MICE (Meeting, Incentive, Convention, Exhibition) Management	4
Total SCU		10

Additional Information

None

9. Minor Program: Interactive & Users Experience Design**Introduction**

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

Course Distribution**Fundamental Courses**

Course		SCU
ISYS6553003	User-Centered Research and Evaluation	4
PSYC6176027	Psychology and User Experience	4
DSIN6003007	Fundamental of Interface Design	2
Total SCU		10

Additional Information

None

10. Minor Program: Robotic Process Automation**Introduction**

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

Additional Information

None

11. Minor Program: Sustainable Development

Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

Course Distribution

Fundamental Courses

Course	SCU
ISYE6154011 Sustainable Design and Manufacture	4
CPEN6217010 Digital for Sustainable Development	4
ARCH6119014 Introduction to Sustainable Development	2
Total SCU	10

Additional Information

None

12. Minor Program: Digital Transformation

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6559003 Business Models and Technology Innovation	4
ISYS6557003 Business Data Management	4
MGMT6484005 Digital Strategy	2
Total SCU	10

Additional Information

None

13. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

Course Distribution

Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
Total SCU	10

SCU for HTMN6008021, HTMN6128021 are practical

Additional Information

None

14. Minor Program: Korean Culture and Creativity

Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

Career Options

Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

Course Distribution

Fundamental Courses

Course		SCU
HTMN6163021	Korean Cuisine and Culinary Arts	4
COMM6718019	Korean Language and Media	4
FILM6134009	Hallyu Creative Content	2
Total SCU		10

Additional Information

None

15. Minor Program: Chinese for Career Pathways

Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

Course Distribution

Fundamental Courses

Course		SCU
CHIN6196026	Mandarin for Future Career	4
CHIN6197026	Easy Way to HSK 2 Preparation	4
CHIN6198026	Exploring Modern Chinese Culture	2
Total SCU		10

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

16. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content

creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6336055	Content Marketing Analytics	4
DSIN6042053	Photography for Creators	2
Total SCU		10

Additional Information

None

17. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

Course Distribution

Fundamental Courses

Course		SCU
JAPN6221025	Essential Japanese Grammar (<i>Yoku Tsukaeru Bunpou</i>)	4
JAPN6222025	Survival Japanese in Various Situations (<i>Nihon E Ikou, Yasashii Kaiwa De</i>)	4
JAPN6223025	Ideas and Images of Japan (<i>Nihon Jijou</i>)	2
Total SCU		10

Additional Information

None

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6400005	Supply Chain Strategy	2	5
2	Business Management	MGMT6459005	Retail Management	4	5
3	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
4	Business Management	MKTG6324005	Retail Marketing Management	2	5
5	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
6	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
7	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
8	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
9	International Business Management	BUSS6226005	Legal Aspects in International Business	2	5
10	International Business Management	BUSS6227005	International Business Financing	2	5
11	International Business Management	BUSS6228005	International Trade Negotiation	2	5
12	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
13	Industrial Engineering	ISYE6167011	Decision Support System	2	5
14	Industrial Engineering	ISYE6130011	Project Management	2	5
15	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
16	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
17	Computer Science	COMP6144001	Web Programming	2/1	5
18	Computer Science	ISYS6197001	Business Application Development	2/2	5
19	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
20	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
21	Marketing Communication	COMM6620019	Online Publishing	2/2	5
22	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
23	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
24	Marketing Communication	COMM6630019	Crisis Communication	2	5
25	Marketing Communication	COMM6631019	Public Affair	2	5
26	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
27	Marketing Communication	COMM6637019	Brand Activation	2/2	5
28	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
29	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
30	Tourism	BUSS6137022	Tourism E-Business	4	5
31	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
32	Hotel Management	HTMN6146021	Food Safety Management	2	5
33	Hotel Management	HTMN6147021	Hospitality Management	4	5
34	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
35	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
36	Hotel Management	HTMN6132021	Gastronomy Study	2	5
37	Accounting	ACCT6461020	Accounting Syariah	2	5
38	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
39	Finance	FINC6010020	International Finance	2	5
40	Data Science	DTSC6006001	Machine Learning	2/1	5
41	Mobile Application & Technology	MOBI6068001	Web Design	2	5
42	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
43	Statistics	STAT6157049	Data Mining and Visualization	2	5
44	Information Systems	ISYS6196003	Business Analytics	2	5
45	Information Systems	ISYS6199003	Data & Text Mining	4	5
46	Information Systems	ISYS6202003	Social Informatics	4	5
47	Information Systems	ISYS6289003	Collaborative Computing	4	5
48	Information Systems	ISYS6402003	Business Analytics	2/2	5
49	Information Systems	ISYS8066003	Business Process Management	4	5
50	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
51	Animation	DSGN6689007	Concept Art & Production Design	2	5
52	Animation	DSGN6690007	Animation Storytelling	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
53	Creative Advertising	DSGN6661007	Photography	4	5
54	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
55	Interior Design	DSGN6612008	Design Trend	2	5
56	International Relations	INTR6151029	Regional Integration in Europe	2	5
57	International Relations	INTR6152029	Regional Integration in America	2	5
58	International Relations	INTR6153029	Regional Integration in East Asia	2	5
59	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
60	International Relations	INTR6178029	Introduction to International Political Economy*&**	2	5
61	International Relations	INTR6180029	Introduction to International Media	2	5
62	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
63	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
64	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
65	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
66	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
67	English Literature	ENGL6244024	Social Media Broadcasting	4	5
68	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
69	Business Law	LAWS6017028	Intellectual Property Rights	4	5
70	Business Law	LAWS6110028	Cyber Law	2	5
71	Business Law	LAWS6159028	Legal Aspect in Business	2	5
72	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
73	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	5
74	Business Law	LAWS6170028	Investment Law	2	5
75	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
76	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
77	Business Law	LAWS6176028	Tax Law	2	5
78	Psychology	PSYC6130027	Human Performance Technology	4	5
79	Psychology	PSYC6145027	Urban Psychology	4	5
80	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
81	Primary Teacher Education	EDUC6063030	English for Academic Purposes	2	5
82	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
83	Primary Teacher Education	EDUC8004030	School Based Management	2	5
84	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
85	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
86	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
87	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
88	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
89	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
90	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
91	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
92	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	5
93	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	5
94	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
95	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5

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

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

Enrichment Track Scheme

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	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						

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
31					V					V					
32					V						V				
33					V							V			
34					V								V		
35					V									V	
36						V		V							
37						V			V						
38						V				V					
39						V					V				
40						V						V			
41						V								V	

Note:

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

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
BUSS6201005	Industrial Experience in Dynamic Industry	8	
BUSS6202005	International Business Industrial Experience	8	
BUSS6042005	Capacity Building in Industrial Experience	4	
Enrichment Program II			20
BUSS6203005	Professional Experience in Dynamic Organization	8	
BUSS6204005	Professional Experience in International Operations	8	
BUSS6038005	Capacity Building in Professional Experience	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6338005	Research Design	8	
RSCH6555005	Scientific Writing for Management	8	
RSCH6148005	Capacity Building in Research	4	
Enrichment Program II			20
RSCH6340005	Research Experience	8	
RSCH6556005	Scientific Writing and Implementation for Management	8	
RSCH6341005	Capacity Building Implementation in Research	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6914005	New Business Initiation	8	
ENTR6915005	Product Development Process	8	
ENTR6916005	EES in New Business I	4	
Enrichment Program II			20
ENTR6917005	Product Launching	8	
ENTR6918005	Business Development	8	
ENTR6919005	EES in New Business II	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6110005	Community Outreach Project Implementation	8	
CMDV6335005	Community Development Project for Management	8	
CMDV6168005	Capacity Building in Community Development	4	
Enrichment Program II			20
CMDV6111005	Community Development Project Implementation	8	
CMDV6336005	Community Development Project Design	8	
CMDV6068005	Capacity Building in Managing Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6005005	Elective Course for Study Abroad 1	4	
GLOB6006005	Elective Course for Study Abroad 2	4	
GLOB6007005	Elective Course for Study Abroad 3	4	
GLOB6008005	Elective Course for Study Abroad 4	4	
GLOB6009005	Elective Course for Study Abroad 5	2	
GLOB6010005	Elective Course for Study Abroad 6	2	
GLOB6011005	Elective Course for Study Abroad 7	2	
GLOB6012005	Elective Course for Study Abroad 8	2	
GLOB6013005	Elective Course for Study Abroad 9	2	
GLOB6014005	Elective Course for Study Abroad 10	2	
GLOB6015005	Elective Course for Study Abroad 11	2	
GLOB6016005	Elective Course for Study Abroad 12	2	
GLOB6251005	Elective Course for Study Abroad 29	4	
Enrichment Program II			20
GLOB6017005	Elective Course for Study Abroad 13	4	
GLOB6018005	Elective Course for Study Abroad 14	4	
GLOB6019005	Elective Course for Study Abroad 15	4	

Code	Course Name	SCU	Total
GLOB6020005	Elective Course for Study Abroad 16	4	
GLOB6021005	Elective Course for Study Abroad 17	2	
GLOB6022005	Elective Course for Study Abroad 18	2	
GLOB6023005	Elective Course for Study Abroad 19	2	
GLOB6024005	Elective Course for Study Abroad 20	2	
GLOB6025005	Elective Course for Study Abroad 21	2	
GLOB6026005	Elective Course for Study Abroad 22	2	
GLOB6027005	Elective Course for Study Abroad 23	2	
GLOB6028005	Elective Course for Study Abroad 24	2	
GLOB6253005	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 Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
CSIS6001005	Course Certification	3	
CSIS6002005	Technical Skill Enrichment	4	
CSIS6003005	Industrial Project	9	
CSIS6004005	Soft Skill Enrichment	4	
CSIS6005005	Elective Course for Specific Independent Study 1	8	
CSIS6006005	Elective Course for Specific Independent Study 2	8	
CSIS6007005	Elective Course for Specific Independent Study 3	6	
CSIS6008005	Elective Course for Specific Independent Study 4	6	
CSIS6009005	Elective Course for Specific Independent Study 5	6	
CSIS6010005	Elective Course for Specific Independent Study 6	5	
CSIS6011005	Elective Course for Specific Independent Study 7	5	
CSIS6012005	Elective Course for Specific Independent Study 8	5	
CSIS6013005	Elective Course for Specific Independent Study 9	5	
CSIS6014005	Elective Course for Specific Independent Study 10	4	
CSIS6015005	Elective Course for Specific Independent Study 11	4	
CSIS6016005	Elective Course for Specific Independent Study 12	4	
CSIS6017005	Elective Course for Specific Independent Study 13	4	
CSIS6018005	Elective Course for Specific Independent Study 14	4	
CSIS6019005	Elective Course for Specific Independent Study 15	3	
CSIS6020005	Elective Course for Specific Independent Study 16	3	
CSIS6021005	Elective Course for Specific Independent Study 17	3	
CSIS6022005	Elective Course for Specific Independent Study 18	3	
CSIS6023005	Elective Course for Specific Independent Study 19	3	
CSIS6024005	Elective Course for Specific Independent Study 20	3	
CSIS6025005	Elective Course for Specific Independent Study 21	2	
CSIS6026005	Elective Course for Specific Independent Study 22	2	

Code	Course Name	SCU	Total
CSIS6027005	Elective Course for Specific Independent Study 23	2	
CSIS6028005	Elective Course for Specific Independent Study 24	2	
CSIS6029005	Elective Course for Specific Independent Study 25	2	
CSIS6030005	Elective Course for Specific Independent Study 26	2	
CSIS6031005	Elective Course for Specific Independent Study 27	2	
CSIS6032005	Elective Course for Specific Independent Study 28	2	
CSIS6033005	Elective Course for Specific Independent Study 29	1	
CSIS6034005	Elective Course for Specific Independent Study 30	1	
CSIS6035005	Elective Course for Specific Independent Study 31	1	
CSIS6036005	Elective Course for Specific Independent Study 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 courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II (Master of Management)			20
ENTR6561005	Design Thinking for Innovation	4	
MKTG6299005	Business Negotiation	4	
MKTG6300005	Marketing Strategy	4	
STAT6187005	Applied Statistics	4	
MGMT6420005	Human Resources Management Strategy	4	

The Table of Prerequisite for International Business Management Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
BUSS6191005	Export-Import Management	2	4	BUSS6221005	International Trade	2	3
MGMT6369005	Corporate Strategy in International Business	2	4	BUSS6190005	International Business	2	2
MGMT6414005	Thesis	4	8	RSCH6727005	Research Methodology for International Business	3/1	4
MGMT6044005	Thesis	6					

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013005	Character Building: Pancasila	B
2.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	MGMT6011005	Introduction to Management and Business	C
4.	BUSS6066005	Business Ethics	C
5.	BUSS6171005	Business Sustainability	C
6.	MKTG6318005	Marketing Management	C
7.	MGMT6012005	Human Resources Management*	C
8.	BUSS6162005	Market Entry Strategy	C

*) Tutorial & Multipaper