Global Business Marketing

Introduction

The Global Business Marketing program prepares students to succeed in fast-paced marketing environments. Students learn about the latest and emerging trends in marketing practice and shape their soft-skills which enable them to conquest global competition. This program has three values to be conveyed to students, i.e. dynamic (how to quick-response to the dynamic market trends), creative (how to design and execute creative marketing strategy and programs), and digitalized (how to apply digital concept in marketing activities in this technology era).

The 3+1 program extends outside the classroom to include real-world, hands-on, and global experiences, where students are encouraged and supported to pursue marketing internships and study abroad opportunities, which further prepare students for a career in marketing.

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

1. Global Marketing Manager
2. Global Brand Manager/Strategist
3. Digital Marketer
4. Social Media Marketing Manager
5. Global Advertising and Promotion Manager
6. Product Strategist
7. Global Marketing Researcher/Consultant
8. Key Account Manager/Sales Manager
9. Customer Relationship Manager
10. Marketing Communication
11. Global Retail Marketer
12. Global Not-for-Profit Marketer

Curriculum

This curriculum is designed to meet the needs skills of Marketing practices skills and competencies in current global business conditions that will also fulfill students with sense of art and science of global business marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of the curriculum is adjusted to the ICT based utilization of marketing in global market competition that focuses on online and offline marketing strategy. It also includes powerful marketing knowledge on how to identify global market needs, wants, and characteristics; how to design the right global marketing strategy; how to plan the effective global marketing program; how to sell the product/service to the global market, and how to maintain and utilize the relationship with global customers. These all will be delivered through unique and special subjects related to Global Business Marketing fields, such as Consumer Behaviour, Marketing Research, Retail & Omni Channel, Digital Marketing (Social Media & Content Marketing), Global Strategic Marketing in Asia Pasific Perspective and Customer Relationship Management.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ECON6099005	Business Economics - (**AOL**)	4	
	ISYS6181005	Management Information Systems for Leader	4	
	MATH6176005	Business Mathematics	2	
	MKTG6318005	Marketing Management*&** - (**AOL**)	4	
	MGMT6011005	Introduction to Management and Business* - (**AOL**)	4	
	Foreign Language Courses		0	
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	ACCT6351005	Accounting for Business	4	
	MGMT6012005	Human Resources Management - (**AOL**)	4	
	STAT6206005	Business Statistics I	2	
	MKTG6297005	Consumer Behaviour*&**	2	
	LANG6027005	Indonesian	2	
	MGMT6297005	Operations Management**	4	
	Foreign Language Courses		0	
3	BUSS6066005	Business Ethics** - (**AOL**)	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	MKTG6271005	Product & Brand Strategy*&**	2	
	MKTG6295005	Digital Marketing (360 Degree Media Planning)*&**	4	

Sem	Code	Course Name	SCU	Total
	STAT6207005	Business Statistics II - (**AOL**)	2/2	
	FINC6001005	Financial Management	4	
	MKTG6320005	Pricing Strategy	2	
	Foreign Language Courses		0	
4	CHAR6015005	Character Building: Agama	2	20
	BUSS6171005	Business Sustainability** - (**AOL**)	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	MKTG6321005	Marketing Data Analytics - (**AOL**)	4	
	MKTG6322005	Sales and Customer Relationship Management	4	
	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective*&**	4	
	Foreign Language Courses		0	
5	ENTR6511005	Entrepreneurship: Market Validation	2	20
	MKTG6631005	Marketing Research	3/1	
	MKTG6270005	Retail and Omni Channel*&**	2	
	MKTG6323005	Advanced Topic in Marketing	2	
	Free Electives		10	
	Minor Program		10	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	MGMT6405005	Pre-Thesis	2	6
	MGMT6411005	Thesis	4	
	MGMT6040005	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English
**) Global Learning System Course

-) 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 Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.

2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.

3. Students with Binus University English Proficiency Test score equal to or greater than 520 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 Kemanggisan	
Digital Ecosystem	V
Human Capital in Digital Workplace	-
Sustainable Development	V
Cross Cultural Communication	V
Interactive & Users Experience Design	V
Data Analytics	V
Robotic Process Automation	V
Event Business and Entertainment	V
Creative Digital Storytelling	V
Digital Banking	V
Blockchain Technology and Business	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Virtual Services Experience	V
Culinary	V
Minor @ Binus Malang	
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Minor @ Binus Semarang	
Metaverse in Business	-
Content Creation	V

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: Digital Ecosystem

Fundamental Courses

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

2. Minor Program: Sustainable Development

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**

3. Minor Program: Cross Cultural Communication

Fundamental Courses

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

4. Minor Program: Interactive & Users Experience Design

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**

5. Minor Program: Data Analytics

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**

6. Minor Program: Robotic Process Automation

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**

7. Minor Program: Event Business and Entertainment

Fundamental Courses

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

8. Minor Program: Creative Digital Storytelling

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**

9. Minor Program: Digital Banking

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**

10. Minor Program: Blockchain Technology and Business

Fundamental Courses

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

11. Minor Program: Digital Transformation

Fundamental Courses

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

12. Minor Program: Virtual Service Experience

Fundamental Courses

Course		SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
MGMT6354005	Virtual Operation and Supply Chain	4
	Total SCU	**10**

13. Minor Program: Culinary

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

14. Minor Program: Content Creation

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6392055	Digital marketing	4
DSIN6042053	Photography for Creators	2
	Total SCU	**10**

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6455005	Servitization and Customer Experience Management	2	5
2	Business Management	MKTG6319005	Service Marketing Management	4	5
3	Business Management	MGMT6457005	Global Supply Chain Services	4	5
4	Business Management	MGMT6401005	Digital Supply Chain Management	2	5
5	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
6	Business Management	MGMT6461005	Category Management	2	5
7	Management	MGMT6462005	Leadership Agility	4	5
8	Management	MGMT6463005	Organizational Behavior	4	5
9	Management	MGMT6464005	Corporate Governance	2	5
10	Management	BUSS6109005	Business Development	4	5
11	Management	MGMT6196005	Project Management	4	5
12	Management	BUSS6229005	Business Simulation	4	5
13	Management	MGMT6033005	Advanced Topics in Business and Organization	2	5
14	Management	LAWS6159005	Legal Aspect in Business	2	5
15	Management	MGMT6374005	Analysis on E-Business Investment	4	5
16	Management	ISYS6079005	E-Business System	4	5
17	Management	ISYS6744005	E-Business Strategy and Implementation	4	5
18	Management	ISYS6085005	Advanced Topics in E-Business	2	5
19	International Business Management	BUSS6222005	Export-Import Cost Management	2	5
20	International Business Management	BUSS6191005	Export-Import Management	2	5
21	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
22	International Business Management	BUSS6223005	Trade in Asia	2	5
23	International Business Management	BUSS6224005	Special Topics in International Business	4	5
24	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
25	Computer Engineering	CPEN6220010	Computer Networks & Information Security	4/1	5
26	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
27	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
28	Industrial Engineering	ISYE6167011	Decision Support System	2	5
29	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
30	Food Technology	CPEN6235015	IoT in Food Industry	2	5
31	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
32	Computer Science	COMP6823001	Multimedia Systems	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
33	Computer Science	ISYS6211001	Web Based Application Development	2/2	5
34	Computer Science	COMP8129001	User Experience	2/2	5
35	Computer Science	COMP7128001	Game Design	2	5
36	Computer Science	COMP6586001	Embedded Systems	2	5
37	Computer Science	COMP6144001	Web Programming	2/1	5
38	Computer Science	COMP6590001	Geographical Information System	2/2	5
39	Computer Science	ISYS6197001	Business Application Development	2/2	5
40	Marketing Communication	COMM6613019	Introduction to Media Industry	2	5
41	Marketing Communication	COMM6615019	Script Writing	2/2	5
42	Marketing Communication	COMM6625019	Theory of Mass Communication	2	5
43	Marketing Communication	COMM6617019	Media Convergence	2	5
44	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
45	Marketing Communication	COMM6620019	Online Publishing	2/2	5
46	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
47	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
48	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
49	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
50	Marketing Communication	COMM6628019	Communication Audit	2	5
51	Marketing Communication	COMM6425019	Event Management	2	5
52	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	5
53	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	5
54	Marketing Communication	COMM6630019	Crisis Communication	2	5
55	Marketing Communication	COMM6631019	Public Affair	2	5
56	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
57	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
58	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
59	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
60	Marketing Communication	COMM6637019	Brand Activation	2/2	5
61	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
62	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
63	Tourism	TRSM6218022	Adventure Tourism Management	4	5
64	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
65	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
66	Tourism	TRSM6221022	Sport Tourism	2	5
67	Tourism	TRSM6222022	Climate Change & Tourism	2	5
68	Tourism	BUSS6137022	Tourism E-Business	4	5
69	Tourism	TRSM6216022	Guiding and Interpretation	2	5
70	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	5
71	Tourism	TRSM6212022	Indonesian Culture	4	5
72	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
73	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
74	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
75	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
76	Tourism	TRSM6225022	Protected Area Planning & Management	4	5
77	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
78	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	5
79	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
80	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
81	Hotel Management	HTMN6147021	Hospitality Management	4	5
82	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
83	Hotel Management	HTMN6123021	Hygiene and Safety for Hospitality	4	5
84	Hotel Management	HTMN6131021	Catering Management	2	5
85	Hotel Management	HTMN6132021	Gastronomy Study	2	5
86	Psychology	PSYC6130027	Human Performance Technology	4	5
87	Psychology	PSYC6191027	E-Learning Psychology	4	5
88	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	5
89	Psychology	PSYC6136027	Theories of Developmental Psychology	2	5
90	Psychology	PSYC6122027	Social Psychology	4	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			
31						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			
MKTG6301005	Industrial Experience in Global Business	8	20
MKTG6302005	Industrial Marketing Practice	8	
MKTG6103005	Employability and Entrepreneurial Skill in Industrial Experience	4	
Enrichment Program II			
MKTG6303005	Professional Experience in Global Business	8	20
MKTG6304005	Professional Practice in Marketing	8	
MKTG6107005	Employability and Entrepreneurial Skill in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6923005	New Business Initiation	8	20
ENTR6924005	Product Development Process	8	
ENTR6825005	EES in New Business I	4	
Enrichment Program II			
ENTR6926005	Product Launching	8	20
ENTR6927005	Business Development	8	
ENTR6928005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6342005	Marketing Research Experience	8	20
RSCH6558005	Scientific Writing for Global Business Marketing Field Research Experience	8	
RSCH6455005	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			
RSCH6345005	Marketing Research Implementation	8	20
RSCH6559005	Scientific Writing for Global Business Marketing Field Research Implementation	8	
RSCH6347005	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6114005	Community Outreach Project Implementation	8	20
CMDV6338005	Community Outreach Project Design	8	
CMDV6255005	Employability and Entrepreneurial Skills in Community Development	4	
Enrichment Program II			
CMDV6115005	Community Development Project Implementation	8	20
CMDV6339005	Community Development Project Design	8	
CMDV6107005	Employability and Entrepreneurial Skills in Managing Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005005	Elective Course for Study Abroad 1	4	20
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			
GLOB6017005	Elective Course for Study Abroad 13	4	20
GLOB6018005	Elective Course for Study Abroad 14	4	
GLOB6019005	Elective Course for Study Abroad 15	4	
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 Indenpendent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Indenpendent Study*			
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	20
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	
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)			
ENTR6561005	Design Thinking for Innovation	4	20
MKTG6299005	Business Negotiation	4	
MKTG6300005	Marketing Strategy	4	
STAT6187005	Applied Statistics	4	
MGMT6420005	Human Resources Management Strategy	4	

The Table of Prerequisite for Global Business Marketing Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001005	Financial Management	4	3	MGMT6011005	Introduction to Management and Business	4	1
MKTG6297005	Consumer Behaviour	2	2	MKTG6318005	Marketing Management*	4	1
MGMT6411005	Thesis	4	8	MKTG6631005	Marketing Research	3/1	5
MGMT6040005	Thesis	6	8				

) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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.	MKTG6318005	Marketing Management	C
4.	MGMT6012005	Human Resources Management*	C
5.	MGMT6011005	Introduction to Management and Business	C
6.	BUSS6066005	Business Ethics	C
7.	BUSS6171005	Business Sustainability	C
8.	MKTG6321005	Marketing Data Analytics	C

*) Tutorial & Multipaper