

Business Creation

Introduction

Business Creation Program is designed in particular to shape future creative and innovative entrepreneurs. The curriculum is designed with a balance of theory and practice, so the graduates will be able to start a new business in the third year. Most of the courses are delivered by successful entrepreneurs and experienced venture capital expert. Students will meet and hear from entrepreneurs who have created successful ventures. Some of these entrepreneurs will be willing to offer ongoing support and advice. Students will also meet other potential entrepreneurs like themselves with whom they can share ideas.

Vision

To be an internationally recognized business school in the continuous pursuit of innovation in education.

Mission

We are committed to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

Professionals: We prepare our graduates to be able to master particular knowledge and skills necessary to perform the role of their professions with ethical and moral obligations.

Learning Goals

By the completion of our program

1. Management and Business Concepts

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

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

There are many fields of career for graduates, including but not limited to:

1. Entrepreneur
2. Intrapreneur
3. Business Developer
4. Business Planner
5. Small Business Consultant

Curriculum

The Curriculum of Business Creation Program has a unique point and was designed to prepare graduate students' readiness to apply their entrepreneurial knowledge and to start a new business. The curriculum is designed based on the Entrepreneurial Process consist of Idea Generation & Opportunity Discovery; Designing Business Model & Business Plan; New Venture Creation and Business Development. Using experiential, action-based and project-

based learning, students will learn about identifying opportunities that offer the potential to grow a business; evaluating opportunities, analysing the competition and minimising risk; and starting a new business. Students will understand how to design a business model & write business plan that generates strong revenue streams; how to protect intellectual property; how to make the best potential investment deals including how investment deals including how investment deals work and how to think and act in an entrepreneurial manner.

The student will gain access to mentoring expertise from both investors and entrepreneurs; networks and people who can help students make the dream to a reality; the opportunity to pitch to the investment community and gain feedback and the chance to submit your business plan to be considered for initial investment. In supporting the entrepreneurial learning, students are provided with a wide range of the entrepreneurial competition, which consists of Business Idea Competition, Creative Selling Competition, Business Model Competition, Business Plan Competition and Business Pitch Competition. In addition to the competition and mentoring, the students will also be facilitated by entrepreneurial activities such as speaking opportunities; sharing session; workshop & seminar; entrepreneur club; industrial visit; boot camp and exhibition. At the end of the study period, students are required to compile a thesis on the analysis of a business performance that has been run in the sixth and seventh semesters and design a business plan for the next five years.

Course Structure

| Sem | Code | Course Name | SCU | Total |
|-----|-------------|--|-----|-------|
| 1 | COMM8006 | Business Communication** - (AOL) | 2 | 20 |
| | ECON6099 | Business Economics | 4 | |
| | MGMT6011 | Introduction to Management and Business* - (AOL) | 4 | |
| | MKTG8005 | Marketing Management* - (AOL) | 4 | |
| | ENTR6016 | Introduction to Entrepreneurship | 4 | |
| | ENTR6578 | Creative & Innovative Business Idea* | 2 | |
| 2 | CHAR6013 | Character Building: Pancasila | 2 | 20 |
| | MATH6176 | Business Mathematics | 2 | |
| | ACCT6351 | Accounting for Business | 4 | |
| | MGMT6297 | Operations Management** | 4 | |
| | MGMT6012 | Human Resources Management | 4 | |
| | BUSS6051 | Design Thinking in Business** - (AOL) | 4 | |
| 3 | CHAR6014005 | Character Building: Kewarganegaraan | 2 | 20 |
| | ISYS6181005 | Management Information Systems for Leader | 4 | |
| | FINC6001005 | Financial Management | 4 | |
| | STAT8067005 | Business Statistics I | 2 | |
| | MGMT6358005 | Managing Business Information | 2/2 | |
| | ENTR6579005 | New Venture Creation*&** | 2 | |
| | LANG6027005 | Indonesian | 2 | |
| 4 | CHAR6015005 | Character Building: Agama***** | 2 | 20 |
| | LAWS6159005 | Legal Aspect in Business*** | 2 | |
| | BUSS6171005 | Business Sustainability*** | 4 | |
| | STAT8068005 | Business Statistics II - (AOL)*** | 2/2 | |
| | ENTR6580005 | Digital Business Transformation | 2 | |

| Sem | Code | Course Name | SCU | Total |
|-----------------------------|---|---|-----|-------|
| | ENTR6582005 | Business Strategy | 2 | |
| | ENTR6532005 | Business Plan I | 4 | |
| | Streaming: Digital Business Management**** | | | |
| | MKTG6275032 | Omnichannel Retailing | 2 | |
| | ENTR6986032 | Innovative Product Design and Development | 2 | |
| | COMP6667032 | Interaction Design | 2/2 | |
| | ENTR6987032 | Creative and Cultural Entrepreneurship | 2 | |
| | ENTR6988032 | Technopreneurship | 2 | |
| | Streaming: Business Innovation***** | | | |
| | ENTR6664002 | Consumer Insights: Behavioural Fundamentals | 4 | |
| | ENTR6666002 | Innovative Product Design and Development** | 4 | |
| 5 | MGMT6357005 | Multinational Corporation Management*** | 4 | 20 |
| | BUSS6066005 | Business Ethics*** | 2 | |
| | ENTR6533005 | Business Plan II*** | 4 | |
| | RSCH6026005 | Research Methodology**&*** | 4 | |
| | ENTR6494005 | Managing Growing Business** | 2 | |
| | Streaming: Digital Business Management**** | | | |
| | ENTR6989032 | Startup Funding | 2 | |
| | ENTR6501032 | Social Innovation | 2 | |
| | ENTR6500032 | Business Analytics and Intelligence | 2 | |
| | General Course***** | | | |
| | ENTR6667002 | Topics in Business Innovation | 2 | |
| | Streaming: Business Innovation***** | | | |
| | ENTR6668002 | Innovation in Omni Channel | 2 | |
| | ENPR6007002 | Disruptive Strategy & Innovation | 2 | |
| | Free Electives | | 4 | |
| 6 | Enrichment Program I | | 20 | 20 |
| 7 | Enrichment Program II | | 20 | 20 |
| 8 | ENTR6032005 | Thesis - Business Start Up Report | 6 | 6 |
| TOTAL CREDIT 146 SCU | | | | |

*) This course is delivered in English

**) Global Learning System Course

***) For student mobility program, the courses will be conducted online from home campus

****) Conducted for student mobility program in Binus @Bandung. For Business Creation program semester 4, students will choose 1 course (4 credits) or 2 courses (a total of 4 credits) from the streaming courses

*****) Conducted for student mobility program in Binus @Malang. For Business Creation program semester 4, students will choose 1 course (4 credits) from the streaming courses

*****) Conducted online or onsite in home or host campus

-) For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) (AOL) - Assurance of Learning Process System

Appendix: Free Electives (5th Semester)

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---|-------------|---|-----|----------|
| 1 | Business Management | MGMT6362005 | Global Supply Chain Services | 2 | 5 |
| 2 | Business Management | MGMT6365005 | Current Issue in Service Business and Technology | 2 | 5 |
| 3 | Business Management | MGMT6400005 | Supply Chain Strategy | 2 | 5 |
| 4 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing: Asia Pacific Perspective | 4 | 5 |
| 5 | International Business Management | BUSS7009005 | Export-Import Cost Management | 2 | 5 |
| 6 | International Business Management | MGMT6370005 | E-Business for International Business | 2 | 5 |
| 7 | International Business Management | MGMT7169005 | Global Supply Chain Management | 2 | 5 |
| 8 | Management | BUSS6069005 | Business Simulation | 2 | 5 |
| 9 | Management | BUSS6163005 | Organization Development Strategy | 2 | 5 |
| 10 | Management | BUSS6194005 | Business Negotiation Strategy | 2 | 5 |
| 11 | Management | ISYS8175005 | E-Business Strategy and Implementation | 4 | 5 |
| 12 | Management | MGMT6029005 | Knowledge Management | 2 | 5 |
| 13 | Management | MGMT6063005 | Strategic Management | 2 | 5 |
| 14 | Management | MGMT6145005 | Compensation and Performance Management | 2 | 5 |
| 15 | Management | MGMT6341005 | Strategic Management | 4 | 5 |
| 16 | Management | MGMT6412005 | Customer Relationship Management | 2 | 5 |
| 17 | Marketing Communication | COMM6514019 | Editing for Creative Program | 2/2 | 5 |
| 18 | Marketing Communication | COMM6523019 | Corporate Event Management | 2/2 | 5 |
| 19 | Marketing Communication | COMM6538019 | Media Promotion & Marketing in Creative Broadcasting | 2 | 5 |
| 20 | Marketing Communication | COMM6539019 | Media Convergence in Creative Broadcasting | 2 | 5 |
| 21 | Marketing Communication | COMM6541019 | Digital Corporate Communication | 2/2 | 5 |
| 22 | Marketing Communication | COMM6542019 | Event Management for Brand | 2/2 | 5 |
| 23 | Marketing Communication | COMM6543019 | Digital Brand Communication | 2/2 | 5 |
| 24 | Tourism | TRSM6141022 | Tourism Destination and Planning Management | 4 | 5 |
| 25 | Tourism | TRSM6160022 | Tourism Transportation | 2 | 5 |
| 26 | Tourism | TRSM6208022 | Tourism Innovation and Product Development | 4 | 5 |
| 27 | Tourism | TRSM6196022 | Tourism Community Empowerment | 2 | 5 |
| 28 | Architecture | ARCH6047014 | Behavior in Architecture | 2 | 5 |
| 29 | Architecture | ARCH6061014 | Sustainable Architecture | 2 | 5 |
| 30 | Architecture | ARCH6128014 | Multimedia in Design Presentation | 4 | 5 |
| 31 | Architecture | ARCH6129014 | Urban Housing | 4 | 5 |
| 32 | Architecture | ARCH6130014 | Architecture & Social Culture | 4 | 5 |
| 33 | Architecture | ARCH6132014 | Leadership Organization Behavior | 4 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-------------------------|-------------|---|-----|----------|
| 34 | Civil Engineering | CIVL6009013 | Urban Drainage | 2 | 5 |
| 35 | Civil Engineering | CIVL6015013 | Geosynthetics Application in Civil Engineering | 2 | 5 |
| 36 | Civil Engineering | CIVL6025013 | Hydrology | 2 | 5 |
| 37 | Civil Engineering | CIVL6080013 | Construction Methods & Heavy Equipment | 2 | 5 |
| 38 | Civil Engineering | CIVL8038013 | Soil Improvement Method | 2 | 5 |
| 39 | Civil Engineering | COMP6046013 | Computer Applications in Construction Management | 2 | 5 |
| 40 | Computer Engineering | CPEN6098010 | Computer Networks | 2/2 | 5 |
| 41 | Computer Engineering | CPEN6126010 | Cross Platform Application Development | 4 | 5 |
| 42 | Computer Engineering | CPEN6225010 | Telco Network & Switching System | 2 | 5 |
| 43 | Computer Engineering | CPEN6232010 | Cloud Technology Practice | 2 | 5 |
| 44 | Food Technology | FOOD6062015 | Food Quality Assurance System | 2/1 | 5 |
| 45 | Food Technology | FOOD6063015 | Food Safety & Sanitation | 2/1 | 5 |
| 46 | Industrial Engineering | ISYE6067011 | Global Supply Chain | 2 | 5 |
| 47 | Industrial Engineering | ISYE6115011 | Transportation Modeling | 2 | 5 |
| 48 | Industrial Engineering | ISYE6130011 | Project Management | 2 | 5 |
| 49 | Business Law | LAWS6052028 | Bankruptcy Law | 2 | 5 |
| 50 | Business Law | LAWS6056028 | Legal Research Methods | 2 | 5 |
| 51 | Business Law | LAWS6167028 | Legal Philosophy & Professional Ethics | 2 | 5 |
| 52 | Business Law | LAWS6172028 | Environmental and Natural Resources Law | 2 | 5 |
| 53 | Business Law | LAWS6174028 | Contract & Legislative Drafting | 2 | 5 |
| 54 | Business Law | LAWS6176028 | Tax Law | 2 | 5 |
| 55 | Chinese Literature | CHIN6157026 | Chinese Business for Etiquette (Beginner) | 4 | 5 |
| 56 | Chinese Literature | CHIN6158026 | Chinese Business in Daily Communication | 4 | 5 |
| 57 | Chinese Literature | CHIN6159026 | Chinese Character Writing | 2 | 5 |
| 58 | English Literature | ENGL6158024 | Writing for Children and Young Adults | 2 | 5 |
| 59 | English Literature | ENGL6244024 | Social Media Broadcasting | 4 | 5 |
| 60 | International Relations | INTR6151029 | Regional Integration in Europe | 2 | 5 |
| 61 | International Relations | INTR6152029 | Regional Integration in America | 2 | 5 |
| 62 | International Relations | INTR6153029 | Regional Integration in East Asia | 2 | 5 |
| 63 | International Relations | INTR6154029 | Regional Integration in Africa and Middle East | 2 | 5 |
| 64 | International Relations | INTR6161029 | Political Economy of Global Media | 2 | 5 |
| 65 | International Relations | INTR6162029 | Multiculturalism and Digital Society | 2 | 5 |
| 66 | International Relations | INTR6167029 | International Political Economy of Multinational Corporations | 2 | 5 |
| 67 | International Relations | INTR6169029 | International Migration: Governance and Rights | 2 | 5 |
| 68 | International Relations | INTR8049029 | Global Economic Architecture | 2 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---|-------------|--|-----|----------|
| 69 | Japanese Literature | JAPN6116025 | Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento) | 2 | 5 |
| 70 | Cyber Security | COMP6646001 | Computer Forensic | 2 | 5 |
| 71 | Mobile Application & Technology | MOBI6057001 | Wearable Technology | 2 | 5 |
| 72 | Mobile Application & Technology | MOBI6059001 | Mobile Programming | 2 | 5 |
| 73 | Statistics | RSCH6483049 | Research Methodology in Data Science | 2 | 5 |
| 74 | Computer Science | COMP6232001 | Human and Computer Interaction | 2/2 | 5 |
| 75 | Computer Science | COMP6578001 | Information Visualization | 2 | 5 |
| 76 | Computer Science | COMP6586001 | Embedded Systems | 2 | 5 |
| 77 | Computer Science | COMP6144001 | Web Programming | 2/1 | 5 |
| 78 | Computer Science | COMP8129001 | User Experience | 2/2 | 5 |
| 79 | Computer Science | ISYS6197001 | Business Application Development | 2/2 | 5 |
| 80 | Animation | DSGN6689007 | Concept Art & Production Design | 2 | 5 |
| 81 | Animation | DSGN6690007 | Animation Storytelling | 2 | 5 |
| 82 | Creative Advertising | DSGN6661007 | Photography | 4 | 5 |
| 83 | Creative Advertising | DSGN6732007 | Photography | 4 | 5 |
| 84 | Film | FILM6119009 | Audiences & Fan Culture | 4 | 5 |
| 85 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4 | 5 |
| 86 | Information Systems | ISYS6196003 | Business Analytics | 2 | 5 |
| 87 | Information Systems | ISYS6199003 | Data & Text Mining | 4 | 5 |
| 88 | Information Systems | ISYS6202003 | Social Informatics | 4 | 5 |
| 89 | Information Systems | ISYS6289003 | Collaborative Computing | 4 | 5 |
| 90 | Information Systems | ISYS6402003 | Business Analytics | 2/2 | 5 |
| 91 | Information Systems | ISYS8066003 | Business Process Management | 4 | 5 |
| 92 | Information Systems | RSCH6466003 | Research Methodology | 4 | 5 |
| 93 | Information Systems Accounting & Auditing | ISYS6608003 | IT Service & Risk Management | 2 | 5 |
| 94 | Information Systems Accounting & Auditing | ISYS6050003 | Information System Audit Fundamental | 4 | 5 |

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

-) Student will take one of enrichment program tracks (off campus).

Certified Entrepreneurship Program

| Code | Course Name | SCU | Total |
|------------------------------|------------------------|-----|-------|
| Enrichment Program I | | | 20 |
| ENTR6021005 | Business Start Up | 8 | |
| ENTR6603005 | Launching New Business | 8 | |
| ENTR6024005 | EES in New Business I | 4 | |
| Enrichment Program II | | | 20 |
| ENTR6028005 | Growing a Business | 8 | |
| ENTR6604005 | Business Funding | 8 | |
| ENTR6031005 | EES in New Business II | 4 | |

The Table of Prerequisite for Business Creation Program

| Course | SCU | Sem. | Prerequisite Course | SCU | Sem. |
|-------------|-----|------|---------------------|-----|------|
| FINC6001005 | 4 | 3 | MGMT6011 | 4 | 1 |
| ENTR6533005 | 4 | 5 | ENTR6532005 | 4 | 4 |

*) 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. | CHAR6013 | Character Building: <i>Pancasila</i> | B |
| 2. | MKTG8005 | Marketing Management | C |
| 3. | MGMT6358005 | Managing Business Information | C |
| 4. | MGMT6012 | Human Resources Management* | C |
| 5. | MGMT6011 | Introduction to Management and Business | C |
| 6. | BUSS6066005 | Business Ethics | C |
| 7. | MGMT6357005 | Multinational Corporation Management | C |
| 8. | ENTR6532005 | Business Plan I | C |

*) Tutorial & Multipaper