

## 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. Analyst      | 4. Manager    |
| 2. Developer    | 5. Consultant |
| 3. Entrepreneur | 6. Lecturer   |

### 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	COMM8006005	Business Communication** - (AOL)	2	20
	ECON6099005	Business Economics	4	
	MGMT6011005	Introduction to Management and Business* - (AOL)	4	
	MKTG8005005	Marketing Management* - (AOL)	4	
	ENTR6016005	Introduction to Entrepreneurship	4	
	ENTR6578005	Creative & Innovative Business Idea*	2	
2	CHAR6013005	Character Building: Pancasila	2	20
	MATH6176005	Business Mathematics	2	
	ACCT6351005	Accounting for Business	4	
	MGMT6297005	Operations Management**	4	
	MGMT6012005	Human Resources Management	4	
	BUSS6051005	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 Aspects in Business***	2	
	BUSS6171005	Business Sustainability***	4	
	STAT8068005	Business Statistics II*** - (AOL)	2/2	
	ENTR6580005	Digital Business Transformation	2	
	ENTR6582005	Business Strategy	2	
	ENTR6532005	Business Plan I	4	

Sem	Code	Course Name	SCU	Total
	<b>Streaming: Digital Business Management****</b>			
	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	
	<b>Streaming: Business Innovation*****</b>			
	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	
	<b>Streaming: Digital Business Management****</b>			
	ENTR6989032	Startup Funding	2	
	ENTR6501032	Social Innovation	2	
	ENTR6500032	Business Analytics and Intelligence	2	
	<b>General Course*****</b>			
	ENTR6667002	Topics in Business Innovation	2	
	<b>Streaming: Business Innovation*****</b>			
	ENTR6668002	Innovation in Omni Channel	2	
	ENPR6007002	Disruptive Strategy & Innovation	2	
	<b>Free Electives</b>		4	
6	<b>Enrichment Program I</b>		20	20
7	<b>Enrichment Program II</b>		20	20
8	ENTR6032005	Thesis - Business Start Up Report	6	6
<b>TOTAL CREDIT 146 SCU</b>				

\*) 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
- For Business Creation program semester 5, students will take 3 courses (6 credits)

\*\*\*\*\*) 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
- For Business Creation program semester 5, students will take 1 general course (2 credits) and 2 streaming courses (4 credits)

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

-) (AOL) - Assurance of Learning Process System

#### Free Electives:

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

**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	MGMT6297005	Operations Management*	4	5
16	Management	MGMT6341005	Strategic Management	4	5
17	Management	MGMT6412005	Customer Relationship Management	2	5
18	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
19	Global Business Marketing	MKTG6294005	Branding & Omnichannel Retailing	4	5
20	Accounting Bekasi	ACCT6389020	Big Data Analytics in Accounting & Finance	2	5
21	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
22	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
23	Marketing Communication	COMM6523019	Corporate Event Management	2/2	5
24	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
25	Marketing Communication	COMM6539019	Media Convergence in Creative Broadcasting	2	5
26	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
27	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
28	Marketing Communication	COMM6543019	Digital Brand Communicaton	2/2	5
29	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5
30	Tourism	TRSM6160022	Tourism Transportation	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
31	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
32	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
33	Architecture	ARCH6047014	Behavior in Architecture	2	5
34	Architecture	ARCH6061014	Sustainable Architecture	2	5
35	Civil Engineering	COMP6046013	Computer Applications in Construction Management	2	5
36	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
37	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
38	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
39	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
40	Food Tech	FOOD6062015	Food Quality Assurance System	2/1	5
41	Food Tech	FOOD6063015	Food Safety & Sanitation	2/1	5
42	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
43	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
44	Industrial Engineering	ISYE6130011	Project Management	2	5
45	Computer Science	COMP6590001	Geographical Information System	2/2	5
46	Computer Science	ISYS6197001	Business Application Development	2/2	5
47	Computer Science	MOBI6059001	Mobile Programming	2	5
48	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
49	Animation	DSGN6689007	Concept Art & Production Design	2	5
50	Animation	DSGN6690007	Animation Storytelling	2	5
51	Creative Advertising	DSGN6661007	Photography	4	5
52	Creative Advertising	DSGN6732007	Photography	4	5
53	Film	FILM6059009	Global Cinema	4	5
54	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
55	Information Systems	ISYS6196003	Business Analytics	2	5
56	Information Systems	ISYS6199003	Data & Text Mining	4	5
57	Information Systems	ISYS6202003	Social Informatics	4	5
58	Information Systems	ISYS6289003	Collaborative Computing	4	5
59	Information Systems	ISYS6402003	Business Analytics	2/2	5
60	Information Systems	ISYS8066003	Business Process Management	4	5
61	Information Systems	RSCH6466003	Research Methodology	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
62	Information Systems Accounting & Auditing	ISYS6608003	IT Service & Risk Management	2	5
63	Information Systems Accounting & Auditing	ISYS6050003	Information System Audit Fundamental	4	5
64	Data Science	DTSC6008001	Text Mining	2	5
65	Cyber Security	COMP6646001	Computer Forensic	2	5
66	Mobile Application & Technology	MOBI6068001	Web Design	2	5
67	International Relations	INTR6151029	Regional Integration in Europe	2	5
68	International Relations	INTR6152029	Regional Integration in America	2	5
69	International Relations	INTR6153029	Regional Integration in East Asia	2	5
70	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
71	International Relations	INTR6161029	Political Economy of Global Media	2	5
72	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
73	International Relations	INTR6167029	International Political Economy of Multinational Corporations	2	5
74	International Relations	INTR6169029	International Migration: Governance and Rights	2	5
75	International Relations	INTR8049029	Global Economic Architecture	2	5
76	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
77	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
78	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
79	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
80	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
81	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
82	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
83	Business Law	LAWS6052028	Bankruptcy Law	2	5
84	Business Law	LAWS6056028	Legal Research Methods	2	5
85	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
86	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
87	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
88	Business Law	LAWS6176028	Tax Law	2	5
89	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
90	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
91	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
92	English Literature	ENGL6158024	Writing for Children and Young Adults	2	5
93	English Literature	ENGL6244024	Social Media Broadcasting	4	5
94	Primary Teacher Education	EDUC6032030	Art & Craft	2	5
95	Primary Teacher Education	EDUC6033030	Physical Education	2	5
96	Primary Teacher Education	EDUC6037030	Teaching English for Young Learners	2	5
97	Primary Teacher Education	EDUC6061030	ICT for Distance Learning	2	5
98	Primary Teacher Education	EDUC8004030	School Based Management	2	5
99	Psychology	PSYC6127027	Indigenous Psychology	4	5

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

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

**Certified Entrepreneurship Program**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENTR6021005	Business Start Up	8	
ENTR6603005	Launching New Business	8	
ENTR6024005	EES in New Business I	4	
<b>Enrichment Program II</b>			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	MGMT6011005	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.	CHAR6013005	Character Building: <i>Pancasila</i>	B
2.	MKTG8005005	Marketing Management	C
3.	MGMT6358005	Managing Business Information	C
4.	MGMT6012005	Human Resources Management*	C

No	Course Code	Course Name	Minimal Grade
5.	MGMT6011005	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