

Mass Communication

Introduction

Mass Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Broadcasting. Mass Communication Program has two concentrations, i.e. Strategic Digital Production and Creative Digital Broadcasting. Both concentrations offer knowledge and skills related to the overall broadcasting program production process, from pre-production to post-production, in television, radio and digital media. Strategic Digital Production emphasizes producing content for new media or non-mainstream, meanwhile Creative Digital Broadcasting focuses on producing news and creative programs broadcasting for television and radio, as well as digital television and radio.

All concentrations offer advanced ICT and a globally minded approach as the characteristic of BINUS UNIVERSITY. Not only our curriculum is up-to-date with industrial needs, but it also complies with the national standard of curriculum. Our curriculum consists of a three-year study on-campus, and a one-year enrichment program. During their four years of study, students will be able to acquire professional, as well as international experiences.

Vision

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

Mission

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

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

Program Objective

The objectives of the program are:

1. Educating students with data, technology, and humanity literacy to become competent professionals and entrepreneurs in the digital era;
2. Developing resilient character by integrating diversity, equality, and inclusion values into communication science to create sustainable future and society;
3. Creating a global mindset for students and lecturers through international experiences and partnerships to become global citizen.

Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective;
2. Able to perform multi-channel communication;
3. Able to implement humanity value and professional ethics in communication practices;
4. Able to analyse ethical multimedia content for non-mainstream media;
5. Able to make ethical program for mainstream media;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Both concentrations in Mass Communication Program offer a diverse prospective career in media and non-media industries, such as Digital strategist production, Creative Director, Copywriter, Digital Media Planner, Social Media Content Maker, Media Production Specialist, Digital Media Producer, Digital Video Editor, Digital Production House, Media Production Specialist, Digital Media Producer, TV/radio/new media Producer, TV/radio/new media Presenter, Executive Producer, Reporter, Video Journalist, News Manager, News Anchor, Creative Person, Switcher, Production Assistance (PA), Editor, Program Director, Director, Creative Producer, Program Host, Creative Program Producer, Production Manager, Broadcast Analyst, etc.

Curriculum

Mass Communication Program consists of 146 credits, divided into 8 semesters. Our 3+1 curriculum provides three years of study on campus which will strengthen students' academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft skills. To ensure the quality of our graduates, we collaborate with various national and international industries, HEI, government and non-profit organizations through guest lecturing/sharing sessions/seminars, Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process is also supported by a modern public relations laboratory and a television and radio broadcasting laboratory. All laboratories are available on Kemanggis and Alam Sutera campuses.

Course Structure

| Sem | Code | Course Name | SCU | Total |
|-----|---------------------------------|--|-----|-------|
| 1 | CHAR6013019 | Character Building: <i>Pancasila</i> | 2 | 20 |
| | COMM6460019 | Political Communication** | 2 | |
| | COMM6385019 | Interpersonal Communication* | 4 | |
| | COMM6601019 | Introduction to Communication Science | 2 | |
| | COMM6639019 | Psychology of Communication* | 2 | |
| | COMM6602019 | Writing Fundamentals | 2 | |
| | COMM6389019 | Public Speaking* | 4 | |
| | COMM6383019 | Philosophy and Ethics of Communication | 2 | |
| | Foreign Language Courses | | | |
| 2 | CHAR6014019 | Character Building: <i>Kewarganegaraan</i> | 2 | 20 |
| | ENTR6509005 | Entrepreneurship: Ideation | 2 | |
| | LANG6027019 | Indonesian | 2 | |
| | STAT6204019 | Statistics | 2 | |

| Sem | Code | Course Name | SCU | Total |
|---|--|--|-----|-------|
| | COMM6603019 | Organizational Communication and Professional Practice*&** | 4 | |
| | COMM6012019 | Theory of Communication | 4 | |
| | COMM6099019 | Intercultural Communication* | 4 | |
| | Foreign Language Courses | | 0 | |
| 3 | CHAR6015019 | Character Building: <i>Agama</i> | 2 | 18 |
| | ENTR6510005 | Entrepreneurship: Prototyping | 2 | |
| | COMM6610019 | Communication Research Methodology** | 4 | |
| | COMM6605019 | Contemporary Content Production** | 4 | |
| | COMM6611019 | Society and Digital Culture*&** | 2 | |
| | COMM6612019 | Communication Data and Technology** | 4 | |
| | Foreign Language Courses | | 0 | |
| 4 | COMM6613019 | Introduction to Media Industry*&** | 2 | 22 |
| | COMM6614019 | Visual Design & Graphics | 2/2 | |
| | COMM6615019 | Script Writing* | 2/2 | |
| | COMM6409019 | Editing for Multimedia | 2/2 | |
| | COMM6625019 | Theory of Mass Communication | 2 | |
| | COMM6616019 | Media Promotion & Marketing*&** | 2 | |
| | COMM6617019 | Media Convergence*&** | 2 | |
| | ENTR6511005 | Entrepreneurship: Market Validation | 2 | |
| | Foreign Language Courses | | 0 | |
| 5 | Stream: Strategic Digital Production | | | 20 |
| | COMM6533019 | Creative Program Design | 2/2 | |
| | COMM6618019 | Ethics and Audience in Creative Production*&** | 2 | |
| | COMM6619019 | Writing in Electronic Media & Editorial Review** | 2 | |
| | COMM6620019 | Online Publishing | 2/2 | |
| | COMM6624019 | Digital Creative Content | 2/2 | |
| | COMM6609019 | Digital Strategic Production | 2/2 | |
| | Stream: Creative Digital Broadcasting | | | |
| | COMM6510019 | Reportage & Interview Technique* | 2/2 | |
| | COMM6621019 | Ethics and Audience in Broadcasting Context** | 2 | |
| | COMM6707019 | Drama & Non Drama Production** | 2 | |
| | COMM6622019 | Audio Journalism | 2/2 | |
| | COMM6410019 | Digital Broadcasting Production | 2/2 | |
| | COMM6623019 | Digital Journalism Production | 2/2 | |
| | Stream: Digital Media Communication**** | | | |
| | COMM6574012 | Production Planning | 4 | |
| | COMM6500012 | Creativity for Media Communication | 2 | |
| | COMM6575012 | Current Issues in Communication*&** | 4 | |
| | MDIA6054012 | Creative Audio Visual | 2 | |
| | DSGN6801012 | Motion Graphics | 2 | |
| COMM6576012 | Content Production | 6 | | |
| Stream: Digital Public Relations**** | | | | |
| COMM6669018 | Creative Advertising | 2/2 | | |

| Sem | Code | Course Name | SCU | Total |
|-----|---|---|------------------------------|-------|
| | COMM6670018 | SEM and SEO Management** | 4 | |
| | COMM6671018 | Global Branding Strategy* | 4 | |
| | COMM6672018 | Digital Platform Strategies & Analytics** | 4 | |
| | COMM6673018 | Event Management* | 2/2 | |
| | Minor Program | | 20 | |
| | Free Electives | | 20 | |
| | Multidisciplinary Stream | | 20 | |
| 6 | Stream: Strategic Digital Production | | 20 | |
| | Enrichment Program I | | | |
| | Stream : Creative Digital Broadcasting | | | |
| | Enrichment Program I | | | |
| | Minor Program/Free Electives/Multidisciplinary Stream/Mobility | | | |
| 7 | Stream: Strategic Digital Production | | 20 | |
| | Enrichment Program II | | | |
| | Stream : Creative Digital Broadcasting | | | |
| | Enrichment Program II | | | |
| | Minor Program/Free Electives/Multidisciplinary Stream/Mobility | | | |
| 8 | COMM6544019 | Pre-Thesis | 2 | 6 |
| | COMM6545019 | Thesis | 4 | |
| | COMM6598019 | Thesis | 6 | |
| | | | Total Credits 146 SCU | |

*) This course is delivered in English

**) Global Learning System Course

****) Conducted for student mobility program in Binus @Malang

Multidisciplinary Stream/Minor/Free Electives:

-) For 5th Semester: Students are required to choose Cross Streaming or Minor Program or Free Electives. 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.

Appendix Foreign Language Courses

| Foreign Language Courses | SCU |
|---|-----|
| ENGL6253019 English for Frontrunners | 0 |
| ENGL6254019 English for Independent Users | 0 |
| ENGL6255019 English for Professionals | 0 |
| JAPN6190019 Basic Japanese Language* | 0 |
| CHIN6163019 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.

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

Minor Scheme

| Minor Program | Semester 5 |
|---------------------------------------|------------|
| Minor @ Binus Kemanggisan | |
| Digital Ecosystem | v |
| Human Capital in Digital Workplace | v |
| Sustainable Development | v |
| Cross Cultural Communication | - |
| Interactive & Users Experience Design | v |
| Data Analytics | v |
| Robotic Process Automation | v |
| Creative Digital Storytelling | v |
| Minor @ Binus Alam Sutera | |
| Digital Transformation | v |
| Minor @ Binus Bekasi | |
| Virtual Services Experience | v |
| Culinary | v |
| Minor @ Binus Malang | |
| Digital Technopreneur | v |
| Minor @ Binus Bandung | |
| Designpreneur | v |
| Minor @ Binus Semarang | |
| Metaverse in Business | v |
| 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 |

Supporting Courses

| Course | SCU |
|---|-----------|
| COMM6501019 Narrative Development | 4 |
| DSGN6834007 Visual Identity | 4 |
| COMP6685001 Cyber Security for Business | 2 |
| Total SCU | 10 |

2. Minor Program: Human Capital in Digital Workplace
Fundamental Courses

| Course | SCU |
|--|-----------|
| PSYC6174027 Psychology in The Workplace | 4 |
| MGMT6349005 Digital Workplace Strategy | 4 |
| ISYS6551003 Digital Workplace and Technology | 4 |
| LAWS6157028 Legal Aspects in Digital Workplace | 4 |
| PSYC6175027 Human Resources Development | 4 |
| Total SCU | 20 |

3. 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 |

Supporting Courses

| Course | SCU |
|---|-----------|
| ISYE6155011 Occupational, Health, Safety, and Administration in Engineering | 2 |
| DSGN6835008 Engineering Material | 4 |
| CIVL6118013 Engineering Economic | 4 |
| Total SCU | 10 |

4. 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 |

Supporting Courses

| Course | SCU |
|--|-----------|
| CHIN6134026 Chinese Conversation in Business Communication | 4 |
| LAWS6158028 Private International Law | 2 |
| INTR6135029 Comparative Politics | 4 |
| Total SCU | 10 |

5. 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 |

Supporting Courses

| Course | SCU |
|---|-----------|
| ISYS6554003 Core Principles: Interactive Design | 4 |
| DSGN6837007 Digital Design Production | 4 |
| ISYS6556003 Information Architecture | 2 |
| Total SCU | 10 |

6. 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 |

Supporting Courses

| Course | SCU |
|--|-----------|
| ISYS6682003 Application of Predictive Analytics to Business Data | 4 |
| ISYS6683003 Prescriptive Analytics and Optimization | 4 |
| MKTG6312005 Digitalization of Markets and Consumption | 2 |
| Total SCU | 10 |

7. 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 |

Supporting Courses

| Course | | SCU |
|------------------|------------------------------------|-----------|
| ISYS6685003 | RPA Developer Advance | 4 |
| ISYS6686003 | RPA Business Analytics Fundamental | 4 |
| COMP6859001 | Intelligence Automation | 2 |
| 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 |

Supporting Courses

| Course | | SCU |
|------------------|---|-----------|
| ENGL6276024 | Cultures, Language, and Arts Production | 4 |
| JAPN6212025 | Anime and Manga as Storytelling | 2 |
| ENGL6277024 | Music as Medium for Storytelling | 4 |
| Total SCU | | 10 |

9. 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 |

Supporting Courses

| Course | | SCU |
|------------------|---|-----------|
| ISYS6695003 | Digital Marketing Analysis | 4 |
| STAT6200049 | Practical Statistics for Digital Business | 4 |
| ISYS6560003 | Success Factor for Leading Digital Transformation | 2 |
| Total SCU | | 10 |

10. 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 |

Supporting Courses

| Course | SCU |
|--|-----------|
| ISYS6562003 Virtual Market Place | 4 |
| HTMN6082021 Virtual Hospitality Management | 4 |
| ISYS6563003 Seminar on Virtual Services | 2 |
| Total SCU | 10 |

11. 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 |

Supporting Courses

| Course | SCU |
|----------------------------------|-----------|
| HTMN6155021 Indonesian Cuisine | 4 |
| HTMN6125021 Restaurant Operation | 4 |
| HTMN6154021 Culinary Tourism | 2 |
| Total SCU | 10 |

12. Minor Program: Digital Technopreneur

Fundamental Courses

| Course | SCU |
|---|-----------|
| ENTR6528002 The Entrepreneurial Innovator | 4 |
| DSGN6839006 Interactive Design | 4 |
| COMM6504018 Digital Branding | 2 |
| ENTR6529002 Market Intelligence | 2 |
| COMP6687004 User Experience Design | 4 |
| DSGN6844023 Prototyping Digital Future | 4 |
| Total SCU | 20 |

13. Minor Program: Designpreneur

Fundamental Courses

| Course | SCU |
|--|-----------|
| ENTR6525032 Fundamental of Designpreneur | 4 |
| COMP6688031 UI/UX Development | 4 |
| DSGN6797034 Surface Packaging Design | 4 |
| ENTR6526032 Hospitality and Service Design | 4 |
| DSGN6843033 Project Design | 4 |
| Total SCU | 20 |

14. Minor Program: Metaverse in Business

Fundamental Courses

| Course | SCU |
|-------------------------------|-----------|
| ISYS6777052 Business Model | 2 |
| COMP6889051 Virtual Reality | 4 |
| COMP6890051 Augmented reality | 4 |
| Total SCU | 10 |

Supporting Courses

| Course | SCU |
|------------------------------|-----------|
| ISYS6778052 Data Analytics | 2 |
| DSGN6981053 Design Thinking | 4 |
| DSGN6980053 Interface Design | 4 |
| Total SCU | 10 |

15. Minor Program: Content Creation

Fundamental Courses

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

Supporting Courses

| Course | SCU |
|---|-----------|
| DSIN6094053 Content Storytelling | 4 |
| DSIN6043053 Strategic Influence | 2 |
| DSIN6041053 Introduction to Visual Communication Design | 4 |
| Total SCU | 10 |

Multidisciplinary Stream Scheme

| Multidisciplinary Stream | Owner Department | Multidisciplinary Stream Scheme |
|--|-------------------------|---------------------------------|
| | | Full 20 SCU |
| | | Semester 5 |
| Stream @Greater Jakarta | | |
| Japanese Language & Business Culture | Japanese Literature | V |
| English as Foreign Language Learning | English Literature | - |
| English for Business Professionals | English Literature | V |
| English for Specific Academic Purposes | English Literature | V |
| Corporate Communication | Marketing Communication | - |
| Strategic Digital Production | Mass Communication | - |

1. Multidisciplinary Stream: Japanese Language & Business Culture

Stream Courses

| Course | SCU |
|--|-----------|
| JAPN6032025 Japanese Work Ethics (<i>Bijinesu Mana-</i>) | 2 |
| JAPN6117025 Intermediate Japanese (<i>Chuukyuu Bunpou</i>) | 4 |
| JAPN6118025 Text Analysis (<i>Chuukyuu Dokkaï</i>) | 4 |
| JAPN6203025 Intermediate Listening Comprehension (<i>Chuukyuu Choukaï</i>) | 4 |
| JAPN6202025 Japanese in Translation II (<i>Nihongo Honyaku II</i>) | 4 |
| JAPN6165025 Advanced Linguistics (<i>Gengogaku II</i>) | 2 |
| Total SCU | 20 |

Additional Information

Students who take this stream must have a JLPT N4 from the Japan Foundation or other institutions.

2. Multidisciplinary Stream: English for Business Professionals

Stream Courses

| Course | SCU |
|---|-----------|
| ENGL6154024 English for Business Communications | 4 |
| ENGL6258024 English for Global Leadership | 2 |
| ENGL6169024 English for Professionals | 2 |
| MKTG6112024 Language Innovations in Marketing and Advertising | 2 |
| COMM6506024 Current Issues in Business Communications | 2 |
| ENGL6244024 Social Media Broadcasting | 4 |
| ENGL6245024 Business Rhetoric | 4 |
| Total SCU | 20 |

Additional Information

Students who take this stream must have a TOEFL score of at least TOEFL \geq 500.

3. Multidisciplinary Stream: English for Specific Academic Purposes

Stream Courses

| Course | | SCU |
|------------------|--|-----------|
| ENGL6259024 | Reading Skills for Academic Study | 4 |
| ENGL6260024 | Text Analysis for Paper Writing | 4 |
| ENGL6261024 | Style and Rhetoric | 4 |
| ENGL6262024 | Presentation Skills | 4 |
| ENGL6263024 | Advanced Seminar and Poster Presentation | 4 |
| Total SCU | | 20 |

Additional Information

None.

Appendix: Free Electives (5th Semester)

| No | Course Owner Departement | 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 | Business Management | MGMT6461005 | Category Management | 2 | 5 |
| 6 | Management | MGMT6297005 | Operations Management | 4 | 5 |
| 7 | Management | FINC6001005 | Financial Management | 4 | 5 |
| 8 | Global Business Marketing | MKTG6321005 | Marketing Data Analytics | 4 | 5 |
| 9 | Global Business Marketing | MKTG6322005 | Sales and Customer Relationship Management | 4 | 5 |
| 10 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing : Asia Pasific Perspective | 4 | 5 |
| 11 | Global Business Marketing | MKTG6270005 | Retail and Omni Channel | 2 | 5 |
| 12 | Global Business Marketing | MKTG6272005 | Marketing Research | 2/2 | 5 |
| 13 | Global Business Marketing | MGMT6358005 | Managing Business Information | 2/2 | 5 |
| 14 | International Business Management | MGMT6357005 | Multinational Corporation Management | 4 | 5 |
| 15 | International Business Management | BUSS6223005 | Trade in Asia | 2 | 5 |
| 16 | International Business Management | BUSS6224005 | Special Topics in International Business | 4 | 5 |
| 17 | Computer Engineering | CPEN6232010 | Cloud Technology Practice | 2 | 5 |
| 18 | Computer Engineering | CPEN6220010 | Computer Networks & Information Security | 4/1 | 5 |
| 19 | Industrial Engineering | ISYE6067011 | Global Supply Chain | 2 | 5 |
| 20 | Industrial Engineering | ISYE6165011 | Supply Chain Risk & Negotiation | 2 | 5 |
| 21 | Industrial Engineering | MKTG6128011 | Market Research | 2 | 5 |

| No | Course Owner Departement | Course Code | Course Name | SCU | Semester |
|----|---------------------------------|-------------|---|-----|----------|
| 22 | Industrial Engineering | ISYE6167011 | Decision Support System | 2 | 5 |
| 23 | Industrial Engineering | ISYE6130011 | Project Management | 2 | 5 |
| 24 | Industrial Engineering | ISYE6113011 | Leadership & Organizational Behavior | 2 | 5 |
| 25 | Food Technology | FOOD6092015 | Molecular Gastronomy | 2 | 5 |
| 26 | Food Technology | FOOD6074015 | Food Processing Technology II | 2 | 5 |
| 27 | Food Technology | FOOD6076015 | Food Fermentation Technology | 2 | 5 |
| 28 | Food Technology | FOOD6073015 | Current Issues in Food Technology | 2 | 5 |
| 29 | Food Technology | CPEN6235015 | IoT in Food Industry | 2 | 5 |
| 30 | Food Technology | FOOD6094015 | Nutrition & Health | 4 | 5 |
| 31 | Architecture | ARCH6146014 | Interior Architecture | 4 | 5 |
| 32 | Architecture | ARCH6129014 | Urban Housing | 4 | 5 |
| 33 | Architecture | ARCH6136014 | Tropical Architecture | 4 | 5 |
| 34 | Computer Science | COMP6800001 | Human and Computer Interaction | 2/2 | 5 |
| 35 | Computer Science | COMP6144001 | Web Programming | 2 | 5 |
| 36 | Computer Science | ISYS6197001 | Business Application Development | 2/2 | 5 |
| 37 | Game Application and Technology | GAME6085001 | Object Oriented Game Programming | 2 | 5 |
| 38 | Marketing Communication | COMM6633019 | Corporate Sustainability | 4 | 5 |
| 39 | Marketing Communication | COMM6632019 | Writing for Corporate Communication | 2/2 | 5 |
| 40 | Marketing Communication | COMM6541019 | Digital Corporate Communication | 2/2 | 5 |
| 41 | Marketing Communication | COMM6635019 | Integrated Marketing Communication | 2 | 5 |
| 42 | Marketing Communication | COMM6637019 | Brand Activation | 2/2 | 5 |
| 43 | Marketing Communication | COMM6638019 | Social Media Planning & Engagement | 2/2 | 5 |
| 44 | Tourism | TRSM6220022 | Rural Tourism Entrepreneurship | 4 | 5 |
| 45 | Tourism | TRSM6222022 | Climate Change & Tourism | 2 | 5 |
| 46 | Tourism | BUSS6137022 | Tourism E-Business | 4 | 5 |
| 47 | Tourism | TRSM6140022 | Tourism Law and Regulation | 2 | 5 |
| 48 | Tourism | ACCT6383022 | Principles of Tourism Accounting and Finance | 2 | 5 |
| 49 | Tourism | MGMT6408022 | Strategic Management for Tourism | 2 | 5 |
| 50 | Hotel Management | HTMN6146021 | Food Safety Management | 2 | 5 |
| 51 | Hotel Management | HTMN6018021 | Consumer Behavior in Hospitality | 2 | 5 |
| 52 | Hotel Management | HTMN6147021 | Hospitality Management | 4 | 5 |
| 53 | Hotel Management | HTMN6001021 | Introduction to Hospitality | 4 | 5 |
| 54 | Hotel Management | HTMN6123021 | Hygiene and Safety for Hospitality | 4 | 5 |
| 55 | Hotel Management | HTMN6108021 | Food and Beverage Management | 2 | 5 |
| 56 | Hotel Management | HTMN6131021 | Catering Management | 2 | 5 |
| 57 | Hotel Management | HTMN6132021 | Gastronomy Study | 2 | 5 |
| 58 | Finance | FINC6189020 | Introduction to Financial Market and Fin-Tech | 2 | 5 |
| 59 | Finance | FINC6010020 | International Finance | 2 | 5 |
| 60 | Cyber Security | COMP6542001 | Computer Security Fundamental | 2 | 5 |

| No | Course Owner Departement | Course Code | Course Name | SCU | Semester |
|----|---------------------------------|-------------|---|-----|----------|
| 61 | Data Science | DTSC6006001 | Machine Learning | 2/1 | 5 |
| 62 | Mobile Application & Technology | MOBI6059001 | Mobile Programming | 2 | 5 |
| 63 | Statistics | STAT6157049 | Data Mining and Visualization | 2 | 5 |
| 64 | Information Systems | ISYS6196003 | Business Analytics | 2 | 5 |
| 65 | Information Systems | ISYS6199003 | Data & Text Mining | 4 | 5 |
| 66 | Information Systems | ISYS6202003 | Social Informatics | 4 | 5 |
| 67 | Information Systems | ISYS6289003 | Collaborative Computing | 4 | 5 |
| 68 | Information Systems | ISYS6402003 | Business Analytics | 2/2 | 5 |
| 69 | Information Systems | ISYS8066003 | Business Process Management | 4 | 5 |
| 70 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4 | 5 |
| 71 | Animation | DSGN6689007 | Concept Art & Production Design | 2 | 5 |
| 72 | Animation | DSGN6690007 | Animation Storytelling | 2 | 5 |
| 73 | Creative Advertising | DSGN6661007 | Photography | 4 | 5 |
| 74 | Film | FILM6059009 | Global Cinema | 4 | 5 |
| 75 | New Media | DSGN6743007 | Digital Graphic Reproduction | 4 | 5 |
| 76 | Interior Design | DSGN6612008 | Design Trend | 2 | 5 |
| 77 | International Relations | INTR6151029 | Regional Integration in Europe | 2 | 5 |
| 78 | International Relations | INTR6152029 | Regional Integration in America | 2 | 5 |
| 79 | International Relations | INTR6153029 | Regional Integration in East Asia | 2 | 5 |
| 80 | International Relations | INTR6137029 | Indonesia in Perspectives | 2 | 5 |
| 81 | International Relations | INTR6178029 | Introduction to International Political Economy | 2 | 5 |
| 82 | International Relations | INTR6179029 | Introduction to Security Studies | 2 | 5 |
| 83 | International Relations | INTR6180029 | Introduction to International Media | 2 | 5 |
| 84 | International Relations | INTR6142029 | Diplomacy and International Politics | 2/2 | 5 |
| 85 | English Literature | ENGL6169024 | English for Professionals | 2 | 5 |
| 86 | Business Law | LAWS6017028 | Intellectual Property Rights | 4 | 5 |
| 87 | Business Law | LAWS6110028 | Cyber Law | 2 | 5 |
| 88 | Business Law | LAWS6159028 | Legal Aspect in Business | 2 | 5 |
| 89 | Business Law | LAWS6171028 | Business Competition & Consumer Protection Law | 2 | 5 |
| 90 | Business Law | LAWS6181028 | Industrial Relations & Alternative Dispute Resolution | 2 | 5 |
| 91 | Business Law | LAWS6176028 | Tax Law | 2 | 5 |
| 92 | Psychology | PSYC6124027 | Psychology of Early Childhood Education | 4 | 5 |
| 93 | Psychology | PSYC6125027 | Psychology of Special Needs Education | 4 | 5 |
| 94 | Psychology | PSYC6130027 | Human Performance Technology | 4 | 5 |
| 95 | Psychology | PSYC6145027 | Urban Psychology | 4 | 5 |
| 96 | Psychology | PSYC6191027 | E-Learning Psychology | 4 | 5 |

| No | Course Owner Departement | Course Code | Course Name | SCU | Semester |
|----|---------------------------|-------------|---|-----|----------|
| 97 | Psychology | PSYC6215027 | Leadership and Organizational Behaviour | 4 | 5 |
| 98 | Psychology | PSYC6138027 | Lifespan Development | 4 | 5 |
| 99 | Primary Teacher Education | EDUC6063030 | English for Academic Purposes | 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 | FS | IS |
| 1 | v | | | | | | | v | | | | | | |
| 2 | v | | | | | | | | v | | | | | |
| 3 | v | | | | | | | | | v | | | | |
| 4 | v | | | | | | | | | | v | | | |
| 5 | v | | | | | | | | | | | v | | |
| 6 | | v | | | | | | v | | | | | | |
| 7 | | | v | | | | | v | | | | | | |
| 8 | | | | v | | | | v | | | | | | |
| 9 | | | | | v | | | v | | | | | | |
| 10 | | | | | | | v | v | | | | | | |
| 11 | | | | | | | v | | | v | | | | |
| 12 | v | | | | | | | | | | | | v | |
| 13 | | v | | | | | | | | | | | v | |
| 14 | | | v | | | | | | | | | | v | |
| 15 | | | | v | | | | | | | | | v | |
| 16 | | | | | v | | | | | | | | v | |
| 17 | | | | | | | v | | | | | | v | |
| 18 | | | | | | v | | v | | | | | | |
| 19 | | | | | | v | | | | | | | v | |
| 20 | v | | | | | | | | | | | | | v |

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 | : 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 | |
| Stream : Strategic Digital Production | | | | |
| COMM6642019 | Digital Media Production in Industrial Practices | 8 | | |
| COMM6559019 | Digital Media Production in Industry | 8 | | |
| COMM6133019 | EES in Industrial Practices | 4 | | |
| Stream : Creative Digital Broadcasting | | | | |
| COMM6643019 | Digital Creative Broadcasting Production in Industrial Practices | 8 | | |
| COMM6644019 | Digital Program Production In Industry | 8 | | |
| COMM6133019 | EES in Industrial Practices | 4 | | |
| Minor Program/Free Electives/Multidisciplinary Stream/Mobility | | | | |
| COMM6508019 | Communication in Industrial Practices | 8 | | |
| COMM6640019 | Communication Planning in Industry | 8 | | |
| COMM6133019 | EES in Industrial Practices | 4 | | |
| Enrichment Program II | | | | 20 |
| Stream: Strategic Digital Production | | | | |
| COMM6645019 | Digital Media in Professional Practices | 8 | | |
| COMM6646019 | Globalized Networking in Digital Media Industry | 8 | | |
| COMM6136019 | EES In Professional Practices | 4 | | |
| Stream: Creative Digital Broadcasting | | | | |
| COMM6647019 | Digital Broadcasting in Professional Practices | 8 | | |
| COMM6648019 | Globalized Networking in Production Program Industry | 8 | | |
| COMM6136019 | EES in Professional Practices | 4 | | |
| Minor Program/Free Electives/Multidisciplinary Stream/Mobility | | | | |
| COMM6586019 | Communication in Professional Practices | 8 | | |
| COMM6641019 | Communication in Business Practice | 8 | | |
| COMM6136019 | EES in Professional Practices | 4 | | |

Certified Entrepreneurship Track

| Code | Course Name | SCU | Total |
|--------------------------------|---|-----|-------|
| Enrichment Program I/II | | | 20 |
| ENTR6637019 | New Venture Initiation in Communication Industry | 8 | |
| ENTR6638019 | Product Development Process in Communication Industry | 8 | |
| ENTR6184019 | EES in New Communication Business | 4 | |

Certified Research Track

| Code | Course Name | SCU | Total |
|--------------------------------|---|-----|-------|
| Enrichment Program I/II | | | 20 |
| RSCH6230019 | Research Experience | 8 | |
| RSCH6525019 | Scientific Writing for Communication Research | 8 | |
| RSCH6138019 | Global EES in Communication Research | 4 | |

Certified Community Development Track

| Code | Course Name | SCU | Total |
|--------------------------------|---|-----|-------|
| Enrichment Program I/II | | | 20 |
| CMDV6132019 | Community Outreach Project Implementation | 8 | |
| CMDV6307019 | Community Outreach Project Design in Communication Context | 8 | |
| CMDV6058019 | Employability and Entrepreneurial Skills in Communication Context | 4 | |

Certified Study Abroad Track

| Code | Course Name | SCU | Total |
|--|-------------------------------------|-----|-------|
| Elective courses list for study abroad* | | | 20 |
| Enrichment Program I/II | | | |
| GLOB6005019 | Elective Course for Study Abroad 1 | 4 | |
| GLOB6006019 | Elective Course for Study Abroad 2 | 4 | |
| GLOB6007019 | Elective Course for Study Abroad 3 | 4 | |
| GLOB6008019 | Elective Course for Study Abroad 4 | 4 | |
| GLOB6009019 | Elective Course for Study Abroad 5 | 2 | |
| GLOB6010019 | Elective Course for Study Abroad 6 | 2 | |
| GLOB6011019 | Elective Course for Study Abroad 7 | 2 | |
| GLOB6012019 | Elective Course for Study Abroad 8 | 2 | |
| GLOB6013019 | Elective Course for Study Abroad 9 | 2 | |
| GLOB6014019 | Elective Course for Study Abroad 10 | 2 | |
| GLOB6015019 | Elective Course for Study Abroad 11 | 2 | |
| GLOB6016019 | Elective Course for Study Abroad 12 | 2 | |
| GLOB6251019 | Elective Course for Study Abroad 29 | 4 | |
| GLOB6304019 | Elective Course for Study Abroad 49 | 6 | |
| GLOB6305019 | Elective Course for Study Abroad 50 | 6 | |
| GLOB6306019 | Elective Course for Study Abroad 51 | 6 | |

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Certified Specific Independent Study

| Code | Course Name | SCU | Total |
|--|---|-----|-------|
| Elective courses list for certified specific independent study* | | | |
| Enrichment Program I | | | |
| CSIS6001019 | Course Certification | 3 | |
| CSIS6002019 | Technical Skill Enrichment | 4 | |
| CSIS6003019 | Industrial Project | 9 | |
| CSIS6004019 | Soft Skill Enrichment | 4 | |
| CSIS6005019 | Elective Course for Specific Independent Study 1 | 8 | |
| CSIS6006019 | Elective Course for Specific Independent Study 2 | 8 | |
| CSIS6007019 | Elective Course for Specific Independent Study 3 | 6 | |
| CSIS6008019 | Elective Course for Specific Independent Study 4 | 6 | |
| CSIS6009019 | Elective Course for Specific Independent Study 5 | 6 | |
| CSIS6010019 | Elective Course for Specific Independent Study 6 | 5 | |
| CSIS6011019 | Elective Course for Specific Independent Study 7 | 5 | |
| CSIS6012019 | Elective Course for Specific Independent Study 8 | 5 | |
| CSIS6013019 | Elective Course for Specific Independent Study 9 | 5 | |
| CSIS6014019 | Elective Course for Specific Independent Study 10 | 4 | |
| CSIS6015019 | Elective Course for Specific Independent Study 11 | 4 | |
| CSIS6016019 | Elective Course for Specific Independent Study 12 | 4 | |
| CSIS6017019 | Elective Course for Specific Independent Study 13 | 4 | |
| CSIS6018019 | Elective Course for Specific Independent Study 14 | 4 | |
| CSIS6019019 | Elective Course for Specific Independent Study 15 | 3 | |
| CSIS6020019 | Elective Course for Specific Independent Study 16 | 3 | |
| CSIS6021019 | Elective Course for Specific Independent Study 17 | 3 | |
| CSIS6022019 | Elective Course for Specific Independent Study 18 | 3 | |
| CSIS6023019 | Elective Course for Specific Independent Study 19 | 3 | |
| CSIS6024019 | Elective Course for Specific Independent Study 20 | 3 | |
| CSIS6025019 | Elective Course for Specific Independent Study 21 | 2 | |
| CSIS6026019 | Elective Course for Specific Independent Study 22 | 2 | |
| CSIS6027019 | Elective Course for Specific Independent Study 23 | 2 | |
| CSIS6028019 | Elective Course for Specific Independent Study 24 | 2 | |
| CSIS6029019 | Elective Course for Specific Independent Study 25 | 2 | |
| CSIS6030019 | Elective Course for Specific Independent Study 26 | 2 | |
| CSIS6031019 | Elective Course for Specific Independent Study 27 | 2 | |
| CSIS6032019 | Elective Course for Specific Independent Study 28 | 2 | |
| CSIS6033019 | Elective Course for Specific Independent Study 29 | 1 | |
| CSIS6034019 | Elective Course for Specific Independent Study 30 | 1 | |
| CSIS6035019 | Elective Course for Specific Independent Study 31 | 1 | |
| CSIS6036019 | 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 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 | | | |
| COMM6591019 | Computer Mediated Communication | 4 | 20 |
| COMM6596019 | Public and Data Analytics | 4 | |
| COMM6592019 | International Public Relations | 4 | |
| COMM6593019 | Corporate Branding | 4 | |
| COMM6594019 | E-Customer Relationship Management | 4 | |

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

| No. | Course Code | Course Name | Minimal Grade |
|-------------------------------|-------------|---|---------------|
| 1 | CHAR6013019 | Character Building: Pancasila | B |
| 2 | COMM6012019 | Theory of Communication* | C |
| 3 | COMM6603019 | Organizational Communication and Professional Practice* | C |
| 4 | COMM6610019 | Communication Research Methodology | C |
| 5 | COMM6605019 | Contemporary Content Production | C |
| 6 | COMM6409019 | Editing for Multimedia | C |
| 7 | ENTR6511005 | Entrepreneurship: Market Validation | C |
| Stream Course | | | |
| 8 | COMM6609019 | Digital Strategic Production* | C |
| 8 | COMM6707019 | Drama & Non-Drama Production* | C |
| Stream Mobility Course | | | |
| 8 | COMM6669018 | Creative Advertising | C |
| 9 | COMM6672018 | Digital Platform Strategies & Analytics | C |
| 8 | COMM6574012 | Production Planning | C |
| 9 | COMM6576012 | Content Production | C |

*) Tutorial & Multipaper