

Event & Travel Business

Introduction

The Event & Travel Business is a tourism-focused undergraduate program that connects destination knowledge with the design, management, and development of event and travel businesses. Building on the academic foundation of tourism destination studies, the program emphasizes business management, innovation, digital technology, entrepreneurship, and sustainable tourism development.

The Event & Travel Business Program at BINUS UNIVERSITY prepares students to identify tourism opportunities and transform them into meaningful experiences, marketable products, and viable business initiatives. Students develop knowledge and practical skills across tourism planning, event management, travel operations, marketing, finance, digital tourism, and sustainable destination development. The program combines analytical, managerial, creative, digital, and interpersonal competencies to prepare graduates for professional and entrepreneurial roles in the interconnected tourism, event, and travel industries.

The program's perspective extends beyond destinations themselves. Destinations provide the resources, stories, communities, and settings from which tourism experiences can be developed; event and travel businesses create, organize, communicate, and deliver those experiences to different markets. Students are therefore encouraged to understand the wider industry ecosystem, including attractions, venues, accommodation, transportation, catering, event production, entertainment, destination organizations, and creative businesses.

The program follows a 3+1 learning model. In the enrichment year, students may select an approved pathway or combination of activities to deepen their professional experience and apply their learning in a real-world context.

Options described in the curriculum include:

- Professional work experience in the tourism, event, or travel industries.
- Developing a business concept in tourism, events, or travel.
- Student exchange at an overseas university.
- Conducting tourism-related research.
- Community engagement and empowerment initiatives, including community-based tourism.
- Specific study or other approved enrichment activities.

Field projects, industry engagement, and field trips support applied learning and expose students to tourism destinations and event and travel businesses in local and international contexts. Tourism core subjects may be delivered in English to strengthen students' readiness for international learning and professional environments. Students will learn an additional foreign language beyond English to expand their opportunities for international enrichment programs and global experiences.

Vision

A world-class tourism study program in 2035, graduating human resources with capability of innovation, digital technology, and entrepreneurship & intrapreneurship in sustainable tourism industry, that fosters and empowers society in serving and building the nation.

Mission

The mission of the Tourism Destination Study Program is to build and empower communities by providing world-class tourism education, through:

1. Educating students to have understanding, knowledge, and skills in tourism, specifically ecotourism, that is based on innovation, digital technology, entrepreneurship, and sustainability.

2. Educating students by developing technical and non-technical abilities in tourism through practical and applicable learning.
3. Prioritizing learning on inclusive and quality tourism development based on local wisdom.
4. Encouraging the undertaking of comprehensive research that has significant impacts in responding to challenges in tourism management
5. Encouraging lifelong learning among faculty members to keep updated with current knowledge of tourism.
6. Assisting community empowerment through development programs which aim at improving communities wellbeing.

Program Objective

The objectives of the program are:

1. To provide students with analytical skills in mapping eco-friendly tourism programs;
2. To provide students with managerial skills through field activities to become professionals in the tourism sector;
3. To encourage students' enthusiasm to develop exemplary and godly character through self-development and advancement of work skills by applying the best practices of lifelong learning;
4. To improve students' abilities in the fields of innovation, digital technology, and sustainable tourism to be able to compete globally;
5. To prepare students to be able to open jobs in the tourism sector as a driving force for the regional economy;
6. To enhance students' critical thinking in solving tourism problems and the contribution of academics to Indonesian tourism through research that has a significant impact.

Student Outcomes

After completing the study, graduates are:

1. Able to implement tourism development that impacts improving the community's welfare and the environment;
2. Able to perform business management in the field of tourism;
3. Able to utilize information technology in tourism development;
4. Able to Implement innovative travel and tourism businesses that have added value;
5. Able to Implement adventure tourism and ecotourism businesses;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

The curriculum identifies graduate profiles across tourism planning, business, travel, events, marketing, research, content creation, and sustainable tourism. Depending on individual interests, experience, and further professional development, graduates may pursue roles such as:

- Tourism entrepreneur or tourism business developer
- Event planner, event coordinator/manager, or event operations professional
- MICE, festival, cultural event, or concert operations professional
- Tour operator or travel business entrepreneur
- Travel consultant or travel product developer
- Tourism planner or destination development professional
- Tourism marketer or digital tourism professional
- Tourism content creator or metaverse content creator
- Sustainable tourism practitioner or community-based tourism facilitator
- Tourism researcher, academic, or consultant

- Government tourism officer or tourism program staff

Career pathways may extend across travel companies, event organizers, MICE and entertainment businesses, tourism attractions, destination management organizations, hotels and resorts, transport providers, creative businesses, consultancies, research institutions, community organizations, and government agencies. Specific roles and seniority depend on the graduate's experience, competencies, and employment requirements.

Curriculum

The curriculum is designed to meet industry needs, covering the knowledge, skills, and attitudes required for professional and entrepreneurial careers in the tourism industry. The curriculum is divided into three core subject areas:

1. **Tourism and Travel Management:** Principles of Tourism & Event, Tourism Planning & Destination Management, Facilities Management for Travel & Event, Guiding & Interpretation, Travel Industry, Global Communication for Travel, Research Methodology in Tourism, **Travel Professionalism Programs**
2. **Event & Cultural Tourism:** Tourism Ethics and Communication, Indonesian Culture, Heritage Tourism, International Tourism & Culture, Global Communication for Event, Event Management, MICE Management, Event Funding & Sponsorship, Festival & Cultural Event, Concert Operation, Community & Professional Engagement in Event & Travel
3. **Digital Tourism & Tourism Entrepreneurship:** Finance for Tourism, Adventure Tourism Management, **Ecotourism** and Sustainable Development, Community-Based Tourism, Tourism Marketing, Sport Tourism, Digital Tourism and Business.

Commented [NH1]: Travel Professionalism Programs

Commented [NH2]: Ecotourism

In 4th and 5th semesters, students can choose the other Tourism Stream, Free Elective courses, or Minor Program.

1. **Tourism Stream:** Students are allowed to choose a special interest in the field of tourism: MICE (Meeting, Incentive, Convention, and Exhibition), Cultural Event, and Entertainment; and Special Interest Tour
2. **Free Elective,** Students are allowed to choose other subjects outside the Event & Travel Business program to strengthen and enrich their knowledge in other fields that they like.
3. **Minor:** Students may choose a package of courses offered by another study program.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013022	Character Building: <i>Pancasila</i>	2	20
	TRSM6243022	Principles of Tourism and Event ^{1&2} (AOL)	4	
	TRSM6211022	Tourism Ethics and Communication ¹ (AOL)	2	
	TRSM6244022	Global Communication for Event	2	
	TRSM6261022	Heritage Tourism ¹ (AOL)	4	
	TRSM6249022	Digital Tourism and Business (AOL) (AIE)	4	
	LANG6027022	Indonesian	2	
	Foreign Language Courses		0	
2	CHAR6014022	Character Building: <i>Kewarganegaraan</i>	2	20
	COSC6011022	Foundations of Artificial Intelligence	2	
	TRSM6184022	Travel Industry ¹ (AOL)	4	
	TRSM6247022	Tourism Planning and Destination Management ^{1&2} (AOL)	4	
	TRSM6246022	Global Communication for Travel ²	2	

Sem	Code	Course Name	SCU	Total
	TRSM6262022	Indonesian Culture ^{1&2}	2	
	TRSM6245022	Guiding and Interpretation ¹	4	
	Foreign Language Courses		0	
3	CHAR6015022	Character Building: <i>Agama</i>	2	18
	MKTG6246022	Tourism Marketing ¹ (AOL) (AIE)	2	
	TRSM6142022	Event Management ¹ (AOL)	4	
	RSCH6411022	Research Methodology in Tourism	4	
	TRSM6250022	Facilities Design for Travel and Event ¹ (AOL)	2	
	FINC6255022	Finance for Tourism	2	
	Foreign Language Courses		0	
4	TRSM6238022	Facilities Design for Tourism Destination ¹	3	20
	Stream: Special Interest Tour			
	TRSM6260022	Adventure Tourism Management ^{1&2}	2	
	TRSM6143022	Ecotourism and Sustainable Development ¹ (AOL)	4	
	TRSM6251022	Tourism Transportation	4	
	TRSM6263022	Sport Tourism ^{1&2}	4	
	TRSM6252022	Community-based Tourism ¹ (AOL)	4	
	TRSM6253022	Travel Professionalism Programs	2	
	Stream: MICE, Cultural Event, & Entertainment			
	TRSM6254022	International Tourism and Culture	4	
	TRSM6255022	MICE Management ^{1&2} (AOL)	4	
	TRSM6256022	Event Funding and Sponsorship ¹	2	
	TRSM6257022	Festival and Cultural Event ¹ (AOL)	4	
	TRSM6258022	Concert Operation ²	2	
	TRSM6259022	Community and Professional Engagement in Event and Travel	4	
	Foreign Language Courses		0	
5	ENPR6312005	Venture Creation	2	20
	Stream: Special Interest Tour			
	TRSM6260022	Adventure Tourism Management ^{1&2}	2	
	TRSM6143022	Ecotourism and Sustainable Development ¹ (AOL)	4	
	TRSM6251022	Tourism Transportation	4	
	TRSM6263022	Sport Tourism ^{1&2}	4	
	TRSM6252022	Community-based Tourism ¹ (AOL)	4	
	TRSM6253022	Travel Professionalism Programs	2	
	Stream: MICE, Cultural Event, & Entertainment			
	TRSM6254022	International Tourism and Culture	4	
	TRSM6255022	MICE Management ^{1&2} (AOL)	4	
	TRSM6256022	Event Funding and Sponsorship ¹	2	
	TRSM6257022	Festival and Cultural Event ¹ (AOL)	4	
	TRSM6258022	Concert Operation ²	2	
	TRSM6259022	Community and Professional Engagement in Event and Travel	4	
	Minor Program		20	

Sem	Code	Course Name	SCU	Total
	Free Electives		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	TRSM6209022	Pre-Thesis	2	6
	TRSM6210022	Thesis	4	
	TRSM6151022	Thesis	6	
Total Credits 146 SCU				

1) This course is delivered in English

2) Global Learning System course

-) **AOL** - Assurance of Learning Process System

-) **AIE** - Artificial Intelligence Embedded Course

Streaming/Minor/Free Electives:

-) For 5th Semester: Students are required to choose Streaming, 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. Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua. 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
ENGL6253022	English for Frontrunners	0
ENGL6254022	English for Independent Users	0
ENGL6255022	English for Professionals	0
JAPN6190022	Basic Japanese Language*	0
CHIN6163022	Basic Chinese Language*	0
KORE6001022	Basic Korean Language	0
ENGL6308022	English for Specific Purposes	0

*) This course is optional for students

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

Minor Scheme

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

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

Course	SCU
CHIN6134026 Chinese Conversation in Business Communication	4
LAWS6198028 Artificial Intelligence in Legal Discourse	2
INTR6135029 Comparative Politics	4
Total SCU	10

Additional Information

None

2. Minor Program: Digital Ecosystem

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
COSC6196001 Immersive Technology	2
GAME6002001 Game Design	2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

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

Additional Information

None

3. Minor Program: English for Business Professionals
Introduction

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

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution
Fundamental Courses

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

Supporting Courses

Course	SCU
ENGL6258024 English for Global Leadership	2
ENGL6169024 English for Professionals	2
COMM6506024 Current Issues in Business Communications	2
ENGL6245024 Business Rhetoric	4
Total SCU	10

Additional Information

None

4. Minor Program: Human Capital in Digital Workplace
Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

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

Additional Information

None

5. Minor Program: Interactive & Users Experience Design

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

6. Minor Program: Sustainable Development
Introduction

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

Career Options

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

Course Distribution
Fundamental Courses

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

Supporting Courses

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

Additional Information

None

7. Minor Program: Digital Transformation

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

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

Additional Information

None

8. Minor Program: Culinary

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

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

SCU for HTMN6155021, HTMN6125021 are practical

Additional Information

None

9. Minor Program: Korean Culture and Creativity

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

Course	SCU
FILM6135009 K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019 K-Pop Culture and Performance	4
MKTG6339005 K-Pop and K-Drama Marketing and Promotion	2
Total SCU	10

Additional Information

None

10. Minor Program: Chinese for Career Pathways

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

Course	SCU
CHIN6199026 Chinese Digital Technology	2
CHIN6200026 Traveling to China	2
CHIN6201026 Special Topics in Chinese Business	2
CHIN6202026 Global Strategic Marketing: Chinese Perspective	4
Total SCU	10

Additional Information

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

11. Minor Program: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that empowers students to build innovative business solutions by combining entrepreneurship and digital technology. The program focuses on developing human-centered business models and designing effective technology platforms. Through interdisciplinary courses and project-based learning, students gain both strategic and technical capabilities essential for thriving in today's digital economy.

Career Options

Digital Business Strategist, Startup Founder or Co-Founder, Product Manager, Business Intelligence, Analyst User Experience (UX) Designer, Web & Data Application Developer, Technology Consultant for Business Solutions.

Course Distribution

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
COSC6164004 Web Programming for Business	4
COSC6165004 Data Analytics for Business	4
ENPR6370002 Market Intelligence	4
COMP6687004 User Experience Design	4
Total SCU	20

Additional Information

None

12. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

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

Additional Information

None

13. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

14. Minor Program: Data Analytics

Introduction

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

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
INFS6066052 Introduction to Data Analytics	2
INFS6067052 Data Management & Descriptive Analytics	4
ISYE6371054 Statistical for Decision Making	4
Total SCU	10

Supporting Courses

Course	SCU
COSC6183051 Application of Predictive Analytics to Business Data	4
ISYE6372054 Prescriptive Analytics and Optimization	4
BUSS6277055 Digitalization of Markets and Consumption	2
Total SCU	10

Additional Information

None

15. Minor Program: Immersive Journey to Japanese Language and Culture
Introduction

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

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

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

Career Options

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

Course Distribution
Fundamental Courses

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

Supporting Courses

Course	SCU
JAPN6224025 Japanese Reading Comprehension (<i>Tanoshiku Yomou</i>)	4
JAPN6225025 Understanding Native Japanese Speakers (<i>Tanoshiku Kikou</i>)	2
JAPN6226025 Japanese N5 Level Certification Preparation (<i>Nihongo Charenji N5</i>)	4
Total SCU	10

Additional Information

None

16. Minor Program: Global Business**Introduction**

The Global Business minor program is designed for students who aspire to integrate creativity, business acumen, and technological expertise in a global context. This program equips students with essential knowledge and skills in digital business innovation, creative industry management, and emerging technologies. Students will explore topics such as digital entrepreneurship, creative content monetization, business model innovation, and the application of advanced technologies like artificial intelligence, blockchain, and immersive media in creative industries. By combining business strategy with technological advancements, this minor prepares students to become agile professionals capable of navigating and leading in the evolving global marketplace. This program is ideal for students from various disciplines who wish to enhance their competencies in creative business and technology, fostering interdisciplinary innovation and international competitiveness.

Career Options

Digital Business Strategist, Creative Entrepreneur, Digital Marketing Specialist, UX/UI Designer, Tech-Driven Product Manager, Creative Industry Manager, E-commerce & Content Monetization Expert, Brand & Digital Experience Manager, Creative Technologist.

Course Distribution**Fundamental Courses**

Course	SCU
DSIN6142066 Global Interactive Design	4
BUSS6275061 E-Commerce and Digital Entrepreneurship	4
COSC6159060 Emerging Technologies in Global Business	4
ISYS6997064 Data Analytics For Global Business	4
TRDE6001065 Global Regulatory Environment	4
Total SCU	20

Additional Information

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

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Location	Course Code	Course Name	SCU	Semester
1	Accounting	Alam Sutera, Kemanggisian	ACCT6313020	Public Sector Accounting	2	5
2	Animation	Alam Sutera, Kemanggisian	DSGN6689007	Concept Art & Production Design	2	5
3	Business Law	Kemanggisian	LAWS6171028	Business Competition & Consumer Protection Law	2	5
4	Business Management	Bekasi	MGMT6459005	Retail Management	4	5
5	Business Management	Bekasi	MGMT6460005	Retail Supply Chain Management	2	5
6	Computer Science	Alam Sutera, Kemanggisian	COMP6590001	Geographical Information System	2/2	5
7	Creative Advertising	Kemanggisian	DSGN6661007	Photography	4	5
8	Data Science	Kemanggisian	DTSC6014001	Machine Learning	2	5
9	Event & Travel Business	Kemanggisian	TRSM6219022	Wildlife and Marine Tourism	2	5
10	Finance	Alam Sutera	FINC6073020	Lab Trading Simulation	2	5
11	Global Business Chinese	Alam Sutera, Kemanggisian	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
12	Global Business Chinese	Alam Sutera, Kemanggisian	CHIN6158026	Chinese Business in Daily Communication	4	5
13	Global Business Chinese	Alam Sutera, Kemanggisian	CHIN6159026	Chinese Character Writing	2	5
14	Global Business Marketing	Alam Sutera, Kemanggisian	MKTG6321005	Marketing Data Analytics	4	5
15	Global Business Marketing	Alam Sutera, Kemanggisian	MKTG6631005	Marketing Research	3/1	5
16	Global Business Marketing	Alam Sutera, Kemanggisian	MKTG6322005	Sales and Customer Relationship Management	4	5
17	Hotel Management	Kemanggisian	HTMN6018021	Consumer Behavior in Hospitality	2	5
18	Hotel Management	Kemanggisian	HTMN6146021	Food Safety Management	2	5
19	Hotel Management	Kemanggisian	HTMN6147021	Hospitality Management	4	5
20	Hotel Management	Kemanggisian	MGMT6304021	Organization Behavior in Hospitality	2	5
21	Hotel Management	Kemanggisian	HTMN6145021	Revenue Management in Hospitality	2	5
22	Hotel Management	Kemanggisian	HTMN6027021	Service Management	4	5
23	Industrial Engineering	Kemanggisian	ISYE6130011	Project Management	2	5
24	Industrial Engineering	Kemanggisian	ISYE6115011	Transportation Modeling	2	5
25	International Business Management	Alam Sutera	BUSS6223005	Trade in Asia	2	5
26	Japanese Popular Culture	Kemanggisian	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyō Bunka to Manejimento)	2	5
27	Marketing Communication	Alam Sutera, Kemanggisian	COMM6635019	Integrated Marketing Communication	2	5

No	Course Owner Department	Location	Course Code	Course Name	SCU	Semester
28	Marketing Communication	Alam Sutera, Kemanggisian	COMM6631019	Public Affair	2	5
29	Marketing Communication	Alam Sutera, Kemanggisian	COMM6607019	Strategic Corporate Communication	2	5
30	Statistics	Kemanggisian	STAT6157049	Data Mining and Visualization	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

[illegible]

Scheme	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
29					v			v						
30					v				v					
31					v					v				
32					v						v			
33					v							v		
34					v								v	
35					v									v
36						v		v						
37						v			v					
38						v				v				
39						v					v			
40						v						v		
41						v								v
42							v	v						
43							v		v					
44							v			v				
45							v				v			
46							v					v		
47							v						v	
48							v							v

Note:

IN	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	etc	: Study Program Special Purposes
CD	: Community Impact Internship		

Description:

Student will take one of enrichment program tracks

Company Internship Track

Code	Course Name	SCU	Total
Enrichment Program I: (For students who only take Internship track in semester 6, should take these following courses)			20
TRSM6145022	Industrial Experience in Tourism	8	
TRSM6206022	Industrial Experience Report in Tourism	8	
TRSM6147022	Industrial Experience Seminar in Tourism	4	
For students who take Internship track in semester 6 and 7, should take these following courses:			
Enrichment Program I			20
TRSM6145022	Industrial Experience in Tourism	8	
TRSM6206022	Industrial Experience Report in Tourism	8	
TRSM6147022	Industrial Experience Seminar in Tourism	4	
Enrichment Program II			
TRSM6148022	Professional Experience in Tourism	8	20

Code	Course Name	SCU	Total
TRSM6149022	Professional Experience Report in Tourism	8	
TRSM6150022	Professional Experience Seminar in Tourism	4	
Enrichment Program II: (For students who only take Internship track in semester 7, should take these following courses)			
TRSM6145022	Industrial Experience in Tourism	8	
TRSM6206022	Industrial Experience Report in Tourism	8	
TRSM6147022	Industrial Experience Seminar in Tourism	4	

Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these following courses)			20
ENTR6633022	New Venture in Tourism	8	
ENTR6634022	Product Development in Tourism	8	
ENTR6177022	EES in Tourism New Business	4	
<i>For students who take Entrepreneurship track in semester 6 and 7, should take these following courses:</i>			
Enrichment Program I			
ENTR6633022	New Venture in Tourism	8	20
ENTR6634022	Product Development in Tourism	8	
ENTR6177022	EES in Tourism New Business	4	
Enrichment Program II			
ENTR6635022	Product Launching in Tourism	8	
ENTR6636022	Business Development in Tourism	8	
ENTR6181022	EES in Tourism Business Experience	4	
Enrichment Program II: (For students who only take Entrepreneurship track in semester 7, should take these following courses)			
ENTR6633022	New Venture in Tourism	8	
ENTR6634022	Product Development in Tourism	8	
ENTR6177022	EES in Tourism New Business	4	

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I: (For students who only take Entrepreneurship track in semester 6, should take these following courses)			20
RSCH6361022	Research Design in Tourism	8	
RSCH6523022	Academic Writing in Tourism	8	
RSCH6363022	Global EES (Team Work, Communication, Problem Solving & Decision Making) in Tourism	4	
<i>For students who take Entrepreneurship track in semester 6 and 7, should take these following courses:</i>			
Enrichment Program I			
RSCH6361022	Research Design in Tourism	8	20
RSCH6523022	Academic Writing in Tourism	8	
RSCH6363022	Global EES (Team Work, Communication, Problem Solving & Decision Making) in Tourism	4	
Enrichment Program II			
RSCH6134022	Research Experience in Tourism	8	

Code	Course Name	SCU	Total
RSCH6524022	Scientific Writing in Tourism	8	
RSCH6364022	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Tourism	4	
Enrichment Program II: (For students who only take Entrepreneurship track in semester 7, should take these following courses)			
RSCH6361022	Research Design in Tourism	8	
RSCH6523022	Academic Writing in Tourism	8	
RSCH6363022	Global EES (Team Work, Communication, Problem Solving & Decision Making) in Tourism	4	

Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I: <i>For students who only take Entrepreneurship track in semester 6, should take these following courses)</i>			
CMDV6051022	Community Development Design in Tourism	8	
CMDV6305022	Community Development Ideas Generation in Tourism	8	
CMDV6053022	Employability and Entrepreneurial Skills in Tourism	4	
<i>For students who take Entrepreneurship track in semester 6 and 7, should take these following courses:</i>			20
Enrichment Program I			
CMDV6051022	Community Development Design in Tourism	8	
CMDV6305022	Community Development Ideas Generation in Tourism	8	
CMDV6053022	Employability and Entrepreneurial Skills in Tourism	4	
Enrichment Program II			
CMDV6054022	Community Development Project Implementation in Tourism	8	
CMDV6306022	Community Development Project Evaluation in Tourism	8	
CMDV6056022	Employability and Entrepreneurial Skills in Tourism	4	
Enrichment Program II: <i>(For students who only take Entrepreneurship track in semester 7, should take these following courses)</i>			20
CMDV6051022	Community Development Design in Tourism	8	
CMDV6305022	Community Development Ideas Generation in Tourism	8	
CMDV6053022	Employability and Entrepreneurial Skills in Tourism	4	

Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			20
GLOB6005022	Elective Course for Study Abroad 1	4	
GLOB6006022	Elective Course for Study Abroad 2	4	
GLOB6007022	Elective Course for Study Abroad 3	4	
GLOB6008022	Elective Course for Study Abroad 4	4	
GLOB6009022	Elective Course for Study Abroad 5	2	
GLOB6010022	Elective Course for Study Abroad 6	2	
GLOB6011022	Elective Course for Study Abroad 7	2	
GLOB6012022	Elective Course for Study Abroad 8	2	
GLOB6013022	Elective Course for Study Abroad 9	2	

Code	Course Name	SCU	Total
GLOB6014022	Elective Course for Study Abroad 10	2	
GLOB6015022	Elective Course for Study Abroad 11	2	
GLOB6016022	Elective Course for Study Abroad 12	2	
GLOB6251022	Elective Course for Study Abroad 29	4	
Enrichment Program II			20
GLOB6017022	Elective Course for Study Abroad 13	4	
GLOB6018022	Elective Course for Study Abroad 14	4	
GLOB6019022	Elective Course for Study Abroad 15	4	
GLOB6020022	Elective Course for Study Abroad 16	4	
GLOB6021022	Elective Course for Study Abroad 17	2	
GLOB6022022	Elective Course for Study Abroad 18	2	
GLOB6023022	Elective Course for Study Abroad 19	2	
GLOB6024022	Elective Course for Study Abroad 20	2	
GLOB6025022	Elective Course for Study Abroad 21	2	
GLOB6026022	Elective Course for Study Abroad 22	2	
GLOB6027022	Elective Course for Study Abroad 23	2	
GLOB6028022	Elective Course for Study Abroad 24	2	
GLOB6253022	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.

Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			
Enrichment Program I/II			
CSIS6001022	Course Certification	3	20
CSIS6002022	Technical Skill Enrichment	4	
CSIS6003022	Industrial Project	9	
CSIS6004022	Soft Skill Enrichment	4	
CSIS6005022	Elective Course for Specific Independent Study 1	8	
CSIS6006022	Elective Course for Specific Independent Study 2	8	
CSIS6007022	Elective Course for Specific Independent Study 3	6	
CSIS6008022	Elective Course for Specific Independent Study 4	6	
CSIS6009022	Elective Course for Specific Independent Study 5	6	
CSIS6010022	Elective Course for Specific Independent Study 6	5	
CSIS6011022	Elective Course for Specific Independent Study 7	5	
CSIS6012022	Elective Course for Specific Independent Study 8	5	
CSIS6013022	Elective Course for Specific Independent Study 9	5	
CSIS6014022	Elective Course for Specific Independent Study 10	4	
CSIS6015022	Elective Course for Specific Independent Study 11	4	
CSIS6016022	Elective Course for Specific Independent Study 12	4	
CSIS6017022	Elective Course for Specific Independent Study 13	4	
CSIS6018022	Elective Course for Specific Independent Study 14	4	
CSIS6019022	Elective Course for Specific Independent Study 15	3	
CSIS6020022	Elective Course for Specific Independent Study 16	3	

Code	Course Name	SCU	Total
CSIS6021022	Elective Course for Specific Independent Study 17	3	
CSIS6022022	Elective Course for Specific Independent Study 18	3	
CSIS6023022	Elective Course for Specific Independent Study 19	3	
CSIS6024022	Elective Course for Specific Independent Study 20	3	
CSIS6025022	Elective Course for Specific Independent Study 21	2	
CSIS6026022	Elective Course for Specific Independent Study 22	2	
CSIS6027022	Elective Course for Specific Independent Study 23	2	
CSIS6028022	Elective Course for Specific Independent Study 24	2	
CSIS6029022	Elective Course for Specific Independent Study 25	2	
CSIS6030022	Elective Course for Specific Independent Study 26	2	
CSIS6031022	Elective Course for Specific Independent Study 27	2	
CSIS6032022	Elective Course for Specific Independent Study 28	2	
CSIS6033022	Elective Course for Specific Independent Study 29	1	
CSIS6034022	Elective Course for Specific Independent Study 30	1	
CSIS6035022	Elective Course for Specific Independent Study 31	1	
CSIS6036022	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS 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 Specific Independent Study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

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

No	Course Code	Course Name	Minimal Grade
1	CHAR6013022	Character Building: Pancasila	B
2	TRSM6243022	Principles of Tourism and Event	C
3	TRSM6211022	Tourism Ethics and Communication	C
4	TRSM6249022	Digital Tourism and Business*	C
5	MKTG6246022	Tourism Marketing*	C
6	ENPR6312005	Venture Creation	C
Stream: Special Interest Tour			
7	TRSM6143022	Ecotourism and Sustainable Development*	C
8	TRSM6252022	Community-Based Tourism	C
Stream: MICE, Cultural Event, and Entertainment			
7	TRSM6255022	MICE Management*	C
8	TRSM6257022	Festival and Cultural Event	C

*) Tutorial