

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 make 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 Kemanggisian 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 | 2 | |
| | COMM6385019 | Interpersonal Communication ¹ | 4 | |
| | COMM6601019 | Introduction to Communication Science | 2 | |
| | COMM6639019 | Psychology of Communication ¹ | 2 | |
| | COMM6602019 | Writing Fundamentals | 2 | |
| | COMM6389019 | Public Speaking ¹ (<i>AOL</i>) | 4 | |
| | COMM6383019 | Philosophy and Ethics of Communication (<i>AOL</i>) | 2 | |
| | Foreign Language Courses | | | |
| 2 | CHAR6014019 | Character Building: <i>Kewarganegaraan</i> | 2 | 20 |
| | COSC6011019 | Foundations of Artificial Intelligence | 2 | |
| | LANG6027019 | Indonesian | 2 | |
| | STAT6204019 | Statistics | 2 | |
| | COMM6603019 | Organizational Communication and Professional Practice ^{1&2} (<i>AOL</i>) | 4 | |
| | COMM6012019 | Theory of Communication (<i>AOL</i>) | 4 | |
| | COMM6099019 | Intercultural Communication ¹ | 4 | |
| | Foreign Language Courses | | | |
| 3 | CHAR6015019 | Character Building: <i>Agama</i> | 2 | 18 |
| | ENPR6311005 | Creativity and Innovation | 2 | |

| Sem | Code | Course Name | SCU | Total |
|---|--|---|-----|-------|
| | COMM6610019 | Communication Research Methodology ² (<i>AOL</i>) (<i>AIE</i>) | 4 | |
| | COMM6605019 | Contemporary Content Production ² (<i>AOL</i>) | 4 | |
| | COMM6611019 | Society and Digital Culture ^{1&2} | 2 | |
| | COMM6612019 | Communication Data and Technology ² (<i>AIE</i>) | 4 | |
| | Foreign Language Courses | | 0 | |
| 4 | COMM6613019 | Introduction to Media Industry ^{1&2} | 2 | 22 |
| | COMM6614019 | Visual Design & Graphics | 2/2 | |
| | COMM6615019 | Script Writing ¹ | 2/2 | |
| | COMM6409019 | Editing for Multimedia (<i>AOL</i>) | 2/2 | |
| | COMM6625019 | Theory of Mass Communication | 2 | |
| | COMM6616019 | Media Promotion & Marketing ^{1&2} | 2 | |
| | COMM6617019 | Media Convergence ^{1&2} | 2 | |
| | ENPR6312005 | Venture Creation | 2 | |
| | Foreign Language Courses | | 0 | |
| 5 | Stream: Strategic Digital Production | | | 20 |
| | COMM6533019 | Creative Program Design | 2/2 | |
| | COMM6618019 | Ethics and Audience in Creative Production ^{1&2} (<i>AOL</i>) | 2 | |
| | COMM6619019 | Writing in Electronic Media & Editorial Review ² | 2 | |
| | COMM6620019 | Online Publishing | 2/2 | |
| | COMM6624019 | Digital Creative Content | 2/2 | |
| | COMM6609019 | Digital Strategic Production (<i>AOL</i>) | 2/2 | |
| | Stream: Creative Digital Broadcasting | | | |
| | COMM6510019 | Reportage & Interview Technique ² | 2/2 | |
| | COMM6621019 | Ethics and Audience in Broadcasting Context ² (<i>AOL</i>) | 2 | |
| | COMM6707019 | Drama & Non-Drama Production ² (<i>AOL</i>) | 2 | |
| | COMM6622019 | Audio Journalism | 2/2 | |
| | COMM6410019 | Digital Broadcasting Production (<i>AOL</i>) | 2/2 | |
| | COMM6623019 | Digital Journalism Production | 2/2 | |
| | Stream: Digital Media Communication⁴ | | | |
| | COMM6574012 | Production Planning | 4 | |
| | COMM6500012 | Creativity for Media Communication | 2 | |
| | COMM6575012 | Current Issues in Communication ^{1&2} | 4 | |
| | MDIA6054012 | Creative Audio Visual | 2 | |
| | DSGN6801012 | Motion Graphics | 2 | |
| | COMM6576012 | Content Production | 6 | |
| Stream: Digital Public Relations⁴ | | | | |
| COMM6669018 | Creative Advertising | 2/2 | | |
| COMM6670018 | SEM and SEO Management ² | 4 | | |
| COMM6671018 | Global Branding Strategy ¹ | 4 | | |
| COMM6672018 | Digital Platform Strategies & Analytics ² | 4 | | |
| COMM6673018 | Event Management ¹ | 2/2 | | |

| Sem | Code | Course Name | SCU | Total |
|------------------------------|--|-------------|-----|-------|
| | Minor Program | | 20 | |
| | Free Electives | | 20 | |
| 6 | Stream: Strategic Digital Production | | 20 | 20 |
| | Enrichment Program I | | | |
| | Stream: Creative Digital Broadcasting | | 20 | |
| | Enrichment Program I | | | |
| | Minor Program/Free Electives/Mobility | | 20 | |
| Enrichment Program I | | | | |
| 7 | Stream: Strategic Digital Production | | 20 | 20 |
| | Enrichment Program II | | | |
| | Stream: Creative Digital Broadcasting | | 20 | |
| | Enrichment Program II | | | |
| | Minor Program/Free Electives/Mobility | | 20 | |
| Enrichment Program II | | | | |
| 8 | COMM6544019 | Pre-Thesis | 2 | 6 |
| | COMM6545019 | Thesis | 4 | |
| | COMM6598019 | Thesis | 6 | |
| Total Credits 146 SCU | | | | |

1) This course is delivered in English

2) Global Learning System courses

4) Conducted for student mobility program in Binus @Malang

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

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

Streaming/Minor/Free Electives:

-) For 5th Semester: Students are required to choose Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:

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.

The following are the provisions of the courses that must be taken by students:

| 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

- 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.

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 Kemanggisian | |
| Blockchain Technology and Business | - |
| Creative Digital Storytelling | v |
| Cross Cultural Communication | - |
| 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 |
| Robotic Process Automation | 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 |
| Digital Technopreneur | v |
| English for Business Professionals | v |
| Minor @ Binus Bandung | |
| Designpreneur | v |
| Minor @ Binus Semarang | |
| Content Creation | v |
| Data Analytics | v |
| Immersive Journey to Japanese Language and Culture | v |
| Metaverse in Business | 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: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

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 |

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 Narrative 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 Strategies

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: Robotic Process Automation

Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

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 |

Additional Information

None

7. 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

8. 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

9. 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 |
| HTMN6125021 Restaurant Operation | 4 |
| Total SCU | 10 |

SCU for HTMN6008021, HTMN6125021 are practical

Supporting Courses

| Course | SCU |
|---|-----------|
| HTMN6155021 Indonesian Cuisine | 4 |
| HTMN6128021 Pastry and Bakery Operation | 4 |
| HTMN6154021 Culinary Tourism | 2 |
| Total SCU | 10 |

SCU for HTMN6155021, HTMN6128021 are practical

Additional Information

None

10. 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

11. 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.

12. 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

13. 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

14. 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

15. 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

16. 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

17. Minor Program: Metaverse in Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

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 |

Additional Information

None

18. 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 | | 10 |

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 | Course Code | Course Name | SCU | Semester |
|----|------------------------------------|-------------|--|-----|----------|
| 1 | Animation | DSGN6690007 | Animation Storytelling | 2 | 5 |
| 2 | Animation | DSGN6689007 | Concept Art & Production Design | 2 | 5 |
| 3 | Architecture | ARCH6146014 | Interior Architecture | 4 | 5 |
| 4 | Architecture | ARCH6129014 | Urban Housing | 4 | 5 |
| 5 | Biotechnology | BTEC6020056 | Current Issue in Biotechnology | 2 | 5 |
| 6 | Business Creation | ENPR6107005 | Business Communication & Strategy | 4 | 5 |
| 7 | Business Creation | ENPR6142005 | Digital Business Transformation | 4 | 5 |
| 8 | Business Creation | ENPR6106005 | Product Design & Branding | 2 | 5 |
| 9 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4 | 5 |
| 10 | Business Law | LAWS6171028 | Business Competition & Consumer Protection Law | 2 | 5 |
| 11 | Business Law | LAWS6110028 | Cyber Law | 2 | 5 |
| 12 | Business Law | LAWS6181028 | Industrial Relations & Alternative Dispute Resolution | 2 | 5 |
| 13 | Business Law | LAWS6017028 | Intellectual Property Rights | 4 | 5 |
| 14 | Business Law | LAWS6159028 | Legal Aspect in Business | 2 | 5 |
| 15 | Business Law | LAWS6176028 | Tax Law | 2 | 5 |
| 16 | Business Management | MGMT6461005 | Category Management | 2 | 5 |
| 17 | Business Management | MGMT6459005 | Retail Management | 4 | 5 |
| 18 | Business Management | MKTG6324005 | Retail Marketing Management | 2 | 5 |
| 19 | Business Management | MGMT6460005 | Retail Supply Chain Management | 2 | 5 |
| 20 | Business Management | MGMT6400005 | Supply Chain Strategy | 2 | 5 |
| 21 | Computer Engineering | CPEN6232010 | Cloud Technology Practice | 2 | 5 |
| 22 | Computer Engineering | CPEN6126010 | Cross Platform Application Development | 4 | 5 |
| 23 | Computer Science | COMP6586001 | Embedded Systems | 2 | 5 |
| 24 | Computer Science | COMP6590001 | Geographical Information System | 2/2 | 5 |
| 25 | Computer Science | COMP6800001 | Human and Computer Interaction | 2/1 | 5 |
| 26 | Computer Science | COSC6108001 | Mobile Programming | 2 | 5 |
| 27 | Creative Advertising | DSGN6661007 | Photography | 4 | 5 |
| 28 | Cyber Security | COMP6542001 | Computer Security Fundamental | 2 | 5 |
| 29 | Data Science | DTSC6014001 | Machine Learning | 2 | 5 |
| 30 | Creative Digital English | EDUC6054024 | Classroom Communication and Learning | 4 | 5 |
| 31 | Creative Digital English | EDUC8003024 | English for Specific Purposes: Second Language Learning | 2 | 5 |
| 32 | Fashion | FASH6186040 | Contemporary Fashion | 2 | 5 |
| 33 | Fashion | FASH6180040 | Fashion Trend Forecasting | 2 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-----------------------------------|-------------|--|-----|----------|
| 34 | Film | FILM6059009 | Global Cinema | 4 | 5 |
| 35 | Game Application and Technology | GAME6085001 | Object Oriented Game Programming | 2 | 5 |
| 36 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing: Asia Pacific Perspective | 4 | 5 |
| 37 | Global Business Marketing | MGMT6358005 | Managing Business Information | 2/2 | 5 |
| 38 | Global Business Marketing | MKTG6321005 | Marketing Data Analytics | 4 | 5 |
| 39 | Global Business Marketing | MKTG6631005 | Marketing Research | 3/1 | 5 |
| 40 | Global Business Marketing | MKTG6270005 | Retail and Omni Channel | 2 | 5 |
| 41 | Global Business Marketing | MKTG6322005 | Sales and Customer Relationship Management | 4 | 5 |
| 42 | Hotel Management | HTMN6018021 | Consumer Behavior in Hospitality | 2 | 5 |
| 43 | Hotel Management | HTMN6146021 | Food Safety Management | 2 | 5 |
| 44 | Hotel Management | HTMN6147021 | Hospitality Management | 4 | 5 |
| 45 | Hotel Management | HTMN6027021 | Service Management | 4 | 5 |
| 46 | Industrial Engineering | ISYE6167011 | Decision Support System | 2 | 5 |
| 47 | Industrial Engineering | ISYE6067011 | Global Supply Chain | 2 | 5 |
| 48 | Industrial Engineering | ISYE6169011 | Maintenance Management Systems | 2 | 5 |
| 49 | Industrial Engineering | ISYE6130011 | Project Management | 2 | 5 |
| 50 | Industrial Engineering | ISYE6165011 | Supply Chain Risk & Negotiation | 2 | 5 |
| 51 | Information Systems | ISYS6893003 | Information Systems Analysis and Design | 4/2 | 5 |
| 52 | Information Systems | ISYS6596003 | User Experience Research and Design | 4/2 | 5 |
| 53 | International Business Management | MGMT6357005 | Multinational Corporation Management | 4 | 5 |
| 54 | International Business Management | BUSS6224005 | Special Topics in International Business | 4 | 5 |
| 55 | International Business Management | BUSS6223005 | Trade in Asia | 2 | 5 |
| 56 | International Relations | INTR6142029 | Diplomacy and International Politics | 2/2 | 5 |
| 57 | International Relations | INTR6137029 | Indonesia in Perspectives | 2 | 5 |
| 58 | International Relations | INTR6180029 | Introduction to International Media | 2 | 5 |
| 59 | International Relations | INTR6178029 | Introduction to International Political Economy | 2 | 5 |
| 60 | International Relations | INTR6179029 | Introduction to Security Studies | 2 | 5 |
| 61 | International Relations | INTR6154029 | Regional Integration in Africa and Middle East | 2 | 5 |
| 62 | International Relations | INTR6152029 | Regional Integration in America | 2 | 5 |
| 63 | International Relations | INTR6153029 | Regional Integration in East Asia | 2 | 5 |
| 64 | International Relations | INTR6151029 | Regional Integration in Europe | 2 | 5 |
| 65 | Marketing Communication | COMM6637019 | Brand Activation | 2/2 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---------------------------|-------------|--|-----|----------|
| 66 | Marketing Communication | COMM6633019 | Corporate Sustainability | 4 | 5 |
| 67 | Marketing Communication | COMM6630019 | Crisis Communication | 2 | 5 |
| 68 | Marketing Communication | COMM6541019 | Digital Corporate Communication | 2/2 | 5 |
| 69 | Marketing Communication | COMM6634019 | Environmental Issues and Brand Activism | 4 | 5 |
| 70 | Marketing Communication | COMM6635019 | Integrated Marketing Communication | 2 | 5 |
| 71 | Marketing Communication | COMM6631019 | Public Affair | 2 | 5 |
| 72 | Marketing Communication | COMM6638019 | Social Media Planning & Engagement | 2/2 | 5 |
| 73 | Marketing Communication | COMM6632019 | Writing for Corporate Communication | 2/2 | 5 |
| 74 | New Media | DSGN6743007 | Digital Graphic Reproduction | 4 | 5 |
| 75 | Primary Teacher Education | EDUC6113030 | Children's Literature | 2 | 5 |
| 76 | Primary Teacher Education | EDUC6108030 | Coding for Children | 2 | 5 |
| 77 | Primary Teacher Education | EDUC6110030 | Integrated Social Studies, Ethno Art and Craft | 2/2 | 5 |
| 78 | Primary Teacher Education | EDUC6107030 | Out of School Science Learning | 2 | 5 |
| 79 | Primary Teacher Education | EDUC6112030 | Teaching BIPA | 4 | 5 |
| 80 | Primary Teacher Education | EDUC6098030 | Technology for Adaptive Learning | 4 | 5 |
| 81 | Primary Teacher Education | EDUC6109030 | Technology Literacy | 2 | 5 |
| 82 | Psychology | PSYC6191027 | E-Learning Psychology | 4 | 5 |
| 83 | Psychology | PSYC6138027 | Lifespan Development | 4 | 5 |
| 84 | Psychology | PSYC6145027 | Urban Psychology | 4 | 5 |
| 85 | Statistics | STAT6157049 | Data Mining and Visualization | 2 | 5 |
| 86 | Tourism | TRSM6218022 | Adventure Tourism Management | 4 | 5 |
| 87 | Tourism | TRSM6222022 | Climate Change & Tourism | 2 | 5 |
| 88 | Tourism | TRSM6142022 | Event Management | 4 | 5 |
| 89 | Tourism | TRSM6212022 | Indonesian Culture | 4 | 5 |
| 90 | Tourism | ACCT6383022 | Principles of Tourism Accounting and Finance | 2 | 5 |
| 91 | Tourism | TRSM6220022 | Rural Tourism Entrepreneurship | 4 | 5 |
| 92 | Tourism | TRSM6221022 | Sport Tourism | 2 | 5 |
| 93 | Tourism | MGMT6408022 | Strategic Management for Tourism | 2 | 5 |
| 94 | Tourism | BUSS6137022 | Tourism E-Business | 4 | 5 |
| 95 | Tourism | TRSM6140022 | Tourism Law and Regulation | 2 | 5 |
| 96 | Tourism | TRSM6219022 | Wildlife and Marine Tourism | 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 | : Company Internship | SA | : Study Abroad |
| RS | : Research Fellowship | IS | : Specific Independent Study |
| EN | : Entrepreneurship | FS | : Fast Track |
| CD | : Community Impact Internship | etc | : Study Program Special Purposes |

Description:

Student will take one of enrichment program tracks

Company Internship Track

| Code | Course Name | SCU | Total | |
|---|--|-----|-------|--|
| Enrichment Program I | | | | |
| Stream : Strategic Digital Production | | | | |
| COMM6642019 | Digital Media Production in Industrial Practices | 8 | 20 | |
| 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 | | |

| Code | Course Name | SCU | Total |
|--|--|-----|-------|
| COMM6133019 | EES in Industrial Practices | 4 | 20 |
| Minor Program/Free Electives/Mobility | | | |
| COMM6508019 | Communication in Industrial Practices | 8 | |
| COMM6640019 | Communication Planning in Industry | 8 | |
| COMM6133019 | EES in Industrial Practices | 4 | |
| Enrichment Program II | | | |
| 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/Mobility | | | |
| COMM6586019 | Communication in Professional Practices | 8 | |
| COMM6641019 | Communication in Business Practice | 8 | |
| COMM6136019 | EES in Professional Practices | 4 | |

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 | |

Research Fellowship 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 | |

Community Impact Internship 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 | |

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.

Specific Independent Study

| Code | Course Name | SCU | Total |
|--|---|-----|-------|
| Elective courses list for Specific Independent Study* | | | 20 |
| 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 | |

| Code | Course Name | SCU | Total |
|-------------|---|-----|-------|
| 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 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.*

Fast Track

Students will receive information about Fast Track Courses during the registration period.

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

| No. | Course Code | Course Name | Minimal Grade |
|-------------------------------|-------------|---|---------------|
| 1 | CHAR6013019 | Character Building: <i>Pancasila</i> | 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 | ENPR6312005 | Venture Creation | C |
| Stream Course | | | |
| 8 | COMM6609019 | Digital Strategic Production* | C |
| 8 | COMM6466019 | 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

