

Business Information Technology

Introduction

In the challenging business environment nowadays, information technology has shifted not only as a complementary but also as a main strategic tool to play an important role in the business competition. In Business Information Technology Program that is aligned with Information Technology and Business, the focus lies on Business Analytics and Social Media Listening. By focusing on these two integral aspects, the organization is projected to play a progressively vital role in assisting the assessment of performance and business strategies. The prospected outcomes are the competencies to facilitate excellent procedures and sustainable competitiveness within the organization. Business Information Technology Program will provide students with the expertise for the development of Information Technology in solving business problems. The graduates of this program are expected to be able to overcome gaps between Information Technology and Business needs that are highly demanded within the challenging business environment. Business Information Technology is designed by combining three focus areas such as Business Analytics, Social Media, and IT Entrepreneurship. In addition, there are special options in the Business Information Technology program, namely specialization in Artificial Intelligence for business that aims to help solve problems in the company. With artificial intelligence making the amount of data and information available at this time, will greatly play a role in assisting decision making in various businesses.

Vision

A world class study program that excels in providing high-level Information system education is specialized in business-IT, recognized internationally, and champions innovation.

Mission

The missions of Business Information Technology are:

1. Nurturing students and lecturers with creative and value-adding talents in Information System by creating a suitable environment;
2. Educating students in information systems, covering knowledge and skills in analyzing, designing and implementing information systems for improving business processes and to be able to create an innovative and valuable information system solution, through intensive learning process, research activities and collaboration with global industries;
3. Providing integrated knowledge to pursue further studies and create outstanding professionals, entrepreneurs, and leaders for a global community;
4. Providing professional services in Information System with an emphasis on the application of knowledge to society;
5. Fostering the quality of life of Indonesians and the international community through leveraging Information system solutions.

Program Objective

The objectives of the program are to:

1. Equip students with the expertise and solid basic knowledge about system development that will be needed as a professional in the field of information systems, as well as increasing the skills and knowledge of educators in the information systems field;
2. Preparing students with proficiency and in-depth knowledge of innovative information systems related to IT-Business Innovation;

3. Equip students with the ability to use knowledge of applied business applications for specific industrial purposes;
4. Equip the community with expertise and knowledge through the use of information system solutions;
5. Provide education to the public regarding the use and application of information systems.

Student Outcomes

After completing the study, graduates are:

1. Able to analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions;
2. Able to design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline;
3. Able to communicate effectively in a variety of professional contexts;
4. Able to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles;
5. Able to function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline;
6. Able to support the delivery, use, and management of information systems within an information systems environment.

Prospective Career of the Graduates

Graduates of Business Information Technology Program will have familiarity of the relationship between business analytics, social media, and entrepreneurship. Therefore, graduates will have both IT knowledge and business skills and are able to develop their career in any companies, including but not limited to services, commerce, manufacturing companies, and technopreneur. Potential professions for competent graduates are web analytics consultant, social media consultant, systems developer, systems analyst, business analyst, project manager, database developer, data analyst, software developer, programming consultant, information manager, applications developer, and information management consultant.

Curriculum

The Business Information Technology Program is designed in reference to the curriculum recommended by Association for Computing Machinery (ACM) and Association for Information Systems (AIS), National and International model curriculum and guidelines for undergraduate degree program in Information Systems, and a cooperative project of ACM, AIS, and IEEE-CS. It also focuses on Business, Information Technology, and Social Informatics, and as a result, graduates would be able to construct Business Analytics and Social Media Listening for any organizations to help their performance and business strategy. In addition, the curriculum has been influenced by foreign universities with the reputation of qualified Business Information Technology Programs.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	ACCT6133	Introduction to Financial Accounting	4	20	
	ISYS6186	Business Process Fundamental*&**	4		
	ISYS6093	Information System Concept*&**	4		
	COMP6178	Introduction to Programming	2/2		
	LANG6027	Indonesian	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
ENGL6130	English for Business Presentation	2			
2	ISYS6123	Introduction to Database Systems*&**	2/2	20	
	ISYS6126	Enterprise System*&**	4		
	ISYS6338	Testing and System Implementation*&**	2		
	ISYS6596	User Experience Research and Design**	4/2		
	ENTR6509	Entrepreneurship: Ideation	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6013	Character Building: <i>Pancasila</i>	2	22	
	ISYS6535	Information Systems Analysis and Design**&***	4/2		
	ISYS6197	Business Application Development	2/2		
	ISYS6256	Information Systems Project Management*&**	4		
	ISYS6478	Research Methods in information Systems	2		
	ISYS6198	Data and Information Management**	4		
4	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	20	
	ISYS6542	Advanced Information System Analysis and Design**&***	4/2		
	Streaming : Business Information Technology				
	ISYS6016	Social Media Fundamental	2		
	ISYS6283	Business Intelligence**	4		
	ISYS6203	Mobile Application Development	2/2		
	BUSS6088	Current Issue in Business and Technology	2		
	Streaming : Artificial Intelligence for Business				
	ISYS6572	Basic Artificial Intelligence	4		
	ISYS6606	Smart Application	2		
	ISYS6574	Information Retrieval	4		
	ISYS6577	Machine Learning & Foundations	2		
	Minor Program				12
Free Electives			12		
5	CHAR6015	Character Building: <i>Agama</i>	2	18	
	ISYS6538	Advanced in Business Application Development**	4/2		
	ENTR6511	Entrepreneurship: Market Validation	2		

Sem	Code	Course Name	SCU	Total
5	Streaming : Business Information Technology			
	ISYS6202	Social Informatics*	4	
	ISYS6402	Business Analytics*	2/2	
	Streaming : Artificial Intelligence for Business			
	ISYS6578	Deep Learning for Business	4	
	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	
	Minor Program			8
	Free Electives			8
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	ISYS6627	Pre-Thesis	2	6
	ISYS6628	Thesis	4	
TOTAL CREDIT 146 Credits				

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

Streaming/Minor/Free Electives:

-) For 4th Semester: Students are required to choose streaming or minor program or free electives.

-) For 5th Semester: Students are required to choose streaming or minor program or free electives same with semester 4.

English University Courses:

-) For 1st Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.

-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.

-) Students should pass English Savvy with a minimum Grade is C.

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ Binus Kemanggisian		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Minor @ Binus Alam Sutera		
Digital Business	v	v
Minor @ Binus Bekasi		
Virtual Services	v	v
Culinary	v	v
Minor @ Binus Malang		
Digital Technopreneur	-	-
Minor @ Binus Bandung		
DesignPreneur	-	-

1. Minor Program: Digital Ecosystem

Course		SCU
COMP6683	Introduction to Artificial Intelligence	2/2
COMM6501	Narative Development	4
ISYS6549	Digital Innovation	4
COMP6684	Current Trends in Technology	4
DSGN6834	Visual Identity	4
Total SCU		20

2. Minor Program: Human Capital in Digital Workplace

Course		SCU
PSYC6174	Psychology in The Workplace	4
MGMT6349	Digital Workplace Strategy	4
ISYS6551	Digital Workplace and Technology	4
LAWS6157	Legal Aspects in Digital Workplace	4
PSYC6175	Human Resources Development	4
Total SCU		20

3. Minor Program: Sustainable Development

Course		SCU
ARCH6119	Introduction to Sustainable Development	2
DSGN6835	Engineering Material	4
ISYE6154	Sustainable Design and Manufacture	4
ISYE6155	Occupational, Health, Safety, and Administration in Engineering	2
CPEN6217	Digital for Sustainable Development	4
CIVL6118	Engineering Economic	4
Total SCU		20

4. Minor Program: Cross Cultural Communication

Course		SCU
CHIN6132	Chinese Conversation in Daily Activities	4
COMM6502	Communication in Diversity	2
INTR6135	Comparative Politics	4
BUSS6170	Asian Business Ethics	4
CHIN6133	Chinese Conversation in Daily Works	2
CHIN6134	Chinese Conversation in Business Communication	4
Total SCU		20

5. Minor Program: Interactive & Users Experience Design

Course		SCU
PSYC6176	Psychology and User Experience	4
ISYS6553	User-Centered Research and Evaluation	4
DSGN6836	Fundamental of Interface Design	4
ISYS6554	Core Principles: Interactive Design	4
DSGN6837	Digital Design Production	4
Total SCU		20

6. Minor Program: Digital Business

Course		SCU
ISYS6559	Business Models and Technology Innovation	4
ISYS6557	Business Data Management	4
ISYS6558	Strategic Digital Business Analysis	4
STAT6149	Practical Statistics for Data and Business Analysis	4
MGMT6352	Digital Strategy	4
Total SCU		20

7. Minor Program: Virtual Services

Course		SCU
ISYS6561	Fundamental of Virtual Services	2
ACCT6350	Virtual Financial Services	4
ISYS6562	Virtual Market Place	4
MGMT6354	Virtual Operation and Supply Chain	4
HTMN6082	Virtual Hospitality Management	4
ISYS6563	Seminar on Virtual Services	2
Total SCU		20

8. Minor Program: Culinary

Course		SCU
HTMN6078	Advanced in Pastry and Bakery	4
HTMN6050	Culinary Business Event	2/2
HTMN6048	Western and French Cuisine	2/4
HTMN6046	Authentic Indonesian Cuisine	2/4
Total SCU		20

Appendix: Free Electives (4th Semester & 5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580	Digital Business Transformation	2	4
2	Business Creation	ENTR6582	Business Strategy	2	4
3	Business Creation	ENTR6494	Managing Growing Business	2	5
4	Business Management	MGMT6401	Digital Supply Chain Management	2	4
5	Business Management	MKTG6298	Service Marketing Management	2	4
6	Business Management	MGMT6362	Global Supply Chain Services	2	5
7	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5
8	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	4
9	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	5
10	International Business Management	MGMT6369	Corporate Strategy in International Business	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
11	International Business Management	MGMT6370	E-Business for International Business	2	5
12	International Business Management	MGMT7169	Global Supply Chain Management	2	5
13	Management	BUSS6088	Current Issue in Business and Technology	2	4
14	Management	BUSS6109	Business Development	4	4
15	Management	BUSS6171	Business Sustainability	4	4
16	Management	BUSS6173	Managing Innovation and Knowledge	4	4
17	Management	MGMT6196	Project Management	4	4
18	Management	MGMT6276	Leadership & Managing Human Capital in Organization	4	4
19	Management	MGMT6374	Analysis on E-Business Investment	4	4
20	Management	BUSS6163	Organization Development Strategy	2	5
21	Management	ISYS8175	E-Business Strategy and Implementation	4	5
22	Management	MGMT6029	Knowledge Management	2	5
23	Management	MGMT6063	Strategic Management	2	5
24	Management	MGMT6341	Strategic Management	4	5
25	Management	MGMT6412	Customer Relationship Management	2	5
26	Accounting	ACCT6358	Management Audit	4	4
27	Marketing Communication	COMM6435	Global Consumer Behavior	2	4
28	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
29	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
30	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
31	Marketing Communication	COMM6543	Digital Brand Communication	2/2	5
32	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
33	Tourism	TRSM6196	Tourism Community Empowerment	2	5
34	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
35	Civil Engineering	COMP6046	Computer Applications in Construction Management	2	5
36	Computer Engineering	CPEN6098	Computer Networks	2/2	5
37	Computer Engineering	CPEN6126	Cross Platform Application Development	4	5
38	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
39	Food Tech	FOOD6073	Current Issues in Food Technology	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
40	Industrial Engineering	ISYE6041	Engineering Economy	2	4
41	Industrial Engineering	ISYE6181	System Engineering & Analysis	2	4
42	Industrial Engineering	ISYE6067	Global Supply Chain	2	5
43	Business Law	LAWS6017	Intellectual Property Rights	4	4
44	Business Law	LAWS6110	Cyber Law	2	4
45	Business Law	LAWS6170	Investment Law	2	4
46	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	4
47	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	4
48	English Literature	SOCS6021	Social and Digital Media Writing	2	4
49	English Literature	ENGL6244	Social Media Broadcasting	4	5
50	International Relations	INTR6143	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
51	International Relations	INTR8043	International Media and State Role	4	4
52	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
53	Primary Teacher Education	EDUC6037	Teaching English for Young Learners	2	5
54	Primary Teacher Education	EDUC6061	ICT for Distance Learning	2	5
55	Psychology	PSYC6130	Human Performance Technology	4	4
56	Cyber Security	COMP6582	Computer Security	2	4
57	Cyber Security	COMP6646	Computer Forensic	2	5
58	Mobile Application & Technology	MOBI6057	Wearable Technology	2	5
59	Computer Science	COMP6231	Human and Computer Interaction	2/2	4
60	Computer Science	COMP6745	Machine Learning	2	4
61	Computer Science	COMP7084	Multimedia Systems	2/1	4
62	Computer Science	COMP6176	Human and Computer Interaction	2/2	5
63	Computer Science	COMP6232	Human and Computer Interaction	2/2	5
64	Computer Science	COMP6578	Information Visualization	2	5
65	Computer Science	COMP6144	Web Programming	2/1	5
66	Computer Science	COMP8129	User Experience	2/2	5
67	Animation	DSGN6690	Animation Storytelling	2	5
68	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
69	Creative Advertising	MDIA6046	Audio Visual (Pre Production and Production)	4	4
70	Creative Advertising	DSGN6661	Photography	4	4
71	New Media	DSGN6743	Digital Graphic Reproduction	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
72	Interior Design	DSGN6608	Interior Design and culture	2	4
73	Interior Design	DSGN6611	Business in Interior Design	2	4
74	Interior Design	DSGN6886	Rendering and Presentation Techniques	2	4
75	Business Information Technology	ISYS6574	Information Retrieval	4	4
76	Business Information Technology	ISYS6577	Machine Learning & Foundations	2	4
77	Business Information Technology	ISYS6606	Smart Application	2	4
78	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
79	Information Systems	BUSS6043	Introduction to E-Business	4	4
80	Information Systems	ISYS6016	Social Media Fundamental	2	4
81	Information Systems	ISYS6084	Database	2/2	4
82	Information Systems	ISYS6169	Database Systems	4/2	4
83	Information Systems	ISYS6203	Mobile Application Development	4/2	4
84	Information Systems	ISYS6210	Data Visualization	2	4
85	Information Systems	ISYS6280	Database Systems	4/2	4
86	Information Systems	ISYS6284	Analytical Information System	4	4
87	Information Systems	ISYS6285	Digital and New Media	2	4
88	Information Systems	ISYS6442	Applied ERP: Fundamental	4	4
89	Information Systems	ISYS6478	Research Methods in Information Systems	2	4
90	Information Systems	ISYS6567	Applied Database: Database Programming With SQL and PL/SQL	4	4
91	Information Systems	ISYS6594	Coding for Finance	2	4
92	Information Systems	ISYS6196	Business Analytics	2	5
93	Information Systems	ISYS6199	Data & Text Mining	4	5
94	Information Systems	ISYS6202	Social Informatics	4	5
95	Information Systems	ISYS6289	Collaborative Computing	4	5
96	Information Systems	ISYS6402	Business Analytics	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
97	Information Systems	ISYS8066	Business Process Management	4	5
98	Information Systems	RSCH6466	Research Methodology	4	5
99	Information Systems Accounting & Audit	ISYS6608	IT Service & Risk Management	2	5
100	Information Systems Audit	ISYS6050	Information System Audit Fundamental	4	5

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

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6						Semester 7						
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	FS	etc
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	

Note:

IN	: Internship	SA	: Study Abroad
RS	: Research	FS	: Further Study
EN	: Entrepreneurship	etc	: Study Program Special Purposes
CD	: Community Development		

Description:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ISYS6215	Experience in Industry	8	
COMM6553	Business & Professional Communication	8	
ISYS6192	Requirement and Solution for Information Systems	4	
Enrichment Program II			20
ISYS6347	Professional Program in Industry	8	
BUSS6199	Business Ethic and Social Responsibility	8	
ISYS6193	Design and Evaluation for Information Systems	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6949	New Venture Initiation in Information Systems	8	
ENTR6596	Product Development Process for Information Technology Business	8	
ENTR6950	EES in New Information Systems Business I	4	
Enrichment Program II			20
ENTR6951	Product Launching in Information Systems	8	
ENTR6597	Business Development for Information Technology Business	8	
ENTR6952	EES in New Information Systems Business II	4	

Enrichment Research

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6275	Research Experience	8	
RSCH6510	Scientific Writing in Information Systems Research	8	
RSCH6460	EES in Information Systems Research	4	
Enrichment Program II			20
RSCH6412	Information Systems Research Experience	8	
RSCH6511	Scientific Writing in Information Systems	8	
RSCH6414	Global Employability and Entrepreneurial Skills in Information Systems Research	4	

Enrichment Community Development

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6156	Community Outreach Project Implementation	8	
CMDV6289	Community Outreach Project Design in Information Systems	8	
CMDV6259	Employability and Entrepreneurial Skills in Information Systems Community	4	

Code	Course Name	SCU	Total
Enrichment Program II			
CMDV6260	Community Development Project Implementation	8	20
CMDV6290	Community Development Project Design in Information Systems	4	
CMDV6262	Employability and Entrepreneurial Skills in Information Systems Community Development	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
GLOB6005	Elective Course for Study Abroad 1	4	20
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6251	Elective Course for Study Abroad 29	4	

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

Enrichment Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
ISYS6654	Service Oriented analysis and design	4	20
ISYS6655	Change Management for Enterprise	4	
ISYS6656	Digital Transformation Management	4	
ISYS6657	Data Analytics for Research	4	
ISYS6660	Visualization and Descriptive Analytics	4	

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	ISYS6535	Information System Analysis and Design*	C
4.	ISYS6126	Enterprise System	C
5.	ISYS6198	Data and Information Management*	C
6.	ISYS6256	Information Systems Project Management	C
Streaming : Business Information Technology			
7.	ISYS6283	Business Intelligence*	C
8.	ISYS6202	Social Informatics	C
Streaming : Artificial Intelligent for Business			
7.	ISYS6578	Deep Learning for Business*	
8.	ISYS6572	Business Artificial Intelligence	C

*) Tutorial & Multipaper