

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 information system study program specialized in IT-business, recognized internationally, and champions innovation for fostering and empowering the society.

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 Systems 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. Program graduates will possess effective communication, teamwork, and leadership skills with ethical considerations in solving problems for an organization and creating benefits for society;
2. Program graduates will apply accurate skills and knowledge in system development that will be needed as a professional in information systems;
3. Program graduates will maintain in-depth knowledge of information system methodologies and technologies to address the critical needs of an organization.

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	CHAR6013003	Character Building: Pancasila	2	20
	ACCT6425003	Introduction to Financial Accounting	2	
	ISYS6186003	Business Process Fundamental** (AOL)	4	
	ISYS6093003	Information System Concept*&**	4	
	COMP6178003	Introduction to Programming	2/2	
	LANG6027003	Indonesian	2	
	ISYS6675003	Information Technology Infrastructure	2	
	Foreign Language Courses			
2	CHAR6014003	Character Building: Kewarganegaraan	2	20
	ISYS6123003	Introduction to Database Systems*&** (AOL)	2/2	

Sem	Code	Course Name	SCU	Total		
	ISYS6126003	Enterprise System ^{**} (AOL)	4			
	ISYS6338003	Testing and System Implementation ^{**} (AOL)	2			
	ENTR6509001	Entrepreneurship: Ideation	2			
	ISYS6596003	User Experience Research and Design ^{**} (AOL)	4/2			
	Foreign Language Courses				0	
3	CHAR6015003	Character Building: Agama	2	21		
	ISYS6677003	Information Systems Analysis and Design ^{**&***} (AOL)	5/2			
	ISYS6197003	Business Application Development (AOL)	2/2			
	ISYS6256003	Information Systems Project Management ^{**} (AOL)	4			
	ISYS6198003	Data and Information Management ^{**} (AOL)	4			
	Foreign Language Courses				0	
4	ISYS6676003	Advanced Information System Analysis and Design ^{**&***} (AOL)	5/2	19		
	ISYS6674003	Knowledge Management ^{**}	2			
	ISYS6478003	Research Methods in Information Systems	2			
	Stream: Business Information Technology					
	ISYS6016003	Social Media Fundamental	2			
	ISYS6283003	Business Intelligence ^{**}	4			
	ISYS6739003	Modern Analytics	2			
	Stream: Artificial Intelligence for Business					
	ISYS6572003	Basic Artificial Intelligence	4			
	ISYS6606003	Smart Application	2			
	ISYS6577003	Machine Learning & Foundations	2			
	Stream: Marketing Intelligence¹					
	ISYS6755052	Marketing Intelligence	4			
	ISYS6756052	Social Media Marketing & Analytics	4			
	Minor Program				8	
	Free Electives				8	
	Multidisciplinary Stream				8	
	Foreign Language Courses				0	
	5	ENTR6511001	Entrepreneurship: Market Validation		2	20
		ISYS6538003	Advanced in Business Application Development ^{**} (AOL)		4/2	
Stream: Business Information Technology						
ISYS6202003		Social Informatics [*]	4			
ISYS6402003		Business Analytics [*]	2/2			
ISYS6203003		Mobile Application Development	2/2			
Stream: Artificial Intelligence for Business						
ISYS6574003		Information Retrieval	4			
ISYS6578003		Deep Learning for Business	4			
ISYS6579003		Knowledge-Based AI: Cognitive Systems	4			
Stream: Marketing Intelligence¹						

Sem	Code	Course Name	SCU	Total
	ISYS6713052	Managing Content Marketing System	4	
	ISYS6714052	Marketing Automation System	4	
	ISYS6715052	Search Engine Optimization	4	
	Minor Program		12	
	Free Electives		12	
	Multidisciplinary Stream		12	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	ISYS6627003	Pre-Thesis	2	6
	ISYS6628003	Thesis	4	
	ISYS6117003	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

-) SCU for ISYS6739003 is practical course

1) Conducted for student mobility program in BINUS @Semarang

-) (AOL) - Assurance of Learning Process System

Streaming/ Minor/ Free Electives/ Multidisciplinary Stream:

-) For 4th Semester: Students are required to choose Streaming/ Minor/ Free Electives/ Multidisciplinary Stream. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

-) For 5th Semester: Students are required to choose Streaming/ Minor/ Free Electives/ Multidisciplinary Stream same with previous semester. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

Appendix Foreign Language Courses

Foreign Language Courses	SCU
ENGL6253003 English for Frontrunners	0
ENGL6254003 English for Independent Users	0
ENGL6255003 English for Professionals	0
JAPN6190003 Basic Japanese Language*	0
CHIN6163003 Basic Chinese Language*	0

*) This course is optional for students

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

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
Data Analytics	v	v
Robotic Process Automation	v	v
Event Business and Entertainment	v	v
Creative Digital Storytelling	v	v
Digital Banking	v	v
Blockchain Technology and Business	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		
Virtual Service Experience	-	-
Culinary	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	v
Minor @ Binus Bandung		
DesignPreneur	v	v
Minor @ Binus Semarang		
Metaverse in Business	v	v
Content Creation	v	v

2. Minor Program: Digital Ecosystem
Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

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

3. Minor Program: Human Capital in Digital Workplace

Fundamental Courses

Course	SCU
PSYC6174027 Psychology in The Workplace	4
MGMT6349005 Digital Workplace Strategy	4
ISYS6551003 Digital Workplace and Technology	4
LAWS6157028 Legal Aspects in Digital Workplace	4
PSYC6175027 Human Resources Development	4
Total SCU	10

4. Minor Program: Sustainable Development

Fundamental Courses

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

Supporting Courses

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

5. Minor Program: Cross Cultural Communication

Fundamental Courses

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

Supporting Courses

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

6. Minor Program: Interactive & Users Experience Design

Fundamental Courses

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

Supporting Courses

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

7. Minor Program: Data Analytics

Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

Supporting Courses

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

8. Minor Program: Robotic Process Automation

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

Supporting Courses

Course		SCU
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
COMP6859001	Intelligence Automation	2
Total SCU		10

9. Minor Program: Event Business and Entertainment
Fundamental Courses

Course		SCU
HTMN6151021	Event Marketing Management	2
HTMN6152021	Catering Management	4
TRSM6232022	MICE (Meeting, Incentive, Convention, Exhibition) Management	4
Total SCU		10

Supporting Courses

Course		SCU
TRSM6233022	Event Sponsorship and Funding	2
TRSM6234022	Sport and Entertainment Event Management	4
TRSM6235022	Festival & Cultural Event	4
Total SCU		10

10. Minor Program: Creative Digital Storytelling
Fundamental Courses

Course		SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
Total SCU		10

Supporting Courses

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

11. Minor Program: Digital Banking

Fundamental Courses

Course		SCU
ISYS6824003	Technology Innovation in Banking	2
FINC6217020	Bank Risk Management in the Digital Era	4
FINC6218020	Digital Finance and The Role of Central Bank	4
Total SCU		10

Supporting Courses

Course		SCU
MGMT6510005	Business Process Management in Banking and Finance	4
ISYS6825003	Data Analytics in Banking and Finance	4
MGMT6511005	Digital Leadership	2
Total SCU		10

12. Minor Program: Blockchain Technology and Business

Fundamental Courses

Course		SCU
ISYS6826003	Introduction to Blockchain Technology	4
ISYS6827003	Blockchain Economy & Business	4
DTSC6016001	Basic Blockchain Programming	2
Total SCU		10

Supporting Courses

Course		SCU
ISYS6828003	Blockchain Architecture Design and Implementation	4
DTSC6017001	Advanced Blockchain Programming	2
DTSC6018001	Prototyping Blockchain Project	4
Total SCU		10

13. Minor Program: Digital Transformation

Fundamental Courses

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

Supporting Courses

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

14. Minor Program: Culinary

Fundamental Courses

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

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

15. Minor Program: Digital Technopreneur

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2
ENPR6196002 Market Intelligence	2
COMP6687004 User Experience Design	4
DSGN6844023 Prototyping Digital Future	4
Total SCU	10

16. Minor Program: Designpreneur

Fundamental Courses

Course	SCU
ENTR6525032 Fundamental of Designpreneur	4
COMP6688031 UI/UX Development	4
DSGN6797034 Surface Packaging Design	4
ENTR6526032 Hospitality and Service Design	4
DSGN6843033 Project Design	4
Total SCU	10

17. Minor Program: Metaverse In Business

Fundamental Courses

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

Supporting Courses

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

18. Minor Program: Content Creation

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6392055 Digital marketing	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Supporting Courses

Course	SCU
DSGN6990053 Creative Storytelling	4
DSIN6043053 Strategic Influence	2
DSIN6041053 Introduction to Visual Communication Design	4
Total SCU	10

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

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6455005	Servitization and Customer Experience Management	2	4
2	Business Management	MKTG6319005	Service Marketing Management	4	4
3	Business Management	MGMT6456005	Fundamentals of Supply Chain Management	4	4
4	Business Management	MGMT6457005	Global Supply Chain Services	4	4
5	Business Management	MGMT6401005	Digital Supply Chain Management	2	4
6	Business Management	MGMT6365005	Current Issue in Service Business and Technology**	2	4
7	Business Management	MGMT6400005	Supply Chain Strategy	2	5
8	Business Management	MGMT6459005	Retail Management	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
9	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
10	Business Management	MKTG6324005	Retail Marketing Management	2	5
11	Business Management	MGMT6461005	Category Management	2	5
12	Management	MGMT6297005	Operations Management	4	5
13	Management	FINC6001005	Financial Management	4	5
14	Management	MGMT6462005	Leadership Agility	4	4
15	Management	MGMT6463005	Organizational Behavior	4	4
16	Management	MGMT6464005	Corporate Governance	2	4
17	Management	MGMT6341005	Strategic Management	4	4
18	Management	BUSS6109005	Business Development	4	4
19	Management	MGMT6196005	Project Management	4	4
20	Management	BUSS6229005	Business Simulation	4	4
21	Management	MGMT6033005	Advanced Topics in Business and Organization	2	4
22	Management	LAWS6159005	Legal Aspect in Business	2	4
23	Management	MGMT6374005	Analysis on E-Business Investment	4	4
24	Management	ISYS6079005	E-Business System	4	4
25	Management	ISYS6744005	E-Business Strategy and Implementation	4	4
26	Management	ISYS6085005	Advanced Topics in E-Business	2	4
27	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	4
28	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
29	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	4
30	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
31	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	4
32	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
33	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	4
34	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
35	Global Business Marketing	MKTG6272005	Marketing Research	2/2	4
36	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
37	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	4
38	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
39	International Business Management	BUSS6222005	Export-Import Cost Management	2	4
40	International Business Management	MGMT6458005	Global Supply Chain Management	2	4
41	International Business Management	BUSS6191005	Export-Import Management	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
42	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
43	International Business Management	BUSS6223005	Trade in Asia	2	5
44	International Business Management	BUSS6224005	Special Topics in International Business	4	5
45	Civil Engineering	CIVL6080013	Construction Methods & Heavy Equipment	2	5
46	Civil Engineering	COMP6046013	Computer Applications in Construction Management	2	5
47	Civil Engineering	CIVL6030013	Environmental Engineering	2	5
48	Civil Engineering	CIVL6002013	Case Study in Civil Engineering	2	5
49	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
50	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
51	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
52	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
53	Computer Engineering	CPEN6220010	Computer Networks & Information Security	4/1	5
54	Industrial Engineering	ISYE6181011	System Engineering & Analysis	2	4
55	Industrial Engineering	ISYE6041011	Engineering Economy	2	4
56	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
57	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
58	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
59	Industrial Engineering	MKTG6128011	Market Research	2	5
60	Industrial Engineering	ISYE6167011	Decision Support System	2	5
61	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
62	Industrial Engineering	ISYE6130011	Project Management	2	5
63	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
64	Industrial Engineering	ISYE6170011	Sustainable Engineering Systems	2	5
65	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	5
66	Food Technology	FOOD6092015	Molecular Gastronomy	2	5
67	Food Technology	FOOD6074015	Food Processing Technology II	2	5
68	Food Technology	FOOD6076015	Food Fermentation Technology	2	5
69	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
70	Food Technology	CPEN6235015	IoT in Food Industry	2	5
71	Food Technology	FOOD6094015	Nutrition & Health	4	5
72	Architecture	ARCH6144014	Digital Construction	4	5
73	Architecture	ARCH6076014	Project Management	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
74	Architecture	ARCH6145014	Property Assessment	2	5
75	Architecture	ARCH6146014	Interior Architecture	4	5
76	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
77	Architecture	ARCH6129014	Urban Housing	4	5
78	Architecture	ARCH6147014	Behavior in Architecture	4	5
79	Architecture	ARCH6131014	Architectural Conservation	4	5
80	Architecture	ARCH6136014	Tropical Architecture	4	5
81	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
82	Computer Science	COMP6696001	Research Methodology in Computer Science	2	4
83	Computer Science	COMP6823001	Multimedia Systems	2	4
84	Computer Science	ISYS6211001	Web Based Application Development	2/2	4
85	Computer Science	COMP8129001	User Experience	2/2	4
86	Computer Science	COMP7128001	Game Design	2	4
87	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
88	Computer Science	COMP6586001	Embedded Systems	2	5
89	Computer Science	COMP6144001	Web Programming	2/1	5
90	Computer Science	COMP6590001	Geographical Information System	2/2	5
91	Computer Science	ISYS6197001	Business Application Development	2/2	5
92	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
93	Marketing Communication	COMM6613019	Introduction to Media Industry	2	4
94	Marketing Communication	COMM6615019	Script Writing	2/2	4
95	Marketing Communication	COMM6625019	Theory of Mass Communication	2	4
96	Marketing Communication	COMM6617019	Media Convergence	2	4
97	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
98	Marketing Communication	COMM6620019	Online Publishing	2/2	5
99	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
100	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	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	IS	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	
18						v		v							
19						v			v						
20						v					v				
21						v								v	
22	v												v		
23		v											v		
24				v									v		
25					v								v		

Note:

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

Description:

Student will take one of enrichment program tracks

Students who failed in Enrichment Program I can retake with the same track or change into another track. As for Enrichment Program II, student who failed with Certified Internship, Certified Research, Certified Community Development, and Certified Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Certified Entrepreneurship** track on Enrichment Program II, should **retake with another track**

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ISYS6215003	Experience in Industry	8	
ISYS6844003	Requirement and Solution for Information Systems	8	
COMM6703003	Business & Professional Communication	4	
Enrichment Program II			20
ISYS6347003	Professional Program in Industry	8	
ISYS6845003	Design and Evaluation for Information Systems	8	
BUSS6249003	Business Ethic and Social Responsibility	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6949003	New Venture Initiation in Information Systems	8	
ENTR6596003	Product Development Process for Information Technology Business	8	
ENTR6950003	EES in New Information Systems Business I	4	
Enrichment Program II			20
ENTR6951003	Product Launching in Information Systems	8	
ENTR6597003	Business Development for Information Technology Business	8	
ENTR6952003	EES in New Information Systems Business II	4	

Certified Research

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6275003	Research Experience	8	
RSCH6510003	Scientific Writing in Information Systems Research	8	
RSCH6460003	EES in Information Systems Research	4	
Enrichment Program II			20
RSCH6412003	Information Systems Research Experience	8	
RSCH6511003	Scientific Writing in Information Systems	8	
RSCH6414003	Global Employability and Entrepreneurial Skills in Information Systems Research	4	

Certified Community Development

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6156003	Community Outreach Project Implementation	8	
CMDV6289003	Community Outreach Project Design in Information Systems	8	
CMDV6259003	Employability and Entrepreneurial Skills in Information Systems Community	4	

Code	Course Name	SCU	Total
Enrichment Program II			20
CMDV6260003	Community Development Project Implementation	8	
CMDV6290003	Community Development Project Design in Information Systems	8	
CMDV6262003	Employability and Entrepreneurial Skills in Information Systems Community Development	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I/II			
GLOB6005003	Elective Course for Study Abroad 1	4	
GLOB6006003	Elective Course for Study Abroad 2	4	
GLOB6007003	Elective Course for Study Abroad 3	4	
GLOB6008003	Elective Course for Study Abroad 4	4	
GLOB6009003	Elective Course for Study Abroad 5	2	
GLOB6010003	Elective Course for Study Abroad 6	2	
GLOB6011003	Elective Course for Study Abroad 7	2	
GLOB6012003	Elective Course for Study Abroad 8	2	
GLOB6013003	Elective Course for Study Abroad 9	2	
GLOB6014003	Elective Course for Study Abroad 10	2	
GLOB6015003	Elective Course for Study Abroad 11	2	
GLOB6016003	Elective Course for Study Abroad 12	2	
GLOB6251003	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.

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			20
Enrichment Program I			
CSIS6001003	Course Certification	3	
CSIS6002003	Technical Skill Enrichment	4	
CSIS6003003	Industrial Project	9	
CSIS6004003	Soft Skill Enrichment	4	
CSIS6005003	Elective Course for Specific Independent Study 1	8	
CSIS6006003	Elective Course for Specific Independent Study 2	8	
CSIS6007003	Elective Course for Specific Independent Study 3	6	
CSIS6008003	Elective Course for Specific Independent Study 4	6	
CSIS6009003	Elective Course for Specific Independent Study 5	6	
CSIS6010003	Elective Course for Specific Independent Study 6	5	
CSIS6011003	Elective Course for Specific Independent Study 7	5	
CSIS6012003	Elective Course for Specific Independent Study 8	5	

Code	Course Name	SCU	Total
CSIS6013003	Elective Course for Specific Independent Study 9	5	
CSIS6014003	Elective Course for Specific Independent Study 10	4	
CSIS6015003	Elective Course for Specific Independent Study 11	4	
CSIS6016003	Elective Course for Specific Independent Study 12	4	
CSIS6017003	Elective Course for Specific Independent Study 13	4	
CSIS6018003	Elective Course for Specific Independent Study 14	4	
CSIS6019003	Elective Course for Specific Independent Study 15	3	
CSIS6020003	Elective Course for Specific Independent Study 16	3	
CSIS6021003	Elective Course for Specific Independent Study 17	3	
CSIS6022003	Elective Course for Specific Independent Study 18	3	
CSIS6023003	Elective Course for Specific Independent Study 19	3	
CSIS6024003	Elective Course for Specific Independent Study 20	3	
CSIS6025003	Elective Course for Specific Independent Study 21	2	
CSIS6026003	Elective Course for Specific Independent Study 22	2	
CSIS6027003	Elective Course for Specific Independent Study 23	2	
CSIS6028003	Elective Course for Specific Independent Study 24	2	
CSIS6029003	Elective Course for Specific Independent Study 25	2	
CSIS6030003	Elective Course for Specific Independent Study 26	2	
CSIS6031003	Elective Course for Specific Independent Study 27	2	
CSIS6032003	Elective Course for Specific Independent Study 28	2	
CSIS6033003	Elective Course for Specific Independent Study 29	1	
CSIS6034003	Elective Course for Specific Independent Study 30	1	
CSIS6035003	Elective Course for Specific Independent Study 31	1	
CSIS6036003	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			20
ISYS6654003	Service Oriented analysis and design	4	
ISYS6655003	Change Management for Enterprise	4	
ISYS6656003	Digital Transformation Management	4	
ISYS6657003	Data Analytics for Research	4	
ISYS6660003	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.	CHAR6013003	Character Building: Pancasila	B
2.	ENTR6511001	Entrepreneurship: Market Validation	C
3.	ISYS6186003	Business Process Fundamental	C
4.	ISYS6126003	Enterprise System*	C
5.	ISYS6123003	Introduction to Database Systems	C
6.	ISYS6677003	Information System Analysis and Design*	C
7.	ISYS6198003	Data and Information Management*	C
8.	ISYS6256003	Information Systems Project Management	C

*) Tutorial & Multipaper

