

## 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. Journalism Broadcasting and Creative 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. Journalism Broadcasting emphasizes on creating news-related broadcasting program, meanwhile Creative Broadcasting focuses on producing creative program of broadcasting, such as drama, game show, music, infotainment, etc.

All concentrations offer advanced ICT and 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 three-years study on-campus, and one-year enrichment program. During their four-years of study, students will be able to acquire professional, as well as international experiences.

### Vision

A leading Communication Program creating professionals with integrity, creative, open-minded, and digitally savvy.

### Mission

The mission of Communication Program is to contribute to the global community through the provision of world-class education by:

1. Recognizing, nurturing and rewarding the most creative and value added talents, both lecturers and students;
2. Educating students in the fundamental skills, knowledge, research and practice of communication science, by providing high quality and up-to-date teaching and learning experiences; and prepare them to continue their advance studies;
3. Conducting research and professional services in communication field for society development;
4. Preparing students for strategic positions in communication field as public relations professionals in the challenging global world;
5. Improving the quality of life of the global community through research and community development activities.

### Program Objective

The objectives of the program are:

1. To provide students with theoretical, practical, and multicultural knowledge and values in mass communication to be implemented in professions, research and community development;
2. To prepare students with organizational and business knowledge to become successful professionals in broadcasting in an inclusive society;
3. To equip students with ethical and applied communication and entrepreneurial skills through enrichment programs.

### Student Outcomes

After completing the study, graduates are:

1. Able to analyze cases in communication scope in order to provide a solution with the communication approach;
2. Able to conduct communications research by implementing theories and concepts of communication;

3. Able to design a solutions with communication approach in order to manage communication crisis internally, externally, and society using various media;
4. Able to demonstrate professional communication ethics along with the relevant contexts and purposes;
5. Able to write for various media platforms in compliance with communication and broadcasting ethics, and communication objectives for diverse society;
6. Able to produce news programs for various media platforms that comply with journalistic ethics;
7. Able to produce creative programs for various media platforms in compliance with broadcasting ethics;
8. 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 diverse prospective career in broadcasting industries, such as Producer of TV/Radio, Radio Announcer, Radio Station Consultant, TV Presenter, TV/Radio Reporter, Digital Media Specialist, Multimedia Specialist, Professional Content Creator, 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. In order 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 are also supported by a modern public relations laboratory, television and radio broadcasting laboratory. All laboratories are available in Kemanggisian and Alam Sutera campus.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	COMM6100	Introduction to Communication Science	4	20	
	COMM6382	Introduction to Sociology*	2		
	COMM6383	Philosophy and Ethics of Communication	2		
	LANG6027	Indonesian	2		
	COMM6386	Writing Fundamentals	4		
	COMM6389	Public Speaking*	4		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
	2	CHAR6013	Character Building: <i>Pancasila</i>		2
COMM6012		Theory of Communication	4		
COMM6460		Political Communication*	2		
COMM6385		Interpersonal Communication*	4		
COMM8108		Psychology of Communication*	2		
COMM6019		Public Opinion*&**	2		
ENTR6509		Entrepreneurship: Ideation	2		
<b>English University Courses II</b>					
ENGL6129		English Savvy	2		

Sem	Code	Course Name	SCU	Total	
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	22	
	COMM6387	Social Design Thinking	4		
	COMM6099	Intercultural Communication *&**	4		
	COMM6014	Theory of Mass Communications	4		
	COMM6129	Organizational Communication *&**	4		
	COMM6388	Contemporary Writing**	2		
	ENTR6510	Entrepreneurship: Prototyping	2		
4	CHAR6015	Character Building: <i>Agama</i>	2	18	
	COMM6527	Communication Data and Technology	6		
	ENTR6511	Entrepreneurship: Market Validation	2		
	<b>Streaming : Journalism Broadcasting</b>				
	COMM6510	Reportage & Interview Technique*	2/2		
	COMM6404	Script Writing for News**	2		
	STAT6154	Statistics for Communication	2		
	<b>Streaming: Creative Broadcasting</b>				
	COMM6533	Creative Program Design*	2/2		
	COMM6407	Script Writing for Creative Program**	2		
	STAT6154	Statistic for Communication	2		
	<b>Minor Program</b>				8
	<b>Free Electives</b>				8
5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4	20	
	COMM6390	Workplace Ethics and Behavior *&**	2/2		
	<b>Streaming : Journalism Broadcasting</b>				
	COMM6534	Digital News Production	2/2		
	COMM6535	Media Promotion & Marketing in Journalism Broadcasting *&**	2		
	COMM6519	Editing for News Program	2/2		
	COMM6536	Media Convergence in Journalism Broadcasting *&**	2		
	<b>Streaming : Creative Broadcasting</b>				
	COMM6537	Digital Entertainment Program Production	2/2		
	COMM6538	Media Promotion & Marketing in Creative Broadcasting *&**	2		
	COMM6514	Editing for Creative Program	2/2		
	COMM6539	Media Convergence in Creative Broadcasting *&**	2		
	<b>Minor Program</b>				12
	<b>Free Electives</b>				12
	6	<b>Streaming : Journalism Broadcasting</b>			20
Enrichment Program I		20			
<b>Streaming : Creative Broadcasting</b>					
Enrichment Program I		20			
<b>Minor Program/Free Electives</b>					

Sem	Code	Course Name	SCU	Total
		Enrichment Program I	20	
7	<b>Streaming : Journalism Broadcasting</b>			20
		Enrichment Program II	20	
	<b>Streaming : Creative Broadcasting</b>			
		Enrichment Program II	20	
	<b>Minor Program/Free Electives</b>			
		Enrichment Program II	20	
8	COMM6544	Pre-Thesis	2	6
	COMM6545	Thesis	4	
<b>TOTAL CREDIT 146 SCU</b>				

\*) This course is delivered in English

\*\*) Global Learning System Course

#### 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 must pass English Savvy with a minimum Grade of C.

#### Appendix: Free Electives (4<sup>th</sup> Semester & 5<sup>th</sup> Semester)

No	Course Owner Departement	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	MGMT6399	Fundamentals of Supply Chain Management	2	4
5	Business Management	MGMT6401	Digital Supply Chain Management	2	4
6	Business Management	MKTG6298	Service Marketing Management	2	4
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	International Business Management	BUSS6162	Market Entry Strategy	2	4
10	International Business Management	MGMT6369	Corporate Strategy in International Business	2	4
11	Management	BUSS6088	Current Issue in Business and Technology	2	4
12	Management	BUSS6109	Business Development	4	4
13	Management	BUSS6171	Business Sustainability	4	4
14	Management	BUSS6173	Managing Innovation and Knowledge	4	4
15	Management	MGMT6196	Project Management	4	4
16	Management	MGMT6276	Leadership & Managing Human Capital in Organization	4	4
17	Management	MGMT6371	Human Resources Analytics	4	4
18	Management	BUSS6069	Business Simulation	2	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
19	Management	BUSS6163	Organization Development Strategy	2	5
20	Management	BUSS6194	Business Negotiation Strategy	2	5
21	Management	ISYS8175	E-Business Strategy and Implementation	4	5
22	Management	MGMT6063	Strategic Management	2	5
23	Management	MGMT6145	Compensation and Performance Management	2	5
24	Management	MGMT6297	Operations Management	4	5
25	Management	MGMT6412	Customer Relationship Management	2	5
26	Accounting	ACCT6353	Management Information System	2	4
27	Accounting	TAXN6050	Sales Tax and Customs	2	4
28	Accounting Bekasi	ACCT6382	Business Process Analysis and Solution	2	4
29	Accounting Bekasi	ACCT6389	Big Data Analytics in Accounting & Finance	2	5
30	Marketing Communication	COMM6510	Reportage & Interview Technique	2/2	4
31	Marketing Communication	COMM6533	Creative Program Design	2/2	4
32	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
33	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
34	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
35	Marketing Communication	COMM6543	Digital Brand Communicaton	2/2	5
36	Tourism	TRSM6204	Heritage Tourism	4	4
37	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
38	Tourism	TRSM6160	Tourism Transportation	2	5
39	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
40	Tourism	TRSM6196	Tourism Community Empowerment	2	5
41	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
42	Architecture	ARCH6129	Urban Housing	4	5
43	Architecture	ARCH6130	Architecture & Social Culture	4	5
44	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
45	Food Tech	FOOD6073	Current Issues in Food Technology	2	4
46	Food Tech	FOOD6063	Food Safety & Sanitation	2/1	5
47	Industrial Engineering	ISYE6067	Global Supply Chain	2	5
48	Industrial Engineering	ISYE6130	Project Management	2	5
49	Business Law	LAWS6110	Cyber Law	2	4
50	Business Law	LAWS6159	Legal Aspect in Business	2	4
51	Business Law	LAWS6170	Investment Law	2	4
52	Business Law	LAWS6171	Business Competition & Consumer Protection Law	2	4
53	Business Law	LAWS6181	Industrial Relations & Alternative Dispute Resolution	2	4
54	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
55	Business Law	LAWS6172	Environmental and Natural Resources Law	2	5
56	Business Law	LAWS6176	Tax Law	2	5
57	English Literature	ENGL6169	English for Professionals	2	4
58	English Literature	SOCS6021	Social and Digital Media Writing	2	4
59	International Relations	INTR6143	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
60	International Relations	INTR6148	Multinational Corporations Global Strategy and Social Responsibility	2/2	4
61	International Relations	INTR8043	International Media and State Role	4	4
62	International Relations	INTR6161	Political Economy of Global Media	2	5
63	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
64	Psychology	PSYC6130	Human Performance Technology	4	4
65	Psychology	PSYC6145	Urban Psychology	4	4
66	Psychology	PSYC6127	Indigenous Psychology	4	5
67	Game Application & Technology	GAME6082	Game Animation	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
68	Statistics	STAT6158	Data Management and Organization	2	5
69	Computer Science	COMP6745	Machine Learning	2	4
70	Computer Science	COMP7084	Multimedia Systems	2/1	4
71	Computer Science	COMP6176	Human and Computer Interaction	2/2	5
72	Computer Science	COMP6578	Information Visualization	2	5
73	Computer Science	COMP8129	User Experience	2/2	5
74	Computer Science	ISYS6197	Business Application Development	2/2	5
75	Animation	DSGN6693	Motion Graphic	4	4
76	Animation	DSGN6694	Visual Effect (VFX)	4	4
77	Animation	DSGN6689	Concept Art & Production Design	2	5
78	Animation	DSGN6690	Animation Storytelling	2	5
79	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
80	Creative Advertising	MDIA6046	Audio Visual (Pre Production and Production)	4	4
81	Creative Advertising	DSGN6661	Photography	4	4
82	Film	FILM6080	Southeast Asian Cinema & Popular Culture	4	4
83	Film	FILM6119	Audiences & Fan Culture	4	5
84	New Media	DSGN6743	Digital Graphic Reproduction	4	4
85	Interior Design	DSGN6608	Interior Design and culture	2	4
86	Interior Design	DSGN6611	Business in Interior Design	2	4
87	Business Information Technology	ISYS6577	Machine Learning & Foundations	2	4
88	Business Information Technology	ISYS6606	Smart Application	2	4
89	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
90	Information Systems	BUSS6043	Introduction to E-Business	4	4
91	Information Systems	ISYS6016	Social Media Fundamental	2	4
92	Information Systems	ISYS6210	Data Visualization	2	4
93	Information Systems	ISYS6285	Digital and New Media	2	4
94	Information Systems	ISYS6567	Applied Database: Database Programming With SQL and PL/SQL	4	4
95	Information Systems	ISYS6196	Business Analytics	2	5
96	Information Systems	ISYS6199	Data & Text Mining	4	5
97	Information Systems	ISYS6202	Social Informatics	4	5
98	Information Systems	ISYS8066	Business Process Management	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 (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> 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	etc
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	
6		v					v					
7			v				v					

Track	Semester 6						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
8				v			v					
9					v		v					
10						v	v					
11						v			v			

**Notes:**

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

**Description:**

Student will take one of enrichment program tracks

**Enrichment Internship Track**

Code	Course Name	SCU	Total	
<b>Enrichment Program I</b>				
<b>Streaming : Journalism Broadcasting</b>				
COMM6416	Journalism Broadcasting in Industrial Practices	8	20	
COMM6559	Digital Media Production in Industry	8		
COMM6133	EES in Industrial Practices	4		
<b>Streaming : Creative Broadcasting</b>				
COMM6418	Creative Broadcasting in Industrial Practices	8		
COMM6560	Digital Creative Broadcasting Production in Industry	8		
COMM6133	EES in Industrial Practices	4		
<b>Minor Program/Free Electives</b>				
COMM6508	Communication in Industrial Practices	8		
COMM6589	Communication Campaign in Industry	8		
COMM6133	EES in Industrial Practices	4		
<b>Enrichment Program II</b>				
<b>Streaming : Journalism Broadcasting</b>				
COMM6421	Journalism Broadcasting in Professional Practices	8	20	
COMM6561	Media Research in Industry	8		
COMM6136	EES in Professional Practices	4		
<b>Streaming : Creative Broadcasting</b>				
COMM6422	Digital Creative in Professional Practices	8		
COMM6562	Creative Production in Industry	8		
COMM6136	EES in Professional Practices	4		
<b>Minor Program/Free Electives</b>				
COMM6586	Communication in Professional Practices	8		
COMM6557	Reputation Management in Industry	8		
COMM6136	EES in Professional Practices	4		

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
ENTR6637	New Venture Initiation in Communication Industry	8	20
ENTR6638	Product Development Process in Communication Industry	8	
ENTR6184	EES in New Communication Business	4	
<b>Enrichment Program II</b>			
ENTR6637	New Venture Initiation in Communication Industry	8	20
ENTR6638	Product Development Process in Communication Industry	8	
ENTR6184	EES in New Communication Business	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
RSCH6230	Research Experience	8	20
RSCH6525	Scientific Writing for Communication Research	8	
RSCH6138	Global EES in Communication Research	4	
<b>Enrichment Program II</b>			
RSCH6230	Research Experience	8	20
RSCH6525	Scientific Writing for Communication Research	8	
RSCH6138	Global EES in Communication Research	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
CMDV6132	Community Outreach Project Implementation	8	20
CMDV6307	Community Outreach Project Design in Communication Context	8	
CMDV6058	Employability and Entrepreneurial Skills in Communication Context	4	
<b>Enrichment Program II</b>			
CMDV6132	Community Outreach Project Implementation	8	20
CMDV6307	Community Outreach Project Design in Communication Context	8	
CMDV6058	Employability and Entrepreneurial Skills in Communication Context	4	

### Enrichment Study Abroad Track\*

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
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	

Code	Course Name	SCU	Total
GLOB6008	Elective Course for Study Abroad 4	4	20
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	
<b>Enrichment Program II</b>			
GLOB6005	Elective Course for Study Abroad 1	4	
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.

**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	COMM6527	Communication Data and Technology*	C
4	COMM6012	Theory of Communication*	C
5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	C
6	COMM6390	Workplace Ethics and Behavior	C
<b>Stream: Journalism Broadcasting</b>			
7	COMM6404	Script Writing for News*	C
8	COMM6534	Digital News Production	C
<b>Stream: Creative Broadcasting</b>			
7	COMM6407	Script Writing for Creative Program*	C
8	COMM6537	Digital Entertainment Program Production	C

\*) Tutorial & Multipaper