

Communication

Introduction

S1 Communication BINUS UNIVERSITY Malang is a unique interdisciplinary study which integrates linguistic, sociology, psychology, anthropology, politics, and economics. This study program examines human communication process starting from idea conceptualization, delivery, until the reception of verbal and nonverbal messages. Students will learn about how to communicate effectively both directly (face-to-face) and through various medium (mass media, electronic, digital). 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 two-years study on-campus, one-year mobility to Jakarta (optional) and one-year enrichment program. During their four-years of study, students will be able to acquire professional, as well as international experiences.

Vision

Communication study program aims to be a pioneer in establishing an outstanding world class Communication graduate with creative content creation skill for fostering and empowering Indonesian citizen, particularly in East Indonesia.

Mission

The missions of Communication Science Study Program are:

1. Conducting educational Communication program with theoretical and practical implementation for educating students to be professional in Communication industries and prepare them for pursuing advanced degrees in Communication or related disciplines.
2. Facilitating and reinforce Lecturer and Students with global standard holistic approach to encourage Binusian as lifelong learners.
3. Conducting Communication research and community development with an emphasis on the application of impactful knowledge for Indonesian citizen and global community.
4. Contributing to the improvement of entrepreneurial knowledge and skills particularly in Communication field.

Program Objective

The objectives of the program are:

1. Provide competent lecturers and high technology facilities for gaining Communication graduates' theoretical and practical communication knowledge in making creative and innovative content.
2. Equip students with philosophical and ethical framework to conduct communication research.
3. Prepare students with organizational and business knowledge to become professional or entrepreneur in the communication field.
4. Arrange student activities to socially interact for fostering and empowering society.

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 Produce ethical creative program for digital media
5. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving

Prospective Career of the Graduates

Communication Study Program offers extensive industrial fields with prospective careers such as:

- | | |
|--|--|
| 1. Content Creator | 8. Video Editor |
| 2. Social Media Analyst and Manager | 9. Production House Owner |
| 3. Journalist. Reporters, and Correspondents | 10. Director and Producer |
| 4. Copywriter | 11. Broadcaster |
| 5. Photographer and Videographer | 12. Content Management Specialist |
| 6. Media Producer or Publisher | 13. Political and Communication Analyst / Pollster |
| 7. Communication and Media Researcher | |

Curriculum

Communication Study Program consists of 146 credits, divided into 8 semesters. Our 2+1+1 curriculum provides two-years of study on campus which will strengthen students' academic qualities and optional one-year mobility to Jakarta to enhance and provide the real-life situation experience for student in extensive way. Meanwhile, the oneyear enrichment program of professional/international experience will fortify students' soft-skills. Ensuring 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 Conferences Laboratory, Content Production Laboratory, Multimedia Editing Laboratory, Smart Classroom. All laboratories and facilities are available in BINUS Malang Main Campus.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030012	Character Building: Pancasila	2	20
	COMM6655012	Introduction to Communication Science	2	
	COMM6269012	Interpersonal Communication ¹	4	
	COMM6270012	Psychology of Communication	2	
	COMM6656012	Writing Fundamentals ²	2	
	COMM6313012	Public Speaking ¹	4	
	COMM6470012	Philosophy and Ethics of Communication	2	

Sem	Code	Course Name	SCU	Total
	LANG6117012	Indonesian	2	
	Foreign Language Courses		0	
2	CHAR6031012	Character Building: Kewarganegaraan	2	20
	COSC6060012	Foundation of Artificial Intelligence	2	
	STAT6211012	Statistics	2	
	COMM6674012	Organizational Communication and Professional Practice ¹	4	
	COMM6491012	Political Communication ²	2	
	COMM6273012	Theory of Communication	4	
	COMM6276012	Intercultural Communication	4	
	Foreign Language Courses		0	
3	CHAR6032012	Character Building: Agama	2	18
	ENPR6315002	Creativity and Innovation	2	
	COMM6675012	Communication Research Methodology ²	4	
	COMM6676012	Contemporary Content Production	4	
	COMM6677012	Society and Digital Culture ¹	2	
	COMM6678012	Communication Data and Technology ²	4	
	Foreign Language Courses			
4	ENPR6316002	Venture Creation	2	22
	Stream: Digital Media Communication			
	COMM6574012	Production Planning*	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication ^{1&2}	4	
	COMM6576012	Content Production*	6	
	COMM6708012	Design for Communication	4	
	Stream: Mass Communication³			
	COMM6613019	Introduction to Media Industry ^{1&2}	2	
	COMM6614019	Visual Design & Graphics	2/2	
	COMM6615019	Script Writing ¹	2/2	
	COMM6409019	Editing for Multimedia	2/2	
	COMM6625019	Theory of Mass Communication	2	
	COMM6616019	Media Promotion & Marketing ^{1&2}	2	
	COMM6617019	Media Convergence ^{1&2}	2	
5	Stream: Strategic Digital Production³			20
	COMM6533019	Creative Program Design	2/2	
	COMM6618019	Ethics and Audience in Creative Production	2	
	COMM6619019	Writing in Electronic Media & Editorial Review	2	
	COMM6620019	Online Publishing	2/2	
	COMM6624019	Digital Creative Content	2/2	
	COMM6609019	Digital Strategic Production	2/2	
	Stream: Creative Digital Broadcasting³			
	COMM6510019	Reportage & Interview Technique	2/2	

Sem	Code	Course Name	SCU	Total
	COMM6621019	Ethics and Audience in Broadcasting Context	2	
	COMM6707019	Drama & Non-Drama Production	2	
	COMM6622019	Audio Journalism	2/2	
	COMM6410019	Digital Broadcasting Production	2/2	
	COMM6623019	Digital Journalism Production	2/2	
	Minor Program		20	
	Free Electives^{3,4}		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	COMM6577012	Pre-Thesis	2	6
	COMM6578012	Thesis	4	
	COMM6599012	Thesis	6	
Total Credits 146 SCU				

1) This course is delivered in English

2) Global Learning System Course

3) Conducted for student mobility program in Jakarta

4) Conducted in Binus @Malang

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.

Students are required to choose one of the available stream or minor or free electives in home or host campus.

Students can choose to take Minor Program in Malang/Jakarta/Bandung/Semarang. The list of available minor, and free electives to choose are outlined in the Appendix.

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

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6268012	English for Frontrunners	0
ENGL6269012	English for Independent Users	0
ENGL6267012	English for Professionals	0
JAPN6208012	Basic Japanese Language	0
CHIN6185012	Basic Chinese Language	0

- Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- 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 5
Minor @ Binus Kemanggisian	
Digital Ecosystem	v
Human Capital in Digital Workplace	v
Sustainable Development	v
Interactive & Users Experience Design	v
Robotic Process Automation	v
Creative Digital Storytelling	v
English for Business Professional	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Digital Technopreneur	v
English for Business Professional	v
Chinese for Career Pathways	v
Digital Creative Strategy	v
Minor @ Binus Bandung	
Designpreneur	v
Minor @ Binus Semarang	
Metaverse in Business	v
Content Creation	v
Data Analytics	v
Immersive Journey to Japanese Language and Culture	v
Minor @ Binus Medan	
Global Creative Business and Technology	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. Digital Ecosystem

Fundamental Courses

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

Supporting Courses

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

2. Human Capital In Digital Workplace

Fundamental Courses

Group	Course	SCU
MKB	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

3. Sustainable Development

Fundamental Courses

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

Supporting Courses

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

4. Interactive & Users Experience Design

Fundamental Courses

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

Supporting Courses

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

5. Data Analytics

Fundamental Courses

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

Supporting Courses

Group	Course	SCU
MKB	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

6. Robotic Process Automation

Fundamental Courses

Group	Course	SCU
MKB	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

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

7. Digital Transformation

Fundamental Courses

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

Supporting Courses

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

8. Korean Culture and Creativity

Fundamental Courses

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

Supporting Courses

Group	Course	SCU
MKB	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

9. Culinary

Fundamental Courses

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

Supporting Courses

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

10. Designpreneur

Fundamental Courses

Group	Course	SCU
MKB	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

11. Metaverse in Business

Fundamental Courses

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

Supporting Courses

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

12. Creative Digital Storytelling

Fundamental Courses

Group	Course	SCU
MKB	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

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

13. Content Creation

Fundamental Courses

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

Supporting Courses

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

14. English for Business Professional

Fundamental Courses

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

Supporting Courses

Group	Course	SCU
MKB	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

15. Chinese for Career Pathways

Fundamental Courses

Group	Course	SCU
MKB	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

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

16. Immersive Journey to Japanese Language and Culture

Fundamental Courses

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

Supporting Course

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

17. Global Creative Business and Technology

Fundamental Courses

Group	Course	SCU
MKB	DSIN6142066 Global Interactive Design	4
	BUSS6275061 E-Commerce and Digital Entrepreneurship	4
	COSC6159060 Emerging Technologies in Global Business	4
	ISYS6997064 Blockchain for Digital Economy	4
	TRDE6001065 Global Regulatory Environment	4
Total SCU		20

18. Digital Technopreneur

Fundamental Courses

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

19. Digital Creative Strategy

Fundamental Courses

Group	Course	SCU
MKB	DSIN6150023 Creative Project Management	4
	COMM6770012 Media Strategy & Planning	4
	COMM6771018 Business Communication	2
	DSIN6152006 Visual Language	4
	DSIN6151023 Creative Business Development	4
	COMM6772012 Digital Literacy	2
Total SCU		20

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580005	Digital Business Transformation	2	4
2	Business Creation	ENTR6582005	Business Strategy	2	4
3	Business Creation	ENTR6494005	Managing Growing Business	2	5
4	Business Management	MGMT6399005	Fundamentals of Supply Chain Management	2	4
5	Business Management	MGMT6401005	Digital Supply Chain Management	2	4
6	Business Management	MKTG6298005	Service Marketing Management	2	4
7	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5
8	Global Business Management	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	4
9	International Business Management	BUSS6162005	Market Entry Strategy	2	4
10	International Business Management	MGMT6369005	Corporate Strategy in International Business	2	4
11	Management	BUSS6088005	Current Issue in Business and Technology	2	4
12	Management	BUSS6109005	Business Development	4	4
13	Management	BUSS6171005	Business Sustainability	4	4
14	Management	BUSS6173005	Managing Innovation and Knowledge	4	4
15	Management	MGMT6196005	Project Management	4	4
16	Management	MGMT6276005	Leadership & Managing Human Capital in Organization	4	4
17	Management	MGMT6371005	Human Resources Analytics	4	4
18	Management	BUSS6069005	Business Simulation	2	5
19	Management	BUSS6163005	Organization Development Strategy	2	5
20	Management	BUSS6194005	Business Negotiation Strategy	2	5
21	Management	ISYS8175005	E-Business Strategy and Implementation	4	5
22	Management	MGMT6063005	Strategic Management	2	5
23	Management	MGMT6145005	Compensation and Performance Management	2	5
24	Management	MGMT6297005	Operations Management	4	5
25	Management	MGMT6412005	Customer Relationship Management	2	5
26	Accounting	ACCT6353020	Management Information System	2	4
27	Accounting	TAXN6050020	Sales Tax and Customs	2	4
28	Accounting Bekasi	ACCT6382020	Business Process Analysis and Solution	2	4
29	Accounting Bekasi	ACCT6389020	Big Data Analytics in Accounting & Finance	2	5
30	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
31	Marketing Communication	COMM6533019	Creative Program Design	2/2	4
32	Marketing Communication	COMM6514019	Editing for Creative Program	2/2	5
33	Marketing Communication	COMM6538019	Media Promotion & Marketing in Creative Broadcasting	2	5
34	Marketing Communication	COMM6542019	Event Management for Brand	2/2	5
35	Marketing Communication	COMM6543019	Digital Brand Communication	2/2	5
36	Tourism	TRSM6204022	Heritage Tourism	4	4
37	Tourism	TRSM6141022	Tourism Destination and Planning Management	4	5
38	Tourism	TRSM6160022	Tourism Transportation	2	5
39	Tourism	TRSM6208022	Tourism Innovation and Product Development	4	5
40	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
41	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
42	Architecture	ARCH6129014	Urban Housing	4	5
43	Architecture	ARCH6130014	Architecture & Social Culture	4	5
44	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
45	Food Tech	FOOD6073015	Current Issues in Food Technology	2	4
46	Food Tech	FOOD6063015	Food Safety & Sanitation	2/1	5
47	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
48	Industrial Engineering	ISYE6130011	Project Management	2	5
49	Business Law	LAWS6110028	Cyber Law	2	4
50	Business Law	LAWS6159028	Legal Aspect in Business	2	4
51	Business Law	LAWS6170028	Investment Law	2	4
52	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	4
53	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	4
54	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
55	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
56	Business Law	LAWS6176028	Tax Law	2	5
57	English Literature	ENGL6169024	English for Professionals	2	4
58	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
59	International Relations	INTR6143029	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
60	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
61	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
62	International Relations	INTR6148029	Multinational Corporations Global Strategy and Social Responsibility	2/2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
63	International Relations	INTR6162029	Multiculturalism and Digital Society	2	5
64	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyō Bunka to Manejimento)	2	5
65	Psychology	PSYC6130027	Human Performance Technology	4	4
66	Psychology	PSYC6145027	Urban Psychology	4	4
67	Game Application & Technology	GAME6082001	Game Animation	2	4
68	Statistics	STAT6158049	Data Management and Organization	2	5
69	Computer Science	COMP6745001	Machine Learning	2	4
70	Computer Science	COMP7084001	Multimedia Systems	2/1	4
71	Computer Science	COMP6176001	Human and Computer Interaction	2/2	5
72	Computer Science	COMP6578001	Information Visualization	2	5
73	Computer Science	COMP8129001	User Experience	2/2	5
74	Computer Science	ISYS6197001	Business Application Development	2/2	5
75	Animation	DSGN6693007	Motion Graphic	4	4
76	Animation	DSGN6694007	Visual Effect (VFX)	4	4
77	Animation	DSGN6689007	Concept Art & Production Design	2	5
78	Animation	DSGN6690007	Animation Storytelling	2	5
79	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
80	Creative Advertising	MDIA6046007	Audio Visual (Pre Production and Production)	4	4
81	Creative Advertising	DSGN6661007	Photography	4	4
82	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
83	Film	FILM6119009	Audiences & Fan Culture	4	5
84	New Media	DSGN6743007	Digital Graphic Reproduction	4	4
85	Interior Design	DSGN6608008	Interior Design and culture	2	4
86	Interior Design	DSGN6611008	Business in Interior Design	2	4
87	Business Information Technology	ISYS6577003	Machine Learning & Foundations	2	4
88	Business Information Technology	ISYS6606003	Smart Application	2	4
89	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
90	Information Systems	BUSS6043003	Introduction to E-Business	4	4
91	Information Systems	ISYS6016003	Social Media Fundamental	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
92	Information Systems	ISYS6210003	Data Visualization	2	4
93	Information Systems	ISYS6285003	Digital and New Media	2	4
94	Information Systems	ISYS6567003	Applied Database: Database Programming With SQL and PL/SQL	4	4
95	Information Systems	ISYS6196003	Business Analytics	2	5
96	Information Systems	ISYS6199003	Data & Text Mining	4	5
97	Information Systems	ISYS6202003	Social Informatics	4	5
98	Information Systems	ISYS8066003	Business Process Management	4	5
99	Information Systems Accounting & Audit	ISYS6608003	IT Service & Risk Management	2	5
100	Information Systems Audit	ISYS6050003	Information System Audit Fundamental	4	5



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

[illegible]

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			
COMM6294012	Communication in Industrial Practices	8	20
COMM6579012	Content Production in Industry	8	
COMM6297012	EES in Communication Practices	4	
Enrichment Program II			
COMM6302012	Communication in Professional Practices	8	20
COMM6580012	Globalized Networking in Industry	8	
COMM6305012	EES In Professional Communication Practices	4	
Enrichment Program II			
Students who take Internship track in semester 7, should take these courses:			
COMM6294012	Communication in Industrial Practices	8	20
COMM6579012	Content Production in Industry	8	
COMM6297012	EES in Communication Practices	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6305012	Communication Research Experience	8	20
RSCH6592012	Scientific Writing for Communication Research	8	
RSCH6447012	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in communication	4	
Enrichment Program II			
RSCH6449012	Communication Research Implementation	8	20
RSCH6593012	Academic Writing for Communication	8	
RSCH6448012	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in communication	4	
Enrichment Program II			
Students who take Research track in semester 7, should take these courses:			
RSCH6305012	Communication Research Experience	8	20
RSCH6592012	Scientific Writing for Communication Research	8	
RSCH6447012	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in communication	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6976012	New Communication Business Initiation	8	20
ENTR6977012	Product Development Process	8	
ENTR6393012	EES in New Communication Business	4	
Enrichment Program II			
ENTR6978012	Communication Product Launching	8	20
ENTR6979012	Communication Business Development	8	
ENTR6397012	EES in Communication Business Experience	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6212012	Community Outreach in Communication Project Implementation	8	20
CMDV6370012	Community Outreach in Communication Project Design	8	
CMDV6214012	EES in Community	4	
Enrichment Program II			
CMDV6376012	Community Development in Communication Project Implementation	8	20
CMDV6377012	Community Development in Communication Project Design	8	
CMDV6378012	EES in Community Development	4	
Enrichment Program II			
Students who take Comdev track in semester 7, should take these courses:			
CMDV6212012	Community Outreach in Communication Project Implementation	8	20
CMDV6370012	Community Outreach in Communication Project Design	8	
CMDV6214012	EES in Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6093012	Elective Course for Study Abroad 1	4	20
GLOB6094012	Elective Course for Study Abroad 2	4	
GLOB6095012	Elective Course for Study Abroad 3	4	
GLOB6096012	Elective Course for Study Abroad 4	4	
GLOB6257012	Elective Course for Study Abroad 25	4	
GLOB6097012	Elective Course for Study Abroad 5	2	
GLOB6098012	Elective Course for Study Abroad 6	2	
GLOB6099012	Elective Course for Study Abroad 7	2	
GLOB6100012	Elective Course for Study Abroad 8	2	
GLOB6101012	Elective Course for Study Abroad 9	2	
GLOB6102012	Elective Course for Study Abroad 10	2	

Code	Course Name	SCU	Total
GLOB6103012	Elective Course for Study Abroad 11	2	
GLOB6104012	Elective Course for Study Abroad 12	2	
GLOB6258012	Elective Course for Study Abroad 26	2	
GLOB6259012	Elective Course for Study Abroad 27	2	
Enrichment Program II			
GLOB6105012	Elective Course for Study Abroad 13	4	20
GLOB6106012	Elective Course for Study Abroad 14	4	
GLOB6107012	Elective Course for Study Abroad 15	4	
GLOB6108012	Elective Course for Study Abroad 16	4	
GLOB6286012	Elective Course for Study Abroad 28	4	
GLOB6109012	Elective Course for Study Abroad 17	2	
GLOB6110012	Elective Course for Study Abroad 18	2	
GLOB6111012	Elective Course for Study Abroad 19	2	
GLOB6112012	Elective Course for Study Abroad 20	2	
GLOB6113012	Elective Course for Study Abroad 21	2	
GLOB6114012	Elective Course for Study Abroad 22	2	
GLOB6115012	Elective Course for Study Abroad 23	2	
GLOB6116012	Elective Course for Study Abroad 24	2	
GLOB6287012	Elective Course for Study Abroad 29	2	
GLOB6288012	Elective Course for Study Abroad 30	2	

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

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
MICR6145012	Course Certification I	3	
MICR6146012	Technical Skill Enrichment I	4	
MICR6147012	Industrial Project I	9	
MICR6148012	Soft Skill Enrichment I	4	
MICR6149012	Elective Course for Specific Independent Study 1	8	
MICR6150012	Elective Course for Specific Independent Study 2	8	
MICR6151012	Elective Course for Specific Independent Study 3	6	
MICR6152012	Elective Course for Specific Independent Study 4	6	
MICR6153012	Elective Course for Specific Independent Study 5	6	
MICR6154012	Elective Course for Specific Independent Study 6	5	
MICR6155012	Elective Course for Specific Independent Study 7	5	
MICR6156012	Elective Course for Specific Independent Study 8	5	
MICR6157012	Elective Course for Specific Independent Study 9	5	
MICR6158012	Elective Course for Specific Independent Study 10	4	

Code	Course Name	SCU	Total
MICR6159012	Elective Course for Specific Independent Study 11	4	
MICR6160012	Elective Course for Specific Independent Study 12	4	
MICR6161012	Elective Course for Specific Independent Study 13	4	
MICR6162012	Elective Course for Specific Independent Study 14	4	
MICR6163012	Elective Course for Specific Independent Study 15	3	
MICR6164012	Elective Course for Specific Independent Study 16	3	
MICR6165012	Elective Course for Specific Independent Study 17	3	
MICR6166012	Elective Course for Specific Independent Study 18	3	
MICR6167012	Elective Course for Specific Independent Study 19	3	
MICR6168012	Elective Course for Specific Independent Study 20	3	
MICR6169012	Elective Course for Specific Independent Study 21	2	
MICR6170012	Elective Course for Specific Independent Study 22	2	
MICR6171012	Elective Course for Specific Independent Study 23	2	
MICR6172012	Elective Course for Specific Independent Study 24	2	
MICR6173012	Elective Course for Specific Independent Study 25	2	
MICR6174012	Elective Course for Specific Independent Study 26	2	
MICR6175012	Elective Course for Specific Independent Study 27	2	
MICR6176012	Elective Course for Specific Independent Study 28	2	
MICR6177012	Elective Course for Specific Independent Study 29	1	
MICR6178012	Elective Course for Specific Independent Study 30	1	
MICR6179012	Elective Course for Specific Independent Study 31	1	
MICR6180012	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 courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

Certified Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
COMM6591019	Computer Mediated Communication	4	20
COMM6596019	Public and Data Analytics	4	
COMM6592019	International Public Relations	4	
COMM6593019	Corporate Branding	4	
COMM6594019	E-Customer Relationship Management	4	

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6030012	Character Building: Pancasila	B
2.	ENPR6316002	Venture Creation	C
3.	COMM6674012	Organizational Communication and Professional Practice	C
4.	COMM6273012	Theory of Communication	C
5.	COMM6675012	Communication Research Methodology	C
6.	COMM6676012	Contemporary Content Production	C
7.	COMM6574012	Production Planning	C
8.	COMM6576012	Content Production	C

