

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 ^(AOL) | 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 (AOL)} | 4 | |
| | COMM6470012 | Philosophy and Ethics of Communication ^(AOL) | 2 | |

| Sem | Code | Course Name | SCU | Total |
|-------------|--|--|-----|-------|
| | LANG6117012 | Indonesian ^(AOL) | 2 | |
| | Foreign Language Courses | | 0 | |
| 2 | CHAR6031012 | Character Building: Kewarganegaraan ^(AOL) | 2 | 20 |
| | COSC6060012 | Foundation of Artificial Intelligence | 2 | |
| | STAT6211012 | Statistics | 2 | |
| | COMM6674012 | Organizational Communication and Professional Practice ¹ ^(AOL) | 4 | |
| | COMM6491012 | Political Communication ² | 2 | |
| | COMM6273012 | Theory of Communication ^(AOL) | 4 | |
| | COMM6276012 | Intercultural Communication | 4 | |
| | Foreign Language Courses | | 0 | |
| 3 | CHAR6032012 | Character Building: Agama ^(AOL) | 2 | 18 |
| | ENPR6315002 | Creativity and Innovation | 2 | |
| | COMM6675012 | Communication Research Methodology ² ^(AOL) | 4 | |
| | COMM6676012 | Contemporary Content Production ^(AOL) | 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 ¹ ^(AOL) ^(AIE) | 4 | |
| | COMM6500012 | Creativity for Media Communication | 2 | |
| | COMM6575012 | Current Issues in Communication ^{1&2} | 4 | |
| | COMM6576012 | Content Production ¹ ^(AOL) ^(AIE) | 6 | |
| | COMM6708012 | Design for Communication ^(AOL) | 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 ^(AOL) | 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 ^(AOL) | 2 | |
| | COMM6619019 | Writing in Electronic Media & Editorial Review | 2 | |
| | COMM6620019 | Online Publishing | 2/2 | |
| | COMM6624019 | Digital Creative Content | 2/2 | |
| | COMM6609019 | Digital Strategic Production ^(AOL) | 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 ^(AOL) | 2 | |
| | COMM6622019 | Audio Journalism | 2/2 | |
| | COMM6410019 | Digital Broadcasting Production ^(AOL) | 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 Beelingua Placement 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 |

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.

3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

| Minor Program | Semester 5 |
|--|------------|
| Minor @ Binus Kemanggisan | |
| 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 |
| Creative Digital Storytelling | 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 | COSC6196001 Immersive Technology | 2 |
| | GAME6002001 Game Design | 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 | Tourism Destination | ACCT6383022 | Principles of Tourism Accounting and Finance | 2 | 5 |
| 2 | Architecture | ARCH6129014 | Urban Housing | 4 | 5 |
| 3 | Architecture | ARCH6146014 | Interior Architecture | 4 | 5 |
| 4 | Interior Design | ARTS6035023 | Design History Studies | 2 | 5 |
| 5 | Tourism Destination | BUSS6137022 | Tourism E-Business | 4 | 5 |
| 6 | Management | BUSS6223005 | Trade in Asia | 2 | 5 |
| 7 | Management | BUSS6224005 | Special Topics in International Business | 4 | 5 |
| 8 | Interior Design | CIVL6127023 | Material Knowledge in Interior Design | 2 | 5 |
| 9 | Communication | COMM6410019 | Digital Broadcasting Production | 2/2 | 5 |
| 10 | Public Relations | COMM6566018 | Integrated Marketing Communications | 2 | 5 |
| 11 | Communication | COMM6632019 | Writing for Corporate Communication | 2/2 | 5 |
| 12 | Communication | COMM6633019 | Corporate Sustainability | 4 | 5 |
| 13 | Communication | COMM6635019 | Integrated Marketing Communication | 2 | 5 |
| 14 | Communication | COMM6637019 | Brand Activation | 2/2 | 5 |
| 15 | Communication | COMM6638019 | Social Media Planning & Engagement | 2/2 | 5 |
| 16 | Public Relations | COMM6650018 | Image and Reputation Management | 4 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|------------------------------------|-------------|---|-----|----------|
| 17 | Public Relations | COMM6651018 | Professional Communication in Business Setting | 4 | 5 |
| 18 | Public Relations | COMM6671018 | Global Branding Strategy | 4 | 5 |
| 19 | Public Relations | COMM6673018 | Event Management | 2/2 | 5 |
| 20 | Computer Science | COMP6542001 | Computer Security Fundamental | 2 | 5 |
| 21 | Computer Science | COMP6800001 | Human and Computer Interaction | 2/1 | 5 |
| 22 | Computer Engineering | CPEN6232010 | Cloud Technology Practice | 2 | 5 |
| 23 | Interior Design | DSGN6497023 | Interior Drawing | 4 | 5 |
| 24 | Visual Communication Design | DSGN6661007 | Photography | 4 | 5 |
| 25 | Visual Communication Design | DSGN6689007 | Concept Art & Production Design | 2 | 5 |
| 26 | Visual Communication Design | DSGN6690007 | Animation Storytelling | 2 | 5 |
| 27 | Visual Communication Design | DSGN6743007 | Digital Graphic Reproduction | 4 | 5 |
| 28 | Interior Design | DSGN6747023 | Ergonomic and Anthropometry | 2 | 5 |
| 29 | Visual Communication Design | DSGN6822006 | Photography | 4 | 5 |
| 30 | Visual Communication Design | DSGN6828006 | Intellectual Property Design | 4 | 5 |
| 31 | Visual Communication Design | DSIN6014006 | Ethics and Lawsuit in Photography | 4 | 5 |
| 32 | English Literature | ENGL6169024 | English for Professionals | 2 | 5 |
| 33 | Entrepreneurship Business Creation | ENPR6177002 | Financing Innovative Ventures | 4 | 5 |
| 34 | Entrepreneurship Business Creation | ENPR6178002 | Customer Engagement Strategy | 4 | 5 |
| 35 | Entrepreneurship Business Creation | ENPR6179002 | Franchise Business | 4 | 5 |
| 36 | Entrepreneurship Business Creation | ENPR6180002 | Disruptive Strategy & Innovation | 4 | 5 |
| 37 | Film | FILM6059009 | Global Cinema | 4 | 5 |
| 38 | Computer Science | GAME6085001 | Object Oriented Game Programming | 2 | 5 |
| 39 | Hotel Management | HTMN6018021 | Consumer Behavior in Hospitality | 2 | 5 |
| 40 | Hotel Management | HTMN6146021 | Food Safety Management | 2 | 5 |
| 41 | Hotel Management | HTMN6147021 | Hospitality Management | 4 | 5 |
| 42 | International Relations | INTR6137029 | Indonesia in Perspectives | 2 | 5 |
| 43 | International Relations | INTR6142029 | Diplomacy and International Politics | 2/2 | 5 |
| 44 | International Relations | INTR6151029 | Regional Integration in Europe | 2 | 5 |
| 45 | International Relations | INTR6152029 | Regional Integration in America | 2 | 5 |
| 46 | International Relations | INTR6153029 | Regional Integration in East Asia | 2 | 5 |
| 47 | International Relations | INTR6178029 | Introduction to International Political Economy | 2 | 5 |
| 48 | International Relations | INTR6179029 | Introduction to Security Studies | 2 | 5 |
| 49 | International Relations | INTR6180029 | Introduction to International Media | 2 | 5 |
| 50 | Industrial Engineering | ISYE6067011 | Global Supply Chain | 2 | 5 |
| 51 | Industrial Engineering | ISYE6130011 | Project Management | 2 | 5 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-------------------------|-------------|---|-----|----------|
| 52 | Industrial Engineering | ISYE6165011 | Supply Chain Risk & Negotiation | 2 | 5 |
| 53 | Industrial Engineering | ISYE6167011 | Decision Support System | 2 | 5 |
| 54 | Information Systems | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4 | 5 |
| 55 | Law | LAWS6017028 | Intellectual Property Rights | 4 | 5 |
| 56 | Law | LAWS6110028 | Cyber Law | 2 | 5 |
| 57 | Law | LAWS6159028 | Legal Aspect in Business | 2 | 5 |
| 58 | Law | LAWS6171028 | Business Competition & Consumer Protection Law | 2 | 5 |
| 59 | Law | LAWS6176028 | Tax Law | 2 | 5 |
| 60 | Law | LAWS6181028 | Industrial Relations & Alternative Dispute Resolution | 2 | 5 |
| 61 | Management | MGMT6357005 | Multinational Corporation Management | 4 | 5 |
| 62 | Management | MGMT6358005 | Managing Business Information | 2/2 | 5 |
| 63 | Management | MGMT6400005 | Supply Chain Strategy | 2 | 5 |
| 64 | Tourism Destination | MGMT6408022 | Strategic Management for Tourism | 2 | 5 |
| 65 | Management | MGMT6459005 | Retail Management | 4 | 5 |
| 66 | Management | MGMT6460005 | Retail Supply Chain Management | 2 | 5 |
| 67 | Management | MGMT6461005 | Category Management | 2 | 5 |
| 68 | Management | MKTG6237005 | Global Strategic Marketing : Asia Pacific Perspective | 4 | 5 |
| 69 | Management | MKTG6270005 | Retail and Omni Channel | 2 | 5 |
| 70 | Management | MKTG6321005 | Marketing Data Analytics | 4 | 5 |
| 71 | Management | MKTG6322005 | Sales and Customer Relationship Management | 4 | 5 |
| 72 | Management | MKTG6324005 | Retail Marketing Management | 2 | 5 |
| 73 | Psychology | PSYC6124027 | Psychology of Early Childhood Education | 4 | 5 |
| 74 | Psychology | PSYC6125027 | Psychology of Special Needs Education | 4 | 5 |
| 75 | Psychology | PSYC6138027 | Lifespan Development | 4 | 5 |
| 76 | Psychology | PSYC6145027 | Urban Psychology | 4 | 5 |
| 77 | Psychology | PSYC6191027 | E-Learning Psychology | 4 | 5 |
| 78 | Statistics | STAT6157049 | Data Mining and Visualization | 2 | 5 |
| 79 | Tourism Destination | TRSM6140022 | Tourism Law and Regulation | 2 | 5 |
| 80 | Tourism Destination | TRSM6220022 | Rural Tourism Entrepreneurship | 4 | 5 |
| 81 | Tourism Destination | TRSM6220222 | Climate Change and Tourism | 2 | 5 |

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 |

