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

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			
	ENPR6316002	Venture Creation	2	
	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	
4	**Stream: Mass Communication[3]**			22
	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 Production[3]**			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 Broadcasting[3]			
	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		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*

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. <u>Students must pass with a minimum Grade of C</u>.

Students are required to choose <u>one</u> 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

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.

2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.

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

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisan	
Digital Ecosystem	v
Human Capital in Digital Workplace	v
Sustainable Development	v
Interactive & Users Experience Design	v
Data Analytics	v
Robotic Process Automation	v
Creative Digital Storytelling	v
English for Business Professional	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Korean Culture and Creativity	v
Culinary	v
Minor @ Binus Malang	
Digital Technopreneur	v
English for Business Professional	v
Chinese for Career Pathways	v
Minor @ Binus Bandung	
Designpreneur	v
Minor @ Binus Semarang	
Metaverse in Business	v
Content Creation	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	Narative 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	ISYS6680003	Introduction to Data Analytics	2
	ISYS6681003	Data Management & Descriptive Analytics	4
	STAT6198049	Statistical for Decision Making	4
		Total SCU	**10**

Supporting Courses

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

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. **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**

8. **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**

9. 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**

10. 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**

11. 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

12. Digital Technopreneur

Fundamental Courses

Group	Course		SCU
MKB	ENTR6528002	The Entrepreneurial Innovator	4
	DSGN6839006	Interactive Design	4
	COMM6504018	Digital Branding	2
	ENPR6196002	Market Intelligence	2
	COMP6687004	User Experience Design	4
	DSGN6844023	Prototyping Digital Future	4
		Total SCU	20

13. 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

14. 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**

15. 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**

16. 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**

17. **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**

18. **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**

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 Kigyou 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

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

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

Enrichment Track Scheme

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
1	v							v							
2	v								v						
3	v									v					
4	v										v				
5	v											v			
6	v												v		
7	v													v	
8		v						v							
9		v							v						
10		v									v				
11		v										v			
12		v											v		
13		v												v	
14			v					v							
15			v							v					
16			v								v				
17			v									v			
18			v										v		
19			v											v	
20				v				v							
21				v					v						
22				v						v					
23				v							v				
24				v								v			
25				v									v		
26				v										v	
27					v			v							
28					v				v						
29					v					v					
30					v						v				
31					v							v			
32					v								v		
33					v									v	
34						v		v							
35						v			v						
36						v				v					
37						v					v				
38						v						v			
39						v								v	

Note:

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

Description:

Student will take one of enrichment program tracks

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

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
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	
ENTR6977012	Product Development Process	8	20
ENTR6393012	EES in New Communication Business	4	
Enrichment Program II			
ENTR6978012	Communication Product Launching	8	
ENTR6979012	Communication Business Development	8	20
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	
CMDV6370012	Community Outreach in Communication Project Design	8	20
CMDV6214012	EES in Community	4	
Enrichment Program II			
CMDV6376012	Community Development in Communication Project Implementation	8	
CMDV6377012	Community Development in Communication Project Design	8	20
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	
CMDV6370012	Community Outreach in Communication Project Design	8	20
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	
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	20
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	
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	20
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 Indenpendent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Indenpendent Study*			
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	20
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	
COMM6596019	Public and Data Analytics	4	
COMM6592019	International Public Relations	4	20
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