

## Public Relations

### Introduction

Public Relations Study Program aimed at those who are willing to learn about creating and maintaining positive image and reputation of a product, personal, organization, and company. Through various courses that combine the theory of communication and practice, Public Relations Study Program designed to produce a public relations practitioner who has a deep analytical ability, capable of designing the brand-building strategies, having professional communication skills and establishing good relationships with various parties, mastering digital communication technology and being able to compete in the global era.

The study Program curriculum offers a 2+1+1 program that provides students with 2 years of experience in Malang Campus, 1 year in Jakarta Campus, and 1-year professional experience such as Certified Internship, Certified Entrepreneurship (Building a start-up business), Certified Research, Certified Community Development, and Certified Study Abroad.

### Vision

Become a nationally and globally recognized study program that produce academics and Public Relations practitioners who have competence in managing image and reputation in a professional manner and able to adapt to global developments and carry local values in order to fostering and empowering the society.

### Mission

The missions of Public Relations Study Program are to:

1. Apply innovative and creative global standard learning by utilizing digital technology to achieve knowledge and skills in Public Relations field.
2. Educate and develop characters and professional attitude oriented to local values.
3. Resolve community problems through research in the field of Public Relations that provides real solutions.
4. Take an active role in efforts to improve sustainable community quality life by utilizing competence in the field of Public Relations.

## Program Objective

The objectives of the program are:

1. To prepare students with theoretical and technical skills suitable for Public Relations industry
2. To prepare students with critical thinking, analytical, relations development and strategic planning skills to be successful in Public Relations career
3. To provide students with relevant digital and creative technology skill to apply in Public Relations field
4. To provide students with managerial, entrepreneurial and multidiscipline knowledge and skills

## Student Outcomes

After completing the study, graduates are:

1. Able to design, execute, and evaluate various Public Relations programs in various organizational level.
2. Able to identify, analyze current issues through research and formulate alternative solution according to the law, norms, and ethics to build organization's image and reputation.
3. Able to determine the suitable Public Relations' media communication for organizations' internal and external needs.
4. Able to develop relations with internal and external stakeholders using communication skills as well as information and communication technology.
5. Able to practice digital Public Relations activities including branding, advertising, and marketing by optimizing multi-platform.
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving.

## Prospective Career of the Graduates

1. Public Relations Executive
2. Strategic Planner
3. Branding Strategist
4. Social Media Strategist
5. Marketing Communication Executive
6. Spoke Person Expert
7. Influencer

## Curriculum

Public Relations Study Program consists of 146 credits, divided into 8 semesters. Our 2+1+1 curriculum provides three-years (2+1) of study on campus which will strengthen student's academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify student's soft-skills. In order to ensure the quality of our graduates, we collaborate with various national industries, 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 various class models such as Regular Class, Creative Class, Smart Class and an integrated laboratory such as Public Relations and Conference Laboratory, MAC Laboratory, Computer Laboratory, Photography Laboratory, etc.

### Course Structure

| Sem | Code                                               | Course Name                                                 | SCU | Total |
|-----|----------------------------------------------------|-------------------------------------------------------------|-----|-------|
| 1   | CHAR6030018                                        | Character Building: Pancasila                               | 2   | 20    |
|     | COMM6649018                                        | Introduction to Public Relations                            | 2   |       |
|     | COMM6317018                                        | Communication Theories in Public Relations Context          | 4   |       |
|     | COMM6650018                                        | Image and Reputation Management                             | 4   |       |
|     | COMM6474018                                        | Corporate Relationship Management <sup>2</sup>              | 2   |       |
|     | COMM6651018                                        | Professional Communication in Business Setting <sup>1</sup> | 4   |       |
|     | LANG6117018                                        | Indonesian                                                  | 2   |       |
|     | <b>Foreign Language Courses</b>                    |                                                             | 0   |       |
| 2   | CHAR6031018                                        | Character Building: Kewarganegaraan                         | 2   | 20    |
|     | COSC6060018                                        | Foundation of Artificial Intelligence                       | 2   |       |
|     | COMM6679018                                        | Public Speaking and Negotiation <sup>1</sup>                | 4   |       |
|     | COMM6680018                                        | Writing for Public Relations                                | 2/2 |       |
|     | COMM6480018                                        | Consumer Audience Analytics <sup>2</sup>                    | 4   |       |
|     | COMM6481018                                        | Strategic Planning in Public Relations                      | 4   |       |
|     | <b>Foreign Language Courses</b>                    |                                                             | 0   |       |
| 3   | CHAR6032018                                        | Character Building: Agama                                   | 2   | 18    |
|     | ENPR6315002                                        | Creativity and Innovation                                   | 2   |       |
|     | COMM6590018                                        | Crisis Management <sup>2</sup>                              | 2/2 |       |
|     | COMM6482018                                        | Corporate Social Responsibility <sup>1&amp;2</sup>          | 4   |       |
|     | COMM6681018                                        | Research Methods for Communication                          | 4   |       |
|     | COMM6566018                                        | Integrated Marketing Communication <sup>1</sup>             | 2   |       |
|     | <b>Foreign Language Courses</b>                    |                                                             |     |       |
| 4   | ENPR6316002                                        | Venture Creation                                            | 2   | 22    |
|     | <b>Stream: Digital Public Relations</b>            |                                                             |     |       |
|     | COMM6669018                                        | Creative Advertising                                        | 2/2 |       |
|     | COMM6670018                                        | SEM and SEO Management <sup>2</sup>                         | 4   |       |
|     | COMM6671018                                        | Global Branding Strategy <sup>1</sup>                       | 4   |       |
|     | COMM6672018                                        | Digital Platform Strategies & Analytics <sup>2</sup>        | 4   |       |
|     | COMM6673018                                        | Event Management <sup>1</sup>                               | 2/2 |       |
|     | <b>Stream: Marketing Communication<sup>3</sup></b> |                                                             |     |       |
|     | COMM6626019                                        | Business Research and Trend Forecasting                     | 2   |       |
|     | COMM6627019                                        | Business Ethics & Sustainability                            | 2/2 |       |
|     | COMM6628019                                        | Communication Audit                                         | 2   |       |
|     | COMM6606019                                        | Multimedia Storytelling                                     | 4   |       |
|     | COMM6425019                                        | Event Management                                            | 2   |       |
|     | COMM6629019                                        | Understanding Intergenerational Communication               | 2   |       |
|     | COMM6424019                                        | Media Campaign and Monitoring                               | 2/2 |       |
| 5   | <b>Stream: Corporate Communication<sup>3</sup></b> |                                                             |     | 20    |
|     | COMM6611019                                        | Society and Digital Culture <sup>1&amp;2</sup>              | 2   |       |
|     | COMM6631019                                        | Public Affair <sup>1</sup>                                  | 2   |       |
|     | COMM6632019                                        | Writing for Corporate Communication <sup>1&amp;2</sup>      | 2/2 |       |

| Sem                          | Code                                           | Course Name                                          | SCU | Total |
|------------------------------|------------------------------------------------|------------------------------------------------------|-----|-------|
|                              | COMM6541019                                    | Digital Corporate Communication                      | 2/2 |       |
|                              | COMM6633019                                    | Corporate Sustainability <sup>1</sup>                | 4   |       |
|                              | COMM6607019                                    | Strategic Corporate Communication <sup>1&amp;2</sup> | 4   |       |
|                              | <b>Stream: Brand Communication<sup>3</sup></b> |                                                      |     |       |
|                              | COMM6634019                                    | Environmental Issues and Brand Activism <sup>1</sup> | 4   |       |
|                              | COMM6611019                                    | Society and Digital Culture <sup>1&amp;2</sup>       | 2   |       |
|                              | COMM6636019                                    | Media Planning and Buying <sup>1</sup>               | 2   |       |
|                              | COMM6608019                                    | Brand Sustainability Strategy <sup>1</sup>           | 4   |       |
|                              | COMM6637019                                    | Brand Activation <sup>1&amp;2</sup>                  | 2/2 |       |
|                              | COMM6638019                                    | Social Media Planning & Engagement <sup>2</sup>      | 2/2 |       |
|                              | <b>Minor Program</b>                           |                                                      | 20  |       |
|                              | <b>Free Electives<sup>3,4</sup></b>            |                                                      | 20  |       |
| 6                            | <b>Enrichment Program I</b>                    |                                                      | 20  | 20    |
| 7                            | <b>Enrichment Program II</b>                   |                                                      | 20  | 20    |
| 8                            | COMM6563018                                    | Pre-Thesis                                           | 2   | 6     |
|                              | COMM6564018                                    | Thesis                                               | 4   |       |
|                              | COMM6600018                                    | Thesis                                               | 6   |       |
| <b>Total Credits 146 SCU</b> |                                                |                                                      |     |       |

<sup>1</sup>This course is delivered in English

<sup>2</sup> Global Learning System course

<sup>3</sup> Conducted for student mobility program in Jakarta

<sup>4</sup> Conducted in Binus @Malang

\*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.

#### 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.

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

#### Appendix Foreign Language Courses

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua.

The following are the provisions of the courses that must be taken by students:

| Foreign Language Courses |                               | SCU |
|--------------------------|-------------------------------|-----|
| ENGL6268018              | English for Frontrunners      | 0   |
| ENGL6269018              | English for Independent Users | 0   |
| ENGL6267018              | English for Professionals     | 0   |
| JAPN6208018              | Basic Japanese Language       | 0   |
| CHIN6185018              | 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.

- Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

### Minor Scheme

| Minor Program                                      | Semester 5 |
|----------------------------------------------------|------------|
| <b>Minor @ Binus Kemanggisan</b>                   |            |
| Digital Ecosystem                                  | v          |
| Human Capital in Digital Workplace                 | v          |
| Cross Cultural Communication                       | v          |
| Sustainable Development                            | v          |
| Interactive & Users Experience Design              | v          |
| English for Business Professional                  | v          |
| Robotic Process Automation                         | v          |
| Creative Digital Storytelling                      | v          |
| <b>Minor @ Binus Alam Sutera</b>                   |            |
| Digital Transformation                             | v          |
| <b>Minor @ Binus Bekasi</b>                        |            |
| Culinary                                           | v          |
| Korean Culture and Creativity                      | v          |
| <b>Minor @ Binus Malang</b>                        |            |
| Digital Technopreneur                              | v          |
| English for Business Professional                  | v          |
| Chinese for Career Pathways                        | v          |
| Digital Creative Strategy                          | v          |
| <b>Minor @ Binus Bandung</b>                       |            |
| DesignPreneur                                      | v          |
| <b>Minor @ Binus Semarang</b>                      |            |
| Metaverse in Business                              | v          |
| Content Creation                                   | v          |
| Immersive Journey to Japanese Language and Culture | v          |
| Data Analytics                                     | v          |
| <b>Minor @ Binus Medan</b>                         |            |
| 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. Minor Program : 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         |
| <b>Total SCU</b> |             |                                         | <b>10</b> |

#### Supporting Courses

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

## 2. Minor Program : 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. Minor Program : Cross Cultural Communication

#### Fundamental Courses

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

#### Supporting Courses

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

#### 4. Minor Program : 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  |

#### 5. Minor Program : 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  |

#### 6. Minor Program : 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         |
| <b>Total SCU</b> |                                                                       | <b>20</b> |

## 7. Minor Courses : 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         |
| <b>Total SCU</b> |                                                   | <b>10</b> |

8.

### Supporting Courses

| Group            | Course                                              | SCU       |
|------------------|-----------------------------------------------------|-----------|
| MKB              | ISYS6685003      RPA Developer Advance              | 4         |
|                  | ISYS6686003      RPA Business Analytics Fundamental | 4         |
|                  | COMP6859001      Intelligence Automation            | 2         |
| <b>Total SCU</b> |                                                     | <b>10</b> |

## 8. Minor Courses : 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         |
| <b>Total SCU</b> |                                                        | <b>10</b> |

### 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         |
| <b>Total SCU</b> |                                                          | <b>10</b> |

## 9. Minor Courses : 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  |

## 10. Minor Courses : 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  |

## 11. Minor Program : 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  |

SCU for HTMN6008021, HTMN6122021 are practical courses

**Supporting Courses**

| Group            | Course                           | SCU       |
|------------------|----------------------------------|-----------|
| MKB              | HTMN6155021 Indonesian Cuisine   | 4         |
|                  | HTMN6125021 Restaurant Operation | 4         |
|                  | HTMN6154021 Culinary Tourism     | 2         |
| <b>Total SCU</b> |                                  | <b>10</b> |

**12. Minor Program : 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         |
| <b>Total SCU</b> |                                              | <b>10</b> |

**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         |
| <b>Total SCU</b> |                                                           | <b>10</b> |

**13. Minor Program : 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         |
| <b>Total SCU</b> |                                           | <b>20</b> |

**14. Minor Program : 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         |
| <b>Total SCU</b> |                                              | <b>10</b> |

### 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  |

### 15. Minor Program : 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  |

### 16. Minor Program : 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  |

### 17. Minor Program : 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         |
| <b>Total SCU</b> |                                                         | <b>10</b> |

#### 18. Minor Program : 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         |
| <b>Total SCU</b> |                                                                                       | <b>10</b> |

##### Supporting Courses

| 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         |
| <b>Total SCU</b> |                                                                               | <b>10</b> |

#### 19. Minor Program : 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         |
| <b>Total SCU</b> |                                                      | <b>20</b> |

#### 20. Minor Program : 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         |
| <b>Total SCU</b> |                                           | <b>20</b> |

**Appendix: Free Electives**

| No | Course Owner Department           | Course Code | Course Name                                           | SCU | Semester |
|----|-----------------------------------|-------------|-------------------------------------------------------|-----|----------|
| 1  | Business Management               | MGMT6400005 | Supply Chain Strategy                                 | 2   | 5        |
| 2  | Business Management               | MGMT6459005 | Retail Management                                     | 4   | 5        |
| 3  | Business Management               | MGMT6460005 | Retail Supply Chain Management                        | 2   | 5        |
| 4  | Business Management               | MKTG6324005 | Retail Marketing Management                           | 2   | 5        |
| 5  | Business Management               | MGMT6461005 | Category Management                                   | 2   | 5        |
| 6  | Management                        | MGMT6297005 | Operations Management                                 | 4   | 5        |
| 7  | Management                        | FINC6001005 | Financial Management                                  | 4   | 5        |
| 8  | Global Business Marketing         | MKTG6321005 | Marketing Data Analytics                              | 4   | 5        |
| 9  | Global Business Marketing         | MKTG6322005 | Sales and Customer Relationship Management            | 4   | 5        |
| 10 | Global Business Marketing         | MKTG6237005 | Global Strategic Marketing : Asia Pacific Perspective | 4   | 5        |
| 11 | Global Business Marketing         | MKTG6270005 | Retail and Omni Channel                               | 2   | 5        |
| 12 | Global Business Marketing         | MKTG6272005 | Marketing Research                                    | 2/2 | 5        |
| 13 | Global Business Marketing         | MGMT6358005 | Managing Business Information                         | 2/2 | 5        |
| 14 | International Business Management | MGMT6357005 | Multinational Corporation Management                  | 4   | 5        |
| 15 | International Business Management | BUSS6223005 | Trade in Asia                                         | 2   | 5        |
| 16 | International Business Management | BUSS6224005 | Special Topics in International Business              | 4   | 5        |
| 17 | Computer Engineering              | CPEN6232010 | Cloud Technology Practice                             | 2   | 5        |
| 18 | Computer Engineering              | CPEN6220010 | Computer Networks & Information Security              | 4/1 | 5        |
| 19 | Industrial Engineering            | ISYE6067011 | Global Supply Chain                                   | 2   | 5        |
| 20 | Industrial Engineering            | ISYE6165011 | Supply Chain Risk & Negotiation                       | 2   | 5        |
| 21 | Industrial Engineering            | MKTG6128011 | Market Research                                       | 2   | 5        |
| 22 | Industrial Engineering            | ISYE6167011 | Decision Support System                               | 2   | 5        |
| 23 | Industrial Engineering            | ISYE6130011 | Project Management                                    | 2   | 5        |
| 24 | Industrial Engineering            | ISYE6113011 | Leadership & Organizational Behavior                  | 2   | 5        |
| 25 | Food Technology                   | FOOD6092015 | Molecular Gastronomy                                  | 2   | 5        |
| 26 | Food Technology                   | FOOD6074015 | Food Processing Technology II                         | 2   | 5        |
| 27 | Food Technology                   | FOOD6076015 | Food Fermentation Technology                          | 2   | 5        |
| 28 | Food Technology                   | FOOD6073015 | Current Issues in Food Technology                     | 2   | 5        |
| 29 | Food Technology                   | CPEN6235015 | IoT in Food Industry                                  | 2   | 5        |
| 30 | Food Technology                   | FOOD6094015 | Nutrition & Health                                    | 4   | 5        |

| No | Course Owner Department         | Course Code | Course Name                                   | SCU | Semester |
|----|---------------------------------|-------------|-----------------------------------------------|-----|----------|
| 31 | Architecture                    | ARCH6146014 | Interior Architecture                         | 4   | 5        |
| 32 | Architecture                    | ARCH6129014 | Urban Housing                                 | 4   | 5        |
| 33 | Architecture                    | ARCH6136014 | Tropical Architecture                         | 4   | 5        |
| 34 | Computer Science                | COMP6800001 | Human and Computer Interaction                | 2/2 | 5        |
| 35 | Computer Science                | COMP6144001 | Web Programming                               | 2   | 5        |
| 36 | Computer Science                | ISYS6197001 | Business Application Development              | 2/2 | 5        |
| 37 | Game Application and Technology | GAME6085001 | Object Oriented Game Programming              | 2   | 5        |
| 38 | Marketing Communication         | COMM6633019 | Corporate Sustainability                      | 4   | 5        |
| 39 | Marketing Communication         | COMM6632019 | Writing for Corporate Communication           | 2/2 | 5        |
| 40 | Marketing Communication         | COMM6541019 | Digital Corporate Communication               | 2/2 | 5        |
| 41 | Marketing Communication         | COMM6635019 | Integrated Marketing Communication            | 2   | 5        |
| 42 | Marketing Communication         | COMM6637019 | Brand Activation                              | 2/2 | 5        |
| 43 | Marketing Communication         | COMM6638019 | Social Media Planning & Engagement            | 2/2 | 5        |
| 44 | Tourism                         | TRSM6220022 | Rural Tourism Entrepreneurship                | 4   | 5        |
| 45 | Tourism                         | TRSM6222022 | Climate Change & Tourism                      | 2   | 5        |
| 46 | Tourism                         | BUSS6137022 | Tourism E-Business                            | 4   | 5        |
| 47 | Tourism                         | TRSM6140022 | Tourism Law and Regulation                    | 2   | 5        |
| 48 | Tourism                         | ACCT6383022 | Principles of Tourism Accounting and Finance  | 2   | 5        |
| 49 | Tourism                         | MGMT6408022 | Strategic Management for Tourism              | 2   | 5        |
| 50 | Hotel Management                | HTMN6146021 | Food Safety Management                        | 2   | 5        |
| 51 | Hotel Management                | HTMN6018021 | Consumer Behavior in Hospitality              | 2   | 5        |
| 52 | Hotel Management                | HTMN6147021 | Hospitality Management                        | 4   | 5        |
| 53 | Hotel Management                | HTMN6001021 | Introduction to Hospitality                   | 4   | 5        |
| 54 | Hotel Management                | HTMN6123021 | Hygiene and Safety for Hospitality            | 4   | 5        |
| 55 | Hotel Management                | HTMN6108021 | Food and Beverage Management                  | 2   | 5        |
| 56 | Hotel Management                | HTMN6131021 | Catering Management                           | 2   | 5        |
| 57 | Hotel Management                | HTMN6132021 | Gastronomy Study                              | 2   | 5        |
| 58 | Finance                         | FINC6189020 | Introduction to Financial Market and Fin-Tech | 2   | 5        |
| 59 | Finance                         | FINC6010020 | International Finance                         | 2   | 5        |
| 60 | Cyber Security                  | COMP6542001 | Computer Security Fundamental                 | 2   | 5        |
| 61 | Data Science                    | DTSC6006001 | Machine Learning                              | 2/1 | 5        |
| 62 | Mobile Application & Technology | MOBI6059001 | Mobile Programming                            | 2   | 5        |
| 63 | Statistics                      | STAT6157049 | Data Mining and Visualization                 | 2   | 5        |
| 64 | Information Systems             | ISYS6196003 | Business Analytics                            | 2   | 5        |

| No | Course Owner<br>Department      | Course Code | Course Name                                           | SCU | Semester |
|----|---------------------------------|-------------|-------------------------------------------------------|-----|----------|
| 65 | Information Systems             | ISYS6199003 | Data & Text Mining                                    | 4   | 5        |
| 66 | Information Systems             | ISYS6202003 | Social Informatics                                    | 4   | 5        |
| 67 | Information Systems             | ISYS6289003 | Collaborative Computing                               | 4   | 5        |
| 68 | Information Systems             | ISYS6402003 | Business Analytics                                    | 2/2 | 5        |
| 69 | Information Systems             | ISYS8066003 | Business Process Management                           | 4   | 5        |
| 70 | Business Information Technology | ISYS6579003 | Knowledge-Based AI: Cognitive Systems                 | 4   | 5        |
| 71 | Animation                       | DSGN6689007 | Concept Art & Production Design                       | 2   | 5        |
| 72 | Animation                       | DSGN6690007 | Animation Storytelling                                | 2   | 5        |
| 73 | Creative Advertising            | DSGN6661007 | Photography                                           | 4   | 5        |
| 74 | Creative Advertising            | DSGN6732007 | Photography                                           | 4   | 5        |
| 75 | Film                            | FILM6059009 | Global Cinema                                         | 4   | 5        |
| 76 | New Media                       | DSGN6743007 | Digital Graphic Reproduction                          | 4   | 5        |
| 77 | Interior Design                 | DSGN6612008 | Design Trend                                          | 2   | 5        |
| 78 | International Relations         | INTR6151029 | Regional Integration in Europe                        | 2   | 5        |
| 79 | International Relations         | INTR6152029 | Regional Integration in America                       | 2   | 5        |
| 80 | International Relations         | INTR6153029 | Regional Integration in East Asia                     | 2   | 5        |
| 81 | International Relations         | INTR6137029 | Indonesia in Perspectives                             | 2   | 5        |
| 82 | International Relations         | INTR6178029 | Introduction to International Political Economy       | 2   | 5        |
| 83 | International Relations         | INTR6179029 | Introduction to Security Studies                      | 2   | 5        |
| 84 | International Relations         | INTR6180029 | Introduction to International Media                   | 2   | 5        |
| 85 | International Relations         | INTR6142029 | Diplomacy and International Politics                  | 2/2 | 5        |
| 86 | English Literature              | ENGL6169024 | English for Professionals                             | 2   | 5        |
| 87 | Business Law                    | LAWS6017028 | Intellectual Property Rights                          | 4   | 5        |
| 88 | Business Law                    | LAWS6110028 | Cyber Law                                             | 2   | 5        |
| 89 | Business Law                    | LAWS6159028 | Legal Aspect in Business                              | 2   | 5        |
| 90 | Business Law                    | LAWS6171028 | Business Competition & Consumer Protection Law        | 2   | 5        |
| 91 | Business Law                    | LAWS6181028 | Industrial Relations & Alternative Dispute Resolution | 2   | 5        |
| 92 | Business Law                    | LAWS6176028 | Tax Law                                               | 2   | 5        |
| 93 | Psychology                      | PSYC6124027 | Psychology of Early Childhood Education               | 4   | 5        |
| 94 | Psychology                      | PSYC6125027 | Psychology of Special Needs Education                 | 4   | 5        |
| 95 | Psychology                      | PSYC6130027 | Human Performance Technology                          | 4   | 5        |
| 96 | Psychology                      | PSYC6145027 | Urban Psychology                                      | 4   | 5        |
| 97 | Psychology                      | PSYC6191027 | E-Learning Psychology                                 | 4   | 5        |

| No  | Course Owner Department   | Course Code | Course Name                             | SCU | Semester |
|-----|---------------------------|-------------|-----------------------------------------|-----|----------|
| 98  | Psychology                | PSYC6215027 | Leadership and Organizational Behaviour | 4   | 5        |
| 99  | Psychology                | PSYC6138027 | Lifespan Development                    | 4   | 5        |
| 100 | Primary Teacher Education | EDUC6063030 | English for Academic Purposes           | 2   | 5        |

**Enrichment Program I (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> Semester):**

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

**Enrichment Track Scheme**

| Track | Semester 6 |    |    |    |    |    |     | Semester 7 |    |    |    |    |    |    |     |
|-------|------------|----|----|----|----|----|-----|------------|----|----|----|----|----|----|-----|
|       | IN         | RS | EN | CD | SA | 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  |    |    |     |

**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 |
|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------|-----|-------|
| <b>Enrichment Program I</b>                                                                                         |                                                |     | 20    |
| COMM6346018                                                                                                         | Public Relations in Industrial Practices       | 8   |       |
| COMM6571018                                                                                                         | Communication Strategy in Industry             | 8   |       |
| COMM6349018                                                                                                         | EES in Public Relations Practices              | 4   |       |
| <b>Enrichment Program II</b>                                                                                        |                                                |     | 20    |
| COMM6354018                                                                                                         | Public Relations in Professional Practices     | 8   |       |
| COMM6572018                                                                                                         | Globalized Networking in Industry              | 8   |       |
| COMM6357018                                                                                                         | EES in Professional Public Relations Practices | 4   |       |
| <b>Enrichment Program II</b><br><i>Students who take Internship track in semester 7, should take these courses:</i> |                                                |     | 20    |
| COMM6346018                                                                                                         | Public Relations in Industrial Practices       | 8   |       |
| COMM6571018                                                                                                         | Communication Strategy in Industry             | 8   |       |
| COMM6349018                                                                                                         | EES in Public Relations Practices              | 4   |       |

**Certified Research Track**

| Code                                                                                                              | Course Name                                                                                      | SCU | Total |
|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----|-------|
| <b>Enrichment Program I</b>                                                                                       |                                                                                                  |     | 20    |
| RSCH6440018                                                                                                       | Research Design in Public Relations                                                              | 8   |       |
| RSCH6560018                                                                                                       | Academic Writing for Public Relations Research                                                   | 8   |       |
| RSCH6442018                                                                                                       | Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations      | 4   |       |
| <b>Enrichment Program II</b>                                                                                      |                                                                                                  |     | 20    |
| RSCH6443018                                                                                                       | Research Experience                                                                              | 8   |       |
| RSCH6561018                                                                                                       | Scientific Writing for Public Relations Research                                                 | 8   |       |
| RSCH6445018                                                                                                       | Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Public Relations | 4   |       |
| <b>Enrichment Program II</b><br><i>Students who take Research track in semester 7, should take these courses:</i> |                                                                                                  |     | 20    |
| RSCH6440018                                                                                                       | Research Design in Public Relations                                                              | 8   |       |
| RSCH6560018                                                                                                       | Academic Writing for Public Relations Research                                                   | 8   |       |
| RSCH6442018                                                                                                       | Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations      | 4   |       |

### Certified Entrepreneurship Track

| Code                         | Course Name                                 | SCU | Total |
|------------------------------|---------------------------------------------|-----|-------|
| <b>Enrichment Program I</b>  |                                             |     | 20    |
| ENTR6929018                  | New Business Initiation                     | 8   |       |
| ENTR6930018                  | Product Development Process                 | 8   |       |
| ENTR6385018                  | EES in New Public Relations Business        | 4   |       |
| <b>Enrichment Program II</b> |                                             |     | 20    |
| ENTR6931018                  | Product Launching                           | 8   |       |
| ENTR6932018                  | Business Development                        | 8   |       |
| ENTR6389018                  | EES in Public Relations Business Experience | 4   |       |

### Certified Community Development Track

| Code                             | Course Name                                                          | SCU | Total |
|----------------------------------|----------------------------------------------------------------------|-----|-------|
| <b>Enrichment Program I / II</b> |                                                                      |     | 20    |
| CMDV6209018                      | Community Outreach Project Implementation                            | 8   |       |
| CMDV6340018                      | Community Outreach Project Design in Public Relations Context        | 8   |       |
| CMDV6211018                      | Employability and Entrepreneurial Skills in Public Relations Context | 4   |       |

### Certified Study Abroad Track

| Code                         | Course Name                         | SCU | Total |
|------------------------------|-------------------------------------|-----|-------|
| <b>Enrichment Program I</b>  |                                     |     | 20    |
| GLOB6093018                  | Elective Course for Study Abroad 1  | 4   |       |
| GLOB6094018                  | Elective Course for Study Abroad 2  | 4   |       |
| GLOB6095018                  | Elective Course for Study Abroad 3  | 4   |       |
| GLOB6096018                  | Elective Course for Study Abroad 4  | 4   |       |
| GLOB6257018                  | Elective Course for Study Abroad 25 | 4   |       |
| GLOB6097018                  | Elective Course for Study Abroad 5  | 2   |       |
| GLOB6098018                  | Elective Course for Study Abroad 6  | 2   |       |
| GLOB6099018                  | Elective Course for Study Abroad 7  | 2   |       |
| GLOB6100018                  | Elective Course for Study Abroad 8  | 2   |       |
| GLOB6101018                  | Elective Course for Study Abroad 9  | 2   |       |
| GLOB6102018                  | Elective Course for Study Abroad 10 | 2   |       |
| GLOB6103018                  | Elective Course for Study Abroad 11 | 2   |       |
| GLOB6104018                  | Elective Course for Study Abroad 12 | 2   |       |
| GLOB6258018                  | Elective Course for Study Abroad 26 | 2   |       |
| GLOB6259018                  | Elective Course for Study Abroad 27 | 2   |       |
| <b>Enrichment Program II</b> |                                     |     |       |
| GLOB6105018                  | Elective Course for Study Abroad 13 | 4   |       |
| GLOB6106018                  | Elective Course for Study Abroad 14 | 4   |       |

| Code        | Course Name                         | SCU | Total |
|-------------|-------------------------------------|-----|-------|
| GLOB6107018 | Elective Course for Study Abroad 15 | 4   |       |
| GLOB6108018 | Elective Course for Study Abroad 16 | 4   |       |
| GLOB6286018 | Elective Course for Study Abroad 28 | 4   |       |
| GLOB6109018 | Elective Course for Study Abroad 17 | 2   |       |
| GLOB6110018 | Elective Course for Study Abroad 18 | 2   |       |
| GLOB6111018 | Elective Course for Study Abroad 19 | 2   |       |
| GLOB6112018 | Elective Course for Study Abroad 20 | 2   |       |
| GLOB6113018 | Elective Course for Study Abroad 21 | 2   |       |
| GLOB6114018 | Elective Course for Study Abroad 22 | 2   |       |
| GLOB6115018 | Elective Course for Study Abroad 23 | 2   |       |
| GLOB6116018 | Elective Course for Study Abroad 24 | 2   |       |
| GLOB6287018 | Elective Course for Study Abroad 29 | 2   |       |
| GLOB6288018 | 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                               |                                                   |     |       |
| MICR6145018                                           | Course Certification I                            | 3   |       |
| MICR6146018                                           | Technical Skill Enrichment I                      | 4   |       |
| MICR6147018                                           | Industrial Project I                              | 9   |       |
| MICR6148018                                           | Soft Skill Enrichment I                           | 4   |       |
| MICR6149018                                           | Elective Course for Specific Independent Study 1  | 8   |       |
| MICR6150018                                           | Elective Course for Specific Independent Study 2  | 8   |       |
| MICR6151018                                           | Elective Course for Specific Independent Study 3  | 6   |       |
| MICR6152018                                           | Elective Course for Specific Independent Study 4  | 6   |       |
| MICR6153018                                           | Elective Course for Specific Independent Study 5  | 6   |       |
| MICR6154018                                           | Elective Course for Specific Independent Study 6  | 5   |       |
| MICR6155018                                           | Elective Course for Specific Independent Study 7  | 5   |       |
| MICR6156018                                           | Elective Course for Specific Independent Study 8  | 5   |       |
| MICR6157018                                           | Elective Course for Specific Independent Study 9  | 5   |       |
| MICR6158018                                           | Elective Course for Specific Independent Study 10 | 4   |       |
| MICR6159018                                           | Elective Course for Specific Independent Study 11 | 4   |       |
| MICR6160018                                           | Elective Course for Specific Independent Study 12 | 4   |       |
| MICR6161018                                           | Elective Course for Specific Independent Study 13 | 4   |       |
| MICR6162018                                           | Elective Course for Specific Independent Study 14 | 4   |       |
| MICR6163018                                           | Elective Course for Specific Independent Study 15 | 3   |       |
| MICR6164018                                           | Elective Course for Specific Independent Study 16 | 3   |       |
| MICR6165018                                           | Elective Course for Specific Independent Study 17 | 3   |       |
| MICR6166018                                           | Elective Course for Specific Independent Study 18 | 3   |       |

| Code        | Course Name                                       | SCU | Total |
|-------------|---------------------------------------------------|-----|-------|
| MICR6167018 | Elective Course for Specific Independent Study 19 | 3   |       |
| MICR6168018 | Elective Course for Specific Independent Study 20 | 3   |       |
| MICR6169018 | Elective Course for Specific Independent Study 21 | 2   |       |
| MICR6170018 | Elective Course for Specific Independent Study 22 | 2   |       |
| MICR6171018 | Elective Course for Specific Independent Study 23 | 2   |       |
| MICR6172018 | Elective Course for Specific Independent Study 24 | 2   |       |
| MICR6173018 | Elective Course for Specific Independent Study 25 | 2   |       |
| MICR6174018 | Elective Course for Specific Independent Study 26 | 2   |       |
| MICR6175018 | Elective Course for Specific Independent Study 27 | 2   |       |
| MICR6176018 | Elective Course for Specific Independent Study 28 | 2   |       |
| MICR6177018 | Elective Course for Specific Independent Study 29 | 1   |       |
| MICR6178018 | Elective Course for Specific Independent Study 30 | 1   |       |
| MICR6179018 | Elective Course for Specific Independent Study 31 | 1   |       |
| MICR6180018 | 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 |
|------------------------------|------------------------------------|-----|-------|
| <b>Enrichment Program II</b> |                                    |     | 20    |
| COMM6591019                  | Computer Mediated Communication    | 4   |       |
| 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. | CHAR6030018 | Character Building: Pancasila           | B             |
| 2. | ENPR6316002 | Venture Creation                        | C             |
| 3. | COMM6474018 | Corporate Relationship Management       | C             |
| 4. | COMM6680018 | Writing for Public Relations            | C             |
| 5. | COMM6481018 | Strategic Planning in Public Relations  | C             |
| 6. | COMM6590018 | Crisis Management                       | C             |
| 7. | COMM6669018 | Creative Advertising                    | C             |
| 8. | COMM6672018 | Digital Platform Strategies & Analytics | C             |

