

Entrepreneurship Business Creation

Introduction

Entrepreneurship Business Creation Study Program acquaints entrepreneurship as an academic discipline. The curriculum is designed in particular to prepare students to be creative and innovative entrepreneurs by providing a blueprint for turning ideas into a viable venture or initiative. Entrepreneurship education also aims to shape the characteristics and mindset of entrepreneurs who have high motivation, dare to try and be innovative, which can be applied in various fields of one's life and career.

Vision

A world-class entrepreneurship study program dedicated to fostering innovation, driving digital transformation, and promoting sustainability to empower the society in serving and building the nation.

Mission

Providing world class business and entrepreneurship education to build the nation and to contribute to community development by means of:

1. **Educating BINUSIANs to develop exemplary characters through holistic approach.** *Educating BINUSIANs to be ethical & innovative graduates with multiple skills to deal with business digitalization challenges using holistic approach*
2. **Developing business creation through entrepreneurship and relevant research.** *Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.*
3. **Empowering BINUSIANs to continuously improve business community.** *Invigorating BINUSIANs to solve the business community challenges through academic and community service activities.*
4. **Fostering BINUSIANs through self-enrichment.** *Nourishing BINUSIANs' SPIRIT for improving personal and professional capabilities.*

Program Objective

The objectives of the program are:

1. To produce graduates with an entrepreneurial mindset, ethical awareness, and global competence who are able to identify and create business opportunities, lead new ventures, and contribute effectively as intrapreneurs or business consultants across diverse organizational and professional contexts.
2. To develop graduates' capabilities in innovation and digital transformation through education and research that integrate entrepreneurial knowledge, technological application, and creative problem-solving in the design of sustainable and competitive business models.
3. To generate positive and sustainable impact by engaging students, faculty, and external partners in the implementation of entrepreneurial solutions that address social, economic, and environmental challenges within business ecosystems and communities.
4. To ensure academic quality and continuous improvement through measurable learning outcomes, assurance of learning processes, and global partnerships that enhance the relevance, quality, and international recognition of the study program.

Competency Goals

After completing the study:

1. Each student should be able to apply business concept.
2. Each student should be able to demonstrate entrepreneurial acumen by applying creative, innovative, analytical thinking as well as applying communication skills, and ICT skills.
3. Each student should be able to apply ethical and professional values.
4. Each student should be able to articulate sustainable business perspective in exercising business concept.

Prospective Career of the Graduates

1. Entrepreneur
2. Intrapreneur
3. Business Developer
4. Business Planner
5. Business Consultant
6. Digital Business Specialist

Curriculum

The Entrepreneurship Business Creation Study Program curriculum is uniquely designed to prepare students to be able to apply their entrepreneurial knowledge and to start new businesses. The curriculum is designed based on the Entrepreneurial Process which consists of Idea Generation & Opportunity Discovery; Designing Business Models & Business Plans; New Business Creation and Business Development. By using experience, action-based and project-based learning, students will learn how to identify potential business opportunities, evaluate opportunities, analyze competition and business risk, to start a new business. Students will understand how to design business models & write business plans that generate strong revenue streams; how to protect intellectual property; how to make the best potential investment offer, and how to think and act entrepreneurially.

The students have the opportunity to take student mobility program to the Jakarta and Bandung campuses on the 4-5th semester so that they can choose the available minor program (such as Digital Ecosystem, Human Capital in Digital Workplace, Sustainable Development, Cross Cultural Communication, Interactive & Users Experience Design, Data Analytics, Robotic Process Automation, Digital Transformation, Virtual Services, Culinary, Metaverse in Business, Event Business and Entertainment, Creative Digital Storytelling, Digital Banking, Blockchain Technology and Business, Content Creation, English for Business Professional, Immersive Journey to Japanese Language and Culture, Korean Culture and Creativity, Global Creative Business and Technology, and Designpreneur) or streaming program (such as E-Business, Global Commerce, Service Business, Business Development & Transformation, Creative Business, Creative E-Commerce, and International Business and Entrepreneurship). However, they may also choose to stay at Malang campus in their 4-5th semester studying Digital Technopreneur and Digital Creative Strategy Minor Program or Streaming Program (such as Business Innovation, Business Development Management, Strategic Business Innovation, and Strategic Business Development Management).

The curriculum is designed in such a way as to equip students to be ready to face industrial revolution 4.0. In semesters 6-7, students will be encouraged to build their startup business through the Enrichment Program to gain hands-on experience and a comprehensive overview of how to manage business processes from upstream to

downstream. Students will get access to business mentors (entrepreneurs), venture capitals, industrial visits, exhibitions, knowledge sharing, and a network of relevant parties to help students make dreams come true. In supporting entrepreneurial learning, students will be encouraged to participate in various business and entrepreneurial competitions, such as Business Idea Competition, Business Model Competition, Business Plan Competition, and Pitching Competition. In addition to competition and business coaching, students will also be facilitated by entrepreneurial activities such as business presentation; industry knowledge sharing; workshop & international seminar; industry visit; and exhibition. At the end of the study period, students are required to prepare a thesis on their business performance analysis and design business development strategies.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030002	Character Building: Pancasila	2	20
	ENPR6109002	Introduction to Entrepreneurship and Business ²⁾ (AOL)	4	
	ENPR6110002	Creative and Innovative Thinking ^(AOL)	2	
	ENPR6111002	Marketing for Entrepreneur ¹⁾ (AOL)	4	
	ENPR6112002	Commercializing Emerging Technology ^(AOL)	2/2	
	ENPR6171002	Entrepreneurial Finance and Accounting	2/2	
	Foreign Language Courses		0	
2	CHAR6031002	Character Building: Kewarganegaraan	2	20
	ENPR6169002	Business Operations and Supply Chain ^(AOL)	4	
	ENPR6170002	Sustainable Business Model ¹⁾ (AOL)	4	
	ENPR6172002	Entrepreneurial Leadership and Organization ²⁾ (AOL)	4	
	ENPR6182002	Business Law and Ethics ^(AOL)	2	
	COSC6060002	Foundation of Artificial Intelligence	2	
	LANG6117002	Indonesian	2	
	Foreign Language Courses		0	
3	CHAR6032002	Character Building: Agama	2	20
	ENPR6363002	Family Business ^(AOL)	4	
	ENPR6113002	Applied Business Statistics	2/2	
	ENPR6173002	Business Plan ²⁾ (AOL)	4/2	
	ENPR6174002	Business Research Methodology ¹⁾ (AOL)	4	
	Foreign Language Courses			
4	Stream: Business Innovation ⁵			20
	ENTR6664002	Consumer Insights: Behavioural Fundamentals (AOL)	4	
	ENTR6666002	Innovative Product Design and Development ^(AOL)	4	
	ENTR6668002	Innovation in Omni Channel ²⁾	2	
	ENTR6669002	Innovation and Knowledge Management	4	
	ENPR6175002	Business Process Management for Innovation ¹⁾ (AOL)	4	
	ENPR6176002	Negotiation and Competitive Decision Making	2	
	Stream: Business Development Management ⁵			
	ENPR6416002	Customer-centric Research	2/2	
ENPR6417002	Market and Product Analytics	2/2		

Sem	Code	Course Name	SCU	Total
	ENPR6418002	Big Data Analytics for Business Development ^(AOL)	4	
	ENPR6426002	Strategic Decision Making ^(AOL)	4	
	ENPR6419002	Risk Mitigation	4	
	Stream: E-Business³			
	BUSS6229005	Business Simulation	4	
	MGMT6374005	Analysis on E-Business Investment	4	
	ISYS6079005	E-Business System	4	
	ISYS6744005	E-Business Strategy and Implementation	4	
	ISYS6085005	Advanced Topics in E-Business	2	
	MGMT6464005	Corporate Governance	2	
	Stream: Global Commerce³			
	BUSS6162005	Market Entry Strategy (IBM)	2	
	BUSS6191005	Export-Import Management (IBM)	2	
	MKTG6321005	Marketing Data Analytics	4	
	MKTG6322005	Sales and Customer Relationship Management (GBM)	4	
	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective(GBM)	4	
	MGMT6196005	Project Management (MN)	4	
	Stream: Service Business³			
	MGMT6455005	Servitization and Customer Experience Management	2	
	MKTG6274005	Service Marketing Management	4	
	MGMT6456005	Fundamentals of Supply Chain Management	4	
	MGMT6556005	Technology Management in Supply Chain and Service ²	2	
	MGMT6557005	Logistics and Retail Distribution Management ^{1&2}	4	
	MGMT6365005	Current Issue in Service Business and Technology ²	2	
	MGMT6523005	Organizational Behavior	2	
	Stream: Creative Business⁴			
	ENPR6166032	Launch Creative Business Start-Up	4	
	ENPR6167032	Start Up Funding	4	
	ENPR6301032	Applied Statistic for Business Decision	2/2	
	ENPR6162032	Risk Assessment and Decision Making in Business	4	
	COMP6667032	Interaction Design	2/2	
	Stream : Business Development Management³			
	RSCH6724005	Research Method in Business Development Management ²	3/1	
	BUSS6109005	Business Development	4	
	MGMT6196005	Project Management ²	4	
	BUSS6229005	Business Simulation	4	
	MGMT6465005	Advanced Topic in Business Development Management	2	
	LAWS6159005	Legal Aspect in Business	2	
	Minor Program		20	
	Free Electives^{3,5}		20	

Sem	Code	Course Name	SCU	Total
	Foreign Language Courses		0	
5	Stream : Strategic Business Innovation⁵			20
	ENPR6177002	Financing Innovative Ventures	4	
	ENPR6178002	Customer Engagement Strategy ¹⁾	4	
	ENPR6179002	Franchise Business	4	
	ENPR6180002	Disruptive Strategy & Innovation ^(AOL)	4	
	ENPR6181002	Managing Innovation for Circular Economy ²⁾	4	
	Stream : Strategic Business Development Management⁵			
	ENPR6420002	Strategic Pitching and Negotiation	2/2	
	ENPR6421002	Green Business Strategy	2	
	ENPR6422002	Scaling and Growth Strategy ^(AOL)	4	
	ENPR6423002	Strategic Supply Network	2	
	ENPR6424002	Business Performance Analytic ^(AOL)	4	
	ENPR6425002	Quality Management	4	
	Stream : Creative E-Commerce⁴			
	ENPR6159032	E-Commerce for Entrepreneurs	2/2	
	ENPR6160032	Innovative Product Design and Development	2/2	
	ENPR6161032	Sustainable Entrepreneurship and Social Innovation	4	
	MKTG6325032	Omnichannel and Retailing	4	
	ENPR6163032	Technopreneurship	4	
	Streaming: International Business and Entrepreneurship⁴			
	ENPR6302032	International Business Environment	2	
	ENPR6303032	Entrepreneurship: A Global Perspective	2	
	MGMT6564032	Global Supply Chain Management	4	
	ENPR6304032	International Business through Exporting-Importing	4	
	ENPR6305032	International Licensing, Franchising & Strategic Alliances	4	
	ENPR6306032	International New Venture	4	
	Minor Program		20	
	Free Electives^{3,5}		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	RSCH6535002	Pre-Thesis	2	6
	RSCH6536002	Thesis	4	
	RSCH6105002	Thesis	6	
Total Credits 146 SCU				

¹⁾ This course is delivered in English

²⁾ Global Learning System course

³⁾ Conducted for student mobility program in Jakarta

⁴⁾ Conducted for student mobility program in Bandung

⁵⁾ Conducted in Binus @Malang

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

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

Students will take foreign language courses according to Beelingua Placement Test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

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

Foreign Language Courses		SCU
ENGL6268002	English for Frontrunners	0
ENGL6269002	English for Independent Users	0
ENGL6267002	English for Professionals	0
JAPN6208002	Basic Japanese Language*	0
CHIN6185002	Basic Chinese Language*	0

*) This course is optional for students

- Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
- Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
- Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
- 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 4	Semester 5
Minor @ Binus Kemanggis		
Digital Ecosystem	V	V
Human Capital in Digital Workplace	V	V
Sustainable Development	V	V
Cross Cultural Communication	V	V
Interactive & Users Experience Design	V	V
Robotic Process Automation	V	V
Event Business and Entertainment	V	V
Creative Digital Storytelling	V	V
Digital Banking	V	V
Blockchain Technology and Business	V	V
English for Business Professional	V	V
Minor @ Binus Alam Sutera		
Digital Transformation	V	V

Minor Program	Semester 4	Semester 5
Minor @ Binus Bekasi		
Korean Culture and Creativity	V	V
Culinary	V	V
Minor @ Binus Malang		
Digital Technopreneur	V	V
English for Business Professional	V	V
Chinese for Career Pathways	V	V
Digital Creative Strategy	V	V
Minor @ Binus Bandung		
DesignPreneur	V	V
Creative Digital Storytelling	V	V
Minor @ Binus Semarang		
Metaverse in Business	V	V
Content Creation	V	V
Immersive Journey to Japanese Language and Culture	V	V
Data Analytics	V	V
Minor @ Binus Medan		
Global Creative Business and Technology	V	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

Course	SCU
COSC6196001 Immersive Technology	2
GAME6002001 Game Design	2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

Course	SCU
COMM6501019 Narrative 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

Course	SCU
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 : Sustainable Development

Fundamental Courses

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

Supporting Courses

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

4. Minor Program : Cross Cultural Communication

Fundamental Courses

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

Supporting Courses

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

5. Minor Program : Interactive & Users Experience Design

Fundamental Courses

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

Supporting Courses

Course	SCU
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

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

Supporting Courses

Course	SCU
COSC6183051 Application of Predictive Analytics to Business Data	4
ISYE6372054 Prescriptive Analytics and Optimization	4
BUSS6277055 Digitalization of Markets and Consumption	2
Total SCU	20

7. Minor Program : Robotic Process Automation

Fundamental Courses

Course	SCU
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

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

8. Minor Program : Event Business and Entertainment

Fundamental Courses

Course	SCU
HTMN6151021 Event Marketing Management	2
HTMN6152021 Catering Management	4
TRSM6232022 MICE (Meeting, Incentive, Convention, Exhibition) Management	4
Total SCU	10

Supporting

Course	SCU
TRSM6233022 Event Sponsorship and Funding	2
TRSM6234022 Sport and Entertainment Event Management	4
TRSM6235022 Festival & Cultural Event	4
Total SCU	10

9. Minor Program : Creative Digital Storytelling

Fundamental Courses

Course	SCU
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

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

10. Minor Program : Digital Banking

Fundamental Courses

Course	SCU
ISYS6824003 Technology Innovation in Banking	2
FINC6217020 Bank Risk Management in the Digital Era	4
FINC6218020 Digital Finance and The Role of Central Bank	4
Total SCU	10

Supporting Courses

Course	SCU
MGMT6510005 Business Process Management in Banking and Finance	4
ISYS6825003 Data Analytics in Banking and Finance	4
MGMT6511005 Digital Leadership	2
Total SCU	10

11. Minor Program : Blockchain Technology and Business

Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6828003 Blockchain Architecture Design and Implementation	4
DTSC6017001 Advanced Blockchain Programming	2
DTSC6018001 Prototyping Blockchain Project	4
Total SCU	10

12. Minor Program : English for Business Professional

Fundamental Courses

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

Supporting Courses

Course	SCU
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

13. Minor Program : Digital Transformation

Fundamental Courses

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

Supporting Courses

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

14. Minor Program : Korean Culture and Creativity

Fundamental Courses

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

Supporting Courses

Course	SCU
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

15. Minor Program : Culinary

Fundamental Courses

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

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

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

SCU for HTMN6155021, HTMN6125021 are practical

16. Minor Program : Digital Technopreneur

Fundamental Courses

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

17. Minor Program : Chinese for Career Pathways

Fundamental Courses

Course	SCU
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

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

18. Minor Program : Designpreneur

Fundamental Courses

Course	SCU
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

19. Minor Program : Metaverse in Business

Fundamental Courses

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

Supporting Courses

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

20. Minor Program : Content Creation

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6392055 Digital Marketing	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Supporting Courses

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

21. Minor Program : Immersive Journey to Japanese Language and Culture

Fundamental Courses

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

Supporting Courses

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

22. Minor Program : Global Creative Business and Technology

Fundamental Courses

Course	SCU
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

23 Minor Program : Digital Creative Strategy

Fundamental Courses

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

Appendix: Free Electives

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting	ACCT6116020	Social and Environmental Accounting	2	4
2	Tourism Destination	ACCT6383022	Principles of Tourism Accounting and Finance	2	4
3	Accounting	ACCT6461020	Accounting Syariah	2	4
4	Tourism Destination	BUSS6137022	Tourism E-Business	4	4
5	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
6	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
7	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
8	Communication	COMM6276012	Intercultural Communication	4	4
9	Public Relations	COMM6480018	Consumer and Audience Analytics	4	4
10	Communication	COMM6575012	Current Issues in Communication	4	4
11	Public Relations	COMM6671018	Global Branding Strategy	4	4
12	Public Relations	COMM6673018	Event Management	2/2	4
13	Computer Science	COSC6001004	User Experience	2	4
14	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	4
15	English Literature	ENGL6244024	Social Media Broadcasting	4	4
16	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	4
17	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	4
18	Hotel Management	HTMN6146021	Food Safety Management	2	4
19	Hotel Management	HTMN6147021	Hospitality Management	4	4
20	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
21	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyō Bunka to Manējimento)	2	4
22	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imēji)	2	4
23	Management	MGMT6358005	Managing Business Information	2/2	4
24	Management	MKTG6270005	Retail and Omni Channel	2	4
25	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
26	Tourism Destination	TRSM6140022	Tourism Law and Regulation	2	4
27	Tourism Destination	TRSM6142022	Event Management	4	4
28	Tourism Destination	TRSM6212022	Indonesian Culture	4	4
29	Tourism Destination	TRSM6216022	Guiding and Interpretation	2	4
30	Tourism Destination	TRSM6218022	Adventure Tourism Management	4	4
31	Tourism Destination	TRSM6220022	Rural Tourism Entrepreneurship	4	4
32	Tourism Destination	TRSM6221022	Sport Tourism	2	4
33	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
34	Architecture	ARCH6146014	Interior Architecture	4	5
35	Architecture	ARCH6147014	Behavior in Architecture	4	5
36	Interior Design	ARTS6035023	Design History Studies	2	5
37	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
38	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
39	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
40	Interior Design	CIVL6127023	Material Knowledge in Interior Design	2	5
41	Communication	COMM6313012	Public Speaking	4	5
42	Communication	COMM6410019	Digital Broadcasting Production	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
43	Communication	COMM6510019	Reportage & Interview Technique	2/2	5
44	Communication	COMM6533019	Creative Program Design	2/2	5
45	Communication	COMM6541019	Digital Corporate Communication	2/2	5
46	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
47	Communication	COMM6620019	Online Publishing	2/2	5
48	Communication	COMM6622019	Audio Journalism	2/2	5
49	Communication	COMM6624019	Digital Creative Content	2/2	5
50	Communication	COMM6632019	Writing for Corporate Communication	2/2	5
51	Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
52	Communication	COMM6635019	Integrated Marketing Communication	2	5
53	Communication	COMM6637019	Brand Activation	2/2	5
54	Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
55	Public Relations	COMM6650018	Image and Reputation Management	4	5
56	Public Relations	COMM6651018	Professional Communication in Business Setting	4	5
57	Public Relations	COMM6671018	Global Branding Strategy	4	5
58	Public Relations	COMM6673018	Event Management	2/2	5
59	Communication	COMM6677012	Society and Digital Culture	2	5
60	Computer Science	COMP6542001	Computer Security Fundamental	2	5
61	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
62	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
63	Interior Design	DSGN6497023	Interior Drawing	4	5
64	Visual Communication Design	DSGN6661007	Photography	4	5
65	Visual Communication Design	DSGN6689007	Concept Art & Production Design	2	5
66	Visual Communication Design	DSGN6690007	Animation Storytelling	2	5
67	Visual Communication Design	DSGN6743007	Digital Graphic Reproduction	4	5
68	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
69	Visual Communication Design	DSGN6822006	Photography	4	5
70	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	5
71	English Literature	ENGL6244024	Social Media Broadcasting	4	5
72	Film	FILM6059009	Global Cinema	4	5
73	Computer Science	GAME6085001	Object Oriented Game Programming	2	5
74	International Relations	INTR6137029	Indonesia in Perspectives	2	5
75	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
76	International Relations	INTR6180029	Introduction to International Media	2	5
77	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
78	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
79	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
80	Industrial Engineering	ISYE6167011	Decision Support System	2	5
81	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
82	Information Systems	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
83	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
84	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Maneejimento)	2	5
85	Law	LAWS6017028	Intellectual Property Rights	4	5
86	Law	LAWS6110028	Cyber Law	2	5
87	Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
88	Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	5
89	Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
90	Law	LAWS6174028	Contract & Legislative Drafting	2	5
91	Management	MKTG6324005	Retail Marketing Management	2	5
92	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
93	Psychology	PSYC6138027	Lifespan Development	4	5
94	Psychology	PSYC6145027	Urban Psychology	4	5
95	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
96	Statistics	STAT6157049	Data Mining and Visualization	2	5
97	Accounting	TAXN6053020	Regional Tax Systems	2	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					
	EN	IN	SA	CD	RS	IS	EN	IN	SA	CD	RS	IS
1	√	-	-	-	-	-	√	-	-	-	-	-
2	-	-	√	-	-	-	√	-	-	-	-	-
3	-	√	-	-	-	-	-	√	-	-	-	-
4	-	-	-	-	-	√	√	-	-	-	-	-
5	√	-	-	-	-	-	-	-	-	-	-	√
6	√	-	-	-	-	-	-	-	√	-	-	-
7	-	-	-	√	-	-	√	-	-	-	-	-
8	√	-	-	-	-	-	-	-	-	-	√	-
9	√	-	-	-	-	-	-	√	-	-	-	-
10	-	√	-	-	-	-	√	-	-	-	-	-

Note:

IN : Company Internship
 RS : Research Fellowship
 EN : Entrepreneurship
 CD : Community Impact Internship
 SA : Study Abroad
 IS : Specific Independent Study

Description:

Student will take one of enrichment program tracks

Study Abroad in the 7th semester only available for IISMA (Indonesian International Student Mobility Awards)

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 Study Abroad (IISMA) track on Enrichment Program II, can retake with the same track or change into another track.

Company Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENPR6070002	Project Management	8	
ENPR6076002	Professional Program in Industry	8	
ENPR6072002	EES in Business Start Up I	4	
Enrichment Program II			20
ENPR6073002	Strategic Management	8	
ENPR6077002	Risk Management	8	
ENPR6075002	EES in Business Start Up II	4	

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program II			20
RSCH6738002	Research Experience	8	
RSCH6739002	Scientific Writing	8	
RSCH6740002	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	

Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENPR6006002	Business Start-Up	8	
ENTR6962002	Launching New Business	8	
ENTR6111002	EES in New Business I	4	
Enrichment Program II			20
ENTR6127002	Growing a Business	8	
ENTR6963002	Business Funding	8	
ENTR6115002	EES in New Business II	4	

Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6487002	Community Outreach Project Implementation	8	
CMDV6488002	Community Outreach Project Design	8	
CMDV6489002	EES in Community	4	

Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			20
GLOB6093002	Elective Course for Study Abroad 1	4	
GLOB6094002	Elective Course for Study Abroad 2	4	
GLOB6095002	Elective Course for Study Abroad 3	4	
GLOB6096002	Elective Course for Study Abroad 4	4	
GLOB6257002	Elective Course for Study Abroad 25	4	
GLOB6097002	Elective Course for Study Abroad 5	2	
GLOB6098002	Elective Course for Study Abroad 6	2	
GLOB6099002	Elective Course for Study Abroad 7	2	
GLOB6100002	Elective Course for Study Abroad 8	2	
GLOB6101002	Elective Course for Study Abroad 9	2	

Code	Course Name	SCU	Total
GLOB6102002	Elective Course for Study Abroad 10	2	
GLOB6103002	Elective Course for Study Abroad 11	2	
GLOB6104002	Elective Course for Study Abroad 12	2	
GLOB6258002	Elective Course for Study Abroad 26	2	
GLOB6259002	Elective Course for Study Abroad 27	2	

Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
CSIS6198002	Course Certification I	3	
CSIS6199002	Technical Skill Enrichment I	4	
CSIS6200002	Industrial Project I	9	
CSIS6201002	Soft Skill Enrichment I	4	
CSIS6202002	Elective Course for Specific Independent Study 1	8	
CSIS6203002	Elective Course for Specific Independent Study 2	8	
CSIS6204002	Elective Course for Specific Independent Study 3	6	
CSIS6205002	Elective Course for Specific Independent Study 4	6	
CSIS6206002	Elective Course for Specific Independent Study 5	6	
CSIS6207002	Elective Course for Specific Independent Study 6	5	
CSIS6208002	Elective Course for Specific Independent Study 7	5	
CSIS6209002	Elective Course for Specific Independent Study 8	5	
CSIS6210002	Elective Course for Specific Independent Study 9	5	
CSIS6211002	Elective Course for Specific Independent Study 10	4	
CSIS6212002	Elective Course for Specific Independent Study 11	4	
CSIS6213002	Elective Course for Specific Independent Study 12	4	
CSIS6214002	Elective Course for Specific Independent Study 13	4	
CSIS6215002	Elective Course for Specific Independent Study 14	4	
CSIS6216002	Elective Course for Specific Independent Study 15	3	
CSIS6217002	Elective Course for Specific Independent Study 16	3	
CSIS6218002	Elective Course for Specific Independent Study 17	3	
CSIS6219002	Elective Course for Specific Independent Study 18	3	
CSIS6220002	Elective Course for Specific Independent Study 19	3	
CSIS6221002	Elective Course for Specific Independent Study 20	3	
CSIS6222002	Elective Course for Specific Independent Study 21	2	
CSIS6223002	Elective Course for Specific Independent Study 22	2	
CSIS6224002	Elective Course for Specific Independent Study 23	2	
CSIS6225002	Elective Course for Specific Independent Study 24	2	
CSIS6226002	Elective Course for Specific Independent Study 25	2	
CSIS6227002	Elective Course for Specific Independent Study 26	2	
CSIS6228002	Elective Course for Specific Independent Study 27	2	

Code	Course Name	SCU	Total
CSIS6229002	Elective Course for Specific Independent Study 28	2	
CSIS6230002	Elective Course for Specific Independent Study 29	1	
CSIS6231002	Elective Course for Specific Independent Study 30	1	
CSIS6232002	Elective Course for Specific Independent Study 31	1	
CSIS6233002	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS 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

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6030002	Character Building: Pancasila	B
2.	ENPR6109002	Introduction to Entrepreneurship and Business	C
3.	ENPR6111002	Marketing for Entrepreneur	C
4.	ENPR6110002	Creative and Innovative Thinking	C
5.	ENPR6170002	Sustainable Business Model	C
6.	ENPR6172002	Entrepreneurial Leadership and Organization	C
7.	ENPR6182002	Business Law and Ethics	C
8.	ENPR6173002	Business Plan	C
Streaming: Business Innovation			
9.	ENTR6666002 (Stream Business Innovation)	Innovative Product Design and Development	C
10.	ENPR6181002 (Stream Entrepreneurship in Emerging Economies)	Managing Innovation for Circular Economy	C
Streaming: Business Development Management			
9.	ENPR6418002	Big Data Analytics for Business Development	C
10.	ENPR6426002	Strategic Decision Making	C
Streaming: Strategic Business Innovation			
11.	ENPR6116002	Managing Innovation for Circular Economy	C
12.	ENPR6180002	Disruptive Strategy and Innovation	C
Streaming: Strategic Business Development Management			
11.	ENPR6424002	Business Performance Analytic	C
12.	ENPR6422002	Scaling and Growth Strategy	C