

Digital Communication

Introduction

Digital Communication BINUS University Malang prepares future communication professionals who combine creativity, communication expertise, data analytics, and artificial intelligence to create meaningful impact in the digital world. In today's digital economy, organizations need professionals who can not only communicate effectively, but also understand audience behavior, analyze communication data, leverage emerging technologies, and develop strategic solutions across digital platforms. Students learn how to create content, build digital communities, analyze communication trends, utilize AI-powered tools, and address ethical challenges in digital environments. Through the BINUS 2+1+1 learning model, students gain industry experience, international exposure, and practical competencies that prepare them for careers in media, technology companies, creative industries, corporations, startups, public institutions, and global digital ecosystems.

Vision

To become an internationally recognized leading study program in the development and application of innovative, ethical, and data-driven Digital Communication to empower society and contribute to national and global community.

Mission

The missions of Digital Communication Program are:

1. To provide world-class education in Digital Communication by integrating communication theories, professional practices, and digital technologies to produce graduates who are adaptive to industrial and societal dynamics.
2. To develop graduates as strategic communicators and digital innovators equipped with competencies in storytelling, digital content production, communication data analytics, platform literacy, as well as ethical awareness and digital communication governance.
3. To advance high-impact research and scholarly publications in Digital Communication that address national and global issues while contributing to the development of communication studies and societal problem-solving.
4. To conduct community engagement programs based on digital communication aimed at enhancing media literacy, community empowerment, and quality of life through the responsible use of communication technologies.
5. To foster lifelong learning, entrepreneurship, and innovation culture in digital communication to develop BINUSIAN with exemplary character, global competitiveness, and the capacity to act as agents of social transformation.

Program Objective

The objectives of the program are:

1. To provide a high-quality learning environment supported by competent lecturers and advanced digital technologies in order to produce graduates who master both theoretical and practical aspects of Digital Communication, including content production, digital storytelling, and platform-based communication.
2. To equip students with critical, ethical, and data-driven thinking frameworks for designing, analyzing, and evaluating digital communication practices, including communication research, social media data analytics, and issues of digital communication governance and ethics.
3. To prepare graduates as strategic communicators, professionals, and digital innovators with strong organizational, business, and creative industry knowledge, enabling them to adapt to the dynamics of the digital economy and entrepreneurial opportunities in the communication field.
4. To encourage student engagement in academic activities, research, and community service based on digital communication to enhance media literacy, community empowerment, and sustainable social development.

Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective
2. Able to perform multi-channel communication
3. Able to implement humanity value and professional ethics in communication practices
4. Able to design and evaluate strategic digital communication initiatives based on data insights and professional standards
5. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving

Prospective Career of the Graduates

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

1. Digital Communication Analyst
2. Digital Storyteller and Copywriter
3. Digital Media Specialist
4. Digital Marketing Specialist
5. Data Analyst
6. Digital Communication Consultant
7. Digital Governance Specialist
8. Creative Content Specialist

Curriculum

The Digital Communication Program consists of 146 credits completed over eight semesters. Through BINUS University's distinctive 2+1+1 learning model, students spend two years strengthening academic

foundations, one year exploring mobility opportunities and interdisciplinary learning experiences, and one year participating in professional enrichment activities. Students benefit from collaborations with industry partners, media organizations, technology companies, government institutions, startups, and international universities through guest lectures, global learning experiences, collaborative projects, field studies, and enrichment opportunities. Learning activities are supported by advanced facilities including content production laboratories, multimedia editing laboratories, digital communication studios, conference laboratories, and smart classrooms designed to support contemporary communication practices.

Your Learning Journey

Year 1 – Build Strong Communication Foundations Develop fundamental competencies in communication science, interpersonal communication, public speaking, communication ethics, psychology, and professional writing.

Year 2 – Understand Digital Society Explore communication research, digital culture, communication technology, content production, audience behavior, and artificial intelligence.

Year 3 – Create Strategic Digital Communication Learn to design digital content strategies, produce creative communication programs, develop multiplatform storytelling, and address issues related to digital ethics and governance.

Year 4 – Gain Professional and Global Experience Apply classroom knowledge through internships, entrepreneurship, research fellowships, study abroad programs, community impact projects, and independent studies under the BINUS Enrichment Program.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030012	Character Building: Pancasila ^(AOL)	2	20
	COMM6655012	Introduction to Communication Science	2	
	COMM6269012	Interpersonal Communication ¹	4	
	COMM6270012	Psychology of Communication	2	
	COMM6656012	Writing Fundamentals ²	2	
	COMM6313012	Public Speaking ¹ ^(AOL)	4	
	COMM6470012	Philosophy and Ethics of Communication ^(AOL)	2	
	LANG6117012	Indonesian ^(AOL)	2	
	Foreign Language Courses		0	
2	CHAR6031012	Character Building: Kewarganegaraan ^(AOL)	2	20
	COSC6060012	Foundation of Artificial Intelligence	2	
	STAT6211012	Statistics	2	
	COMM6674012	Organizational Communication and Professional Practice ¹ ^(AOL)	4	
	COMM6491012	Political Communication ²	2	
	COMM6273012	Theory of Communication ^(AOL)	4	
	COMM6276012	Intercultural Communication	4	

Sem	Code	Course Name	SCU	Total
	Foreign Language Courses		0	
3	CHAR6032012	Character Building: Agama ^(AOL)	2	18
	ENPR6315002	Creativity and Innovation	2	
	COMM6675012	Communication Research Methodology ² ^(AOL)	4	
	COMM6676012	Contemporary Content Production ^(AOL)	4	
	COMM6677012	Society and Digital Culture ¹	2	
	COMM6678012	Communication Data and Technology ²	4	
	Foreign Language Courses			
4	ENPR6316002	Venture Creation	2	22
	Stream: Strategic Digital Communication			
	COMM6832012	Digital Content Strategy ¹⁾ ^(AOL) ^(AIE)	2/2	
	COMM6833012	Creative Program Production ^(AOL)	2/2	
	COMM6834012	Digital Storytelling & Copywriting for Multiplatform ^(AOL)	2/2	
	COMM6830012	Design for Communication ^(AOL) ^(AIE)	2/2	
	COMM6831012	Digital Surveillance and Ethics ^(AOL)	4	
	Stream: Mass Communication³			
	COMM6613019	Introduction to Media Industry ^{1&2}	2	
	COMM6614019	Visual Design & Graphics	2/2	
	COMM6615019	Script Writing ¹	2/2	
	COMM6409019	Editing for Multimedia ^(AOL)	2/2	
	COMM6625019	Theory of Mass Communication	2	
	COMM6616019	Media Promotion & Marketing ^{1&2}	2	
COMM6617019	Media Convergence ^{1&2}	2		
5	Stream: Strategic Digital Production³			20
	COMM6533019	Creative Program Design	2/2	
	COMM6618019	Ethics and Audience in Creative Production ^(AOL)	2	
	COMM6619019	Writing in Electronic Media & Editorial Review	2	
	COMM6620019	Online Publishing	2/2	
	COMM6624019	Digital Creative Content	2/2	
	COMM6609019	Digital Strategic Production ^(AOL)	2/2	
	Stream: Creative Digital Broadcasting³			
	COMM6510019	Reportage & Interview Technique	2/2	
	COMM6621019	Ethics and Audience in Broadcasting Context	2	
	COMM6707019	Drama & Non-Drama Production ^(AOL)	2	
	COMM6622019	Audio Journalism	2/2	
	COMM6410019	Digital Broadcasting Production ^(AOL)	2/2	
	COMM6623019	Digital Journalism Production	2/2	
	Minor Program		20	
	Free Electives^{3,4}		20	
	6	Enrichment Program I		
7	Enrichment Program II		20	20
8	COMM6577012	Pre-Thesis	2	6

Sem	Code	Course Name	SCU	Total
	COMM6578012	Thesis	4	
	COMM6599012	Thesis	6	
Total Credits 146 SCU				

- 1) This course is delivered in English
- 2) Global Learning System Course
- 3) Conducted for student mobility program in Jakarta
- 4) Conducted in Binus @Malang

Foreign Language Courses:

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

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

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

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

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

Appendix Foreign Language Courses

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

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisian	
Digital Ecosystem	v
Human Capital in Digital Workplace	v
Sustainable Development	v

Minor Program	Semester 5
Interactive & Users Experience Design	v
Robotic Process Automation	v
Creative Digital Storytelling	v
English for Business Professional	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Digital Technopreneur	v
English for Business Professional	v
Chinese for Career Pathways	v
Digital Creative Strategy	v
Minor @ Binus Bandung	
Designpreneur	v
Creative Digital Storytelling	v
Minor @ Binus Semarang	
Metaverse in Business	v
Content Creation	v
Data Analytics	v
Immersive Journey to Japanese Language and Culture	v
Minor @ Binus Medan	
Global Creative Business and Technology	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Digital Ecosystem

Fundamental Courses

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. 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. 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. 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

5. 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	10

6. 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

7. 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

8. 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

9. 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

10. 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

11. 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

12. 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

13. 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

14. 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

15. 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
CHIN6202026 Global Strategic Marketing: Chinese Perspective	4
CHIN6201026 Special Topics in Chinese Business	2
Total SCU	10

16. Immersive Journey to Japanese Language and Culture
Fundamental Courses

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

Supporting Course

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

17. Global Creative Business and Technology
Fundamental Courses

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

18. 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

Course	SCU
COSC6165004 Data Analytics for Business	4
Total SCU	20

19. 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 (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Tourism Destination	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
2	Architecture	ARCH6129014	Urban Housing	4	5
3	Architecture	ARCH6146014	Interior Architecture	4	5
4	Interior Design	ARTS6035023	Design History Studies	2	5
5	Tourism Destination	BUSS6137022	Tourism E-Business	4	5
6	Management	BUSS6223005	Trade in Asia	2	5
7	Management	BUSS6224005	Special Topics in International Business	4	5
8	Interior Design	CIVL6127023	Material Knowledge in Interior Design	2	5
9	Communication	COMM6410019	Digital Broadcasting Production	2/2	5
10	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
11	Communication	COMM6632019	Writing for Corporate Communication	2/2	5
12	Communication	COMM6633019	Corporate Sustainability	4	5
13	Communication	COMM6635019	Integrated Marketing Communication	2	5
14	Communication	COMM6637019	Brand Activation	2/2	5
15	Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
16	Public Relations	COMM6650018	Image and Reputation Management	4	5
17	Public Relations	COMM6651018	Professional Communication in Business Setting	4	5
18	Public Relations	COMM6671018	Global Branding Strategy	4	5
19	Public Relations	COMM6673018	Event Management	2/2	5
20	Computer Science	COMP6542001	Computer Security Fundamental	2	5
21	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
22	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
23	Interior Design	DSGN6497023	Interior Drawing	4	5
24	Visual Communication Design	DSGN6661007	Photography	4	5
25	Visual Communication Design	DSGN6689007	Concept Art & Production Design	2	5
26	Visual Communication Design	DSGN6690007	Animation Storytelling	2	5
27	Visual Communication Design	DSGN6743007	Digital Graphic Reproduction	4	5
28	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
29	Visual Communication Design	DSGN6822006	Photography	4	5
30	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	5
31	Visual Communication Design	DSIN6014006	Ethics and Lawsuit in Photography	4	5
32	English Literature	ENGL6169024	English for Professionals	2	5
33	Entrepreneurship Business Creation	ENPR6177002	Financing Innovative Ventures	4	5
34	Entrepreneurship Business Creation	ENPR6178002	Customer Engagement Strategy	4	5
35	Entrepreneurship Business Creation	ENPR6179002	Franchise Business	4	5
36	Entrepreneurship Business Creation	ENPR6180002	Disruptive Strategy & Innovation	4	5
37	Film	FILM6059009	Global Cinema	4	5
38	Computer Science	GAME6085001	Object Oriented Game Programming	2	5
39	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
40	Hotel Management	HTMN6146021	Food Safety Management	2	5
41	Hotel Management	HTMN6147021	Hospitality Management	4	5
42	International Relations	INTR6137029	Indonesia in Perspectives	2	5
43	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
44	International Relations	INTR6151029	Regional Integration in Europe	2	5
45	International Relations	INTR6152029	Regional Integration in America	2	5
46	International Relations	INTR6153029	Regional Integration in East Asia	2	5
47	International Relations	INTR6178029	Introduction to International Political Economy	2	5
48	International Relations	INTR6179029	Introduction to Security Studies	2	5
49	International Relations	INTR6180029	Introduction to International Media	2	5
50	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
51	Industrial Engineering	ISYE6130011	Project Management	2	5
52	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
53	Industrial Engineering	ISYE6167011	Decision Support System	2	5
54	Information Systems	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
55	Law	LAWS6017028	Intellectual Property Rights	4	5
56	Law	LAWS6110028	Cyber Law	2	5
57	Law	LAWS6159028	Legal Aspect in Business	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
58	Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
59	Law	LAWS6176028	Tax Law	2	5
60	Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
61	Management	MGMT6357005	Multinational Corporation Management	4	5
62	Management	MGMT6358005	Managing Business Information	2/2	5
63	Management	MGMT6400005	Supply Chain Strategy	2	5
64	Tourism Destination	MGMT6408022	Strategic Management for Tourism	2	5
65	Management	MGMT6459005	Retail Management	4	5
66	Management	MGMT6460005	Retail Supply Chain Management	2	5
67	Management	MGMT6461005	Category Management	2	5
68	Management	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective	4	5
69	Management	MKTG6270005	Retail and Omni Channel	2	5
70	Management	MKTG6321005	Marketing Data Analytics	4	5
71	Management	MKTG6322005	Sales and Customer Relationship Management	4	5
72	Management	MKTG6324005	Retail Marketing Management	2	5
73	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
74	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
75	Psychology	PSYC6138027	Lifespan Development	4	5
76	Psychology	PSYC6145027	Urban Psychology	4	5
77	Psychology	PSYC6191027	E-Learning Psychology	4	5
78	Statistics	STAT6157049	Data Mining and Visualization	2	5
79	Tourism Destination	TRSM6140022	Tourism Law and Regulation	2	5
80	Tourism Destination	TRSM6220022	Rural Tourism Entrepreneurship	4	5
81	Tourism Destination	TRSM6222022	Climate Change and Tourism	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							
	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							

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

Note:

- | | | | |
|----|-------------------------------|-----|----------------------------------|
| IN | : Company Internship | SA | : Study Abroad |
| RS | : Research Fellowship | IS | : Specific Independent Study |
| EN | : Entrepreneurship | FS | : Further Study |
| CD | : Community Impact Internship | 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 Company Internship, Research Fellowship, Community Impact Internship, and Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Entrepreneurship** track on Enrichment Program II, should **retake with another track**.

Company Internship Track

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

Research Fellowship Track

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

Entrepreneurship Track

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

Code	Course Name	SCU	Total
ENTR6397012	EES in Communication Business Experience	4	

Community Impact Internship Track

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

Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6093012	Elective Course for Study Abroad 1	4	20
GLOB6094012	Elective Course for Study Abroad 2	4	
GLOB6095012	Elective Course for Study Abroad 3	4	
GLOB6096012	Elective Course for Study Abroad 4	4	
GLOB6257012	Elective Course for Study Abroad 25	4	
GLOB6097012	Elective Course for Study Abroad 5	2	
GLOB6098012	Elective Course for Study Abroad 6	2	
GLOB6099012	Elective Course for Study Abroad 7	2	
GLOB6100012	Elective Course for Study Abroad 8	2	
GLOB6101012	Elective Course for Study Abroad 9	2	
GLOB6102012	Elective Course for Study Abroad 10	2	
GLOB6103012	Elective Course for Study Abroad 11	2	
GLOB6104012	Elective Course for Study Abroad 12	2	
GLOB6258012	Elective Course for Study Abroad 26	2	
GLOB6259012	Elective Course for Study Abroad 27	2	
Enrichment Program II			
GLOB6105012	Elective Course for Study Abroad 13	4	20
GLOB6106012	Elective Course for Study Abroad 14	4	
GLOB6107012	Elective Course for Study Abroad 15	4	

Code	Course Name	SCU	Total
GLOB6108012	Elective Course for Study Abroad 16	4	
GLOB6286012	Elective Course for Study Abroad 28	4	
GLOB6109012	Elective Course for Study Abroad 17	2	
GLOB6110012	Elective Course for Study Abroad 18	2	
GLOB6111012	Elective Course for Study Abroad 19	2	
GLOB6112012	Elective Course for Study Abroad 20	2	
GLOB6113012	Elective Course for Study Abroad 21	2	
GLOB6114012	Elective Course for Study Abroad 22	2	
GLOB6115012	Elective Course for Study Abroad 23	2	
GLOB6116012	Elective Course for Study Abroad 24	2	
GLOB6287012	Elective Course for Study Abroad 29	2	
GLOB6288012	Elective Course for Study Abroad 30	2	

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

Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
CSIS6198012	Course Certification I	3	
CSIS6199012	Technical Skill Enrichment I	4	
CSIS6200012	Industrial Project I	9	
CSIS6201012	Soft Skill Enrichment I	4	
CSIS6202012	Elective Course for Specific Independent Study 1	8	
CSIS6203012	Elective Course for Specific Independent Study 2	8	
CSIS6204012	Elective Course for Specific Independent Study 3	6	
CSIS6205012	Elective Course for Specific Independent Study 4	6	
CSIS6206012	Elective Course for Specific Independent Study 5	6	
CSIS6207012	Elective Course for Specific Independent Study 6	5	
CSIS6208012	Elective Course for Specific Independent Study 7	5	
CSIS6209012	Elective Course for Specific Independent Study 8	5	
CSIS6210012	Elective Course for Specific Independent Study 9	5	
CSIS6211012	Elective Course for Specific Independent Study 10	4	
CSIS6212012	Elective Course for Specific Independent Study 11	4	
CSIS6213012	Elective Course for Specific Independent Study 12	4	
CSIS6214012	Elective Course for Specific Independent Study 13	4	
CSIS6215012	Elective Course for Specific Independent Study 14	4	
CSIS6216012	Elective Course for Specific Independent Study 15	3	
CSIS6217012	Elective Course for Specific Independent Study 16	3	
CSIS6218012	Elective Course for Specific Independent Study 17	3	
CSIS6219012	Elective Course for Specific Independent Study 18	3	

Code	Course Name	SCU	Total
CSIS6220012	Elective Course for Specific Independent Study 19	3	
CSIS6221012	Elective Course for Specific Independent Study 20	3	
CSIS6222012	Elective Course for Specific Independent Study 21	2	
CSIS6223012	Elective Course for Specific Independent Study 22	2	
CSIS6224012	Elective Course for Specific Independent Study 23	2	
CSIS6225012	Elective Course for Specific Independent Study 24	2	
CSIS6226012	Elective Course for Specific Independent Study 25	2	
CSIS6227012	Elective Course for Specific Independent Study 26	2	
CSIS6228012	Elective Course for Specific Independent Study 27	2	
CSIS6229012	Elective Course for Specific Independent Study 28	2	
CSIS6230012	Elective Course for Specific Independent Study 29	1	
CSIS6231012	Elective Course for Specific Independent Study 30	1	
CSIS6232012	Elective Course for Specific Independent Study 31	1	
CSIS6233012	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 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

Further Study Track

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

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6030012	Character Building: Pancasila	B
2.	ENPR6316002	Venture Creation	C
3.	COMM6674012	Organizational Communication and Professional Practice	C
4.	COMM6273012	Theory of Communication	C
5.	COMM6675012	Communication Research Methodology	C
6.	COMM6676012	Contemporary Content Production	C
7.	COMM6832012	Digital Content Strategy	C
8.	COMM6834012	Digital Storytelling & Copywriting for Multiplatform	C