

## **Creativepreneurship**

### **Introduction**

The Creativepreneurship Program is a study program under BINUS Business School Undergraduate Program that addresses creativity needs and entrepreneurs. Align with International accreditation achievement through AACSB since 2020. The Program prioritizes the quality of the teaching and learning process align with Student Outcomes needed by Stakeholders.

The graduates will earn a Bachelor of Business that focuses on building businesses in creative industries and developing a company based on creativity. This Program will explore the Creativepreneurship as leadership in business that explores ICT commercialization with a practical, creative entrepreneurial knowledge, skills, and attitude required to develop new business ideas in the emerging technological innovation domain. The outcomes of the creativepreneur project are intended for the continuous pursuit of successful business growth to capture value for the firm sustainably and ethically, moreover, actively contribute to the prosperity of the society at large.

Experiential Learning Techniques and Innovation Practices, i.e., Entrepreneurship Living Laboratory, Practical Market Testing and Commercializing, Investor Pitch, Mentoring, Coaching, Counseling, Facilitating Program, are used to gain practical knowledge, skills, and attitudes in technology innovation development, commercialization, and innovative venture creation.

### **Vision**

To be an internationally recognized business school in the continuous pursuit of innovation in education.

### **Mission**

The missions of Creativepreneurship are to implement innovative mindset in business education and research to develop professionals who can meet the challenges of industries and society.

**Professionals:** Preparing graduates to be able to master particular knowledge and skills necessary to perform the role of their professions with ethical and moral obligations.

### **Learning Goals**

By the completion of our program

#### **1. Business Concept**

Each student should be able to comprehend business concept.

#### **2. Entrepreneurial Acumen**

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. Ethics**

Each student should be able to apply ethical and professional values.

#### **4. Sustainable Business Perspective**

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. Technopreneur
7. Sociopreneur
8. Business Analyst
9. E-Commerce Specialist
10. Venture Capitalist

### Curriculum

Creativepreneurship Study Program at BINUS Bandung campus offers 2+1+1 curriculum, whereby students will undertake fundamental courses at the home campus (in Bandung) for 2 years, 1 year streaming/minor program (whether at the host campus in Greater Jakarta, in Malang, or in Bandung), and 1 year enrichment program.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6282	Introduction to Management and Business	4	20	
	ENTR6411	Introduction to Entrepreneurship	4		
	ENTR6412	Idea Generation and Opportunity Discovery	2		
	ECON6093	Introduction to Economics	4		
	ACCT6274	Accounting Principles	2		
	ENTR6431	Creative and Innovative Thinking	2		
	<b>English University Courses I</b>				
	ENGL6204	English in Focus	2		
	ENGL6205	English for Business Presentation	2		
2	CHAR6034	Character Building: Pancasila	2	20	
	MKTG6223	Marketing Management	4		
	MGMT6342	Operations Management	4		
	MGMT6288	Entrepreneurial Financial Management	2/2		
	MGMT6289	Applied Business Statistics	2/2		
	<b>English University Courses II</b>				
	ENGL6216	English Savvy	2		
	ENGL6217	English for Written Business Communication	2		
3	ENTR6460	New Venture Creation	4	22	
	ENTR6985	Business Plan	4/2		
	MKTG6225	Digital Marketing	2/2		
	ENTR6502	Business Model	4		
	RSCH6598	Research Methodology	4		

Sem	Code	Course Name	SCU	Total	
4	CHAR6035	Character Building: Kewarganegaraan	2	20	
	MGMT6291	Human Resources Management	4		
	BUSS6209	Business Ethics	2		
	<b>Streaming: Digital Business Management*</b>				
	MKTG6275	Omnichannel Retailing	2		
	ENTR6986	Innovative Product Design and Development	2		
	COMP6667	Interaction Design	2/2		
	ENTR6987	Creative and Cultural Entrepreneurship	2		
	ENTR6988	Technopreneurship	2		
	<b>Streaming: Business Creation**</b>				
	BUSS6051	Design Thinking in Business	4		
	BUSS6171	Business Sustainability	4		
	ENTR6580	Digital Business Transformation	2		
	ENTR6582	Business Strategy	2		
	<b>Streaming: Business Development Management**</b>				
	BUSS6109	Business Development	4		
	MGMT6196	Project Management	4		
	BUSS6173	Managing Innovation and Knowledge	4		
	<b>Minor Program**</b>				12
	<b>Free Electives**</b>				12
5	CHAR6036	Character Building: Agama	2	18	
	LANG6097	Indonesian	2		
	ISYS6636	Management Information Systems for Leader	4		
	LAWS6190	Legal Aspect in Business	2		
	<b>Streaming: Digital Business Management*</b>				
	ENTR6989	Startup Funding	2		
	ENTR6501	Social Innovation	2		
	ENTR6428	Business Risk Analysis	2		
	ENTR6500	Business Analytics and Intelligence	2		
	<b>Streaming: Business Creation**</b>				
	MGMT6358	Managing Business Information	2/2		
	MKTG6294	Branding & Omnichannel Retailing	4		
	<b>Streaming: Business Development Management**</b>				
	BUSS6069	Business Simulation	2		
	BUSS6194	Business Negotiation Strategy	2		
	BUSS6163	Organization Development Strategy	2		
	MGMT6412	Customer Relationship Management	2		
	<b>Minor Program**</b>				8
	<b>Free Electives**</b>				8

Sem	Code	Course Name	SCU	Total
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	RSCH6604	Pre-Thesis	2	6
	RSCH6605	Thesis	4	
<b>Total Credits 146 SCU</b>				

\*) Will be conducted in BINUS@Bandung

\*\*\*) Will be conducted in BINUS@Greater Jakarta

**Streaming/Minor/Free Electives:**

Students can only choose between streaming, minor programs or free elective, See minor program and free elective appendix for the detail.

**English University Courses:**

- ) For 1<sup>st</sup> Semester: English University Courses I, students with Binus University English Proficiency Test score less than 500 will take English in Focus, and student with test score greater than or equal to 500 will take English for Business Presentation.
- ) For 2<sup>nd</sup> Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score greater than or equal to 500 will take English for Written Business Communication.

**Minor Scheme**

Minor Program	Semester 4	Semester 5
<b>Minor @ Binus Kemanggisian</b>		
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
Data Analytics	V	V
Robotic Process Automation	V	V
<b>Minor @ Binus Alam Sutera</b>		
Digital Transformation	V	V
<b>Minor @ Binus Bekasi</b>		
Virtual Service Experience	V	V
Culinary	V	V
<b>Minor @ Binus Malang</b>		
Digital Technopreneur	-	-
<b>Minor @ Binus Bandung</b>		
DesignPreneur	V	V

### 1. Minor Program: Digital Ecosystem

Course		SCU
COMP6683	Introduction to Artificial Intelligence	2/2
COMM6501	Narative Development	4
ISYS6549	Digital Innovation	4
COMP6684	Current Trends in Technology	4
DSGN6834	Visual Identity	4
<b>Total SCU</b>		<b>20</b>

### 2. Minor Program: Human Capital in Digital Workplace

Course		SCU
PSYC6174	Psychology in The Workplace	4
MGMT6349	Digital Workplace Strategy	4
ISYS6551	Digital Workplace and Technology	4
LAWS6157	Legal Aspects in Digital Workplace	4
PSYC6175	Human Resources Development	4
<b>Total SCU</b>		<b>20</b>

### 3. Minor Program: Sustainable Development

Course		SCU
ARCH6119	Introduction to Sustainable Development	2
DSGN6835	Engineering Material	4
ISYE6154	Sustainable Design and Manufacture	4
ISYE6155	Occupational, Health, Safety, and Administration in Engineering	2
CPEN6217	Digital for Sustainable Development	4
CIVL6118	Engineering Economic	4
<b>Total SCU</b>		<b>20</b>

### 4. Minor Program: Cross Cultural Communication

Course		SCU
CHIN6133	Chinese Conversation in Daily Works	2
CHIN6132	Chinese Conversation in Daily Activities	4
CHIN6134	Chinese Conversation in Business Communication	4
COMM6502	Communication in Diversity	2
INTR6135	Comparative Politics	4
BUSS6170	Asian Business Ethics	4
<b>Total SCU</b>		<b>20</b>

### 5. Minor Program: Interactive & Users Experience Design

Course		SCU
PSYC6176	Psychology and User Experience	4
ISYS6553	User-Centered Research and Evaluation	4
DSGN6836	Fundamental of Interface Design	4
ISYS6554	Core Principles: Interactive Design	4
DSGN6837	Digital Design Production	4
<b>Total SCU</b>		<b>20</b>

### 6. Minor Program: Data Analytics

Course		SCU
ISYS6680	Introduction to data Analytics	2
ISYS6681	Data Management & Descriptive Analytics	4
STAT6198	Statistical for Decision Making	4
ISYS6682	Application of Predictive Analytics to Business Data	4
ISYS6683	Prescriptive Analytics and Optimization	4
MKTG6312	Digitalization of Markets and Consumption	2
<b>Total SCU</b>		<b>20</b>

### 7. Minor Program: Robotic Process Automation

Course		SCU
COMP6857	Basic Programming for Automation	2
COMP6858	RPA Concept & Design	2
ISYS6684	RPA Developer Fundamental	4
ISYS6685	RPA Developer Advance	4
ISYS6686	RPA Business Analytics Fundamental	4
ISYS6687	Business Process Improvement	2
COMP6859	Intelligence Automation	2
<b>Total SCU</b>		<b>20</b>

### 8. Minor Program: Digital Transformation

Course		SCU
ISYS6559	Business Models and Technology Innovation	4
ISYS6557	Business Data Management	4
ISYS6695	Digital Marketing Analysis	4
STAT6200	Practical Statistics for Digital Business	4
MGMT6352	Digital Strategy	4
<b>Total SCU</b>		<b>20</b>

### 9. Minor Program: Virtual Service Experience

Course		SCU
ISYS6561	Fundamental of Virtual Services	2
ACCT6350	Virtual Financial Services	4
ISYS6562	Virtual Market Place	4
MGMT6354	Virtual Operation and Supply Chain	4
HTMN6082	Virtual Hospitality Management	4
ISYS6563	Seminar on Virtual Services	2
<b>Total SCU</b>		<b>20</b>

### 10. Minor Program: Culinary

Course		SCU
HTMN6078	Advanced in Pastry and Bakery	4
HTMN6050	Culinary Business Event	2/2
HTMN6048	Western and French Cuisine	2/4
HTMN6046	Authentic Indonesian Cuisine	2/4
<b>Total SCU</b>		<b>20</b>

### 11. Minor Program: Designpreneur

Course		SCU
ENTR6525	Fundamental of Designpreneur	4
COMP6688	UI/UX Development	4
DSGN6797	Surface Packaging Design	4
ENTR6526	Hospitality and Service Design	4
DSGN6843	Project Design	4
<b>Total SCU</b>		<b>20</b>

### Appendix: Free Electives (4<sup>th</sup> Semester & 5<sup>th</sup> Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Creation	ENTR6580	Digital Business Transformation	2	4
2	Business Creation	ENTR6582	Business Strategy	2	4
3	Business Creation	ENTR6494	Managing Growing Business	2	5
4	Business Management	MGMT6401	Digital Supply Chain Management	2	4
5	Business Management	MGMT6365	Current Issue in Service Business and Technology	2	5
6	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	4
7	Global Business Management	MKTG6237	Global Strategic Marketing: Asia Pacific Perspective	4	5
8	International Business Management	BUSS6162	Market Entry Strategy	2	4
9	International Business Management	BUSS7009	Export-Import Cost Management	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
10	Management	BUSS6088	Current Issue in Business and Technology	2	4
11	Management	MGMT6063	Strategic Management	2	5
12	Accounting	ACCT6358	Management Audit	4	4
13	Accounting Bekasi	ACCT6389	Big Data Analytics in Accounting & Finance	2	5
14	Marketing Communication	COMM6510	Reportage & Interview Technique	2/2	4
15	Marketing Communication	COMM6533	Creative Program Design	2/2	4
16	Marketing Communication	COMM6540	Communication & Public Affairs	2	4
17	Marketing Communication	COMM6514	Editing for Creative Program	2/2	5
18	Marketing Communication	COMM6523	Corporate Event Management	2/2	5
19	Marketing Communication	COMM6538	Media Promotion & Marketing in Creative Broadcasting	2	5
20	Marketing Communication	COMM6539	Media Convergence in Creative Broadcasting	2	5
21	Marketing Communication	COMM6541	Digital Corporate Communication	2/2	5
22	Marketing Communication	COMM6542	Event Management for Brand	2/2	5
23	Marketing Communication	COMM6543	Digital Brand Communication	2/2	5
24	Tourism	TRSM6142	Event Management	4	4
25	Tourism	TRSM6204	Heritage Tourism	4	4
26	Tourism	TRSM6141	Tourism Destination and Planning Management	4	5
27	Tourism	TRSM6160	Tourism Transportation	2	5
28	Tourism	TRSM6208	Tourism Innovation and Product Development	4	5
29	Tourism	TRSM6196	Tourism Community Empowerment	2	5
30	Architecture	ARCH6054	Interior Design Principles	2	4
31	Architecture	ARCH6128	Multimedia in Design Presentation	4	5
32	Architecture	ARCH6129	Urban Housing	4	5
33	Architecture	ARCH6130	Architecture & Social Culture	4	5
34	Civil Engineering	COMP6046	Computer Applications in Construction Management	2	5
35	Computer Engineering	CPEN6225	Telco Network & Switching System	2	5
36	Computer Engineering	CPEN6232	Cloud Technology Practice	2	5
37	Food Tech	FOOD6073	Current Issues in Food Technology	2	4
38	Food Tech	FOOD6062	Food Quality Assurance System	2/1	5
39	Food Tech	FOOD6063	Food Safety & Sanitation	2/1	5
40	Industrial Engineering	ISYE6041	Engineering Economy	2	4



No	Course Owner Department	Course Code	Course Name	SCU	Semester
41	Industrial Engineering	ISYE6115	Transportation Modeling	2	5
42	Business Law	LAWS6017	Intellectual Property Rights	4	4
43	Business Law	LAWS6168	Banking-Financial Law & Islamic Business Law	4	4
44	Business Law	LAWS6169	Capital Market, Legal Audit, & Due Diligence	4	4
45	Business Law	LAWS6170	Investment Law	2	4
46	Business Law	LAWS6171	Business Competition & Consumer Protection Law	2	4
47	Business Law	LAWS6167	Legal Philosophy & Professional Ethics	2	5
48	Business Law	LAWS6172	Environmental and Natural Resources Law	2	5
49	Business Law	LAWS6174	Contract & Legislative Drafting	2	5
50	Chinese Literature	CHIN6157	Chinese Business for Etiquette (Beginner)	4	4
51	Chinese Literature	CHIN6158	Chinese Business in Daily Communication	4	4
52	Chinese Literature	CHIN6159	Chinese Character Writing	2	4
53	International Relations	INTR6143	ASEAN Community: Security, Economic, and Socio Cultural Aspects	4	4
54	International Relations	INTR6162	Multiculturalism and Digital Society	2	5
55	International Relations	INTR6167	International Political Economy of Multinational Corporations	2	5
56	Japanese Literature	JAPN6116	Japanese Corporate Culture and Management (Nihon No Kigyō Bunka to Manejimento)	2	5
57	Primary Teacher Education	EDUC6040	Child Games	2	4
58	Primary Teacher Education	EDUC6032	Art & Craft	2	5
59	Primary Teacher Education	EDUC8004	School Based Management	2	5
60	Psychology	PSYC6130	Human Performance Technology	4	4
61	Psychology	PSYC6145	Urban Psychology	4	4
62	Cyber Security	COMP6582	Computer Security	2	4
63	Cyber Security	COMP6646	Computer Forensic	2	5
64	Game Application & Technology	GAME6082	Game Animation	2	4
65	Mobile Application & Technology	MOBI6059	Mobile Programming	2	5
66	Statistics	STAT6158	Data Management and Organization	2	5
67	Computer Science	ISYS6211	Web Based Application Development	2/2	4
68	Computer Science	COMP6681	Web Programming	2/1	5
69	Computer Science	COMP8129	User Experience	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
70	Computer Science	ISYS6197	Business Application Development	2/2	5
71	Animation	DSGN6692	Character Animation	4	4
72	Animation	DSGN6693	Motion Graphic	4	4
73	Animation	DSGN6694	Visual Effect (VFX)	4	4
74	Animation	DSGN6689	Concept Art & Production Design	2	5
75	Animation	DSGN6690	Animation Storytelling	2	5
76	Creative Advertising	DSGN6671	Creative Writing for Commercials	4	4
77	Creative Advertising	MDIA6046	Audio Visual (Pre Production and Production)	4	4
78	Creative Advertising	DSGN6661	Photography	4	4
79	Film	FILM6026	History of Indonesian Cinema	2	4
80	Film	FILM6027	Film Theories	4	4
81	Film	FILM6119	Audiences & Fan Culture	4	5
82	New Media	DSGN6743	Digital Graphic Reproduction	4	4
83	Interior Design	DSGN6608	Interior Design and Culture	2	4
84	Interior Design	DSGN6611	Business in Interior Design	2	4
85	Business Information Technology	ISYS6606	Smart Application	2	4
86	Business Information Technology	ISYS6579	Knowledge-Based AI: Cognitive Systems	4	5
87	Information Systems	ISYS6203	Mobile Application Development	2/2	4
88	Information Systems	ISYS6210	Data Visualization	2	4
89	Information Systems	ISYS6285	Digital and New Media	2	4
90	Information Systems	ISYS6442	Applied ERP: Fundamental	4	4
91	Information Systems	ISYS6594	Coding for Finance	2	4
92	Information Systems	ISYS8066	Business Process Management	4	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	etc	IN	RS	EN	CD	SA	FS	etc
1	v								v				
2			v						v				
3					v				v				
4	v											v	
5			v									v	
6					v							v	

**Notes:**

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

**Description:**

Student will take one of enrichment program tracks

**Enrichment Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			20
ENTR6997	Existing Business Models Analysis	8	
ENTR6998	Organizational Process Management	4	
ENTR6999	Entreprise Business Communications	4	
ENPR6005	EES in Entreprise	4	

**Enrichment Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENTR6437	Business Startup, Launching and Formation	8	
ENTR6991	Lean Enterprise	4	
ENTR6992	Launching New Venture	4	
ENTR6993	EES in New Business	4	
<b>Enrichment Program II</b>			20
ENTR6028	Growing a Business	8	
ENTR6994	Entrepreneurial Leadership	4	
ENTR6995	Venture Capital	4	
ENTR6996	EES in Growing Business	4	

**Enrichment Study Abroad Track**

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
GLOB6208	Elective Course for Study Abroad 1	4	20
GLOB6209	Elective Course for Study Abroad 2	4	
GLOB6210	Elective Course for Study Abroad 3	4	
GLOB6211	Elective Course for Study Abroad 4	4	
GLOB6268	Elective Course for Study Abroad 25	4	
GLOB6212	Elective Course for Study Abroad 5	2	
GLOB6213	Elective Course for Study Abroad 6	2	
GLOB6214	Elective Course for Study Abroad 7	2	
GLOB6215	Elective Course for Study Abroad 8	2	
GLOB6216	Elective Course for Study Abroad 9	2	
GLOB6217	Elective Course for Study Abroad 10	2	
GLOB6218	Elective Course for Study Abroad 11	2	
GLOB6219	Elective Course for Study Abroad 12	2	
GLOB6269	Elective Course for Study Abroad 26	2	
GLOB6289	Elective Course for Study Abroad 29	2	

\*) 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
<b>Enrichment Program II</b>			
<b>Fast Track M.MSI</b>			
ISYS6654	Service Oriented Analysis and Design	4	20
ISYS6655	Change Management for Enterprise	4	
ISYS6656	Digital Transformation Management	4	
ISYS6657	Data Analytics for Research	4	
ISYS6660	Visualization and Descriptive Analytics	4	
<b>Fast Track M.M</b>			
ENPR6008	Designing Innovative Nascent Entrepreneurship	4	20
MKTG6310	Negotiation Mastery	4	
MKTG6311	Omnichannel Marketing	4	
STAT6195	Advanced Business Statistics	4	
MGMT6435	Designing and Leading the Entrepreneurial Organization	4	

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6034	Character Building: Pancasila	B
2.	ENTR6411	Introduction to Entrepreneurship	C
3.	ENTR6412	Idea Generation and Opportunity Discovery	C
4.	MKTG6223	Marketing Management	C
5.	MGMT6342	Operations Management	C
6.	ENTR6502	Business Model	C
7.	ENTR6460	New Venture Creation	C
8.	ENTR6504	Business Plan	C