

## Communication

### Introduction

S1 Communication BINUS UNIVERSITY Malang is a unique interdisciplinary study which integrates linguistic, sociology, psychology, anthropology, politics, and economics. This study program examines human communication process starting from idea conceptualization, delivery, until the reception of verbal and nonverbal messages. Students will learn about how to communicate effectively both directly (face-to-face) and through various medium (mass media, electronic, digital). All concentrations offer advanced ICT and globally minded approach as the characteristic of BINUS UNIVERSITY. Not only our curriculum is up-to-date with industrial needs, but it also complies with the national standard of curriculum. Our curriculum consists of two-years study on-campus, one-year mobility to Jakarta (optional) and one-year enrichment program. During their four-years of study, students will be able to acquire professional, as well as international experiences.

### Vision

A leading communication study program in digital era, delivering world class professionals with an application of digital technology, local values, and local wisdom.

### Mission

The missions of Communication Science Study Program are to:

1. Conduct educational program with theoretical implementation and application of Communication Science in fostering creative and accomplished talents;
2. Develop world class quality creative and integrated scientific research in Communication field by emphasizing local values;
3. Improve Indonesian citizens and global community's quality of life through application and development of impactful Communication Science.

### Program Objective

The objectives of the program are:

1. Provide students with theoretical and practical communication knowledge, essential for professional practice along with global talent standard and local wisdom;
2. Equip students with philosophical and ethical framework to conduct communication research;
3. Prepare students with organizational and business knowledge to become professional or successful entrepreneur in communication field;
4. Prepare students to integrate digital technology and creativity in creating ethical content for digital media.

### Student Outcomes

After completing the study, graduates are:

1. Able to analyze cases in communication scope in order to provide a solution with the communication approach;
2. Able to conduct communication research by implementing theories and concepts of communication;
3. Able to design a solution with communication approach in order to manage communication crisis both internally, externally, or community using various media;
4. Able to demonstrate professional communication ethics along with the relevant contexts and purposes;
5. Able to Produce ethical creative program for digital media;

6. 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. Intercultural and Interpersonal Communication Practitioner (Auditor Communication, Councillor, Brand Consultant, Ambassador);
2. Public Speaker (Master of Ceremony, TV Presenter, Host, Reporter, Newscaster, Etc);
3. Content Creator / Influencer (Youtuber, Blogger, Vlogger, Content Writer, Photojournalist, Etc);
4. Business Owner (Production House Owner, Digital Campaign Business, TV Owner, Radio Owner, Editor, Photographer, Etc).

### **Curriculum**

Communication Study Program consists of 146 credits, divided into 8 semesters. Our 2+1+1 curriculum provides two-years of study on campus which will strengthen students' academic qualities and optional one-year mobility to Jakarta to enhance and provide the real-life situation experience for student in extensive way. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft-skills.

Ensuring the quality of our graduates, we collaborate with various national and international industries, HEI, government and non-profit organizations through guest lecturing/sharing sessions/seminars, Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process are also supported by a Conferences Laboratory, Content Production Laboratory, Multimedia Editing Laboratory, Smart Classroom. All laboratories and facilities are available in BINUS Malang Main Campus.

**Course Structure**

Sem	Code	Course Name	SCU	Total	
1	CHAR6030	Character Building: <i>Pancasila</i> *	2	20	
	COMM6470	Philosophy and Ethics of Communication	2		
	COMM6471	Writing Fundamentals***	4		
	COMM6313	Public Speaking**	4		
	COMM6472	Introduction to Sociology	2		
	COMM6267	Introduction to Communication Science	4		
	<b>English University Courses I</b>				
	ENGL6198	English in Focus	2		
	ENGL6199	English for Business Presentation	2		
2	CHAR6031	Character Building: <i>Kewarganegaraan</i>	2	20	
	COMM6273	Theory of Communication*	4		
	COMM6491	Political Communication***	2		
	COMM6269	Interpersonal Communication**	4		
	COMM6270	Psychology of Communication	2		
	LANG6089	Indonesian Language	2		
	ENTR6519	Entrepreneurship: Ideation	2		
	<b>English University Courses II</b>				
	ENGL6201	English Savvy	2		
ENGL6200	English for Written Business Communication	2			
3	CHAR6032	Character Building: <i>Agama</i>	2	24	
	ENTR6520	Entrepreneurship: Prototyping	2		
	COMM6479	Social Design Thinking	4		
	COMM6493	Public Opinion***	2		
	COMM6492	Contemporary Writing	2		
	COMM6276	Intercultural Communication	4		
	COMM6277	Theory of Mass Communications	4		
	COMM6275	Organizational Communication**	4		
4	COMM6565	Communication Data and Technology*&***	6	20/16/16/20/20	
	ENTR6521	Entrepreneurship: Market Validation*	2		
	<b>Streaming : Digital Media Communication</b>				
	COMM6574	Production Planning*	4		
	COMM6500	Creativity for Media Communication	2		
	COMM6575	Current Issues in Communication**	4		
	MDIA6054	Creative Audio Visual	2		
	<b>Streaming : Journalism Broadcasting</b>				
	COMM6510	Reportage & Interview Technique**	2/2		
	COMM6404	Script Writing for News***	2		
	STAT6154	Statistics for Communication	2		
	<b>Streaming : Creative Broadcasting</b>				
	COMM6533	Creative Program Design**	2/2		

Sem	Code	Course Name	SCU	Total	
	COMM6407	Script Writing for Creative Program***	2		
	STAT6154	Statistic for Communication	2		
	<b>Minor Program</b>		12		
	<b>Free Electives</b>		12		
5	RSCH6438	Quantitative and Qualitative Research Methods in Communication Context*	4	16/20/20 16/16	
	COMM6486	Workplace Ethics and Behavior**	2/2		
	<b>Streaming: Digital Media Communication</b>				
	DSGN6801	Motion Graphics	2		
	COMM6576	Content Production*&***	6		
	<b>Streaming : Journalism Broadcasting</b>				
	COMM6534	Digital News Production	2/2		
	COMM6535	Media Promotion & Marketing in Journalism Broadcasting **&***	2		
	COMM6519	Editing for News Program	2/2		
	COMM6536	Media Convergence in Journalism Broadcasting **&***	2		
	<b>Streaming : Creative Broadcasting</b>				
	COMM6537	Digital Entertainment Program Production	2/2		
	COMM6538	Media Promotion & Marketing in Creative Broadcasting **&***	2		
	COMM6514	Editing for Creative Program	2/2		
	COMM6539	Media Convergence in Creative Broadcasting **&***	2		
	<b>Minor Program</b>				8
	<b>Free Electives</b>				8
	6	<b>Enrichment Program I</b>			20
7	<b>Enrichment Program II</b>		20	20	
8	COMM6577	Pre-Thesis	2	6	
	COMM6578	Thesis	4		
<b>Total Credits 146 Credits</b>					

\*) Quality Control Courses

\*\*\*) Delivered in English Courses

\*\*\*\*) Global Learning System courses

#### 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.

#### 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	etc
1	v						v					
2	v							v				
3		v					v					
4		v						v				
5			v						v			
6				v			v					
7				v				v				
8				v						v		
9					v		v					
10					v			v				
11					v					v		
12					v						v	

**Note:**

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

**Description:**

Student will take one of enrichment program tracks

### Enrichment Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
COMM6294	Communication in Industrial Practices	8	
COMM6579	Content Production in Industry	8	
COMM6297	EES in Communication Practices	4	
<b>Enrichment Program II</b>			20
COMM6302	Communication in Professional Practices	8	
COMM6580	Globalized Networking in Industry	8	
COMM6305	EES In Professional Communication Practices	4	

### Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENTR6976	New Communication Business Initiation	8	
ENTR6977	Product Development Process	8	
ENTR6393	EES in New Communication Business	4	
<b>Enrichment Program II</b>			20
ENTR6978	Communication Product Launching	8	
ENTR6979	Communication Business Development	8	
ENTR6397	EES in Communication Business Experience	4	

### Enrichment Research Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
RSCH6305	Communication Research Experience	8	20
RSCH6592	Scientific Writing for Communication Research	8	
RSCH6447	Global EES (Team Work, Communication, Problem Solving & Decision Making) in communication	4	
<b>Enrichment Program II</b>			
RSCH6449	Communication Research Implementation	8	20
RSCH6593	Academic Writing for Communication	8	
RSCH6448	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in communication	4	

### Enrichment Community Development Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
CMDV6212	Community Outreach in Communication Project Implementation	8	20
CMDV6370	Community Outreach in Communication Project Design	8	
CMDV6214	EES in Community	4	
<b>Enrichment Program II</b>			
CMDV6212	Community Outreach in Communication Project Implementation	8	20
CMDV6370	Community Outreach in Communication Project Design	8	
CMDV6214	EES in Community	4	

### Enrichment Study Abroad Track

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
GLOB6093	Elective Course for Study Abroad 1	4	20
GLOB6094	Elective Course for Study Abroad 2	4	
GLOB6095	Elective Course for Study Abroad 3	4	
GLOB6096	Elective Course for Study Abroad 4	4	
GLOB6257	Elective Course for Study Abroad 25	4	
GLOB6097	Elective Course for Study Abroad 5	2	
GLOB6098	Elective Course for Study Abroad 6	2	
GLOB6099	Elective Course for Study Abroad 7	2	
GLOB6100	Elective Course for Study Abroad 8	2	
GLOB6101	Elective Course for Study Abroad 9	2	
GLOB6102	Elective Course for Study Abroad 10	2	
GLOB6103	Elective Course for Study Abroad 11	2	

Code	Course Name	SCU	Total
GLOB6104	Elective Course for Study Abroad 12	2	
GLOB6258	Elective Course for Study Abroad 26	2	
GLOB6259	Elective Course for Study Abroad 27	2	
<b>Enrichment Program II</b>			
GLOB6105	Elective Course for Study Abroad 13	4	20
GLOB6106	Elective Course for Study Abroad 14	4	
GLOB6107	Elective Course for Study Abroad 15	4	
GLOB6108	Elective Course for Study Abroad 16	4	
GLOB6286	Elective Course for Study Abroad 28	4	
GLOB6109	Elective Course for Study Abroad 17	2	
GLOB6110	Elective Course for Study Abroad 18	2	
GLOB6111	Elective Course for Study Abroad 19	2	
GLOB6112	Elective Course for Study Abroad 20	2	
GLOB6113	Elective Course for Study Abroad 21	2	
GLOB6114	Elective Course for Study Abroad 22	2	
GLOB6115	Elective Course for Study Abroad 23	2	
GLOB6116	Elective Course for Study Abroad 24	2	
GLOB6287	Elective Course for Study Abroad 29	2	
GLOB6288	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.

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6030	Character Building: <i>Pancasila</i>	B
2.	ENTR6512	Entrepreneurship: Market Validation	C
3.	COMM6273	Theory of Communication	C
4.	COMM6483	Communication Data and Technology	C
5.	RSCH6438	Quantitative & Qualitative Research Methods in Communication Context	C
6.	COMM6486	Workplace Ethics and Behavior	C
7.	COMM6574	Production Planning	C
8.	COMM6576	Content Production	C

\*) Tutorial & Multipaper