

Digital Business

Introduction

The Digital Business Program from Binus Business School Undergraduate Program (BBSUP) is dedicated to providing students with the highest standard of digital business education with a focus on utilization of technology to develop business solutions. The program is designed to prepare the students to be ready to become capable practitioners working for local and multinational corporations or to become creative and innovative entrepreneurs. To support this objective, the digital business program provides the students with various corporate-world-related activities, aiming to enhance their abilities and jump-start the students' industrial networks. The activities include internship programs in national and multinational corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research theses where students are required to provide professional consulting services for real companies with real business management and marketing-related problems. The program emphasizes the understanding and mastery of a combination of technology, business and finance key concepts, tools, and technology required by future professionals and entrepreneurs. The content of the program is designed to equip students with basic scientific business paradigms, updated theoretical frameworks, applied skills, and familiarity with contemporary technology and finance to support their ventures as future leaders in business. The Digital Business program maintains continuous and fruitful cooperation with many first-class companies in Indonesia to build a strongly linked network. The aim is to provide wide opportunities for graduate students after they graduate to have an opportunity to work in one of the most reputable companies in Indonesia. The curriculum in the BBSUP has been benchmarked to renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by BINUS.

Vision

Becoming a world-class business school, fostering and empowering the society in serving and building the nation.

Mission

1. Educating BINUSIANS to develop exemplary characters through holistic approach.
2. Resolving business and entrepreneurship issues with meaningful and relevant research
3. Fostering BINUSIANS through self-enrichment.
4. Empowering BINUSIANS to continuously improve business community

Program Objective

The objectives of the program are:

1. (POBJ-1) Provide students to build startups based on digital business with sustainable business principles and digital technology and to create innovation.
2. (POBJ-2) Providing student with ability to analyze digital technology needs and be able to apply digital technology as the main resource in digital business in solving business problems so that they can become professionals in the digital business field.
3. (POBJ-3) Provide students with knowledge and expertise in management, economics, accounting, systems and information technology that supports the creation of innovative digital businesses.
4. (POBJ-4) Nurture students to become creative and innovative professionals with a digital business mindset in organizations, communities and global contexts.

Student Outcomes

After completing the study, graduates are:

1. (SO 1) *Able to critically analyze issues related to public policy, community and social relations for changes in self- character and better social transformation of society from time to time.*
2. (SO2) *Able to practice language proficiency in written and/or oral form for a variety of purposes.*

Prospective Career of the Graduates

After finishing the program, the graduate of Digital Business Program could follow a career as:

1. Digital Entrepreneur
2. Consultant
3. Analyst
4. Researcher
5. FinTech Specialist

Curriculum

The curriculum of the Digital Business Program Program has been developed in line with the National Curriculum. Also, the local content has been developed in line with the Digital Business Program Curriculum standard so that the graduates of the Digital Business Program are expected to be able to face competition at both a national and international level.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6044055	Character Building: Pancasila	2	20
	BUSS6235055	Digital Technology in Business*	4	
	MGMT6488055	Current Digital Business, Disruption, and Future Trends**	4	
	COSC6061055	Foundations of Artificial Intelligence	2	
	ECON6102055	Digital Economy	4	
	ENPR6188055	Design Thinking in Digital Business**	4	
	Foreign Language Courses		0	
2	CHAR6045055	Character Building: Kewarganegaraan	2	20
	BUSS6237055	Sustainable Digital Business Model**	4	
	ACCT6497055	Accounting & Financing for Digital Business*	2/2	
	ISYS6798055	User Experience Research and App Design**	2/2	
	MKTG6392055	Digital Marketing**	4	
	ISYS6785055	Data Analytic with Business Application	2	
	Foreign Language Courses		0	
3	CHAR6043055	Character Building: Agama	2	20
	ENPR6212055	Start-up and Product Launching	4/2	
	MGMT6498055	Digital Business Operation & Supply Chain Management**	4	
	MGMT6605055	Culture Change in Business* **	2	
	MGMT6497055	Ethics and Leadership in Digital Business	2	
	MGMT6500055	Brand Management	2	

Sem	Code	Course Name	SCU	Total
	LANG6114055	Indonesian	2	
	Foreign Language Courses		0	
4	Streaming: Creative Digital Business			20
	ISYS6837055	Digital Solution Methodologies & Innovation	4	
	ISYS6838055	Big Data for Business Development	2/2	
	BUSS6248055	Digital Retail & Merchandising**	4	
	ISYS6839055	Emerging Technology & Business Apps*	2/2	
	ENPR6248055	Start-up Funding & Venture Capital Strategies	4	
	Foreign Language Courses		0	
5	Minor Program		20	20
	Free Electives		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6518055	Pre-Thesis	2	6
	MGMT6519055	Thesis	4	
	MGMT6520055	Thesis	6	
TOTAL CREDITS 146 Credits				

*) This course is delivered in English

**) Global Learning System course

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the detail.

Streaming/Minor/Free Electives:

-) For 4th Semester: Students are required to choose Streaming. Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the detail
-) For 5th Semester: Students are required to choose one of the streamings/ minor program/free electives/ Multidisciplinary Stream
-) For 6 & 7th Semester: Student will take one of enrichment program tracks (off campus). See enrichment appendix for the track detail
-) For 8th Semester: 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.

Foreign Language Courses:

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

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6264055	English for Frontrunners	0
ENGL6265055	English for Independent Users	0
ENGL6266055	English for Professionals	0
JAPN6207055	Basic Japanese Language	0

CHIN6184055	Basic Chinese Language	0
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1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals and choose 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 Kemanggis	
Digital Ecosystem	v
Human Capital in Digital Workplace	v
Sustainable Development	v
Cross Cultural Communication	v
Interactive & Users Experience Design	v
Robotic Process Automation	v
Event Business & Entertainment	v
Digital Banking	v
Creative Digital Storytelling	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Virtual Services Experience	v
Culinary	v
Minor @ Binus Malang	
Digital Technopreneur	v
Digital Creative Strategy	v
Minor @ Binus Bandung	
DesignPreneur	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 Business	v
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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

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
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

Additional Information

None

2. Minor Program: HUMAN CAPITAL IN DIGITAL WORKPLACE

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

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

Additional Information

None

3. Minor Program: Sustainable Development

Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

Course Distribution

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

Minor Supporting Courses

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

Additional Information

None

4. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

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

Minor Supporting Courses

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

Additional Information

None

5. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, UX Product Manager, Content Strategies.

Course Distribution

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

Minor Supporting Courses

Course	SCU
ISYS6554003 Core Principles: Interactive Design	4
DSGN6837007 Digital Design Production	4
ISYS6556003 Information Architecture	2
Total SCU	10

Additional Information

None

6. Minor Program: Robotic Process Automation

Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

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

Minor Supporting Courses

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

Additional Information

None

7. Minor Program: DIGITAL TRANSFORMATION

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst

Course Distribution

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

Additional Information

None

8. Minor Program: Virtual Services Experience

Introduction

This minor program explores the concept and implementation of virtual services in the fields of Financial Technology, Marketing, Supply chain, Market Place and Hospitality Management.

Career Options

FinTech Expert in Banking/Trading, Social media Expert for Marketing, Expert in Services for Hospitality Management, Supply Chain, Shipment, Market Place, Business process Expert in procurement and E-Commerce.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6561003 Fundamental of Virtual Services	2
ACCT6350020 Virtual Financial Services	4
MGMT6354005 Virtual Operation and Supply Chain	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6562003 Virtual Market Place	4
HTMN6082021 Virtual Hospitality Management	4
ISYS6563003 Seminar on Virtual Services	2
Total SCU	10

Additional Information

None

9. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary Business. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry-Bakery, Western Cuisine and Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

10. Minor Program: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

Course Distribution

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2

ENTR6529002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
Total SCU		20

Additional Information

None

11. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

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

Additional Information

None

12. Minor Program: Metaverse In Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

Fundamental Courses

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

Minor Supporting Courses

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

Additional Information

None

13. Minor Program: CONTENT CREATION

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, Marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production, and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

As consumer behavior shifts from traditional to digital ways, brands today need content creators to attract consumers' attention through creative and not monotonous marketing content.

Career Options

Content Creator, Influencer, Social media Specialist

Course Distribution

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6336055 Content Marketing Analytics	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Minor Supporting Courses

Course	SCU
DSIN6094053 Content Storytelling	4
DSIN6043053 Strategic Influence	2
DSIN6041053 Introduction to Visual Communication Design	4
Total SCU	10

Additional Information

None

Appendix: Free Electives (4th Semester & 5th Semester)

No.	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Tourism	TRSM6142022	Event Management	4	5
2	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
3	Tourism	TRSM6218022	Adventure Tourism Management	4	5
4	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
5	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
6	Tourism	TRSM6221022	Sport Tourism	2	5
7	Tourism	TRSM6222022	Climate Change & Tourism	2	5
8	Tourism	BUSS6137022	Tourism E-Business	4	5
9	Tourism	TRSM6216022	Guiding and Interpretation	2	5
10	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	5
11	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
12	Tourism	TRSM6225022	Protected Area Planning & Management	4	5
13	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
14	Taxation	TAXN6053020	Regional Tax Systems	2	5
15	Statistics	STAT6157049	Data Mining and Visualization	2	5
16	Psychology	PSYC6191027	E-Learning Psychology	4	5
17	Primary Teacher Education	EDUC6098030	Technology for Adaptive Learning	4	5
18	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
19	Marketing Communication	COMM6620019	Online Publishing	2/2	5
20	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
21	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
22	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
23	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
24	Marketing Communication	COMM6630019	Crisis Communication	2	5
25	Marketing Communication	COMM6631019	Public Affair	2	5
26	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
27	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5

28	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
29	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
30	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
31	Marketing Communication	COMM6637019	Brand Activation	2/2	5
32	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
33	Management	MGMT6462005	Leadership Agility	4	5
34	Management	MGMT6033005	Advanced Topics in Business and Organization	2	5
35	Management	ISYS6744005	E-Business Strategy and Implementation	4	5
36	Management	ISYS6085005	Advanced Topics in E-Business	2	5
37	Management	BUSS6109005	Business Development	4	5
38	Management	MGMT6465005	Advanced Topic in Business Development Management	2	5
39	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
40	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
41	International Business Management	BUSS6223005	Trade in Asia	2	5
42	International Business Management	BUSS6224005	Special Topics in International Business	4	5
43	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
44	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
45	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
46	Industrial Engineering	ISYE6167011	Decision Support System	2	5
47	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
48	Industrial Engineering	ISYE6130011	Project Management	2	5
49	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
50	Industrial Engineering	ISYE6170011	Sustainable Engineering Systems	2	5
51	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	5
52	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
53	Hotel Management	HTMN6027021	Service Management	4	5

54	Hotel Management	HTMN6146021	Food Safety Management	2	5
55	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
56	Hotel Management	HTMN6147021	Hospitality Management	4	5
57	Hotel Management	HTMN6148021	Research Methodology in Hospitality	4	5
58	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
59	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
60	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
61	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
62	Global Business Marketing	MKTG6631005	Marketing Research	3/1	5
63	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
64	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
65	Finance	FINC6073020	Lab Trading Simulation	2	5
66	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
67	English Literature	ENGL6169024	English for Professionals	2	5
68	English Literature	ENGL6244024	Social Media Broadcasting	4	5
69	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
70	Data Science	DTSC6014001	Machine Learning	2	5
71	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
72	Creative Advertising	DSGN6661007	Photography	4	5
73	Computer Science	COSC6108001	Mobile Programming	2	5
74	Business Management	MGMT6400005	Supply Chain Strategy	2	5
75	Business Management	MGMT6459005	Retail Management	4	5
76	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
77	Business Management	MKTG6324005	Retail Marketing Management	2	5
78	Business Management	MGMT6461005	Category Management	2	5
79	Business Law	LAWS6017028	Intellectual Property Rights	4	5

80	Business Law	LAWS6110028	Cyber Law	2	5
81	Business Law	LAWS6159028	Legal Aspect in Business	2	5
82	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
83	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	5
84	Business Law	LAWS6170028	Investment Law	2	5
85	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
86	Business Law	LAWS6052028	Bankruptcy Law	2	5
87	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
88	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
89	Business Law	LAWS6176028	Tax Law	2	5
90	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
91	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
92	Business Creation	ENPR6142005	Digital Business Transformation	4	5
93	Business Creation	ENPR6106005	Product Design & Branding	2	5
94	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
95	Animation	DSGN6690007	Animation Storytelling	2	5
96	Accounting	ACCT6461020	Accounting Syariah	2	5
97	Accounting	ACCT6313020	Public Sector Accounting	2	5
98	Biotechnology	BTEC6020056	Current Issue in Biotechnology	2	5
99	Fashion	FASH6186040	Contemporary Fashion	2	5
100	Fashion	FASH6180040	Fashion Trend Forecasting	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

[illegible]

Track	Semester 6						Semester 7				
	IN	RS	EN	CD	SA	IS	IN	RS	EN	CD	SA
5		V					V				
6		V						V			
7		V								V	
8		V									V
9			V						V		
10				V			V				
11				V				V			
12				V						V	
13				V							V
14					V		V				
15					V			V			
17					V					V	
18					V						V
19						V	V				
20						V		V			
21						V				V	
22						V					V

Description :

IN : Certified Internship SA : Certified Study Abroad
RS : Certified Research IS : Certified Specific Independent Study
EN : Certified Entrepreneurship
CD : Certified Community Development

Note :

Student can choose one of the existing tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
MGMT6512055	Industrial Experience in Dynamic Industry	8	20
MGMT6513055	Industrial Experience in Business Sustainability	8	
MGMT6514055	Entrepreneurial and Industrial Business Development	4	
Enrichment Program II			
MGMT6515055	Professional Experience in Dynamic Organization	8	20
MGMT6516055	Professional Development on Sustainability Profession	8	
MGMT6517055	Business Management and Professional Development	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6717055	Research for Business Management	8	
RSCH6718055	Scientific Writing in Business Management	8	
RSCH6719055	Global Entrepreneurship and Business	4	

Code	Course Name	SCU	Total
	Development		
Enrichment Program II			20
RSCH6720055	Research for Industrial Competition	8	
RSCH6721055	Scientific Writing in Management Research	8	
RSCH6722055	Global Entrepreneurship and Industrial Competition	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENPR6242055	New Business Initiation	8	
ENPR6243055	Product Development Process	8	
ENPR6244055	EES in New Business I	4	
Enrichment Program II			20
ENPR6245055	Product Launching	8	
ENPR6246055	Business Development	8	
ENPR6247055	EES in New Business II	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6475055	Community Outreach Project Implementation	8	
CMDV6476055	Community Outreach Project Design in Management	8	
CMDV6477055	Socio Entrepreneurship Development	4	
Enrichment Program II			20
CMDV6478055	Community Development Project Implementation	8	
CMDV6479055	Community Development Project Design in Management	8	
CMDV6480055	Managing Socio Entrepreneurship	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6455055	Elective Course for Study Abroad 1		4
GLOB6456055	Elective Course for Study Abroad 2		4
GLOB6457055	Elective Course for Study Abroad 3		4
GLOB6458055	Elective Course for Study Abroad 4		4
GLOB6459055	Elective Course for Study Abroad 5		2
GLOB6460055	Elective Course for Study Abroad 6		2
GLOB6461055	Elective Course for Study Abroad 7		2
GLOB6462055	Elective Course for Study Abroad 8		2
GLOB6463055	Elective Course for Study Abroad 9		2

Code	Course Name	SCU	Total
GLOB6464055	Elective Course for Study Abroad 10		2
GLOB6465055	Elective Course for Study Abroad 11		2
GLOB6466055	Elective Course for Study Abroad 12		2
GLOB6467055	Elective Course for Study Abroad 29		4
Elective courses list for study abroad*			20
Enrichment Program II			
GLOB6468055	Elective Course for Study Abroad 13		4
GLOB6469055	Elective Course for Study Abroad 14		4
GLOB6470055	Elective Course for Study Abroad 15		4
GLOB6471055	Elective Course for Study Abroad 16		4
GLOB6472055	Elective Course for Study Abroad 17		2
GLOB6473055	Elective Course for Study Abroad 18		2
GLOB6474055	Elective Course for Study Abroad 19		2
GLOB6475055	Elective Course for Study Abroad 20		2
GLOB6476055	Elective Course for Study Abroad 21		2
GLOB6477055	Elective Course for Study Abroad 22		2
GLOB6478055	Elective Course for Study Abroad 23		2
GLOB6479055	Elective Course for Study Abroad 24		2
GLOB6480055	Elective Course for Study Abroad 31		4

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

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			
CSIS6061055	Course Certification	3	20
CSIS6062055	Technical Skill Enrichment	4	
CSIS6063055	Industrial Project	9	
CSIS6064055	Soft Skill Enrichment	4	
CSIS6065055	Elective Course for Specific Independent Study 1	8	
CSIS6066055	Elective Course for Specific Independent Study 2	8	
CSIS6067055	Elective Course for Specific Independent Study 3	6	
CSIS6068055	Elective Course for Specific Independent Study 4	6	
CSIS6069055	Elective Course for Specific Independent Study 5	6	
CSIS6070055	Elective Course for Specific Independent Study 6	5	
CSIS6071055	Elective Course for Specific Independent Study 7	5	
CSIS6072055	Elective Course for Specific Independent Study 8	5	20
CSIS6073055	Elective Course for Specific Independent Study 9	5	
CSIS6074055	Elective Course for Specific Independent Study 10	4	
CSIS6075055	Elective Course for Specific Independent Study 11	4	

Code	Course Name	SCU	Total
CSIS6076055	Elective Course for Specific Independent Study 12	4	
CSIS6077055	Elective Course for Specific Independent Study 13	4	
CSIS6078055	Elective Course for Specific Independent Study 14	4	
CSIS6079055	Elective Course for Specific Independent Study 15	3	
CSIS6080055	Elective Course for Specific Independent Study 16	3	
CSIS6081055	Elective Course for Specific Independent Study 17	3	
CSIS6082055	Elective Course for Specific Independent Study 18	3	
CSIS6083055	Elective Course for Specific Independent Study 19	3	
CSIS6084055	Elective Course for Specific Independent Study 20	3	
CSIS6085055	Elective Course for Specific Independent Study 21	2	
CSIS6086055	Elective Course for Specific Independent Study 22	2	
CSIS6087055	Elective Course for Specific Independent Study 23	2	
CSIS6088055	Elective Course for Specific Independent Study 24	2	
CSIS6089055	Elective Course for Specific Independent Study 25	2	
CSIS6090055	Elective Course for Specific Independent Study 26	2	
CSIS6091055	Elective Course for Specific Independent Study 27	2	
CSIS6092055	Elective Course for Specific Independent Study 28	2	
CSIS6093055	Elective Course for Specific Independent Study 29	1	
CSIS6094055	Elective Course for Specific Independent Study 30	1	
CSIS6095055	Elective Course for Specific Independent Study 31	1	
CSIS6096055	Elective Course for Specific Independent Study 32	1	

For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, elective 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	Code	Course Name	Minimum Passing Grade
1	CHAR6044055	Character Building: Pancasila	B
2	ECON6102055	Digital Economy	C
3	ENPR6188055	Design Thinking in Digital Business	C
4	MGMT6488055	Current Digital Business, Disruption, and Future Trends	C
5	MKTG6392055	Digital Marketing	C
6	MGMT6497055	Ethics and Leadership in Digital Business	C
7	MGMT6500055	Brand Management	C
8	ISYS6837055	Digital Solution Methodologies & Innovation	C

*) Tutorial and Multipaper