Entrepreneurship Business Creation

Introduction

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

Vision

a world-class business and entrepreneurship study program, fostering and empowering the society in serving and building the nation.

Mission

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

1. **Educating BINUSIANs to develop exemplary characters through holistic approach.** Educating BINUSIANs to be ethical & innovative graduates with multiple skills to deal with business digitalization challenges using holistic approach.

2. **Developing business creation through entrepreneurship and relevant research.** Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

3. **Fostering BINUSIANs through self-enrichment.**
   Nourishing BINUSIANs' SPIRIT for improving personal and professional capabilities.

4. **Empowering BINUSIANs to continuously improve business community.**
   Invigorating BINUSIANs to solve the business community challenges through academic and community service activities.

Program Objective

The objectives of the program are:
1. Provide students basic knowledge in the fields of entrepreneurship and management they need in business practice.
2. Provide students with entrepreneurial and business skills integrated with information technology that have an impact on business, marketing, operations, finance and business organizations and provide tools used in business implementation.
3. Preparing students to become entrepreneurs and agents of change ethically by utilizing skills and knowledge in building a sustainable business

Competency Goals

After completing the study:

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

Prospective Career of the Graduates

There are many fields of career for graduates, including but not limited to:

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

Curriculum

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

The students have the opportunity to take student mobility program to the Jakarta and Bandung campuses on the 4-5th semester so that they can choose the available minor program (such as Digital Ecosystem, Human Capital in Digital Workplace, Sustainable Development, Cross Cultural Communication, Interactive & Users Experience Design, Data Analytics, Robotic Process Automation, Digital Transformation, Virtual Services, Culinary, and Designpreneur) or streaming program (such as E-Business, Global Commerce, Service Business, and Digital Business Management). However, they may also choose to stay at Malang campus in their 4-5th semester studying Digital Technopreneur Minor Program or Streaming Program (such as Business Innovation, Entrepreneurship in Emerging Economies), or even Cross Streaming program (such as Imaging Arts and Sciences, Illustration, and Digital Public Relations).

The curriculum is designed in such a way as to equip students to be ready to face industrial revolution 4.0. In semesters 6-7, students will be encouraged to build their startup business through the Enrichment Program to gain hands-on experience and a comprehensive overview of how to manage business processes from upstream to downstream. Students will get access to business mentors (entrepreneurs), venture capitals, industrial visits, exhibitions, knowledge sharing, and a network of relevant parties to help students make dreams come true. In supporting entrepreneurial learning, students will be encouraged to participate in various business and entrepreneurial competitions, such as Business Idea Competition, Business Model Competition, Business Plan Competition, and Pitching Competition. In addition to competition and business coaching, students will also be facilitated by entrepreneurial activities such as business presentation; industry knowledge sharing; workshop & international seminar; industry visit; and exhibition. At the end of the study period, students are required to prepare a thesis on their business performance analysis and design business development strategies.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030002	Character Building: Pancasila	2	20
	ENPR6109002	Introduction to Entrepreneurship and Business **	4	
	ENPR6110002	Creative and Innovative Thinking	2	
	ENPR6111002	Marketing for Entrepreneur	4	
	ENPR6112002	Commercializing Emerging Technology	2/2	
	ENPR6171002	Entrepreneurial Finance and Accounting	2/2	
		Foreign Language Courses	0	
2	CHAR6031002	Character Building: Kewarganegaraan	2	20
	ENPR6169002	Business Operations and Supply Chain	4	
	ENPR6170002	Sustainable Business Model[1]	4	
	ENPR6172002	Entrepreneurial Leadership and Organization[2]	4	
	ENPR6182002	Business Law and Ethics	2	
	COSC6060002	Foundation of Artificial Intelligence	2	
	LANG6117002	Indonesian	2	
		Foreign Language Courses	0	
3	CHAR6032002	Character Building: Agama	2	20
	ENPR6168002	Business and Performance Analytics	4	
	ENPR6113002	Applied Business Statistics	2/2	
	ENPR6173002	Business Plan[2]	4/2	
	ENPR6174002	Business Research Methodology[1]	4	
		Foreign Language Courses	0	
4	**Stream: Business Innovation (Malang)**			
	ENTR6664002	Consumer Insights: Behavioral Fundamentals	4	20
	ENTR6666002	Innovative Product Design and Development	4	
	ENTR6668002	Innovation in Omni Channel[2]	2	
	ENTR6669002	Innovation and Knowledge Management	4	
	ENPR6175002	Business Process Management for Innovation[1]	4	
	ENPR6176002	Negotiation and Competitive Decision Making	2	
	Stream: E-Business[3]			
	BUSS6229005	Business Simulation	4	20
	MGMT6374005	Analysis on E-Business Investment	4	
	ISYS6079005	E-Business System	4	
	ISYS6744005	E-Business Strategy and Implementation	4	
	ISYS6085005	Advanced Topics in E-Business	2	
	MGMT6464005	Corporate Governance	2	
	Stream: Global Commerce[3]			
	BUSS6162005	Market Entry Strategy (IBM)	2	20
	BUSS6191005	Export-Import Management (IBM)	2	
	MKGT6321005	Marketing Data Analytics	4	
	MKTG6322005	Sales and Customer Relationship Management (GBM)	4	
	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective (GBM)	4	
	MGMT6196005	Project Management (MN)	4	
	Stream: Service Business[3]			
	MGMT6455005	Servitization and Customer Experience Management	2	
	MKTG6274005	Service Marketing Management	4	

Sem	Code	Course Name	SCU	Total
	MGMT6456005	Fundamentals of Supply Chain Management	4	20
	MGMT6556005	Technology Management in Supply Chain and Services[2]	2	
	MGMT6557005	Logistics and Retail Distribution Management[1&2]	4	
	MGMT6365005	Current Issue in Service Business and Technology	2	
	MGMT6523005	Organizational Behavior	2	
	Stream: Creative Business[4]			
	ENPR6166032	Launch Creative Business Start-Up	4	20
	ENPR6167032	Start Up Funding	4	
	ENPR6301032	Applied Statistic for Business Decision	2/2	
	ENPR6162032	Risk Assessment and Decision Making in Business	4	
	COMP6667032	Interaction Design	2/2	
	Stream: Business Development Management[3]			
	RSCH6724005	Research Method in Business Development Management [2]	3/1	
	BUSS6109005	Business Development	4	
	MGMT6196005	Project Management[2]	4	
	BUSS6229005	Business Simulation	4	
	MGMT6465005	Advanced Topic in Business Development Management	2	
	LAWS6159005	Legal Aspect in Business	2	
		Foreign Language Courses	0	
	Minor Program[3,4,5]			20
	Free Electives[3,5]			20
5	**Stream: Entrepreneurship in Emerging Economies (Malang)**			
	ENPR6177002	Financing Innovative Ventures	4	20
	ENPR6178002	Customer Engagement Strategy[1)]	4	
	ENPR6179002	Franchise Business	4	
	ENPR6180002	Disruptive Strategy & Innovation	4	
	ENPR6181002	Managing Innovation for Circular Economy[2)]	4	
	Stream: Creative E-Commerce[4]			
	ENPR6159032	E-Commerce for Entrepreneurs	2/2	
	ENPR6160032	Innovative Product Design and Development	2/2	
	ENPR6161032	Sustainable Entrepreneurship and Social Innovation	4	
	MKTG6325032	Omnichannel and Retailing	4	
	ENPR6163032	Technopreneurship	4	
	Stream: International Business And Entrepreneurship[4]			
	ENPR6302032	International Business Environment	2	
	ENPR6303032	Entrepreneurship: A Global Perspective	2	
	MGMT6564032	Global Supply Chain Management	4	
	ENPR6304032	International Business through Exporting-Importing	4	
	ENPR6305032	International Licensing, Franchising & Strategic Alliances	4	
	ENPR6306032	International New Venture	4	
	Minor Program[3,4,5]			20
	Free Electives[3,5]			20

Sem	Code	Course Name	SCU	Total
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	RSCH6535002	Pre-Thesis	2	6
	RSCH6536002	Thesis	4	
	RSCH6105002	Thesis	6	
			Total Credits 146 SCU	

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the detail.
 ¹*) This course is delivered in English*

 ²*) Global Learning System*

 course For 5th Semester:

 ³*) Conducted for student mobility program in Jakarta – students must take minor/FE/multidisciplinary Stream in sem. 5 in the host campus*
 ⁴*) Conducted for student mobility program in Bandung – students must take minor/multidisciplinary Stream in Bandung in sem 5.*
 ⁵*) Conducted in Binus @Malang*

Foreign Language Courses:

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

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

Appendix Foreign Language Courses:

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

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

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 4	Semester 5
Minor @ Binus Kemanggisan		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Robotic Process Automation	v	v
Event Business and Entertainment	v	v
Creative Digital Storytelling	v	v
Digital Banking	v	v
Blockchain Technology and Business	v	v
English for Business Professional	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		
Culinary	v	v
Korean Culture and Creativity	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	v
English for Business Professional	v	v
Chinese for Career Pathways		v
Digital Creative Strategy	v	v
Minor @ Binus Bandung		
DesignPreneur	v	v
Minor @ Binus Semarang		
Metaverse in Business	v	v
Content Creation	v	v
Data Analytics	v	v
Immersive Journey to Japanese Language and Culture		v
Minor @ Binus Medan		
Global Creative Business and Technology	v	v

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

1. Minor Program: Digital Ecosystem

Fundamental Courses

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

Supporting Courses

Course		SCU
COMM6501019	Narrative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
	Total SCU	**10**

2. Minor Program: Human Capital in Digital Workplace

Fundamental Courses

Course		SCU
PSYC6174027	Psychology in The Workplace	4
MGMT6349005	Digital Workplace Strategy	4
ISYS6551003	Digital Workplace and Technology	4
LAWS6157028	Legal Aspects in Digital Workplace	4
PSYC6175027	Human Resources Development	4
	Total SCU	**20**

3. Minor Program: Sustainable Development

Fundamental Courses

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

Supporting Courses

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

4. Minor Program: Cross Cultural Communication

Fundamental Courses

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

Supporting Courses

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

5. Minor Program: Interactive & Users Experience Design

Fundamental Courses

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

Supporting Courses

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

6. Minor Program: Data Analytics

Fundamental Courses

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

Supporting Courses

Course		SCU
COSC6183051	Application of Predictive Analytics to Business Data	4
ISYE6372054	Prescriptive Analytics and Optimization	4
BUSS6277055	Digitalization of Markets and Consumption	2
	Total SCU	10

7. Minor Program: Robotic Process Automation

Fundamental Courses

	Course	SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4
ISYS6687003	Business Process Improvement	2
	Total SCU	**10**

Supporting Courses

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

8. Minor Program: Event Business and Entertainment

Fundamental Courses

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

Supporting Courses

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

9. Minor Program: Creative Digital Storytelling

Fundamental Courses

	Course	SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
	Total SCU	**10**

Supporting Courses

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

10. Minor Program: Digital Banking

Fundamental Courses

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

Supporting Courses

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

11. Minor Program: Blockchain Technology and Business

Fundamental Courses

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

Supporting Courses

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

12. Minor Program: 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**

13. Minor Program: Culinary

Fundamental Courses

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

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

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

SCU for HTMN6155021, HTMN6125021 are practical

14. Minor Program: Digital Technopreneur

Fundamental Courses

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

15. Minor Program: Designpreneur

Fundamental Courses

Course		SCU
ENTR6525032	Fundamental of Designpreneur	4
COMP6688031	UI/UX Development	4
DSGN6797034	Surface Packaging Design	4
ENTR6526032	Hospitality and Service Design	4
DSGN6843033	Project Design	4
	Total SCU	**20**

16. Minor Program: Metaverse in Business

Fundamental Courses

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

Supporting Courses

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

17. Minor Program: Content Creation

Fundamental Courses

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

Supporting Courses

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

18. Minor Program: English for Business Professional

Fundamental Courses

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

Supporting Courses

Course		SCU
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
COMM6506024	Current Issues in Business Communications	2
ENGL6245024	Business Rhetoric	4
	Total SCU	**10**

19. Minor Program: Chinese for Career Pathways

Fundamental Courses

Course		SCU
CHIN6196026	Mandarin for Future Career	4
CHIN6197026	Easy Way to HSK 2 Preparation	4
CHIN6198026	Exploring Modern Chinese Culture	2
	Total SCU	**10**

Supporting Courses

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

20. Minor Program: 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 Courses

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**

21. Minor Program: Digital Creative Strategy

Fundamental Courses

Course		SCU
DSIN6150023	Creative Project Management	4
COMM6770012	Media Strategy & Planning	4
COMM6771018	Business Communication	2
DSIN6152006	Visual Language	4
DSIN6151023	Creative Business Development	4
COMM6772012	Digital Literacy	2
	Total SCU	**10**

22. Minor Program: Korean Culture and Creativity

Fundamental Courses

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

Supporting Courses

Course		SCU
FILM6135009	K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019	K-Pop Culture and Performance	4
MKTG6339005	K-Pop and K-Drama Marketing and Promotion	2
	Total SCU	**10**

23. Minor Program: Global Creative Business and Technology

Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Blockchain for Digital Economy	4
TRDE6001065	Global Regulatory Environment	4
	Total SCU	**10**

Appendix: Free Electives

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting	ACCT6116020	Social and Environmental Accounting	2	4
2	Tourism Destination	ACCT6383022	Principles of Tourism Accounting and Finance	2	4
3	Accounting	ACCT6461020	Accounting Syariah	2	4
4	Tourism Destination	BUSS6137022	Tourism E-Business	4	4
5	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
6	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
7	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
8	Communication	COMM6276012	Intercultural Communication	4	4
9	Public Relations	COMM6480018	Consumer and Audience Analytics	4	4
10	Communication	COMM6575012	Current Issues in Communication	4	4
11	Public Relations	COMM6671018	Global Branding Strategy	4	4
12	Public Relations	COMM6673018	Event Management	2	4
13	Computer Science	COSC6001004	User Experience	2	4
14	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	4
15	English Literature	ENGL6244024	Social Media Broadcasting	4	4
16	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	4
17	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	4
18	Hotel Management	HTMN6146021	Food Safety Management	2	4
19	Hotel Management	HTMN6147021	Hospitality Management	4	4
20	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
21	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Maneejimento)	2	4
22	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
23	Management	MGMT6358005	Managing Business Information	2	4
24	Management	MKTG6270005	Retail and Omni Channel	2	4
25	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
26	Tourism Destination	TRSM6140022	Tourism Law and Regulation	2	4
27	Tourism Destination	TRSM6142022	Event Management	4	4
28	Tourism Destination	TRSM6212022	Indonesian Culture	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
29	Tourism Destination	TRSM6216022	Guiding and Interpretation	2	4
30	Tourism Destination	TRSM6218022	Adventure Tourism Management	4	4
31	Tourism Destination	TRSM6220022	Rural Tourism Entrepreneurship	4	4
32	Tourism Destination	TRSM6221022	Sport Tourism	2	4
33	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
34	Architecture	ARCH6146014	Interior Architecture	4	5
35	Architecture	ARCH6147014	Behavior in Architecture	4	5
36	Interior Design	ARTS6035023	Design History Studies	2	5
37	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
38	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
39	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
40	Interior Design	CIVL6127023	Material Knowledge in Interior Design	2	5
41	Communication	COMM6313012	Public Speaking	4	5
42	Communication	COMM6410019	Digital Broadcasting Production	2	5
43	Communication	COMM6510019	Reportage & Interview Technique	2	5
44	Communication	COMM6533019	Creative Program Design	2	5
45	Communication	COMM6541019	Digital Corporate Communication	2	5
46	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
47	Communication	COMM6620019	Online Publishing	2	5
48	Communication	COMM6622019	Audio Journalism	2	5
49	Communication	COMM6624019	Digital Creative Content	2	5
50	Communication	COMM6632019	Writing for Corporate Communication	2	5
51	Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
52	Communication	COMM6635019	Integrated Marketing Communication	2	5
53	Communication	COMM6637019	Brand Activation	2	5
54	Communication	COMM6638019	Social Media Planning & Engagement	2	5
55	Public Relations	COMM6650018	Image and Reputation Management	4	5
56	Public Relations	COMM6651018	Professional Communication in Business Setting	4	5
57	Public Relations	COMM6671018	Global Branding Strategy	4	5
58	Public Relations	COMM6673018	Event Management	2	5
59	Communication	COMM6677012	Society and Digital Culture	2	5
60	Computer Science	COMP6542001	Computer Security Fundamental	2	5
61	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
62	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
63	Interior Design	DSGN6497023	Interior Drawing	4	5
64	Visual Communication Design	DSGN6661007	Photography	4	5
65	Visual Communication Design	DSGN6689007	Concept Art & Production Design	2	5
66	Visual Communication Design	DSGN6690007	Animation Storytelling	2	5
67	Visual Communication Design	DSGN6743007	Digital Graphic Reproduction	4	5
68	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
69	Visual Communication Design	DSGN6822006	Photography	4	5
70	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	5
71	English Literature	ENGL6244024	Social Media Broadcasting	4	5
72	Film	FILM6059009	Global Cinema	4	5
73	Computer Science	GAME6085001	Object Oriented Game Programming	2	5
74	International Relations	INTR6137029	Indonesia in Perspectives	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
75	International Relations	INTR6142029	Diplomacy and International Politics	2	5
76	International Relations	INTR6180029	Introduction to International Media	2	5
77	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
78	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
79	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
80	Industrial Engineering	ISYE6167011	Decision Support System	2	5
81	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
82	Information Systems	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
83	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
84	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Maneejimento)	2	5
85	Law	LAWS6017028	Intellectual Property Rights	4	5
86	Law	LAWS6110028	Cyber Law	2	5
87	Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
88	Law	LAWS6169028	Capital Market, Legal Audit, & Due Deligence	4	5
89	Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
90	Law	LAWS6174028	Contract & Legislative Drafting	2	5
91	Management	MKTG6324005	Retail Marketing Management	2	5
92	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
93	Psychology	PSYC6138027	Lifespan Development	4	5
94	Psychology	PSYC6145027	Urban Psychology	4	5
95	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
96	Statistics	STAT6157049	Data Mining and Visualization	2	5
97	Accounting	TAXN6053020	Regional Tax Systems	2	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

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

Enrichment Track Scheme

Track	Semester 6							Semester 7							
	EN	IN	SA	CD	RS	IS	etc	EN	IN	SA	CD	RS	FS	IS	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			

Note:

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

Description:
Student will take one of enrichment program tracks

Certified Internship Track

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

Certified Entrepreneurship Track

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

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
GLOB6093002	Elective Course for Study Abroad 1	4	
GLOB6094002	Elective Course for Study Abroad 2	4	
GLOB6095002	Elective Course for Study Abroad 3	4	
GLOB6096002	Elective Course for Study Abroad 4	4	
GLOB6257002	Elective Course for Study Abroad 25	4	
GLOB6097002	Elective Course for Study Abroad 5	2	
GLOB6098002	Elective Course for Study Abroad 6	2	20
GLOB6099002	Elective Course for Study Abroad 7	2	
GLOB6100002	Elective Course for Study Abroad 8	2	
GLOB6101002	Elective Course for Study Abroad 9	2	
GLOB6102002	Elective Course for Study Abroad 10	2	
GLOB6103002	Elective Course for Study Abroad 11	2	
GLOB6104002	Elective Course for Study Abroad 12	2	
GLOB6258002	Elective Course for Study Abroad 26	2	
GLOB6259002	Elective Course for Study Abroad 27	2	

*) *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 Specific Indenpendent Study*			
Enrichment Program I			
MICR6145002	Course Certification I	3	
MICR6146002	Technical Skill Enrichment I	4	
MICR6147002	Industrial Project I	9	
MICR6148002	Soft Skill Enrichment I	4	
MICR6149002	Elective Course for Specific Independent Study 1	8	
MICR6150002	Elective Course for Specific Independent Study 2	8	20
MICR6151002	Elective Course for Specific Independent Study 3	6	
MICR6152002	Elective Course for Specific Independent Study 4	6	
MICR6153002	Elective Course for Specific Independent Study 5	6	
MICR6154002	Elective Course for Specific Independent Study 6	5	
MICR6155002	Elective Course for Specific Independent Study 7	5	
MICR6156002	Elective Course for Specific Independent Study 8	5	
MICR6157002	Elective Course for Specific Independent Study 9	5	
MICR6158002	Elective Course for Specific Independent Study 10	4	
MICR6159002	Elective Course for Specific Independent Study 11	4	
MICR6160002	Elective Course for Specific Independent Study 12	4	
MICR6161002	Elective Course for Specific Independent Study 13	4	
MICR6162002	Elective Course for Specific Independent Study 14	4	
MICR6163002	Elective Course for Specific Independent Study 15	3	
MICR6164002	Elective Course for Specific Independent Study 16	3	
MICR6165002	Elective Course for Specific Independent Study 17	3	
MICR6166002	Elective Course for Specific Independent Study 18	3	
MICR6167002	Elective Course for Specific Independent Study 19	3	
MICR6168002	Elective Course for Specific Independent Study 20	3	
MICR6169002	Elective Course for Specific Independent Study 21	2	
MICR6170002	Elective Course for Specific Independent Study 22	2	
MICR6171002	Elective Course for Specific Independent Study 23	2	
MICR6172002	Elective Course for Specific Independent Study 24	2	
MICR6173002	Elective Course for Specific Independent Study 25	2	
MICR6174002	Elective Course for Specific Independent Study 26	2	
MICR6175002	Elective Course for Specific Independent Study 27	2	
MICR6176002	Elective Course for Specific Independent Study 28	2	
MICR6177002	Elective Course for Specific Independent Study 29	1	
MICR6178002	Elective Course for Specific Independent Study 30	1	
MICR6179002	Elective Course for Specific Independent Study 31	1	
MICR6180002	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, electives courses 1 to 32 are transferred courses for students who take certified specific independent study 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			
Fast Track M.MSI			
ISYS6654003	Service Oriented Analysis and Design	4	20
ISYS6655003	Change Management for Enterprise	4	
ISYS6656003	Digital Transformation Management	4	
ISYS6657003	Data Analytics for Research	4	
ISYS6660003	Visualization and Descriptive Analytics	4	
Fast Track M.M			
ENPR6008002	Designing Innovative Nascent Entrepreneurship	4	20
MKTG6308002	Negotiation Mastery	4	
MKTG6309002	Omnichannel Marketing	4	
STAT6194002	Advanced Business Statistics	4	
MGMT6434002	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.	CHAR6030002	Character Building: Pancasila	B
2.	ENPR6109002	Introduction to Entrepreneurship and Business	C
3.	ENPR6111002	Marketing for Entrepreneur	C
4.	ENPR6110002	Creative and Innovative Thinking	C
5.	ENPR6170002	Sustainable Business Model	C
6.	ENPR6172002	Entrepreneurial Leadership and Organization	C
7.	ENPR6182002	Business Law and Ethics	C
8.	ENPR6173002	Business Plan	C
9.	ENTR6666002 (Stream Business Innovation)	Innovative Product Design and Development	C
10.	ENPR6181002 (Stream Entrepreneurship in Emerging Economies)	Managing Innovation for Circular Economy	C