

## 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

Communication study program aims to be a pioneer in establishing an outstanding world class Communication graduate with creative content creation skill for fostering and empowering Indonesian citizen, particularly in East Indonesia.

### Mission

The missions of Communication Science Study Program are:

1. Conducting educational Communication program with theoretical and practical implementation for educating students to be professional in Communication industries and prepare them for pursuing advanced degrees in Communication or related disciplines.
2. Facilitating and reinforce Lecturer and Students with global standard holistic approach to encourage Binusian as lifelong learners.
3. Conducting Communication research and community development with an emphasis on the application of impactful knowledge for Indonesian citizen and global community.
4. Contributing to the improvement of entrepreneurial knowledge and skills particularly in Communication field

### Program Objective

The objectives of the program are:

1. Provide competent lecturers and high technology facilities for gaining Communication graduates' theoretical and practical communication knowledge in making creative and innovative content.
2. Equip students with philosophical and ethical framework to conduct communication research.
3. Prepare students with organizational and business knowledge to become professionals or entrepreneurs in the communication field.
4. Arrange student activities to socially interact for fostering and empowering society.

### Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective.
2. Able to perform multi-channel communication.
3. Able to implement humanity value and professional ethics in communication practices.
4. Able to produce ethical creative program for digital media.
5. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving.

## Prospective Career of the Graduates

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

1. Content Creator
2. Social Media Analyst and Manager
3. Journalist, Reporters, and Correspondents
4. Copywriter
5. Photographer and Videographer
6. Media Producer or Publisher
7. Communication and Media Researcher
8. Video Editor
9. Production House Owner
10. Director and Producer
11. Broadcaster
12. Content Management Specialist
13. Political and Communication Analyst / Pollster

## 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	CHAR6030012	Character Building: Pancasila	2	20
	COMM6655012	Introduction to Communication Science	2	
	COMM6269012	Interpersonal Communication <sup>1</sup>	4	
	COMM6270012	Psychology of Communication	2	
	COMM6656012	Writing Fundamentals <sup>2</sup>	2	
	COMM6313012	Public Speaking <sup>1</sup>	4	
	COMM6470012	Philosophy and Ethics of Communication	2	
	LANG6117012	Indonesian	2	
	Foreign Language Courses <sup>3)</sup>		0	
2	CHAR6031004	Character Building: Kewarganegaraan	2	20
	COSC6060012	Foundation of Artificial Intelligence	2	
	STAT6211012	Statistics	2	
	COMM6674012	Organizational Communication and Professional Practice <sup>1</sup> ,	4	

Sem	Code	Course Name	SCU	Total
	COMM6491012	Political Communication <sup>2</sup>	2	
	COMM6273012	Theory of Communication	4	
	COMM6276012	Intercultural Communication	4	
	Foreign Language Courses <sup>3)</sup>		0	
3	CHAR6032004	Character Building: Agama	2	18
	ENPR6315002	Creativity and Innovation	2	
	COMM6675012	Communication Research Methodology <sup>2</sup>	4	
	COMM6676012	Contemporary Content Production	4	
	COMM6677012	Society and Digital Culture <sup>1</sup>	2	
	COMM6678012	Communication Data and Technology <sup>2</sup>	4	
	Foreign Language Courses <sup>3)</sup>		0	
4	ENPR6316002	Venture Creation	2	20
	<b>Stream: Digital Media Communication</b>			
	COMM6574012	Production Planning*	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication <sup>1&amp;2</sup>	4	
	COMM6576012	Content Production*	6	
	COMM6708012	Design for Communication	4	
	<b>Stream: Mass Communication<sup>3</sup></b>			
	COMM6613019	Introduction to Media Industry <sup>1&amp;2</sup>	2	
	COMM6614019	Visual Design & Graphics	2/2	
	COMM6615019	Script Writing <sup>1</sup>	2/2	
	COMM6409019	Editing for Multimedia	2/2	
	COMM6625019	Theory of Mass Communication	2	
	COMM6616019	Media Promotion & Marketing <sup>1&amp;2</sup>	2	
	COMM6617019	Media Convergence <sup>1&amp;2</sup>	2	
5	<b>Stream: Strategic Digital Production<sup>3</sup></b>			20
	COMM6533019	Creative Program Design	2/2	
	COMM6618019	Ethics and Audience in Creative Production	2	
	COMM6619019	Writing in Electronic Media & Editorial Review	2	
	COMM6620019	Online Publishing	2/2	
	COMM6624019	Digital Creative Content	2/2	
	COMM6609019	Digital Strategic Production	2/2	
	<b>Stream: Creative Digital Broadcasting<sup>3</sup></b>			
	COMM6510019	Reportage & Interview Technique	2/2	
	COMM6621019	Ethics and Audience in Broadcasting Context	2	
	COMM6466019	Drama & Non-Drama Production	2	
	COMM6622019	Audio Journalism	2/2	
	COMM6410019	Digital Broadcasting Production	2/2	
	COMM6623019	Digital Journalism Production	2/2	
	<b>Minor Program</b>		20	

Sem	Code	Course Name	SCU	Total
	Free Electives <sup>3,4</sup>		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	COMM6577012	Pre-Thesis	2	6
	COMM6578012	Thesis	4	
	COMM6599012	Thesis	6	
Cumulative SCU 146				

<sup>1)</sup> This course is delivered in English

<sup>2)</sup> Global Learning System course

<sup>3)</sup> Conducted for student mobility program in Jakarta

<sup>4)</sup> Conducted in Binus @Malang

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

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

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

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

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

### Appendix 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 – Beelingua.

The following are the provisions of the courses that must be taken by students:

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

- Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

## Minor Scheme

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

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

## 1. Digital Ecosystem

### Fundamental Courses

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

### Supporting Courses

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

## 2. Human Capital in Digital Workplace

### Fundamental Courses

Course		SCU
PSYC617402	Psychology in The Workplace	4
MGMT6349005	Digital Workplace Strategy	4
ISYS6551003	Digital Workplace and Technology	4
LAWS6157028	Legal Aspects in Digital Workplace	4
PSYC6175027	Human Resources Development	4
Total SCU		20

## 3. Sustainable Development

### Fundamental Courses

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

### Supporting Courses

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

## 4. Interactive & Users Experience Design

### Fundamental Courses

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

**Supporting Courses**

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

**5. Data Analytics**
**Fundamental Courses**

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

**Supporting Courses**

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

**6. Robotic Process Automation**
**Fundamental Courses**

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

**Supporting Courses**

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

**7. Digital Transformation**
**Fundamental Courses**

Course		SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
Total SCU		10

**Supporting Courses**

Course		SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2
Total SCU		10

**8. Culinary**
**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

**9. 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

**10. Designpreneur**
**Fundamental Courses**

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



## 11. Metaverse in Business

### Fundamental Courses

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

### Supporting Courses

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

## 12. Creative Digital Storytelling

### Fundamental Courses

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

### Supporting Courses

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

## 13. Content Creation

### Fundamental Courses

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

### Supporting Courses

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

#### 14. English for Business Professional

##### Fundamental Courses

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

##### Supporting Courses

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

#### 15. 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

#### 16. Digital Creative Strategy

##### Fundamental Courses

Course		SCU
DSIN6150023	Creative Project Management	4
COMM6770012	Media Strategy & Planning	4
COMM6771018	Business Communication	2
DSIN6152006	Visual Language	4
DSIN6151023	Creative Business Development	4
COMM6772012	Digital Literacy	2
Total SCU		20

## 17. Global Creative Business and Technology

### Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Blockchain for Digital Economy	4
TRDE6001065	Global Regulatory Environment	4
<b>Total SCU</b>		20

## 18. 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
<b>Total SCU</b>		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
<b>Total SCU</b>		10

## 19. Immersive Journey to Japanese Language and Culture

### Fundamental Courses

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

### Supporting Courses

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

**Appendix: Free Electives (5<sup>th</sup> Semester)**

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
1	Tourism Destination	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
2	Architecture	ARCH6129014	Urban Housing	4	5
3	Architecture	ARCH6146014	Interior Architecture	4	5
4	Interior Design	ARTS6035023	Design History Studies	2	5
5	Tourism Destination	BUSS6137022	Tourism E-Business	4	5
6	Management	BUSS6223005	Trade in Asia	2	5
7	Management	BUSS6224005	Special Topics in International Business	4	5
8	Interior Design	CIVL6127023	Material Knowledge in Interior Design	2	5
9	Communication	COMM6410019	Digital Broadcasting Production	2/2	5
10	Public Relations	COMM6566018	Integrated Marketing Communications	2	5
11	Communication	COMM6632019	Writing for Corporate Communication	2/2	5
12	Communication	COMM6633019	Corporate Sustainability	4	5
13	Communication	COMM6635019	Integrated Marketing Communication	2	5
14	Communication	COMM6637019	Brand Activation	2/2	5
15	Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
16	Public Relations	COMM6650018	Image and Reputation Management	4	5
17	Public Relations	COMM6651018	Professional Communication in Business Setting	4	5
18	Public Relations	COMM6671018	Global Branding Strategy	4	5
19	Public Relations	COMM6673018	Event Management	2/2	5
20	Computer Science	COMP6542001	Computer Security Fundamental	2	5
21	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
22	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
23	Interior Design	DSGN6497023	Interior Drawing	4	5
24	Visual Communication Design	DSGN6661007	Photography	4	5
25	Visual Communication Design	DSGN6689007	Concept Art & Production Design	2	5
26	Visual Communication Design	DSGN6690007	Animation Storytelling	2	5
27	Visual Communication Design	DSGN6743007	Digital Graphic Reproduction	4	5
28	Interior Design	DSGN6747023	Ergonomic and Anthropometry	2	5
29	Visual Communication Design	DSGN6822006	Photography	4	5
30	Visual Communication Design	DSGN6828006	Intellectual Property Design	4	5
31	Visual Communication Design	DSIN6014006	Ethics and Lawsuit in Photography	4	5
32	English Literature	ENGL6169024	English for Professionals	2	5
33	Business Creation	ENPR6177002	Financing Innovative Ventures	4	5
34	Business Creation	ENPR6178002	Customer Engagement Strategy	4	5
35	Business Creation	ENPR6179002	Franchise Business	4	5
36	Business Creation	ENPR6180002	Disruptive Strategy & Innovation	4	5
37	Film	FILM6059009	Global Cinema	4	5
38	Computer Science	GAME6085001	Object Oriented Game Programming	2	5
39	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
40	Hotel Management	HTMN6146021	Food Safety Management	2	5
41	Hotel Management	HTMN6147021	Hospitality Management	4	5
42	International Relations	INTR6137029	Indonesia in Perspectives	2	5
43	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
44	International Relations	INTR6151029	Regional Integration in Europe	2	5
45	International Relations	INTR6152029	Regional Integration in America	2	5
46	International Relations	INTR6153029	Regional Integration in East Asia	2	5
47	International Relations	INTR6178029	Introduction to International Political Economy	2	5
48	International Relations	INTR6179029	Introduction to Security Studies	2	5
49	International Relations	INTR6180029	Introduction to International Media	2	5
50	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
51	Industrial Engineering	ISYE6130011	Project Management	2	5
52	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
53	Industrial Engineering	ISYE6167011	Decision Support System	2	5
54	Information Systems	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
55	Law	LAWS6017028	Intellectual Property Rights	4	5
56	Law	LAWS6110028	Cyber Law	2	5
57	Law	LAWS6159028	Legal Aspect in Business	2	5
58	Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
59	Law	LAWS6176028	Tax Law	2	5
60	Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
61	Management	MGMT6357005	Multinational Corporation Management	4	5
62	Management	MGMT6358005	Managing Business Information	2/2	5
63	Management	MGMT6400005	Supply Chain Strategy	2	5
64	Tourism Destination	MGMT6408022	Strategic Management for Tourism	2	5
65	Management	MGMT6459005	Retail Management	4	5
66	Management	MGMT6460005	Retail Supply Chain Management	2	5
67	Management	MGMT6461005	Category Management	2	5
68	Management	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective	4	5
69	Management	MKTG6270005	Retail and Omni Channel	2	5
70	Management	MKTG6321005	Marketing Data Analytics	4	5
71	Management	MKTG6322005	Sales and Customer Relationship Management	4	5
72	Management	MKTG6324005	Retail Marketing Management	2	5
73	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
74	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
75	Psychology	PSYC6138027	Lifespan Development	4	5
76	Psychology	PSYC6145027	Urban Psychology	4	5
77	Psychology	PSYC6191027	E-Learning Psychology	4	5
78	Statistics	STAT6157049	Data Mining and Visualization	2	5
79	Tourism Destination	TRSM6140022	Tourism Law and Regulation	2	5
80	Tourism Destination	TRSM6220022	Rural Tourism Entrepreneurship	4	5
81	Tourism Destination	TRSM6222022	Climate Change and Tourism	2	5

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

[illegible]

**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

Students who failed in Enrichment Program I can retake with the same track or change into another track. As for Enrichment Program II, student who failed with Certified Internship, Certified Research, Certified Community Development, and Certified Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take **Certified Entrepreneurship** track on Enrichment Program II, should **retake with another track**.

**Certified Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
COMM6294012	Communication in Industrial Practices	8	
COMM6579012	Content Production in Industry	8	
COMM6297012	EES in Communication Practices	4	
<b>Enrichment Program II</b>			20
COMM6302012	Communication in Professional Practices	8	
COMM6580012	Globalized Networking in Industry	8	
COMM6305012	EES In Professional Communication Practices	4	

**Certified Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENTR6976012	New Communication Business Initiation	8	
ENTR6977012	Product Development Process	8	
ENTR6393012	EES in New Communication Business	4	
<b>Enrichment Program II</b>			20
ENTR6978012	Communication Product Launching	8	
ENTR6979012	Communication Business Development	8	
ENTR6397012	EES in Communication Business Experience	4	

**Certified Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
RSCH6305012	Communication Research Experience	8	
RSCH6592012	Scientific Writing for Communication Research	8	
RSCH6447012	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in communication	4	
<b>Enrichment Program II</b>			20
RSCH6449012	Communication Research Implementation	8	
RSCH6593012	Academic Writing for Communication	8	
RSCH6448012	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in communication	4	



**Certified Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6212012	Community Outreach in Communication Project Implementation	8	
CMDV6370012	Community Outreach in Communication Project Design	8	
CMDV6214012	EES in Community	4	
<b>Enrichment Program II</b>			20
CMDV6376012	Community Development in Communication Project Implementation	8	
CMDV6377012	Community Development in Communication Project Design	8	
CMDV6378012	EES in Community Development	4	

**Certified Study Abroad Track**

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6093012	Elective Course for Study Abroad 1	4	
GLOB6094012	Elective Course for Study Abroad 2	4	
GLOB6095012	Elective Course for Study Abroad 3	4	
GLOB6096012	Elective Course for Study Abroad 4	4	
GLOB6257012	Elective Course for Study Abroad 25	4	
GLOB6097012	Elective Course for Study Abroad 5	2	
GLOB6098012	Elective Course for Study Abroad 6	2	
GLOB6099012	Elective Course for Study Abroad 7	2	
GLOB6100012	Elective Course for Study Abroad 8	2	
GLOB6101012	Elective Course for Study Abroad 9	2	
GLOB6102012	Elective Course for Study Abroad 10	2	
GLOB6103012	Elective Course for Study Abroad 11	2	
GLOB6104012	Elective Course for Study Abroad 12	2	
GLOB6258012	Elective Course for Study Abroad 26	2	
GLOB6259012	Elective Course for Study Abroad 27	2	
Enrichment Program II			20
GLOB6105012	Elective Course for Study Abroad 13	4	
GLOB6106012	Elective Course for Study Abroad 14	4	
GLOB6107012	Elective Course for Study Abroad 15	4	
GLOB6108012	Elective Course for Study Abroad 16	4	
GLOB6286012	Elective Course for Study Abroad 28	4	
GLOB6109012	Elective Course for Study Abroad 17	2	
GLOB6110012	Elective Course for Study Abroad 18	2	
GLOB6111012	Elective Course for Study Abroad 19	2	
GLOB6112012	Elective Course for Study Abroad 20	2	
GLOB6113012	Elective Course for Study Abroad 21	2	
GLOB6114012	Elective Course for Study Abroad 22	2	
GLOB6115012	Elective Course for Study Abroad 23	2	



Code	Course Name	SCU	Total
GLOB6116012	Elective Course for Study Abroad 24	2	
GLOB6287012	Elective Course for Study Abroad 29	2	
GLOB6288012	Elective Course for Study Abroad 30	2	

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

### Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			20
Enrichment Program I/II			
MICR6145012	Course Certification I	3	
MICR6146012	Technical Skill Enrichment I	4	
MICR6147012	Industrial Project I	9	
MICR6148012	Soft Skill Enrichment I	4	
MICR6149012	Elective Course for Specific Independent Study 1	8	
MICR6150012	Elective Course for Specific Independent Study 2	8	
MICR6151012	Elective Course for Specific Independent Study 3	6	
MICR6152012	Elective Course for Specific Independent Study 4	6	
MICR6153012	Elective Course for Specific Independent Study 5	6	
MICR6154012	Elective Course for Specific Independent Study 6	5	
MICR6155012	Elective Course for Specific Independent Study 7	5	
MICR6156012	Elective Course for Specific Independent Study 8	5	
MICR6157012	Elective Course for Specific Independent Study 9	5	
MICR6158012	Elective Course for Specific Independent Study 10	4	
MICR6159012	Elective Course for Specific Independent Study 11	4	
MICR6160012	Elective Course for Specific Independent Study 12	4	
MICR6161012	Elective Course for Specific Independent Study 13	4	
MICR6162012	Elective Course for Specific Independent Study 14	4	
MICR6163012	Elective Course for Specific Independent Study 15	3	
MICR6164012	Elective Course for Specific Independent Study 16	3	
MICR6165012	Elective Course for Specific Independent Study 17	3	
MICR6166012	Elective Course for Specific Independent Study 18	3	
MICR6167012	Elective Course for Specific Independent Study 19	3	
MICR6168012	Elective Course for Specific Independent Study 20	3	
MICR6169012	Elective Course for Specific Independent Study 21	2	
MICR6170012	Elective Course for Specific Independent Study 22	2	
MICR6171012	Elective Course for Specific Independent Study 23	2	
MICR6172012	Elective Course for Specific Independent Study 24	2	
MICR6173012	Elective Course for Specific Independent Study 25	2	
MICR6174012	Elective Course for Specific Independent Study 26	2	
MICR6175012	Elective Course for Specific Independent Study 27	2	
MICR6176012	Elective Course for Specific Independent Study 28	2	
MICR6177012	Elective Course for Specific Independent Study 29	1	

Code	Course Name	SCU	Total
MICR6178012	Elective Course for Specific Independent Study 30	1	
MICR6179012	Elective Course for Specific Independent Study 31	1	
MICR6180012	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

### Enrichment Program II

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

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6030012	Character Building: Pancasila	B
2.	ENPR6316002	Venture Creation	C
3.	COMM6674012	Organizational Communication and Professional Practice	C
4.	COMM6273012	Theory of Communication	C
5.	COMM6675012	Communication Research Methodology	C
6.	COMM6676012	Contemporary Content Production	C
7.	COMM6574012	Production Planning	C
8.	COMM6576012	Content Production	C