

Public Relations

Introduction

Public Relations Study Program aimed at those who are willing to learn about creating and maintaining positive image and reputation of a product, personal, organization, and company. Through various courses that combine the theory of communication and practice, Public Relations Study Program designed to produce a public relations practitioner who has a deep analytical ability, capable of designing the brand-building strategies, having professional communication skills and establishing good relationships with various parties, mastering digital communication technology and being able to compete in the global era.

The study Program curriculum offers a 2+1+1 program that provides students with 2 years of experience in Malang Campus, 1 year in Jakarta Campus, and 1-year professional experience such as Certified Internship, Certified Entrepreneurship (Building a start-up business), Certified Research, Certified Community Development, and Certified Study Abroad.

Vision

Become a nationally and globally recognized study program that produce academics and Public Relations practitioners who have competence in managing image and reputation in a professional manner and able to adapt to global developments and carry local values in order to fostering and empowering the society.

Mission

The missions of Public Relations study Program are to:

1. Apply innovative and creative global standard learning by utilizing digital technology to achieve knowledge and skills in Public Relations field
2. Educate and develop characters and professional attitude oriented to local values
3. Resolve community problems through research in the field of Public Relations that provides real solutions
4. Take an active role in efforts to improve sustainable community quality life by utilizing competence in the field of Public Relations

Program Objective

The objectives of the program are:

1. To prepare students with theoretical and technical skills suitable for Public Relations industry.
2. To prepare students with critical thinking, analytical, relations development and strategic planning skills to be successful in Public Relations career.
3. To provide students with relevant information and communication technology skill to apply in Public Relations field.
4. To provide students with managerial, entrepreneurial and multidiscipline knowledge and skill.

Student Outcomes

After completing the study, graduates are:

1. Able to design, execute, and evaluate various Public Relations programs in various organizational levels.
2. Able to identify, analyze current issues through research and formulate alternative solutions according to the law, norms, and ethics to build organization's image and reputation.
3. Able to determine the suitable Public Relations' media communication for organizations' internal and external needs.

4. Able to develop relations with internal and external stakeholders using communication skills as well as information and communication technology.
5. Able to practice digital Public Relations activities including branding, advertising, and marketing by optimizing multi-platform.
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem solving.

Prospective Career of the Graduates

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

1. Public Relations Executive
2. Public Relations Consultant
3. Strategic Planner
4. Spoke Person Expert
5. Branding and Social Media Strategist
6. Influencer
7. Event Planner and Consultant
8. Marketing Communication
9. Campaign Expert

Curriculum

Public Relations Study Program consists of 146 credits, divided into 8 semesters. Our 2+1+1 curriculum provides three-years (2+1) of study on campus which will strengthen student's academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify student's soft-skills. In order to ensure the quality of our graduates, we collaborate with various national industries, 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 various class models such as Regular Class, Creative Class, Smart Class and an integrated laboratory such as Public Relations and Conference Laboratory, MAC Laboratory, Computer Laboratory, Photography Laboratory, etc.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030018	Character Building: Pancasila	2	20
	COMM6649018	Introduction to Public Relations	2	
	COMM6317018	Communication Theories in Public Relations Context	4	
	COMM6650018	Image and Reputation Management	4	
	COMM6474018	Corporate Relationship Management**	2	
	COMM6651018	Professional Communication in Business Setting*	4	
	LANG6117018	Indonesian	2	
Foreign Language Courses				
2	CHAR6031018	Character Building: Kewarganegaraan	2	20
	ENTR6519002	Entrepreneurship: Ideation	2	
	COMM6679018	Public Speaking and Negotiation*	4	
	COMM6680018	Writing for Public Relations	2/2	
	COMM6480018	Consumer Audience Analytics**	4	

Sem	Code	Course Name	SCU	Total	
	COMM6481018	Strategic Planning in Public Relations	4		
	Foreign Language Courses				
3	CHAR6032004	Character Building: Agama	2	18	
	ENTR6520002	Entrepreneurship: Prototyping	2		
	COMM6590018	Crisis Management**	2/2		
	COMM6482018	Corporate Social Responsibility*&***	4		
	COMM6681018	Research Methods for Communication	4		
	COMM6566018	Integrated Marketing Communication*	2		
	Foreign Language Courses				
4	ENTR6521002	Entrepreneurship: Market Validation	2	22	
	Streaming: Digital Public Relations				
	COMM6669018	Creative Advertising	2/2		
	COMM6670018	SEM and SEO Management**	4		
	COMM6671018	Global Branding Strategy*	4		
	COMM6672018	Digital Platform Strategies & Analytics**	4		
	COMM6673018	Event Management*	2/2		
	Stream: Marketing Communication***				
	COMM6626019	Business Research and Trend Forecasting	2		
	COMM6627019	Business Ethics & Sustainability	2/2		
	COMM6628019	Communication Audit	2		
	COMM6606019	Multimedia Storytelling	4		
	COMM6425019	Event Management	2		
	COMM6629019	Understanding Intergenerational Communication	2		
	COMM6424019	Media Campaign and Monitoring	2/2		
5	Stream: Corporate Communication***			20	
	COMM6611019	Society and Digital Culture*&**	2		
	COMM6631019	Public Affair	2		
	COMM6632019	Writing for Corporate Communication*&***	2/2		
	COMM6541019	Digital Corporate Communication	2/2		
	COMM6633019	Corporate Sustainability*	4		
	COMM6607019	Strategic Corporate Communication*&***	4		
	Stream: Brand Communication***				
	COMM6634019	Environmental Issues and Brand Activism*	4		
	COMM6611019	Society and Digital Culture**	2		
	COMM6636019	Media Planning and Buying*	2		
	COMM6608019	Brand Sustainability Strategy*	4		
	COMM6637019	Brand Activation*&**	2/2		
	COMM6638019	Social Media Planning & Engagement**	2/2		
	Multidisciplinary Stream				20
Minor Program			20		
Free Electives***			20		
6	Enrichment Program I		20	20	

Sem	Code	Course Name	SCU	Total
7	Enrichment Program II		20	20
8	COMM6563018	Pre-Thesis	2	6
	COMM6564018	Thesis	4	
	COMM6600018	Thesis	6	
Total Credits 146 SCU				

**This course is delivered in English*

***Global Learning System course*

****Conducted for student mobility program in Jakarta*

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 6th and/or 7th 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:

Foreign Language Course		SCU
ENGL6268018	English for Frontrunners	0
ENGL6269018	English for Independent Users	0
ENGL6267018	English for Professionals	0
JAPN6208018	Basic Japanese Language	0
CHIN6185018	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 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
Data Analytics	V
Robotic Process Automation	V
Event Business and Entertainment	V
Creative Digital Storytelling	V
Digital Banking	V
Blockchain Technology and Business	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Virtual Services Experience	V
Culinary	V
Minor @ Binus Malang	
Digital Technopreneur	V
Minor @ Binus Bandung	
DesignPreneur	V
Minor @ Binus Semarang	
Metaverse in Business	V
Content Creation	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
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

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
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6682003 Application of Predictive Analytics to Business Data	4
ISYS6683003 Prescriptive Analytics and Optimization	4
MKTG6312005 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

Course	SCU
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: Virtual Service Experience
Fundamental Courses

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

Course	SCU
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

14. 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

15. Minor Program: Digital Technopreneur

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2
ENPR6196002 Market Intelligence	2
COMP6687004 User Experience Design	4
DSGN6844023 Prototyping Digital Future	4
Total SCU	20

16. 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

17. 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

18. 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

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6400005	Supply Chain Strategy	2	5
2	Business Management	MGMT6459005	Retail Management	4	5
3	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
4	Business Management	MKTG6324005	Retail Marketing Management	2	5
5	Business Management	MGMT6461005	Category Management	2	5
6	Management	MGMT6297005	Operations Management	4	5
7	Management	FINC6001005	Financial Management	4	5
8	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
9	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
10	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
11	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
12	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
13	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
14	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
15	International Business Management	BUSS6223005	Trade in Asia	2	5
16	International Business Management	BUSS6224005	Special Topics in International Business	4	5
17	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
18	Computer Engineering	CPEN6220010	Computer Networks & Information Security	4/1	5
19	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
20	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
21	Industrial Engineering	MKTG6128011	Market Research	2	5
22	Industrial Engineering	ISYE6167011	Decision Support System	2	5
23	Industrial Engineering	ISYE6130011	Project Management	2	5
24	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	5
25	Food Technology	FOOD6092015	Molecular Gastronomy	2	5
26	Food Technology	FOOD6074015	Food Processing Technology II	2	5

27	Food Technology	FOOD6076015	Food Fermentation Technology	2	5
28	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
29	Food Technology	CPEN6235015	IoT in Food Industry	2	5
30	Food Technology	FOOD6094015	Nutrition & Health	4	5
31	Architecture	ARCH6146014	Interior Architecture	4	5
32	Architecture	ARCH6129014	Urban Housing	4	5
33	Architecture	ARCH6136014	Tropical Architecture	4	5
34	Computer Science	COMP6800001	Human and Computer Interaction	2/2	5
35	Computer Science	COMP6144001	Web Programming	2	5
36	Computer Science	ISYS6197001	Business Application Development	2/2	5
37	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
38	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
39	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
40	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
41	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
42	Marketing Communication	COMM6637019	Brand Activation	2/2	5
43	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
44	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
45	Tourism	TRSM6222022	Climate Change & Tourism	2	5
46	Tourism	BUSS6137022	Tourism E-Business	4	5
47	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
48	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
49	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
50	Hotel Management	HTMN6146021	Food Safety Management	2	5
51	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
52	Hotel Management	HTMN6147021	Hospitality Management	4	5
53	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
54	Hotel Management	HTMN6123021	Hygiene and Safety for Hospitality	4	5
55	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
56	Hotel Management	HTMN6131021	Catering Management	2	5

57	Hotel Management	HTMN6132021	Gastronomy Study	2	5
58	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
59	Finance	FINC6010020	International Finance	2	5
60	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
61	Data Science	DTSC6006001	Machine Learning	2/1	5
62	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
63	Statistics	STAT6157049	Data Mining and Visualization	2	5
64	Information Systems	ISYS6196003	Business Analytics	2	5
65	Information Systems	ISYS6199003	Data & Text Mining	4	5
66	Information Systems	ISYS6202003	Social Informatics	4	5
67	Information Systems	ISYS6289003	Collaborative Computing	4	5
68	Information Systems	ISYS6402003	Business Analytics	2/2	5
69	Information Systems	ISYS8066003	Business Process Management	4	5
70	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
71	Animation	DSGN6689007	Concept Art & Production Design	2	5
72	Animation	DSGN6690007	Animation Storytelling	2	5
73	Creative Advertising	DSGN6661007	Photography	4	5
74	Creative Advertising	DSGN6732007	Photography	4	5
75	Film	FILM6059009	Global Cinema	4	5
76	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
77	Interior Design	DSGN6612008	Design Trend	2	5
78	International Relations	INTR6151029	Regional Integration in Europe	2	5
79	International Relations	INTR6152029	Regional Integration in America	2	5
80	International Relations	INTR6153029	Regional Integration in East Asia	2	5
81	International Relations	INTR6137029	Indonesia in Perspectives	2	5
82	International Relations	INTR6178029	Introduction to International Political Economy	2	5
83	International Relations	INTR6179029	Introduction to Security Studies	2	5
84	International Relations	INTR6180029	Introduction to International Media	2	5
85	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
86	English Literature	ENGL6169024	English for Professionals	2	5

87	Business Law	LAWS6017028	Intellectual Property Rights	4	5
88	Business Law	LAWS6110028	Cyber Law	2	5
89	Business Law	LAWS6159028	Legal Aspect in Business	2	5
90	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
91	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
92	Business Law	LAWS6176028	Tax Law	2	5
93	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
94	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
95	Psychology	PSYC6130027	Human Performance Technology	4	5
96	Psychology	PSYC6145027	Urban Psychology	4	5
97	Psychology	PSYC6191027	E-Learning Psychology	4	5
98	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
99	Psychology	PSYC6138027	Lifespan Development	4	5
100	Primary Teacher Education	EDUC6063030	English for Academic Purposes	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							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
1	v							v							
2	v								v						
3		v							v						
4			v							v					
5				v				v							
6				v					v						
7					v			v							
8					v						v				
9					v							v			
10	v													v	
11		v												v	
12			v											v	
13				v										v	
14					v									v	
15						v		v							
16						v			v						

17						v					v			
18	v												v	
19		v											v	
20				v									v	
21					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

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
Enrichment Program I			
COMM6346018	Public Relations in Industrial Practices	8	20
COMM6571018	Communication Strategy in Industry	8	
COMM6349018	EES in Public Relations Practices	4	
Enrichment Program II			
COMM6354018	Public Relations in Professional Practices	8	20
COMM6572018	Globalized Networking in Industry	8	
COMM6357018	EES in Professional Public Relations Practices	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6440018	Research Design in Public Relations	8	20
RSCH6560018	Academic Writing for Public Relations Research	8	
RSCH6442018	Global EES (Teamwork, Communication, Problem Solving & Decision Making) in Public Relations	4	
Enrichment Program II			
RSCH6443018	Research Experience	8	20
RSCH6561018	Scientific Writing for Public Relations Research	8	
RSCH6445018	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise) in Public Relations	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
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Enrichment Program I			20
ENTR6929018	New Business Initiation	8	
ENTR6930018	Product Development Process	8	
ENTR6385018	EES in New Public Relations Business	4	
Enrichment Program II			20
ENTR6931018	Product Launching	8	
ENTR6932018	Business Development	8	
ENTR6389018	EES in Public Relations Business Experience	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
CMDV6209018	Community Outreach Project Implementation	8	
CMDV6340018	Community Outreach Project Design in Public Relations Context	8	
CMDV6211018	Employability and Entrepreneurial Skills in Public Relations Context	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6093018	Elective Course for Study Abroad 1	4	
GLOB6094018	Elective Course for Study Abroad 2	4	
GLOB6095018	Elective Course for Study Abroad 3	4	
GLOB6096018	Elective Course for Study Abroad 4	4	
GLOB6257018	Elective Course for Study Abroad 25	4	
GLOB6097018	Elective Course for Study Abroad 5	2	
GLOB6098018	Elective Course for Study Abroad 6	2	
GLOB6099018	Elective Course for Study Abroad 7	2	
GLOB6100018	Elective Course for Study Abroad 8	2	
GLOB6101018	Elective Course for Study Abroad 9	2	
GLOB6102018	Elective Course for Study Abroad 10	2	
GLOB6103018	Elective Course for Study Abroad 11	2	
GLOB6104018	Elective Course for Study Abroad 12	2	
GLOB6258018	Elective Course for Study Abroad 26	2	
GLOB6259018	Elective Course for Study Abroad 27	2	
Enrichment Program II			20
GLOB6105018	Elective Course for Study Abroad 13	4	
GLOB6106018	Elective Course for Study Abroad 14	4	
GLOB6107018	Elective Course for Study Abroad 15	4	
GLOB6108018	Elective Course for Study Abroad 16	4	
GLOB6286018	Elective Course for Study Abroad 28	4	

Code	Course Name	SCU	Total
GLOB6109018	Elective Course for Study Abroad 17	2	
GLOB6110018	Elective Course for Study Abroad 18	2	
GLOB6111018	Elective Course for Study Abroad 19	2	
GLOB6112018	Elective Course for Study Abroad 20	2	
GLOB6113018	Elective Course for Study Abroad 21	2	
GLOB6114018	Elective Course for Study Abroad 22	2	
GLOB6115018	Elective Course for Study Abroad 23	2	
GLOB6116018	Elective Course for Study Abroad 24	2	
GLOB6287018	Elective Course for Study Abroad 29	2	
GLOB6288018	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			
MICR6145018	Course Certification I	3	
MICR6146018	Technical Skill Enrichment I	4	
MICR6147018	Industrial Project I	9	
MICR6148018	Soft Skill Enrichment I	4	
MICR6149018	Elective Course for Specific Independent Study 1	8	
MICR6150018	Elective Course for Specific Independent Study 2	8	
MICR6151018	Elective Course for Specific Independent Study 3	6	
MICR6152018	Elective Course for Specific Independent Study 4	6	
MICR6153018	Elective Course for Specific Independent Study 5	6	
MICR6154018	Elective Course for Specific Independent Study 6	5	
MICR6155018	Elective Course for Specific Independent Study 7	5	
MICR6156018	Elective Course for Specific Independent Study 8	5	
MICR6157018	Elective Course for Specific Independent Study 9	5	
MICR6158018	Elective Course for Specific Independent Study 10	4	
MICR6159018	Elective Course for Specific Independent Study 11	4	
MICR6160018	Elective Course for Specific Independent Study 12	4	
MICR6161018	Elective Course for Specific Independent Study 13	4	
MICR6162018	Elective Course for Specific Independent Study 14	4	
MICR6163018	Elective Course for Specific Independent Study 15	3	
MICR6164018	Elective Course for Specific Independent Study 16	3	
MICR6165018	Elective Course for Specific Independent Study 17	3	
MICR6166018	Elective Course for Specific Independent Study 18	3	
MICR6167018	Elective Course for Specific Independent Study 19	3	
MICR6168018	Elective Course for Specific Independent Study 20	3	
MICR6169018	Elective Course for Specific Independent Study 21	2	
MICR6170018	Elective Course for Specific Independent Study 22	2	

Code	Course Name	SCU	Total
MICR6171018	Elective Course for Specific Independent Study 23	2	
MICR6172018	Elective Course for Specific Independent Study 24	2	
MICR6173018	Elective Course for Specific Independent Study 25	2	
MICR6174018	Elective Course for Specific Independent Study 26	2	
MICR6175018	Elective Course for Specific Independent Study 27	2	
MICR6176018	Elective Course for Specific Independent Study 28	2	
MICR6177018	Elective Course for Specific Independent Study 29	1	
MICR6178018	Elective Course for Specific Independent Study 30	1	
MICR6179018	Elective Course for Specific Independent Study 31	1	
MICR6180018	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.*

Certified Further Study Track

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 of these quality controlled courses as listed below:

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6030018	Character Building: Pancasila	B
2.	ENTR6521002	Entrepreneurship: Market Validation	C
3.	COMM6474018	Corporate Relationship Management	C
4.	COMM6680018	Writing for Public Relations	C
5.	COMM6481018	Strategic Planning in Public Relations	C
6.	COMM6590018	Crisis Management	C
7.	COMM6669018	Creative Advertising	C
8.	COMM6627018	Digital Platform Strategies & Analytics	C