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# 1. General Information

## 1.1 History and Development of BINUS UNIVERSITY

BINUS UNIVERSITY was established on 21<sup>st</sup> of October 1974 as a short-term Computer Education Institution called *Modern Computer Course (MCC)*. Due to its strong foundations, vision, and continual dedication, the institution continues to develop and grow.

On the 1<sup>st</sup> of July 1981, the educational institution developed into **Akademi Teknik Komputer (ATK)** with an Informatics Management Department due to the high demand of the industry. The ATK obtained registered on 13<sup>th</sup> of July 1984 and a year after that, exactly on 1<sup>st</sup> of July 1985, the Institution changed into *AMIK Jakarta*. Then, on 21<sup>st</sup> of September 1985, *AMIK Jakarta* transformed into *AMIK BINA NUSANTARA*. In its earlier stage, *AMIK BINA NUSANTARA* was selected as The Best Computer Academy by The Ministry of Education and Culture through The Higher Education Board District III on 17<sup>th</sup> of March 1986. The need for professional workers in the Information Technology area drove AMIK further into development, and on the 1<sup>st</sup> of July 1986, it was officially listed as 'Sekolah Tinggi Manajemen Informatika dan Komputer (STMIK)' or Institute of Information Management and Computer Science Bina Nusantara.

On 9<sup>th</sup> of November 1987, a merger between AMIK Bina Nusantara and STMIK Bina Nusantara took place. The institution conducted the Diploma (D-3) and Undergraduate (S-1) programs. Accreditation status of 'Disamakan' or 'Equalized' for all majors and levels was earned on the 18<sup>th</sup> of March 1992. The following year, STMIK Bina Nusantara opened the first Masters (S-2) Program in Information System Management in Indonesia. The program was officially listed on the 10<sup>th</sup> of May 1993.

After going through years of perseverance and hard work, Bina Nusantara University (Universitas Bina Nusantara or UBINUS) was officially listed and established on the 8<sup>th</sup> of August 1996. STMIK Bina Nusantara was then merged into Bina Nusantara University on 20<sup>th</sup> of December 1998. At that time, UBINUS have Faculty of Computer Science (Fakultas Ilmu Komputer), Faculty of Economy (Fakultas Ekonomi), Faculty of Engineering (Fakultas Teknik), Faculty of Literature (Fakultas Sastra), Faculty of Mathematics and Natural Sciences (Fakultas MIPA) and Masters (S-2) Program in Information System Management.

However, UBINUS did not stop there. It is continually expanding its reach in educational areas. On the 20<sup>th</sup> of April 2007, Bina Nusantara University added the Faculty of Psychology (Fakultas Psikologi) and Faculty of Communication & Multimedia (Fakultas Komunikasi dan Multimedia) in their midst.

Due to the new organizational structure of Bina Nusantara University, which is valid since the 19<sup>th</sup> of August 2008, the names of several faculties were changed. Faculty of Technical Science is known as Faculty of Science and Technology, Faculty of Economy is known as Faculty of Business & Economy, and Faculty of Literature is known as Faculty of Language and Culture. Faculty of Mathematics and Natural Sciences is merged within the Faculty of Science and Technology. Meanwhile, on Masters (S-2) Program, UBINUS officially added another program, Masters in Informatics Engineering (Magister Teknik Informatika), on 31<sup>st</sup> of August 2009.

On September 7, 2011, UBINUS performed another structural change in the organization. Some of the changes are:

- Faculty of Economy and Business is changed into the Faculty of Economics and Communication.
- Faculty of Psychology and Faculty of Language & Culture is merged into the Faculty of Humanities (Fakultas Humaniora)
- Faculty of Science and Technology is changed into the Faculty of Engineering (Fakultas Teknik)
- Information Technic Major is changed into the School of Computer Science
- Information System Major is changed into School of Information System
- Management Major is changed into the School of Business Management
- Faculty of Communication and Multimedia is changed into the School of Design
- Computer System Major, which was previously listed on Faculty of Computer Science, is now listed on Faculty of Science and Technology
- Mathematics and Statistic Major, which was previously listed on Faculty of Science and Technology, is now listed on School of Information System
- Accounting Major is changed into the School of Accounting and Finance
- The Master's Program of Information System and Informatics Engineering is now under the coordination of the BINUS Graduate Program, which also supervises Doctoral of Research in Management

The School was established in 2011, and firstly named as School of Business Management when it separated itself from the Faculty of Economics and Business. Since then, The School continues to grow, placing a remarkable milestone and great journey in supporting the needs of the industry and addressing the challenges of national education. In 2017, BINUS UNIVERSITY initiated a consolidation of all level of Business School into a single comprehensive BINUS Business School that offers three levels of higher education in business and management studies, from undergraduate, master and doctorate. There are four schools in BINUS Business School: Undergraduate Program (UP), International Undergraduate Program (IUP), Master Program (MP), and Doctorate Program (DP).

BINUS UNIVERSITY as an educational institution has shown its continued commitment to being the best in delivering quality education and research that is relevant to industrial needs. In achieving the international quality standard, we continuously make our best effort to provide students with an excellent learning process, contemporary course materials, and professional human resources to deliver knowledge and skill. We also put our endeavour on building strength in high impact research and leveraging international programs. Additionally, we apply the student-centred learning method, develop internationally recognized curricula with our industrial and international partners, and always measure and improve our quality as required by ISO 9001:2008 (since 1997).

With 39 years of exceptional experience in education, more than 120.000 alumni, and currently enrolled more than 40.000 students, BINUS UNIVERSITY is ready to enter international education. BINUS International runs innovative and flexible programs conducted in a state-of-the-art facility, taught by internationally qualified lecturers.

BINUS University International (BI) is a part of BINUS University that offers international programs in the format of double degree collaborations with overseas partners. In September 2001, BI launched its first program, Computer Science, with a double degree option with an Australian university. This was among the first publicly offered double degree programs in Indonesia at that time. It gradually added its double degree programs and partnerships, and in

2010 it opened the first dual award programs with Northumbria University, UK, for Fashion and Graphic Design. With a growing body of students, BUI expanded in the Joseph Wibowo Center (JWC) campus in Senayan and opened the FX Campus in 2013.

Having started with only one partner, BI currently offers eight programs with over 30 different university partners in Australia, Europe, Asia, and New Zealand. BI students can choose to study International Finance, International Business, Business Management and Marketing, Graphic Design and New Media, Fashion, Communication, Computer Science, and Business Information Systems. During their study at BI, students will gain international experience through various partnership programs, including study abroad at a partner university, guest lecturers, visiting professors, or study with international students on campus.

The rapid growth of BINA NUSANTARA has led to the establishment of a training centre for continued education, named BINUS CENTER, in 2002. BINUS CENTER offers various training topics in ICT, Design & Animation, and Language. Up to this point, it has more than 15 branches all over Indonesia, and it's proliferating.

BINUS GRADUATE PROGRAM (BGP) was introduced in 2007. BGP is also a development from the Postgraduate Program at BINUS UNIVERSITY. The BGP focuses on Master of Information Technology, Master of Information System Management, Master of Industrial Engineering, Master of Accounting, Master of Communication Science, and Doctor of Computer Science.

In 2010, BINUS SQUARE-Hall of Residence was a response to the need for BINUS student accommodation to support the learning and to teach experience at the international level. The building with four halls and 17 floors and 1.500 rooms is a modern boarding complex, a home away from home that provides safety and comfort as well as educational values through integrated programs with BINUS UNIVERSITY for all its residents.

In fulfilling its vision of becoming a world-class university, BINUS UNIVERSITY has implemented Performance Excellence based on Malcolm Baldrige Criteria since 2008. In 2011, BINUS UNIVERSITY applied for the Indonesian Quality Award that is managed by the Indonesian Quality Award Foundation (IQAF), and in 2017, and 2019 BINUS UNIVERSITY achieved the level of Emerging Industry Leader. The commitment of BINUS UNIVERSITY to become a world-class university is also shown not only by obtaining grade A for the national accreditation from BAN-PT at the institutional level, but also by following international accreditations i.e. *Accreditation Board for Engineering and Technology, Inc (ABET)* for Industrial Engineering (2015), Computer Engineering (2015), Civil Engineering (2015), **TEDQUAL** (2018) for Hotel Management, *Indonesian Accreditation Board for Engineering Education (IABEE)* for Industrial Engineering (2018), Computer Engineering (2019), Civil Engineering (2018), *ASEAN University Network (AUN)* for Computer Science (2019), Visual Communication Design (2019), Information Systems (2019), and *The Association to Advance Collegiate Schools of Business (AACSB)* for Management S1 – S3 (2019).

The BINUS UNIVERSITY @Alam Sutera campus was established to cater to the needs of parents and students who reside in Tangerang and its surrounding areas of high-quality education quality and facility. Since September 2014, BINUS UNIVERSITY commenced operating as the main campus located in Jl. Jalur Sutera Barat Kav.21 Alam Sutera with 18.410 m<sup>2</sup> building complex that can accommodate no less than 5.600 students. This new campus offers various

study programs such as Computer Science, Information Systems, Management, International Marketing, International Business Management, Business Creation, Accounting, Finance, Marketing Communication, Mass Communication, Animation, New Media, Film, Chinese Literature, and Food Technology.

BINUS UNIVERSITY as an educational institution is committed to continually making an improvement and innovation to advance the quality of education and strive to get closer to the community. Therefore, BINUS UNIVERSITY expands its presence in Bekasi where the main campus is located in Jl. Lingkar Bulevar Blok WA No. 1 Summarecon Bekasi. BINUS Bekasi main campus will focus on Business and Service Management that is based on Knowledge Innovation and ICT with two program options, namely; Binus Online Learning in Management - Business Management, Information Systems - Corporate Information Systems, Accounting, Information Systems, Computer Science and BINUS UNIVERSITY regular programs majoring in Business Information Technology, Business Management, Accounting, Business Hotel Management, Psychology and Management.

BINUS @Bandung was officially established in 2017. It was initially named 'Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung (STTK Binus Bandung)' or School of Creative Technology Bina Nusantara Bandung. In the year 2019, it changed into BINUS UNIVERSITY BANDUNG or Binus @Bandung. The university is ideally located at 23 Paskal Shopping Center, Jalan Pasir Kaliki No.25-27, Bandung, Jawa Barat 40181.

Binus @Bandung offers four study programs, including Creativepreneurship, Computer Science, Interior Design, and Visual Communication Design. It also extends a minor program in Designpreneur for students who are interested in becoming product design and service entrepreneurs. The university provides equipped facilities, such as regular and creative classrooms and integrated libraries to bolstering students' activities. Besides, it has various laboratories to support students learning during practica, such as a computer, rendering, prototyping and 3D printing, drawing, audio-visual, photography, and graphic reproduction laboratory.

BINUS UNIVERSITY @Malang Campus (BINUS @Malang) started as an online learning community in 2015 with a bridging campus in Araya Business Center, Jl. Green Boulevard no. 1 before opening regular undergraduate program in 2016. Starting from August 2019, BINUS @Malang relocated its operations to its main campus in Araya Mansion 8-22, Araya along with its increasing number of student intakes.

BINUS @Malang offers undergraduates six study programs as follows: Entrepreneurship, Computer Science, Visual Communication Design, Communication, Public Relations, and Interior Design. The campus also offers a minor program Digital Technopreneur for those interested in becoming an entrepreneur in the digital technology area or looking to develop a business product based on digital technology. BINUS @Malang main campus provides various facilities to support teaching-learning environments such as regular class, creative class, smart class, integrated laboratory, comfortable library, and co-working space.

BINUS has opened BINUS UNIVERSITY LEARNING COMMUNITY (BULC) in three cities in Indonesia; they are Palembang, Semarang and Malang. BULC is established to support Distance Learning programs (PJJ) or Online Learning. Online Learning will be beneficial for the students, who followed the plans because they need not leave their city to get a flexible and excellent education such as BINUS UNIVERSITY offered.

BINUS UNIVERSITY is committed to providing a comfortable place for students to learn. All facilities such as classrooms are equipped with sophisticated technology to ensure students to have an exciting learning experience. Besides facilities, students can enjoy all other facilities in many of our locations such as in Syahdan, Anggrek, Kijang, Alam Sutera, JWC, Bekasi, Bandung dan Malang.

#### Faculty, School, and Department / Program at BINUS UNIVERSITY

No	Faculty, School, and Department / Program	Program
1.	School of Computer Science @Jakarta	
	• Computer Science*	S1
	• Mobile Application and Technology	S1
	• Mathematics & Computer Science	S1
	• Statistics & Computer Science	S1
	• Game Application and Technology	S1
	• Cyber Security	S1
	School of Computer Science @Bandung	
	• Computer Science	S1
	School of Computer Science @Malang	
2.	• Computer Science	S1
	School of Information Systems	
	• Information Systems*	S1
	• Information Systems Accounting & Auditing	S1
	• Information Systems & Accounting	S1
	• Information Systems & Management	S1
3.	• Business Information Technology	S1
	School of Design @Jakarta	
	• Visual Communication Design:	
	○ New Media	S1
	○ Animation	S1
	○ Creative Advertising	S1
	• Interior Design	S1
	• Film	S1
	School of Design @Bandung	
	• Visual Communication Design	S1
	• Interior Design	S1
4.	School of Design @Malang	
	• Visual Communication Design	S1
	• Interior Design	S1
	Faculty of Engineering	
	• Architecture	S1
	• Civil Engineering	S1
	• Industrial Engineering	S1
	• Computer Engineering	S1

No	Faculty, School, and Department / Program	Program
	<ul style="list-style-type: none"> <li>Food Technology</li> <li>Professional Engineer Program</li> </ul>	S1 Professional
5.	BINUS ASO School of Engineering <ul style="list-style-type: none"> <li>Automotive &amp; Robotics Engineering</li> <li>Product Design Engineering</li> </ul>	S1 S1
6.	Faculty of Humanities <ul style="list-style-type: none"> <li>Chinese Literature</li> <li>English Literature</li> <li>Japanese Literature</li> <li>Psychology</li> <li>Business Law</li> <li>International Relations</li> <li>Primary Teacher Education</li> </ul>	S1 S1 S1 S1 S1 S1 S1
7.	Faculty of Economics and Communication @Jakarta <ul style="list-style-type: none"> <li>Accounting:               <ul style="list-style-type: none"> <li>Accounting*</li> <li>Accounting in Bekasi Campus</li> <li>Finance</li> </ul> </li> <li>Hotel Management</li> <li>Business Hotel Management</li> <li>Tourism</li> <li>Communication:               <ul style="list-style-type: none"> <li>Marketing Communication</li> <li>Mass Communication</li> </ul> </li> </ul> Faculty of Economics and Communication @Malang <ul style="list-style-type: none"> <li>Communication</li> <li>Public Relations</li> </ul>	S1 S1 S1 DIV DIV S1 S1 S1 S1 S1 S1
8.	BINUS Business School (BBS) Undergraduate @Jakarta <ul style="list-style-type: none"> <li>Undergraduate Program:               <ul style="list-style-type: none"> <li>Management*</li> <li>Global Business Marketing</li> <li>International Business Management</li> <li>Business Creation</li> <li>Business Management</li> </ul> </li> <li>Undergraduate Program (International):               <ul style="list-style-type: none"> <li>International Business</li> <li>Business Management &amp; Marketing</li> </ul> </li> </ul> BINUS Business School (BBS) Undergraduate @Bandung <ul style="list-style-type: none"> <li>Creativepreneurship</li> </ul> BINUS Business School (BBS) Undergraduate @Malang <ul style="list-style-type: none"> <li>Entrepreneurship Business Creation</li> </ul>	S1 S1 S1 S1 S1 S1 S1 S1 S1



No	Faculty, School, and Department / Program	Program
	BINUS Business School (BBS) Master Program <ul style="list-style-type: none"> <li>MM Young Professional:               <ul style="list-style-type: none"> <li>Business Management S2</li> <li>Creative Marketing S2</li> </ul> </li> <li>MM Professional Business Management S2</li> <li>MM Business Management – Blended Learning S2</li> <li>MM Executive Management S2</li> </ul> BINUS Business School (BBS) Doctorate Program <ul style="list-style-type: none"> <li>Doctor of Research in Management S3</li> </ul>	
9.	Graduate Program <ul style="list-style-type: none"> <li>Master Program:               <ul style="list-style-type: none"> <li>Information Technology S2</li> <li>Information System Management S2</li> <li>Industrial Engineering S2</li> <li>Accounting S2</li> <li>Communication Science S2</li> </ul> </li> <li>Doctorate Program               <ul style="list-style-type: none"> <li>Doctor of Computer Science S3</li> </ul> </li> </ul>	
10.	International Programs <ul style="list-style-type: none"> <li>International Accounting &amp; Finance S1</li> <li>Computer Science S1</li> <li>Business Information Systems S1</li> <li>Fashion Design S1</li> <li>Graphic Design &amp; New Media S1</li> <li>Communication S1</li> </ul>	
11.	Binus Online Learning <ul style="list-style-type: none"> <li>Computer Science S1</li> <li>Information System S1</li> <li>Business Management S1</li> <li>Accounting S1</li> <li>Industrial Engineering S1</li> </ul>	

\*) Undergraduate also available for Double Degree program



## 1.2 Meaning of BINA NUSANTARA

The name BINA NUSANTARA originated when...

*The founders desired to help the government increase the potential of human resources across the whole archipelago. Admiral R. Rudy Poerwana (posthumous) proposed the name as one of the founders of BINA NUSANTARA Institute. By the name, the student body of BINA NUSANTARA UNIVERSITY is made up of high school graduates who come from the whole region of Indonesia, from Sabang to Merauke. This is reflected in hundreds of scholarships that are offered to high school graduates from the whole of Indonesia.*

BINA NUSANTARA will always generate efforts and resources to develop the nation and the country.

## 1.3 The Tagline of BINUS UNIVERSITY

The tagline of BINUS UNIVERSITY is:

***“People. Innovation. Excellence.”***

## 1.4 Vision & Mission of BINUS UNIVERSITY

### **Vision:**

BINUS UNIVERSITY is committed to building the nation and to contributing in global community development by providing world class education that fosters and empowers the society.

### **Mission:**

The mission of BINUS University is to build the nation and to contribute in global community development by providing world class education by means of:

- Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards  
Educating BINUSIAN to be leaders with multiple skills by providing a holistic approach using global standards and hands-on entrepreneurial learning experiences.

- Resolving the nation's issues through high impact research.

Guiding BINUSIAN to resolve the nation's issues through high impact and internationally recognized research by integrating the Nusantara's diversity and wisdom for enriching quality education.

- Fostering BINUSIAN as lifelong learners through self-enrichment.

Nourishing BINUSIAN spirit to develop exemplary character through personal and professional growth by leveraging best practices for lifelong learning.

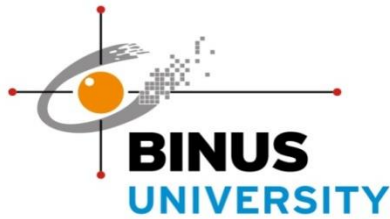
- Empowering BINUSIAN to continuously improve society's quality of life.

Transforming BINUSIAN to be empowering agents through community service programs that improve the quality of life needed for building and serving the nation.

- Being the main driver to enrich the BINUS Higher Education system.

Enriching the quality of Higher Education by utilizing the best practices to consolidate a world-class Education system with a unified spirit to foster and empower.

## 1.5 The Symbol of BINUS UNIVERSITY



### The philosophical background of the symbol

The symbol consists of three parts with the following meanings:

- Eye symbol: Focus and ready to observe.
- Digital Image: Has the latest information technology as a base.
- Four lines stretch to the four directions: Global mindset.

### The philosophical background of the colours

The colours used are yellow, grey and red with the following meanings:

- Orange represents the sharpness and brilliance of the mind.
- Grey reflects forward-thinking, modern and smart.
- Red symbolizes dynamic and innovative.

## 1.6 Hymne of BINUS UNIVERSITY

Perguruan tinggi bina nusantara  
Wahana tuk semaikan benih harapan  
Mendidik dan memberdayakan sesama  
Membangun nusa berkiprah untuk bangsa

Berlambarkan kasih, cita dan karsa  
Dengan rahmat tuhan berdasar pancasila  
Menjunjung tinggi nilai kejujuran  
Menghidupi keadilan

Binusian nyalakan api di dada  
Rengkuh rasa hormat dan menghargai sesama  
Tekun dan gigih raihlah yang terbaik  
Kobarkan inovasi di penjuru semesta  
Bulatkan tekad dan niat bersama

Teguhkan langkah arungi zaman  
Perguruan tinggi bina nusantara  
Wujudkan indonesia jaya


## 1.7 BINUSIAN

BINUSIAN refers to the BINA NUSANTARA community which consist of the whole academic community (*civitas academica*) at BINA NUSANTARA, including all those who contribute in some way, through managing or attending parts of the education and training process. They have a solid vision, become innovative in their fields, and keep one step ahead in Science and Technology, mainly when based on Information Technology.

BINUSIAN aims to be a part of the visionary community, as well as to be accepted as a leader in Information Technology (IT). BINUS UNIVERSITY prepares each BINUSIAN to be a successful professional or entrepreneur through Multi-Channel Learning (MCL) Method, independent learning and IT media, core competence and clear pathway in various study programs, and character-building program. To achieve BINUSIAN's aim, BINUS UNIVERSITY will always increase its quality as an education provider. To implement such a standard, BINUS UNIVERSITY is supported by an innovative, flexible and on-time lecturing program and high qualified lecturers.

### BINUSIAN Mascot:

### Meaning of BINUSIAN Mascot:



#### Why Bee?

- A bee is a hard-working insect, also known for its diligence, and loyalty to its community.
- A bee is highly creative and talented, as this is seen from its unusual geometric beehive.
- A bee produces something useful for itself and others (honey), by getting the flower's pollen without destroying it, also helping its pollination.
- A bee's ability to fly proves that a bee is highly flexible and mobile.

### Human Features

- By having the shape and movement of a human, the mascot represents the character of a BINUSIAN with the qualities of a bee.
- The simplification of a bee's shape has been made to make it more friendly and intelligent.

### Luminescent Antenna

The function of the antenna is to improve the bee's awareness of its surroundings and to improve its navigation system to guide its high mobility. In this mascot, the luminescent effect of the antenna is to illustrate the ability to absorb information and knowledge (and to distinguish this mascot from an ordinary bee).

### Mascot colour is similar to BINUS colour

Yellow and Black are the distinctive colours of a bee which are also the colours of BINUS.

## 1.8 March of BINUSIAN

Dengar semua para BINUSIAN  
Panggilan nusa dan bangsa telah menanti  
Sambutlah dengan visi inovatif  
Songsonglah dengan sikap positif  
Dan selalu menjadi yang terdepan.  
Ayo kita berjuang demi ibu pertiwi  
Dengan karya bermanfaat  
Ayo kita berbakti untuk sesama  
Dengan karya nyata  
Semuanya demi pembangunan bangsa.

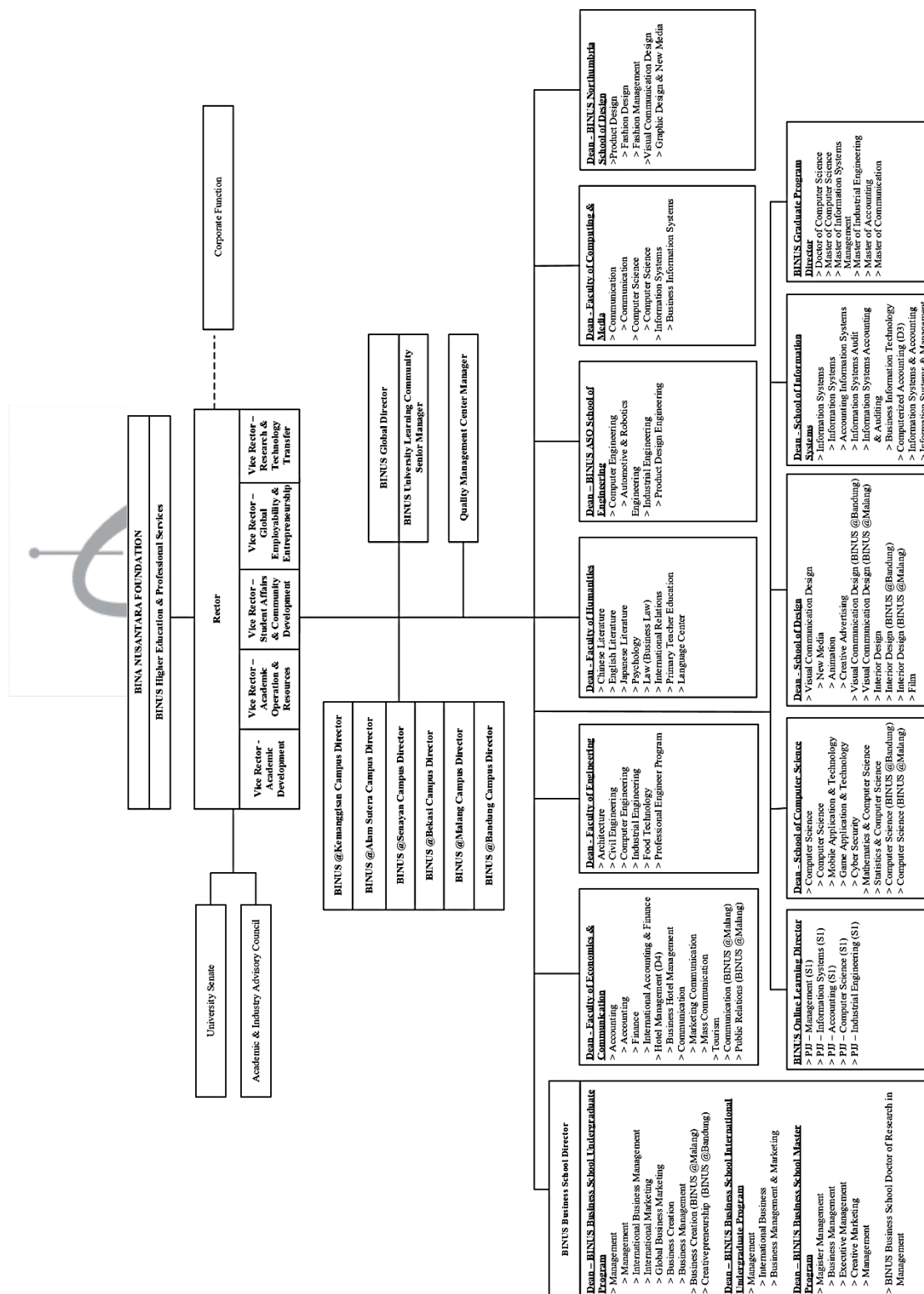
## 1.9 BINUS Value

Based on our belief in God, our passion for education, and our view of a bright future, we are committed to developing the nation and to building a global community through education and technology.

This commitment is reflected in the values of Bina Nusantara, which become the guidance of our actions:

- **Striving for excellence**  
We continuously do our best to achieve high-quality results in every aspect of our work.
- **Perseverance**  
We stay calm, focused, never give up, and quickly recover in overcoming challenges.
- **Integrity**  
We are honest, transparent, sincere, and courageous in doing the right thing.
- **Respect**  
We care for others; we value differences and contributions from every individual.
- **Innovation**  
We encourage creative, breakthrough, and sustainable ideas to continuously improve processes to achieve better results.
- **Teamwork**  
We believe in the importance of collaborative, effective, and trustful working relationships as one team.

## 1.10 Organizational Chart of BINUS UNIVERSITY



## Supporting Units List

<b>BINUS University</b> > Quality Management Center Manager  <b>Vice Rector – Academic Development</b> > Academic Development Center Manager > Academic Resources Center Manager > Character Building Development Center Manager > Academic Development & Accreditation Specialist  <b>Vice Rector – Academic Operations &amp; Resources</b> > Lecturer Services Center Manager > Student Grading & Graduation Center Manager > Student Registration and Scheduling Center Manager > Student Services Center Manager > BINUS Graduate Program Office Manager > Library and Knowledge Center Manager > Software Laboratory Center Manager > Resources Management Senior Officer  <b>Vice Rector – Student Affairs and Community Development</b> > Student Affairs Senior Manager > Student Advisory & Support Center Manager > Student Club & Activity Center Manager > Student Development Center Manager > Program Development Center Manager > Community Development Center (Academic) Manager > Community Development Center (TfI) Manager  <b>Vice Rector – Global Employability &amp; Entrepreneurship</b> > Employability & Entrepreneurship Center Senior Manager > Employability & Entrepreneurship Center Manager > Head – BINUS @Alum Sutra > Employability & Entrepreneurship Center Section Head – BINUS @Alum Sutra > Head – BINUS @Senayan > Employability & Entrepreneurship Center Section Head – BINUS @Senayan > Alumni Relations Office Manager > BINUS Career Center Manager > Internship Center Manager > Business Incubator Manager > Industry Relationship Specialist > BINUS Alumni Relation Center Specialist	<b>Vice Rector – Research &amp; Technology Transfer</b> > Research & Development Manager > Technology Transfer & Commercialization Manager > Head of Bioinformatics & Data Science Research Center > Head of Social & Business Empowerment > Research Interest Group Leader > Publication Specialist  <b>BINUS @Alum Sutra Campus Director</b> > Operations & Student Development Senior Manager > Lecturer Services Center Manager > Student Services Center Manager > Laboratory Center Manager > Student Advisory & Support Center Manager > Business Incubator Center Coach  <b>BINUS @Rekas Campus Director</b> > Academic & Student Development Senior Manager > Academic & Student Development Manager > Operations Manager  <b>BINUS @Senayan Campus Director</b> > Operations & Student Development Senior Manager > Operations Manager > Overseas Program Manager > Student Advisory & Support Center Manager > Language Center Manager > Center for Innovation, Design, and Entrepreneurship Research (CIDER) Manager > Lecturer & Academic Development Specialist  <b>BINUS @Malang Campus Director</b> > Campus Director's Office & Quality Assurance Section Head > Deputy Campus Director – Academic & Research > Academic & Lecturer Resources Section Head > Research & Community Development Section Head > Digital Technopreneur Section Head  <b>Deputy Campus Director – Academic Operations &amp; Resources</b> > Student & Lecturer Services Manager > Library & Knowledge Center Section Head > IT Operations > Digital Technopreneur Laboratory Section Head  <b>Deputy Campus Director – Global Employability, Collaboration &amp; Student Affairs</b> > Global Employability, Entrepreneurship & Alumni Section Head > Business Incubator Section Head > Student Advisory & Development Section Head > Collaboration & Professional Services Section Head	<b>BINUS @Bandung Campus Director</b> > Campus Director's Office & Quality Assurance Section Head  <b>Deputy Campus Director – Academic, Research &amp; Student Development</b> > Academic & Lecturer Resources Section Head > Research & Community Development Section Head > Student Advisory & Development Section Head  <b>Deputy Campus Director – Academic Operations &amp; Resources</b> > Student & Lecturer Services Associate Manager > Library & Knowledge Center Section Head > IT Operations Section Head > Laboratory Section Head  <b>Deputy Campus Director – Global Employability &amp; Collaboration</b> > Global Employability, Entrepreneurship & Alumni Section Head > Business Incubator Section Head > Collaboration & Professional Services Section Head  <b>BINUS Global Director</b> > BINUS International Office Manager > BINUS Global Class Manager > BINUS Collaboration Center Manager > International Communication & Student Recruitment Manager  <b>BINUS University Learning Community Senior Manager</b> > BINUS University Learning Community Manager – Palembang > BINUS University Learning Community Manager – Semarang	<b>BINUS Higher Education &amp; Professional Services</b> <b>Quality Assurance &amp; Provost Director</b> > Certification Specialist > Recognition of Prior Learning Specialist > System & Organization Learning Specialist > Assurance of Learning Specialist  <b>President's Office Senior Manager</b> > Rector's Office Manager > BINUS Institutional Development Center Manager > Data Analytics & Business Process Analyst Manager  <b>BINUS CREATES Director</b> > Executive Education Director > Content Development Director > Operations Manager > Program Development Manager > Professional Services Director > Operations Manager > Consulting Services Manager > Training Manager > Program Development Manager > Education Services Director > Education Services Director > Apple Academy Program > Application Development Manager > Sales & Marketing Manager > Content Development Manager > BINUS Center Retail Manager > Business Development & Venturing Manager  <b>Knowledge Management &amp; Innovation Director</b> > Knowledge Multimedia Manager > Digital-Media Development Manager > Knowledge Innovation Manager > Knowledge System Manager > Knowledge Product Manager  <b>Corporate Function Units (Division)</b> > Corporate Strategic Management Director > Marketing Director > BINUS Corporate Learning & Development Director > Finance Director > Human Capital & Legal Director > General Affairs Director > Information Technology Director > Infrastructure Development & Optimization Director
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## 1.11 Campus Location

### Syahdan Campus

Jl. K. H. Syahdan No. 9, Kemanggisan/Palmerah, Jakarta Barat 11480  
Tel : (+62-21) 534-5830, (+62-21) 535-0660; Fax : (+62-21) 530-0244

### Anggrek Campus

Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530  
Tel : (+62-21) 53-69-69-69, (+62-21) 53-69-69-99; Fax : (+62-21) 535-0655

### Kijang Campus

Jl. Kemanggisan Ilir III No. 45, Kemanggisan/Palmerah, Jakarta Barat 11480  
Tel: (+62-21) 532-7630

### BINUS @Senayan – fX Campus

fX Sudirman, F6, Jl. Jend. Sudirman, Pintu Satu Senayan, Jakarta Pusat 10270  
Tel: (+62-21) 720-2222 ext. 7950 – 7953

### BINUS @Senayan – The Joseph Wibowo Center for Advanced Learning (JWC) Campus

Jl. Hang Lekir I No. 6, Senayan, Jakarta Pusat 10270  
Tel: (+62-21) 720-2222, 720-3333; Fax : (+62-21) 720-8569, (+62-21) 720-5555

### Alam Sutera Campus

Jl. Jalur Sutera Barat Kav. 21, Alam Sutera, Serpong, Tangerang 15143  
Tel : (+62-21) 53-69-69-19

### Bekasi Campus

Jl. Lingkar Bulevar Blok WA No.1, Summarecon Bekasi  
Kelurahan Marga Mulya, Kecamatan Medan Satria, Bekasi 17142  
Tel: (+62-21) 2928-5598; Fax: (+62-21) 2928-5596

### BINUS ASO School of Engineering (BASE)

Jl. Alam Sutera Boulevard No. 1, Alam Sutera, Tangerang 15325  
Tel : (+62-21) 53-69-69-69; Fax : (+62-21) 535-0655

### BINUS @Bandung

Admissions Office 4<sup>th</sup> Floor  
Jl. Pasirkaliki No. 25-27, Paskal Hyper Square,  
Bandung, Jawa Barat 40181  
Tel : (+62-22) 2056 8888; Fax : (+62-22) 2056 7777

### BINUS @Malang

Jl. Araya Mansion No. 8-22, Araya  
Malang, Jawa Timur 65154  
Tel : (+62-341) 303-6969; Fax : (+62-341) 303 6868



**BINUS UNIVERSITY Learning Community (BULC) Palembang**

Rukan Taman Harapan Indah, Jl. Letda A. Rozak No. B3 & B5, Palembang 30114

Tel : (+62-711) 562-6222; Fax : (+62-711) 562-6666

**BINUS UNIVERSITY Learning Community (BULC) Semarang**

Gedung Griya Bina Artha (Gedung Bank Jateng), Lantai 3

Jl. Pemuda No. 142, Semarang 50132

Tel : (+62-24) 356-9090; Fax : (+62-24) 358-3836

**BINUS UNIVERSITY Learning Community (BULC) Medan**

Wisma Bii, 4th Floor, Unit 409

Jl. Pangeran Diponegoro No. 18

Medan 20152

Tel : (+62-61) 453 3270; Fax : (+62-61) 453 3270

**BINUS UNIVERSITY Learning Community (BULC) Pontianak**

Jalan Putri Candramidi No. 67

(Optik 55), Pontianak 78122

Tel : (+62-895) 3409 19321

Homepage : [www.binus.ac.id](http://www.binus.ac.id)

E-mail: [informasi@binus.edu](mailto:informasi@binus.edu)

A large, faint watermark of the BINUS UNIVERSITY logo is visible in the background of this section. It includes the stylized 'B' logo and the text 'BINUS UNIVERSITY' in a large, bold, sans-serif font.

## 1.12 Quality Management System at BINUS UNIVERSITY

BINUS UNIVERSITY believes that the implementation of the internationally recognized standard in a quality management system for education institution is paramount. In this sense, the government regulation regarding the national standards based on Permendikbud 3/2020, and ISO 9001 certificate play a role as one of the ultimate international recognition of global quality.

BINUS UNIVERSITY is the first higher education institution in Indonesia that achieved ISO 9001 certification in November 1997, for its application and implementation of a quality management system in the scope of design of curriculum and lecture materials, education, teaching, research, and community development.

BINUS UNIVERSITY's ability to consistently provide high-quality education services meets customers' demand and applicable regulatory requirements. It also aims to enhance customers' satisfaction through the effective application of the system, which includes processes for continuous improvement of the BINUS UNIVERSITY's system. With the vision of becoming a world-class university, BINUS UNIVERSITY has implemented Performance Excellence based on Malcolm Baldrige Criteria since 2008. In 2011, BINUS UNIVERSITY applied for the Indonesian Quality Award that is managed by the Indonesian Quality Award Foundation (IQAF), and in 2017, and 2019 BINUS UNIVERSITY achieved the level of Emerging Industry Leader. The commitment of BINUS UNIVERSITY to become a world-class university is also shown not only by obtaining grade A for the national accreditation from BAN-PT at the institutional level, but also by following international accreditations i.e:

- *Accreditation Board for Engineering and Technology, Inc (ABET)* for Industrial Engineering (2015), Computer Engineering (2015), Civil Engineering (2015);
- **TEDQUAL** (2018) for Hotel Management;
- *Indonesian Accreditation Board for Engineering Education (IABEE)* for Industrial Engineering (2018), Computer Engineering (2019), and Civil Engineering (2018);
- *ASEAN University Network (AUN)* for Computer Science (2019), Visual Communication Design (2019), Information Systems (2019);
- *The Association to Advance Collegiate Schools of Business (AACSB)* for Management S1 – S3 (2019).

## 1.13 Quality Policy of BINUS UNIVERSITY

BINUS UNIVERSITY is committed to providing a world-class education with an International Learning Experience that makes positive contributions to the global community.

## 1.14 Quality Objectives of BINUS UNIVERSITY

To achieve the quality of high qualification and well-prepared graduates, BINUS UNIVERSITY is committed to applying the following quality policy and targets in 2020:

- Two out of every three graduates work in global companies or become entrepreneurs who foster and empower society.
- One out of every three graduates holds a certificate of competence.
- All students have international experience.
- Achieves World Class University Rating.
- All Faculty Members have International Papers.
- 750 Intellectual Property Rights are legally registered.
- The Academic Satisfaction Index achieves 80%.
- The Stakeholder Satisfaction Index achieves 80%.

