

## Digital Business

### Introduction

The Digital Business Program from Binus Business School Undergraduate Program (BBSUP) International class is dedicated to providing students with the highest standard of digital business education with a focus on utilization of technology to develop business solutions. The program is designed to prepare the students to be ready to become capable practitioners working for local and multinational corporations or to become creative and innovative entrepreneurs. To support this objective, the digital business program provides the students with various corporate-world related activities, aiming to enhance their abilities and jump-start the students' industrial networks. The activities include internship programs in national and multinational corporations, guest lecture sessions from various industry practitioners and professionals, and applied-research these where students are required to provide professional consulting services for real companies with real business management and marketing-related problems. In response to the needs of global advancement, the Digital Business program has established partnerships with global universities through a dual-degree program, including RMIT and CBS. This initiative fosters international collaboration and provides students with a broader perspective on digital business practices, enhancing their global employability and expertise.

The program emphasizes the understanding and mastery of a combination between technology, business and finance key concepts, tools, and technology required by future professionals and entrepreneurs. The content of the program is designed to equip students with basic scientific business paradigms, with updated theoretical frameworks, applied skills, and familiarity with contemporary technology and finance to support their venture as future leaders in business.

The Digital Business program maintains continuous and fruitful cooperation with many first-class companies in Indonesia to build a strongly linked network. The aim is to provide wide opportunities for graduate students from the BBSUP (International Class) after they graduate to have an opportunity to work in one of the most reputable companies in Indonesia.

The curriculum in the BBSUP (International Class) has been benchmarked to renowned universities around the world. This curriculum is then combined with the Indonesian National Curriculum and several core values developed by BINUS. The Digital Business Program offers a double degree (international program), providing students with the opportunity to earn dual degrees through collaboration between BINUS and foreign universities.

### Vision

To be a world-class Digital Business academic program, fostering innovation, entrepreneurial spirit, and sustainable practices to empower future leaders in serving the nation and advancing society.

### Mission

Providing world class digital business and entrepreneurship program in Management to build the nation and to contribute to community development by means of:

1. **Educating BINUSIANS:** Cultivate BINUSIANS to develop exemplary scientific knowledge and attitudes through a rigorous and relevant approach, preparing them to lead and innovate in the realm of business transformation and sustainable performance.
2. **Advanced Research Skills:** Equip BINUSIANS with ethical and innovative mindsets and advanced research skills to address fundamental business and management issues, utilizing rigorous and relevant methodologies for impactful business transformation.
3. **High-Quality Research and International Publication:** Promote high-quality research and international publication to resolve contemporary business and management challenges, advancing the newest knowledge and practices in business transformation and sustainable performance.

4. **Holistic Development and Community Empowerment:** Foster BINUSIANs through self-enrichment to become mindful individuals, scholarly professionals, and practical scholars. Nourish their SPIRIT (Striving for Excellence, Perseverance, Integrity, Respect, Innovation, dan Teamwork) to continuously improve personal, professional, and academic capabilities, empowering them to address and solve business community challenges.

### Competency Goals

By the completion of our program

1. **Digital Business Concepts**  
Each student should be able to apply digital business concept
2. **Entrepreneurial Acumen and Problem-solving**  
Each student should be able to demonstrate the use of ICT and data analytics to generate new digital business opportunities and build innovative digital businesses.
3. **Sustainability Mindsets in Digital Business**  
Each student should be able to apply digital business concepts with global and sustainability mindsets.
4. **Professionalism and Ethical Competence**  
Each student should be able to apply ethical and professional values.

### Program Objectives

The objectives of the Digital Business program are:

1. **Global Employability and Entrepreneurship**  
To develop programs that enhance global employability and entrepreneurship skills (EES) that are relevant to business context
2. **Knowledge & Innovation (IP)**  
To produce IPs and provide professional services that can be beneficial for business communities
3. **Binusian & Technology**  
To increase Binusians' competency (capacity & capability) in technology and digital literacy; To improve faculty members' academic achievement and intellectual contributions; To enhance school's productivity and services through digital technology utilization.
4. **Global Partnership**  
To develop an array of collaborations that enable quality education, research, and engagement with universities, institutions, and governments globally.
5. **Integrated Catur Dharma**  
To produce and disseminate high quality research products for teaching-learning, community service, and self-development
6. **Empowering the Society**  
To promote Binusians' contribution in empowering the business community by providing impactful community services and relevant innovations.
7. **Global Recognition**  
To achieve global recognition through international accreditations, certifications, awards, and competitions.
8. **Sustainable Competitive Advantage**  
To earn sustainable competitive advantage for the sustainability of the school in terms of quality & quantity of students, financial stability of the school, and prosperity of Binusians.

### Prospective Career of the Graduates

The four-year Digital Business Program will provide sufficient skills and confidence for our students to enter the real business world. Equipped with our degree, students will have a wide range of career opportunities in a variety of industries. Over the past decade, digital transformation has changed the landscape of the business world, and technology has become an inseparable part of any organization. Therefore, digital business professionals have vital roles in any type or size of a company, as they act as solution inventors who deliver business solutions to their customers and companies as well as provide assistance to the decision makers. Some examples of digital business professions that students can aim for are Digital Transformation Specialist, Digital Business Specialist, Digital Marketing Specialist, Business Intelligence Analyst, Innovation Consultant, Digital

Product Manager, Fintech Specialist, E-Commerce Manager and many more. Along with being a digital business professional, students can also develop their own start-up businesses and become digital entrepreneurs. BINUS University also provides career support for students by disseminating information on the latest job vacancies and internships. This support service can be accessed at [www.binuscareer.com](http://www.binuscareer.com).

### Award/Degree

Upon the completion of both degrees, students are entitled to receive the following award Sarjana Bisnis from BINUS UNIVERSITY, with a dual degree of:

- Bachelor of Business (*Sarjana Bisnis*) from the BINUS University
- Bachelor of Business (B.Bus) from Royal Melbourne Institute of Technology, Australia
- Bachelor of Science (B.Sc) from CBS International Business School, Germany

### Major/Stream

Stream	Degree				Partner
	Single	Title	Double	Title	
Business and Technology			√	S.Bns & B.Bus	Royal Melbourne Institute of Technology
International Business			√	S.Bns & B.Sc	CBS International Business School
Digital Business	√	S.Bns ( <i>Sarjana Bisnis</i> )			-

### Streams and Partners

#### A. Business and Technology (RMIT)

BINUS University has established a partnership with RMIT University, one of Australia's leading institutions, to offer students the opportunity to pursue a major in Business and Technology as part of the Bachelor of Business at RMIT. This major equips students with essential skills in IT strategy, financial technology, digital business transformation, and innovation, ensuring they are prepared for the future of work. Students will learn how to leverage technology to enhance decision-making, customer service, marketing, and resource management, driving business growth through innovation and automation. The program integrates emerging industry practices like business analytics, artificial intelligence, and cyber security, while addressing the legal and strategic aspects of digital business.

Graduates of this major will be well-prepared for a wide range of roles, including technology consultant, business analyst, IT project manager, innovation manager, and IT strategy consultant. With hands-on experience gained through RMIT's industry partnerships and Work-Integrated Learning, students will develop the skills and expertise needed to thrive in today's global business environment, combining technical knowledge with business acumen to gain a competitive edge.

#### B. International Business (CBS)

BINUS University has established new partnership with CBS International Business School, offering BINUS students the chance to study **International Business** in Cologne, Germany. In today's globalized economy, nearly every business operates internationally, whether through a diverse workforce, foreign market expansion, or global projects. At CBS, the program equips students with essential business administration knowledge and soft skills, with all lectures conducted in English to prepare students for the international workforce. The curriculum is designed to provide a comprehensive foundation in business while allowing students to explore areas that match their specific interests, ensuring a personalized educational experience.

With a Bachelor in International Business from CBS, many career opportunities will be available to students, with alumni working in numerous well-known companies around the world in roles such as management consulting, marketing, and more. These companies span various sectors, including the automotive, communications, internet, energy, and logistics industries, providing students with the opportunity to pursue successful careers in a wide range of fields.

### Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, laboratory session, class discussions, as well as individual and group project discussions. Students are strongly required to study independently and read various digital business-related articles in order to increase their understanding during the lectures. Students can gain both theoretical and practical knowledge from our qualified lecturers and guest lecturers who have ample experience as marketing and business professionals in the industry. In addition, innovative habits and entrepreneurial spirits will be developed through course assessments that emphasize content, comprehension, and innovation. Innovative thinking, commonly referred to as design thinking, on the other hand, will be developed through collaboration with the Center for Innovation, Design, Entrepreneurship, and Research (CIDER). Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovative thinking approach is implemented in the teaching, learning, and assessment processes of several courses throughout the program.

### Course Structure

Sem	Code	Course Name	SCU	Total	
1	BUSS6245059	Digital Technology in Business – (AOL)	4	20	
	ENPR6237059	Design Thinking in Digital Business – (AOL)	4		
	MATH6176059	Business Mathematics	2		
	ECON6104059	Digital Economy – (AOL)	4		
	MGMT6011059	Introduction to Management and Business	4		
	<b>Pancasila Courses*</b>				
	CHAR6013005	Character Building: <i>Pancasila</i>	2		
	CHAR6039005	Pancasila and Indonesian Culture	2		
2	CHAR6014005	Character Building: Kewarganegaraan	2	21	
	MGMT6501059	Current Digital Business, Disruption, and Future Trends – (AOL - AIE)	4		
	ACCT6500059	Accounting for Digital Business	4		
	ISYS6123059	Introduction to Database Systems	4		
	ENGL6171001	Academic English I	3		
	LAWS6159059	Legal Aspect in Business	2		
	STAT6140059	Business Statistics	2		
3	CHAR6015005	Character Building: Agama	2	17	
	LANG6027005	Indonesian	2		
	ISYS6811059	User Experience Research and Application Design – (AOL - AIE)	4		
	COMM8006059	Business Communication – (AIE)	2		
	ENGL6172001	Academic English II	3		
	MGMT6503059	Digital Banking and Fintech	4		
4	MKTG6318059	Marketing Management	4	22	
	ISYS6810059	Data Analytics with Business Application – (AOL - AIE)	2		
	MGMT6502059	Digital Business Operations and Supply Chain Management – (AIE)	4		
	ENPR6236059	Start-up and Product Launching – (AOL)	6		

Sem	Code	Course Name	SCU	Total
	BUSS6246059	Sustainable Digital Business Model – (AOL)	4	
	MGMT6505059	Ethics and Leadership in Digital Business – (AOL)	2	
5	MKTG6330059	Digital Marketing – (AOL)	4	20
	FINC6001059	Financial Management	4	
	BUSS6247059	Digital Retail and Merchandising	4	
	RSCH6026059	Research Methodology	4	
	ISYS6812059	Big Data for Business Development	4	
	<b>Stream: Business and Technology (RMIT)</b>			
	COSC6011059	Foundations of Artificial Intelligence	2	22
6	<b>Stream: Business and Technology (RMIT); International Business (CBS)</b>			16
	Enrichment Program		16	
	<b>Stream: Digital Business (Single Degree)</b>			20
Enrichment Program I				
7	<b>Stream: Business and Technology (RMIT)</b>			14
	Global Elective Courses		14	
	<b>Stream: International Business (CBS)</b>			16
	Global Elective Courses		16	
	<b>Stream: Digital Business (Single Degree)</b>			20
Enrichment Program II		20		
8	<b>Stream: Business and Technology (RMIT); International Business (CBS)</b>			14
	Global Elective Courses		8	
	MGMT6504059	Thesis	6	
	<b>Stream: Digital Business (Single Degree)</b>			6
	<b>Thesis Courses**</b>			
	MGMT6521059	Pre-Thesis	2	
	MGMT6522059	Thesis	4	
MGMT6504059	Thesis	6		
<b>TOTAL CREDIT 146 SCU</b>				

\*For **Character Building: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students.

\*\* Student may choose to take either **Thesis** (6 scu) or **Pre-thesis** (2 scu) & **Thesis** (4 scu). The **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.

-) **AOL** – Assurance of Learning Process System

-) **AIE** – Artificial Intelligence Embedded Course

### Enrichment Track Scheme

Enrichment track scheme for Single Degree:

Track	Semester 6						Semester 7					
	I	RS	EN	CD	SA	IS	I	RS	EN	CD	SA	IS
1	v						v					
2	v							v				
3	v								v			
4	v									v		
5	v										v	
6	v											v
7		v					v					

Track	Semester 6						Semester 7					
	I	RS	EN	CD	SA	IS	I	RS	EN	CD	SA	IS
8		v						v				
9		v							v			
10		v								v		
11		v									v	
12		v										v
13			v				v					
14			v					v				
15			v						v			
17			v							v		
18			v								v	
19			v									v
20				v			v					
21				v				v				
22				v					v			
23				v						v		
24				v							v	
25				v								v
26					v		v					
27					v			v				
28					v				v			
29					v					v		
30					v						v	
31					v							v
32						v	v					
33						v		v				
34						v			v			
35						v				v		

Enrichment track scheme for Double Degree (3+1): Royal Melbourne Institute of Technology University, CBS International Business School.

Track	Semester 6					
	I	RS	EN	CD	SA	IS
1	v					
2		v				
3			v			
4				v		

Notes:

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

**Notes:**

Student can choose one of the available tracks.  
 Enrichment Certified Internship Track

**Enrichment track scheme for Single Degree:**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
MGMT6421059	Industrial Experience in Dynamic Industry	8	
MGMT6422059	Industrial Experience in Business Sustainability	8	
MGMT6152059	Entrepreneurial and Industrial Business Development	4	
<b>Enrichment Program II</b>			20
MGMT6423059	Professional Experience in Dynamic Organization	8	
MGMT6424059	Professional Development on Sustainability Profession	8	
MGMT6137059	Business Management and Professional Development	4	

**Enrichment track scheme for Double Degree (3+1): Royal Melbourne Institute of Technology University, CBS International Business School.**

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
MGMT6421059	Industrial Experience in Dynamic Industry	8	
MGMT6566059	Industrial Experience in Business Sustainability	4	
MGMT6152059	Entrepreneurial and Industrial Business Development	4	

**Enrichment Certified Entrepreneurship Track**
**Enrichment track scheme for Single Degree:**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENTR6092059	Business Model Innovation	8	
ENTR6588059	Product and Service Development	8	
ENTR6097059	Managing Teams and Cultures	4	
<b>Enrichment Program II</b>			20
ENTR6093059	Sustainable Startup Creation	8	
ENTR6587059	Business Presentation and Negotiation	8	
ENTR6098059	Business Networking	4	

Enrichment track scheme for Double Degree (3+1): Royal Melbourne Institute of Technology University, CBS International Business School.

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
ENTR6092059	Business Model Innovation	8	
ENTR6588059	Product and Service Development	4	
ENTR6097059	Managing Teams and Cultures	4	

Enrichment Certified Research Track

Enrichment track scheme for Single Degree:

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
RSCH6370059	Research for Business Management	8	
RSCH6551059	Scientific Writing in Business Management	8	
RSCH6454059	Global Entrepreneurship and Business Development	4	20
<b>Enrichment Program II</b>			
RSCH6373059	Research for Industrial Competition	8	
RSCH6552059	Scientific Writing in Management Research	8	20
RSCH6375059	Global Entrepreneurship and Industrial Competition	4	

Enrichment track scheme for Double Degree (3+1): Royal Melbourne Institute of Technology University, CBS International Business School.

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
RSCH6370059	Research for Business Management	8	
RSCH6753059	Scientific Writing in Business Management	4	
RSCH6454059	Global Entrepreneurship and Business Development	4	

## Enrichment Certified Community Development Track

Enrichment track scheme for Single Degree:

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6120059	Community Outreach Project Implementation	8	
CMDV6331059	Community Outreach Project Design in Management	8	
CMDV6169059	Socio Entrepreneurship Development	4	
<b>Enrichment Program II</b>			20
CMDV6117059	Community Development Project Implementation	8	
CMDV6332059	Community Development Project Design in Management	8	
CMDV6094059	Managing Socio Entrepreneurship	4	

Enrichment track scheme for Double Degree (3+1): Royal Melbourne Institute of Technology University, CBS International Business School.

Code	Course Name	SCU	Total
<b>Enrichment Program</b>			16
CMDV6120059	Community Outreach Project Implementation	8	
CMDV6499059	Community Outreach Project Design in Management	4	
CMDV6169059	Socio Entrepreneurship Development	4	

## Enrichment Certified Study Abroad Track\*

Enrichment track scheme for Single Degree:

Code	Course Name	SCU	Total
GLOB6085059	Elective Course for Study Abroad 1	4	20
GLOB6086059	Elective Course for Study Abroad 2	4	
GLOB6087059	Elective Course for Study Abroad 3	4	
GLOB6088059	Elective Course for Study Abroad 4	4	
GLOB6089059	Elective Course for Study Abroad 5	4	
GLOB6043059	Elective Course for Study Abroad 1	2	
GLOB6044059	Elective Course for Study Abroad 2	2	
GLOB6117059	Elective Course for Study Abroad 3	2	
GLOB6046059	Elective Course for Study Abroad 4	2	
GLOB6047059	Elective Course for Study Abroad 5	2	
GLOB6048059	Elective Course for Study Abroad 6	2	
GLOB6049059	Elective Course for Study Abroad 7	2	
GLOB6050059	Elective Course for Study Abroad 8	2	
GLOB6051059	Elective Course for Study Abroad 9	2	
GLOB6052059	Elective Course for Study Abroad 10	2	
GLOB6241059	Elective Course for Study Abroad 1	3	
GLOB6242059	Elective Course for Study Abroad 2	3	
GLOB6243059	Elective Course for Study Abroad 3	3	
GLOB6075059	Elective Course for Study Abroad 4	3	
GLOB6076059	Elective Course for Study Abroad 5	3	
GLOB6260059	Elective Course for Study Abroad 6	3	
GLOB6261059	Elective Course for Study Abroad 7	3	

\*) *The elective courses for study abroad will be transferred to Binus University International's SCU systems based on credit transfer policies.*

## Enrichment Certified Specific Independent Study Track

Enrichment track scheme for Single Degree:

Code	Course Name	SCU	Total
MICR6033059	Course Certification I	3	20
MICR6034059	Technical Skill Enrichment I	4	
MICR6035059	Industrial Project I	9	
MICR6036059	Soft Skill Enrichment I	4	
MICR6001059	Elective Course for Specific Independent Study 1	8	
MICR6002059	Elective Course for Specific Independent Study 2	8	
MICR6003059	Elective Course for Specific Independent Study 3	6	
MICR6004059	Elective Course for Specific Independent Study 4	6	
MICR6005059	Elective Course for Specific Independent Study 5	6	
MICR6006059	Elective Course for Specific Independent Study 6	5	
MICR6007059	Elective Course for Specific Independent Study 7	5	
MICR6008059	Elective Course for Specific Independent Study 8	5	
MICR6009059	Elective Course for Specific Independent Study 9	5	
MICR6010059	Elective Course for Specific Independent Study 10	4	
MICR6011059	Elective Course for Specific Independent Study 11	4	
MICR6012059	Elective Course for Specific Independent Study 12	4	
MICR6013059	Elective Course for Specific Independent Study 13	4	
MICR6014059	Elective Course for Specific Independent Study 14	4	
MICR6015059	Elective Course for Specific Independent Study 15	3	
MICR6016059	Elective Course for Specific Independent Study 16	3	
MICR6017059	Elective Course for Specific Independent Study 17	3	
MICR6018059	Elective Course for Specific Independent Study 18	3	
MICR6019059	Elective Course for Specific Independent Study 19	3	
MICR6020059	Elective Course for Specific Independent Study 20	3	
MICR6021059	Elective Course for Specific Independent Study 21	2	
MICR6022059	Elective Course for Specific Independent Study 22	2	
MICR6023059	Elective Course for Specific Independent Study 23	2	
MICR6024059	Elective Course for Specific Independent Study 24	2	
MICR6025059	Elective Course for Specific Independent Study 25	2	
MICR6026059	Elective Course for Specific Independent Study 26	2	
MICR6027059	Elective Course for Specific Independent Study 27	2	
MICR6028059	Elective Course for Specific Independent Study 28	2	
MICR6029059	Elective Course for Specific Independent Study 29	1	
MICR6030059	Elective Course for Specific Independent Study 30	1	
MICR6031059	Elective Course for Specific Independent Study 31	1	
MICR6032059	Elective Course for Specific Independent Study 32	1	

Student should pass all of these quality control courses as listed below:

No	Code	Course Name	Minimum Passing Grade
1	CHAR6013005	Character Building: Pancasila	B
2	ENPR6237059	Design Thinking in Digital Business	C
3	ECON6104059	Digital Economy	C
4	MGMT6501059	Current Digital Business, Disruption, and Future Trends	C
5	MGMT6505059	Ethics and Leadership in Digital Business	C
6	MKTG6330059	Digital Marketing	C
7	BUSS6246059	Sustainable Digital Business Model	C
8	ISYS6810059	Data Analytics with Business Application	C

