

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 students 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 thesis projects 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, CBS, WSU & ENU. 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 of technology, business, and finance 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

The missions of Digital Business Program are:

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.digital business and entrepreneurship issues
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 concepts
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.

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 - (S.Bns / *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
- Bachelor of Business - (B.Bus) from Western Sydney University, Australia
- Bachelor of Arts (Hons) Business Management with Entrepreneurship - (BA (Hons)) from Edinburgh Napier University, ENU.

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
Business Analytics			√	S.Bns & B.Bus	Western Sydney University
Entrepreneurship			√	S.Bns & BA (Hons)	Edinburgh Napier University

Streams and Partners

A. Business and Technology (RMIT)

BINUS International 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 International has established a 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.

C. Business Analytics (WSU)

BINUS International has managed to establish a new partnership with Western Sydney University (WSU), a leading Australian institution recognized for its academic excellence and global impact. Ranked among the top 2% of universities worldwide, WSU offers comprehensive undergraduate and postgraduate programs across diverse fields such as Business, Engineering, and Health Sciences. Through its extensive network of over 320 partner institutions in 53 countries, WSU ensures students receive a globally relevant education aligned with industry demands and cutting-edge research.

The partnership allows BINUS students to pursue Bachelor of Business with a major in Business Analytics. The major equips students with essential skills in data analysis, predictive modeling, and decision-making, preparing them for the rapidly evolving business landscape. The curriculum emphasizes practical experience through industry projects and engagement, ensuring graduates are adept at leveraging data to drive business strategy and innovation. This partnership reaffirms BINUS's commitment in providing students with cutting-edge educational opportunities that meet the demands of the modern workforce.

D. **Entrepreneurship (ENU)**

BINUS International has successfully established a new partnership with Edinburgh Napier University (ENU), a public university located in Edinburgh, Scotland, renowned for its strong focus on employability, innovation, and global engagement. ENU was ranked the number one modern university in Scotland by the Times Higher Education World University Rankings 2025 and is recognized for its research power and impact in the UK. The university has a strong international presence through its transnational education initiatives, including the Edinburgh Napier International College (ENUIC), which supports international students on campus.

This partnership enables BINUS students to pursue a Bachelor of Arts degree with a major in Business Management with Entrepreneurship. The program combines a broad foundation in business management theory with the latest applied thinking in entrepreneurship. It includes modules that offer real-world experience and the opportunity to undertake a work placement. This prepares students for a variety of projects and careers with small, medium, and large employers—or for launching their own ventures.

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		
	ECON6104059	Digital Economy – (AOL)	4		
	MGMT6011059	Introduction to Management and Business	4		
	COSC6011059	Foundations of Artificial Intelligence	2		
	Pancasila Courses*				
	CHAR6013005	Character Building: <i>Pancasila</i>	2		
CHAR6039005	Pancasila and Indonesian Culture	2			
2	CHAR6014005	Character Building: Kewarganegaraan	2	20	
	MGMT6501059	Current Digital Business, Disruption, and Future Trends – (AOL - AIE)	4		
	ACCT6500059	Accounting for Digital Business	4		
	ISYS6123059	Introduction to Database Systems	4		
	MATH6176059	Business Mathematics	2		
	COMM8006059	Business Communication – (AIE)	2		
	Indonesian Courses*				
	LANG6027005	Indonesian	2		
	LANG6125024	Indonesian as a Foreign Language	2		
3	CHAR6015005	Character Building: Agama	2	19	
	ENGL6171001	Academic English I	3		
	ISYS6811059	User Experience Research and Application Design – (AOL - AIE)	4		
	BUSS6246059	Sustainable Digital Business Model – (AOL)	4		
	STAT6140059	Business Statistics	2		
	MKTG6318059	Marketing Management	4		
4	ISYS6810059	Data Analytics with Business Application – (AOL - AIE)	2	21	
	MGMT6502059	Digital Business Operations and Supply Chain Management – (AIE)	4		
	ENPR6236059	Start-up and Product Launching – (AOL)	6		
	MKTG6330059	Digital Marketing – (AOL)	4		
	MGMT6505059	Ethics and Leadership in Digital Business – (AOL)	2		
	ENGL6172001	Academic English II	3		
5	MGMT6503059	Digital Banking and Fintech	4	20	
	FINC6001059	Financial Management	4		

Sem	Code	Course Name	SCU	Total
	BUSS6247059	Digital Retail and Merchandising	4	
	RSCH6026059	Research Methodology	4	
	ISYS6812059	Big Data for Business Development – (AIE)	4	
6	Stream: Business Analytics (WSU)			16
	Global Elective Courses		16	
	Stream: Business and Technology (RMIT); International Business (CBS); Entrepreneurship (ENU)			
	Enrichment Program		16	
7	Stream: Business and Technology (RMIT); International Business (CBS); Business Analytics (WSU); Entrepreneurship (ENU)			16
	Global Elective Courses		16	
8	Stream: Business and Technology (RMIT); International Business (CBS); Business Analytics (WSU); Entrepreneurship (ENU)			14
	Global Elective Courses		8	
	MGMT6504059	Thesis	6	
TOTAL CREDIT 146 SCU				

***Character Building: Pancasila** course is offered for Indonesian citizen students, while **Pancasila and Indonesian Culture** course is offered for foreign students. Meanwhile, **Indonesian** course is offered for Indonesian citizen students, while **Indonesian as a Foreign Language** 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 Double Degree: Royal Melbourne Institute of Technology University, CBS International Business School & Edinburgh Napier University.

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

Notes:

IN : Company Internship

RS : Research Fellowship

EN : Entrepreneurship

CD : Community Impact Internship

SA : Certified Study Abroad

IS : Specific Independent Study

Notes:

Students can choose one of the available tracks.

Enrichment Company Internship Track

Enrichment track scheme for Double Degree: Royal Melbourne Institute of Technology University, CBS International Business School, & Edinburgh Napier University.

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

Enrichment Entrepreneurship Track

Enrichment track scheme for Double Degree: Royal Melbourne Institute of Technology University, CBS International Business School, & Edinburgh Napier University.

Code	Course Name	SCU	Total
Enrichment Program			16
ENTR6092059	Business Model Innovation	8	
ENTR6096059	Creative Business Planning	4	
ENTR6097059	Managing Teams and Cultures	4	

Enrichment Research Fellowship Track

Enrichment track scheme for Double Degree: Royal Melbourne Institute of Technology University, CBS International Business School, & Edinburgh Napier University.

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

Enrichment Community Impact Internship Track

Enrichment track scheme for Double Degree: Royal Melbourne Institute of Technology University, CBS International Business School, & Edinburgh Napier University.

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

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

