Creative Communication

Introduction

The Creative Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Brand Communication. The Creative Communication Program is designed to enhance and develop communication skills using innovative and artistic approaches. It focuses on how to communicate identities, values, and the uniqueness of brands and incorporates it to strengthen their image and reputation. In the Creative Communication Program, students will learn how to plan and create creative content, which includes texts, still images, audio, and video. Students will also be introduced to digital tools and platforms, such as social media storytelling, podcasting, and video production.

All concentrations offer advanced ICT and a globally minded approach as the characteristics of BINUS UNIVERSITY. Not only is our curriculum up-to-date with industrial needs, but it also complies with the national curriculum standards. Our curriculum consists of a three-year study on-campus, and a one-year enrichment program. During their four years of study, students will be able to acquire professional as well as international experiences.

Vision

A world class Communication Study Program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation.

Mission

The mission of Communication Study Program is to build the nation and to contribute to global community development by providing world class education in the area of communication by means of:

1. Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards.
2. Resolving the nation's issues through high impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system.

Program Objective

The objectives of the program:

1. Educating students with data, technology, and humanity literacy to become competent professionals and entrepreneurs in the digital era;
2. Developing resilient character by integrating diversity, equality, and inclusion values into communication science to create sustainable future and society;
3. Creating a global mindset for students and lecturers through international experiences and partnerships to become global citizen.

Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective;
2. Able to perform multi-channel communication;
3. Able to implement humanity value and professional ethics in communication practices;

4. Able to implement creative communication strategy leveraging digital platform for corporate and brand campaign;

5. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

The Creative Communication Program offers extensive industrial fields with prospective careers, such as a Brand Content Planner & Creator; Brand Spokesperson; Content Creator for a Brand; Communication Specialist; Brand Campaign Specialist; Industry Relations Specialist; Brand Community Specialist; Event Organizer; Public Relations Person; Media Relations Specialist; Brand/Corporate Spokesperson; Brand Communication Specialist; Social Media Specialist; Copywriter; Account Executive; and Advertising Specialist.

Curriculum

The Creative Communication Program consists of 146 credits, divided into 8 semesters. Our 3+1 curriculum provides three years of study on campus which will strengthen students' academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft skills. To ensure the quality of our graduates, we collaborate with various national and international industries, HEI, the government, and non-profit organizations through guest lectures/ sharing sessions/ seminars, a Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process is also supported by a modern and open learning space, a computer laboratory, and a television and radio broadcasting laboratory. All laboratories are available at the Bekasi campus.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013019	Character Building: *Pancasila*	2	20
	COMM6460019	Political Communication**	2	
	COMM6385019	Interpersonal Communication*	4	
	COMM6601019	Introduction to Communication Science	2	
	COMM6639019	Psychology of Communication*	2	
	COMM6602019	Writing Fundamentals	2	
	COMM6389019	Public Speaking*	4	
	COMM6383019	Philosophy and Ethics of Communication	2	
	Foreign Language Courses		0	
2	CHAR6014019	Character Building: *Kewarganegaraan*	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	LANG6027019	Indonesian	2	
	STAT6204019	Statistics	2	
	COMM6603019	Organizational Communication and Professional Practice*&**	4	
	COMM6012019	Theory of Communication	4	
	COMM6099019	Intercultural Communication*	4	
	Foreign Language Courses		0	

Sem	Code	Course Name	SCU	Total
3	CHAR6015019	Character Building: *Agama*	2	18
	ENTR6510005	Entrepreneurship: Prototyping	2	
	COMM6610019	Communication Research Methodology**	4	
	COMM6605019	Contemporary Content Production**	4	
	COMM6611019	Society and Digital Culture*&**	2	
	COMM6612019	Communication Data and Technology**	4	
	Foreign Language Courses		0	
4	COMM6683019	Creative Event Planning**	4	22
	COMM6684019	Strategic Communication for Branding*&**	2/2	
	COMM6685019	Creative Writing for Branding**	2	
	COMM6686019	Creative Design Thinking	2/2	
	COMM6687019	Crisis Communication and Public Affairs*	2	
	COMM6688019	Native Advertising	2	
	COMM6689019	Social Media Management**	2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Foreign Language Courses		0	
5	**Students can choose one of the existing schemes in Semester 5**			20
	SCHEME 1:			
	Stream: Digital Media Communication**			
	COMM6574012	Production Planning	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication*&**	4	
	MDIA6054012	Creative Audio Visual	2	
	DSGN6801012	Motion Graphics	2	
	COMM6576012	Content Production	6	
	Stream: 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	
	Minor Program		20	
	Free Electives		20	
	Multidisciplinary Stream		20	
	SCHEME 2:			
	COMM6690019	Integrated Marketing Communication*&**	4	
	COMM6691019	Video Production for Branding	4	
	COMM6692019	Creative Presentation	2	
	Minor Program		10	
	Free Electives		10	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20

Sem	Code	Course Name	SCU	Total
8	COMM6693019	Pre-Thesis	2	
	COMM6694019	Thesis	4	6
	COMM6695019	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English

**) Global Learning System Course

****) Conducted for student mobility program in Binus @Malang

Multidisciplinary Stream/Minor/Free Electives:
-) For 5th Semester: Students are required to choose Cross Streaming or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:
Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. <u>Students must pass with a minimum Grade of C</u>.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253019	English for Frontrunners	0
ENGL6254019	English for Independent Users	0
ENGL6255019	English for Professionals	0
JAPN6190019	Basic Japanese Language*	0
CHIN6163019	Basic Chinese Language*	0

*) This course is optional for students

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. Additionally, students may choose to take either 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.

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

Minor Scheme

Minor Program	Semester 5 (20 SCU)	Semester 5 (10 SCU)
Minor @ Binus Kemanggisan		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	-
Sustainable Development	v	v
Cross Cultural Communication	-	-
Interactive & Users Experience Design	v	v
Data Analytics	v	v
Robotic Process Automation	v	v
Creative Digital Storytelling	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		
Virtual Services Experience	v	v
Culinary	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	-
Minor @ Binus Bandung		
Designpreneur	v	-
Minor @ Binus Semarang		
Metaverse in Business	v	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	Narative 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: Interactive & Users Experience Design

Fundamental Courses

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

Supporting Courses

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

5. 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

6. 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
COMP6859001	Intelligence Automation	2
	Total SCU	10

7. 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

8. 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

9. 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
	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

10. 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

11. 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**

12. 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**

13. 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**

Multidisciplinary Stream Scheme

Multidisciplinary Stream	Owner Department	Multidisciplinary Stream Scheme
		Full 20 SCU
		Semester 5
Stream @Greater Jakarta		
Corporate Communication	Marketing Communication	-
English for Business Professionals	English Literature	v
English as Foreign Language Learning	English Literature	-
English for Specific Academic Purposes	English Literature	-
Japanese Language & Business Culture	Japanese Literature	-
Strategic Digital Production	Mass Communication	-

1. English for Business Professionals

Course		SCU
ENGL6154024	English for Business Communications	4
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
MKTG6112024	Language Innovations in Marketing and Advertising	2
COMM6506024	Current Issues in Business Communications	2
ENGL6244024	Social Media Broadcasting	4
ENGL6245024	Business Rhetoric	4
	Total SCU	**20**

Appendix: Free Electives (5th Semester)

No	Course Owner Departement	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

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
10	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pacific 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	2/1	5
35	Computer Science	COMP6144001	Web Programming	2/1	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

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
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

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
71	Animation	DSGN6689007	Concept Art & Production Design	2	5
72	Animation	DSGN6690007	Animation Storytelling	2	5
73	Creative Advertising	DSGN6661007	Photography	4	5
74	Film	FILM6059009	Global Cinema	4	5
75	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
76	Interior Design	DSGN6612008	Design Trend	2	5
77	International Relations	INTR6151029	Regional Integration in Europe	2	5
78	International Relations	INTR6152029	Regional Integration in America	2	5
79	International Relations	INTR6153029	Regional Integration in East Asia	2	5
80	International Relations	INTR6137029	Indonesia in Perspectives	2	5
81	International Relations	INTR6178029	Introduction to International Political Economy	2	5
82	International Relations	INTR6179029	Introduction to Security Studies	2	5
83	International Relations	INTR6180029	Introduction to International Media	2	5
84	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
85	English Literature	ENGL6169024	English for Professionals	2	5
86	Business Law	LAWS6017028	Intellectual Property Rights	4	5
87	Business Law	LAWS6110028	Cyber Law	2	5
88	Business Law	LAWS6159028	Legal Aspect in Business	2	5
89	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
90	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
91	Business Law	LAWS6176028	Tax Law	2	5
92	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
93	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
94	Psychology	PSYC6130027	Human Performance Technology	4	5
95	Psychology	PSYC6145027	Urban Psychology	4	5
96	Psychology	PSYC6191027	E-Learning Psychology	4	5
97	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
98	Psychology	PSYC6138027	Lifespan Development	4	5
99	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	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	FS	IS
	Semester 6							**Semester 7**						
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

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

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
COMM6696019	Creative Communication in Industrial Practices	8	20
COMM6697019	Creative Communication Strategy in Industry	8	
COMM6133019	EES in Industrial Practices	4	
Enrichment Program II			
COMM6698019	Creative Communication in Professional Practices	8	20
COMM6699019	Image Management in Industry	8	
COMM6136019	EES in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6637019	New Venture Initiation in Communication Industry	8	20
ENTR6638019	Product Development Process in Communication Industry	8	
ENTR6184019	EES in New Communication Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6693019	Brand Research Experience	8	20
RSCH6525019	Scientific Writing for Communication Research	8	
RSCH6138019	Global EES in Communication Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6132019	Community Outreach Project Implementation	8	20
CMDV6307019	Community Outreach Project Design in Communication Context	8	
CMDV6058019	Employability and Entrepreneurial Skills in Communication Context	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
GLOB6005019	Elective Course for Study Abroad 1	4	
GLOB6006019	Elective Course for Study Abroad 2	4	
GLOB6007019	Elective Course for Study Abroad 3	4	
GLOB6008019	Elective Course for Study Abroad 4	4	
GLOB6009019	Elective Course for Study Abroad 5	2	
GLOB6010019	Elective Course for Study Abroad 6	2	
GLOB6011019	Elective Course for Study Abroad 7	2	
GLOB6012019	Elective Course for Study Abroad 8	2	20
GLOB6013019	Elective Course for Study Abroad 9	2	
GLOB6014019	Elective Course for Study Abroad 10	2	
GLOB6015019	Elective Course for Study Abroad 11	2	
GLOB6016019	Elective Course for Study Abroad 12	2	
GLOB6251019	Elective Course for Study Abroad 29	4	
GLOB6304019	Elective Course for Study Abroad 49	6	
GLOB6305019	Elective Course for Study Abroad 50	6	
GLOB6306019	Elective Course for Study Abroad 51	6	

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

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			
Enrichment Program I/II			
CSIS6001019	Course Certification	3	
CSIS6002019	Technical Skill Enrichment	4	
CSIS6003019	Industrial Project	9	
CSIS6004019	Soft Skill Enrichment	4	
CSIS6005019	Elective Course for Specific Independent Study 1	8	
CSIS6006019	Elective Course for Specific Independent Study 2	8	
CSIS6007019	Elective Course for Specific Independent Study 3	6	
CSIS6008019	Elective Course for Specific Independent Study 4	6	
CSIS6009019	Elective Course for Specific Independent Study 5	6	
CSIS6010019	Elective Course for Specific Independent Study 6	5	
CSIS6011019	Elective Course for Specific Independent Study 7	5	
CSIS6012019	Elective Course for Specific Independent Study 8	5	
CSIS6013019	Elective Course for Specific Independent Study 9	5	
CSIS6014019	Elective Course for Specific Independent Study 10	4	
CSIS6015019	Elective Course for Specific Independent Study 11	4	
CSIS6016019	Elective Course for Specific Independent Study 12	4	
CSIS6017019	Elective Course for Specific Independent Study 13	4	20
CSIS6018019	Elective Course for Specific Independent Study 14	4	
CSIS6019019	Elective Course for Specific Independent Study 15	3	
CSIS6020019	Elective Course for Specific Independent Study 16	3	
CSIS6021019	Elective Course for Specific Independent Study 17	3	
CSIS6022019	Elective Course for Specific Independent Study 18	3	
CSIS6023019	Elective Course for Specific Independent Study 19	3	
CSIS6024019	Elective Course for Specific Independent Study 20	3	
CSIS6025019	Elective Course for Specific Independent Study 21	2	
CSIS6026019	Elective Course for Specific Independent Study 22	2	
CSIS6027019	Elective Course for Specific Independent Study 23	2	
CSIS6028019	Elective Course for Specific Independent Study 24	2	
CSIS6029019	Elective Course for Specific Independent Study 25	2	
CSIS6030019	Elective Course for Specific Independent Study 26	2	
CSIS6031019	Elective Course for Specific Independent Study 27	2	
CSIS6032019	Elective Course for Specific Independent Study 28	2	
CSIS6033019	Elective Course for Specific Independent Study 29	1	
CSIS6034019	Elective Course for Specific Independent Study 30	1	
CSIS6035019	Elective Course for Specific Independent Study 31	1	
CSIS6036019	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take

certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			
COMM6591019	Computer Mediated Communication	4	
COMM6596019	Public and Data Analytics	4	
COMM6592019	International Public Relations	4	20
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	CHAR6013019	Character Building: *Pancasila*	B
2	COMM6012019	Theory of Communication*	C
3	COMM6603019	Organizational Communication and Professional Practice*	C
4	COMM6610019	Communication Research Methodology	C
5	COMM6605019	Contemporary Content Production	C
6	COMM6685019	Creative Writing for Branding*	C
7	ENTR6511005	Entrepreneurship: Market Validation	C
8	COMM6684019	Strategic Communication for Branding	C

*) Tutorial & Multipaper