

## Master of Design (MDSN)

### Introduction

The BINUS Graduate Program's Master of Design excels in integrating design, technology, culture, and business with a sustainable approach. The uniqueness of this program lies in the concept of Advanced Designpreneur, which combines design expertise and entrepreneurship to create innovative solutions.

The curriculum focuses on integrating designs, technology, culture, and business knowledge. The program produces graduates as mid-level designers, global design entrepreneurs, design educators, and young expert design researchers. The graduates are expected to contribute to the rapidly growing creative industry while bringing comprehensive design knowledge and skills.

In addition to career opportunities in the creative industry sector, the program also provides a foundation for those interested in becoming researchers or pursuing further studies. Utilizing a technology-based approach and a commitment to sustainable designs. The program encourages the exploration, utilization, and management of design projects to create valuable new solutions in addressing societal design issues.

Collaborations with industries in the final stages of learning give graduates the opportunity to receive reviews, recognition, and legitimacy that strengthen the quality of their final projects.

### Vision

The Master of Design program aims to nurture individuals into Advanced Designpreneurs, aspiring to be a World-class university fostering and empowering the society in building and serving the nation.

### Mission

The mission of Master of Design is to contribute to the global community through the provision of world-class education by:

1. Educating BINUSIAN to synthesize innovative design research and theory based on a blend of local and contemporary cultural values that is beneficial to both society and scholarship.
2. Generating proficiency in selecting theories and research methods for the scholarly development of design with an interdisciplinary approach.
3. Fostering design works produced through scholarly design methods utilizing information technology to address design challenges in society.
4. Empowering the ability to manage entrepreneurship in the field of design, adhering to sustainable concepts both as a professional and entrepreneur.

### Program Objective

The objectives of the program are:

1. Providing advanced knowledge in design knowledge that is oriented towards sustainable, cultural, and business concepts.
2. Providing education that can prepare human resources with advantage competencies related to knowledge, skills, and experiences that require to become leaders and designers who are able to compete at the global level.

3. Providing education that prepares human resources with advanced research knowledge and experience to deliver alternative social problems related to design areas.
4. Providing education that can prepare human resources with advanced research knowledge and experience to search for solutions to social problems related to the design field

## Student Outcomes

After completing the study, graduates are:

1. Able to apply design theories through interdisciplinary research in social life by utilizing the design development based on sustainable, cultural, and business-oriented concepts;
2. Able to conduct research in the area of sustainable design, culture, and business related to design solutions to solve real design problems;
3. Able to produce sustainable designs based on local culture integrated with business models to solve practical design problems.

## Prospective Career of the graduates

Graduate profiles are roles carried out by the graduates in the specific field or expertise after completing their studies. Student Outcomes (SO) are competencies that should be achieved by students upon graduation in the area of knowledge, skills, and attitudes designed based on recent advancement and needs, scientific development, and graduate profiles:

- Art Director
- Design/Creative Supervisor
- Design Department Head
- Design Global Entrepreneur
- Design Lecturer
- Design Researcher

## Curriculum

The operational duration of the Master of Design program is 3 semesters, with each semester divided into 2 periods.

## Course Structure

### SEMESTER 1

Course	SCU	
DSGN8002067	Design and Culture	4
ENTR8020067	Design Innovation in Business	4
DSGN8003067	Research Design Strategies	4
DSGN8005067	Creative Design Project I	4
<b>Total SCU</b>	<b>16</b>	

**SEMESTER 2**

Course		SCU
DSGN8004067	Design for Sustainability	4
RSCH8169067	Pre-Thesis	2
RSCH8170067	Research Writing I	1
DSGN8006067	Creative Design Project II	4
<b>Total SCU</b>		<b>11</b>

**SEMESTER 3**

Course		SCU
RSCH8171067	Research Writing II	1
DSGN8007067	Design Exhibition	4
RSCH8172067	Thesis	4
<b>Free Electives</b>		<b>4</b>
<b>Total SCU</b>		<b>13</b>
<b>Cumulative SCU</b>		<b>40</b>

**Free Electives:**

-) Free Electives, students are required to choose from the list of Free Electives in Appendix.

**Appendix: Free Electives (3<sup>rd</sup> Semester)**

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Master of Computer Science	COMP8035041	Big Data Analytics	4	3
2	Master of Computer Science	COMP8047041	Business Intelligence and Analytics	4	3
3	Master of Computer Science	COMP8046041	Fundamental of Cyber Security	4	3
4	Master of Information Systems Management	ISYS8052042	Advanced Topics in Management Information Systems	4	3
5	Master of Industrial Engineering	ISYE8027045	Advanced Supply Chain and Operational Excellence	4	3
6	Master of Industrial Engineering	ISYE8023045	Advanced System Simulation and Modelling	4	3
7	Master of Communication	COMM8003043	Media Relation Strategy	4	3
8	Master of Communication	COMM8007043	Branding in Strategic Communication	4	3
9	Master of Communication	COMM8011043	Management of Media Convergence	4	3
10	Master of Accounting	ACCT8018044	Risk Management and Risk Decision Analytics	4	3
11	Master of Accounting	ACCT8008044	Cases on Forensic Accounting and Corporate Governance	4	3
12	Master of Design	DSGN8008067	Creative Industry Leadership	4	3