Fashion

Introduction

The Fashion Study Program at BINUS UNIVERSITY, established in 2010, began as a collaboration between BINUS UNIVERSITY INTERNATIONAL and Northumbria University, Newcastle, UK. It aspires to become the best design school in the region. Indonesia and ASEAN are currently one of the fastest-growing regions in the world; and with that rapid growth, we see a need for skilled professionals who are able to solve problems through design.

Starting in the 2024/2025 academic year, the Fashion Study Program is offered at BINUS @Alam Sutera, with the same vision and passion to become the leading fashion school in Indonesia. The program is dedicated to producing skilled professionals capable of solving problems in their field. To support effective teaching and learning, BINUS UNIVERSITY provides excellent studio facilities, including garment production workspaces, textile experiment rooms (for batik, weaving, screen printing, and knitting), computer labs, and a photography studio.

Upon successfully completion of four years of study, graduates will obtain a Sarjana Desain (S.Ds.).

Vision

To become a world class fashion product design program, embracing the local values, fostering and empowering the society also able to produce creative solution for the nation and contribute to the global community.

Mission

The missions of Fashion Design are to:

1. Prepare future creative leaders in the area of fashion product design with global standard, professional working ethics, and able to preserve local values
2. To build the nation and contribute in global community development by leverage local resources to improve the life quality and enhance creative economic industry
3. To provide graduates with the ability of critical thinking, compose design research and produce creative solution for the nation's needs.

Program Objective

The objectives of the Program are:

1. **Knowledge and Technical Skills**
   To provide graduates with a global mindset, contextual knowledge and technical skills;
2. **Information and Communication Technologies (ICT)**
   To provide graduates with nationally and globally through the application of knowledge and information technology (ICT);
3. **Effective Communication**
   To provide graduates with work ethics that utilize effective communication skills;
4. **Entrepreneur Skills**
   To provide graduates with entrepreneurial skills, and become socially aware and responsible fashion professional, that contribute to the society;
5. **Innovation Skills**
   To provide graduates with capability to formulate creative fashion design solution.

Student Outcomes

After completing the study, graduates are:

1. Able to apply the understanding of theoretical design concepts, history, culture, and contemporary issues in fashion industry;
2. Able to apply appropriate skills for ready-to-wear fashion production in pattern making, sewing, and fabric manipulation techniques while considering aspects of aesthetics, efficiency, and effectivenes;
3. Able to utilise relevant information technology and communication tools in adherence to work needs;
4. Able to design the concepts of fashion business governance, ethical and professional values, as well as being able to collaborate and possess good communication skills;
5. Able to evaluate problems in design and propose relevant, creative and innovative design solutions through research-based design approach and evaluate product quality in relation to consumer, ergonomical, and environmental perspectives;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Various career opportunities in the fashion industry will be introduced, and students will be prepared throughout their studies. The integrated curriculum is designed and developed to support students in building both technical and non-technical skills while engaging with the industry. One key career development program is the internship for every student, where they can work on real projects as practical studies in an industry context. This program enhances students' abilities to engage in professional practice and to understand ethical and organizational responsibilities. Additionally, a series of field studies/visits to professionals and industries will be conducted to provide a solid foundation and a broad overview of the industry. These experiences support individual career aspirations and can help build social and professional networks. Graduates of the Fashion Study Program are expected to be prepared as designers for medium to mass production manufacturing, in response to various market levels.

Graduates of the BINUS UNIVERSITY Fashion Study Program can pursue careers in the following fields without exception:

- Fashion Designer
- Textile Designer
- Trend Forecaster Consultant
- Fashion Design Consultant
- Fashion Stylist
- Fashion Journalist
- Fashion Entrepreneur
- Buyer and Merchandiser
- Store Manager
- Visual Merchandiser
- Digital Marketer
- Media Communications

Curriculum

The Fashion Study Program offers a flexible, personalized study plan tailored to the needs of students, supported by a (2+1+1) course structure, students are prepared to pursue careers and opportunities in the fashion industry. Additionally, students can choose a concentration in either Fashion Design or Fashion Retail Management, providing them the opportunity to deepen their practical fashion skills and work within the real fashion industry. The Fashion Study Program at BINUS University also emphasizes practical experience, collaborative projects with professionals, and preparing students to develop their skills and advance their careers.

Course Structure

Sem	Code	Course Name	SCU	Total
1	FASH6182040	History and Introduction to Fashion Studies[1] - **(AOL)**	2	20
	CHAR6013040	Character Building: Pancasila	2	
	FASH6144040	Drafting - **(AOL)**	6	
	FASH6145040	Fashion Illustration - **(AOL)**	6	
	FASH6183040	Design Research Skill	2	
	FASH6184040	Design Foundation	2	
	Foreign Language Courses		0	
2	CHAR6014040	Character Building: Kewarganegaraan	2	20
	LANG6027040	Indonesian	2	
	FASH6147040	Draping[1] - **(AOL)**	6	
	FASH6148040	CAD in Fashion - **(AOL & AIE)**	6	
	FASH6185040	Sewing - **(AOL)**	2	
	COSC6011040	Foundations of Artificial Intelligence	2	
	Foreign Language Courses		0	
3	CHAR6015040	Character Building: Agama	2	20
	FASH6186040	Contemporary Fashion[1&2] - **(AOL)**	2	
	FASH6187040	Fashion Textile I[2] - **(AOL)**	2	
	FASH6180040	Fashion Trend Forecasting - **(AOL & AIE)**	2	
	FASH6115040	Fashion Design I - **(AOL)**	4	
	FASH6188040	Production I	6	
	FASH6189040	Fashion Technical Drawing	2	
	Foreign Language Courses		0	
4	FASH6130040	Fashion Design II[2]	4	20
	FASH6190040	Production II	6	
	FASH6171040	Fashion Textile II	2	
	Stream: Fashion Design			
	FASH6191040	Creative Pattern Exploration[2]	4	
	FASH6192040	Sustainable Fashion[1&2] - **(AOL)**	4	
	Foreign Language Course		0	
	Minor		8	
	Free Electives		8	
5	FASH6194040	Entrepreneurship for Fashion[1] - **(AOL)**	4	20
	FASH6154040	Digital Fashion Branding - **(AOL & AIE)**	2	

Sem	Code	Course Name	SCU	Total
	FASH6131040	Fashion Textile III	2	
	Stream: Fashion Design			
	FASH6195040	Fashion Design Technology[2] - **(AOL)**	6	
	FASH6196040	Fashion Global Experience[2] - **(AOL)**	4	
	FASH6197040	Fashion Creative Direction[2]	2	
	Minor		12	
	Free Electives		12	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	FASH6201040	Pre-Thesis	2	6
	FASH6202040	Thesis	4	
	FASH6203040	Thesis	6	
			TOTAL CREDITS 146 Credits	

1) This course is delivered in English
2) Global Learning System Course

-) **AOL** *- Assurance of Learning Process System*
-) **AIE** *- Artificial Intelligence Embedded Course*

Streaming or Minor or Free Electives:
-) For 4th Semester: Students are required to choose Streaming or Minor or Free Electives, For Free Electives, students are required to choose from the list of Free Electives in Appendix.
-) For 5th Semester: Students will continue to study the Stream or the Minor Program or Free Electives or that has been choosen in semester 4. 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. Students must pass with a minimum Grade of C.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253040	English for Frontrunners	0
ENGL6254040	English for Independent Users	0
ENGL6255040	English for Professionals	0
JAPN6190040	Basic Japanese Language*	0
CHIN6163040	Basic Chinese Language*	0

**) This course is optional for students*

1. *Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.*
2. *Students with Beelingua Placement Test score between 61-99 are required to take English for Independent Users and English for Professionals.*
3. *Students with Beelingua Placement Test score greater than 99 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.*

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ Binus Kemanggisan		
Blockchain Technology and Business	-	-
Creative Digital Storytelling	V	V
Cross Cultural Communication	V	V
Digital Banking	-	-
Digital Ecosystem	V	V
English for Business Professionals	-	-
Event Business and Entertainment	V	V
Human Capital in Digital Workplace	V	V
Interactive & Users Experience Design	-	-
Robotic Process Automation	-	-
Sustainable Development	-	-
Minor @ Binus Alam Sutera		
Digital Transformation	V	V
Minor @ Binus Bekasi		
Culinary	-	-
Korean Culture and Creativity	-	-
Minor @ Binus Malang		
Chinese for Career Pathways	-	-
English for Business Professionals	-	-
Digital Technopreneur	-	-
Minor @ Binus Bandung		
Creative Digital Storytelling	V	V
DesignPreneur	-	-
Minor @ Binus Semarang		
Content Creation	-	-
Data Analytics	-	-
Immersive Journey to Japanese Language and Culture	-	-
Metaverse in Business	-	-
Minor @ Binus Medan		
Global Business	-	-

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: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a

literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

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**

Additional Information

None

2. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

Course		SCU
CHIN6132026	Chinese Conversation in Daily Activities	4
COMM6502019	Communication in Diversity	2
BUSS6170025	Asian Business Ethics	4
	Total SCU	**10**

Supporting Courses

Course		SCU
CHIN6134026	Chinese Conversation in Business Communication	4
LAWS6198028	Artificial Intelligence in Legal Discourse	2
INTR6135029	Comparative Politics	4
	Total SCU	**10**

Additional Information

None

3. Minor Program: Digital Ecosystem

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course		SCU
COSC6196001	Immersive Technology	2
GAME6002001	Game Design	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**

Additional Information

None

4. Minor Program: Event Business and Entertainment

Introduction

This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) event, sport event, and festival, enabling students to plan and conduct a successful event.

Career Options

Professional event organizer, Professional Conference Organizer, Even Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

Course Distribution

Fundamental Courses

Course		SCU
HTMN6151021	Event Marketing Management	2
HTMN6152021	Catering Management	4
TRSM6232022	MICE (Meeting, Incentive, Convention, Exhibition) Management	4
	Total SCU	**10**

Supporting Courses

Course		SCU
TRSM6233022	Event Sponsorship and Funding	2
TRSM6234022	Sport and Entertainment Event Management	4
TRSM6235022	Festival & Cultural Event	4
	Total SCU	**10**

Additional Information

None

5. Minor Program: Human Capital in Digital Workplace

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

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**

Additional Information

None

6. Minor Program: Digital Transformation

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

Course Distribution

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**

Additional Information

None

Appendix: Free Electives (4th Semester & 5th Semester)

Students will receive information about Free Electives during the registration period.

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	Semester 6							Semester 7						
	IN	EN	RS	CD	SA	IS	etc	IN	EN	RS	CD	SA	IS	etc
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		
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	

Note:

IN : Company Internship
RS : Research Fellowship
EN : Entrepreneurship
CD : Community Impact Internship
SA : Study Abroad
IS : Specific Independent Study
etc : Study Program Special Purposes

Company Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
FASH6077040	Industry Experience	8	
FASH6178040	Fashion Applied Skills	8	
FASH6078040	Reflective Practices	4	
Enrichment Program II			20
FASH6204040	Industrial Experience for Fashion	8	
FASH6205040	Fashion Industry Skills	8	
FASH6206040	Fashion Industry Practice	4	

Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6092040	Business Model Innovation	8	
ENTR6588040	Product and Service Development	8	
ENTR6097040	Managing Teams and Cultures	4	
Enrichment Program II			20
ENPR6297040	Creative Venture in Fashion	8	
ENPR6298040	Product and Service Development in Fashion	8	
ENPR6299040	EES in Fashion Business	4	

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6965040	Research Experience	8	
RSCH6966040	Scientific Writing in Fashion	8	
RSCH6967040	Global EES in Fashion Research	4	
Enrichment Program II			20
RSCH6741040	Fashion Research Experience	8	
RSCH6742040	Academic Writing for Fashion	8	
RSCH6743040	Advanced Global EES in Fashion Research	4	

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Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6490040	Community Project Implementation	8	
CMDV6491040	Community Project Design	8	
CMDV6492040	Communication Cross Culture	4	
Enrichment Program II			20
CMDV6493040	Community Project Outreach Implementation	8	
CMDV6494040	Community Project Outreach Design	8	
CMDV6495040	EES in Community Service Project	4	

Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I/II			
GLOB6005040	Elective Course for Study Abroad 1	4	
GLOB6006040	Elective Course for Study Abroad 2	4	
GLOB6007040	Elective Course for Study Abroad 3	4	
GLOB6008040	Elective Course for Study Abroad 4	4	
GLOB6009040	Elective Course for Study Abroad 5	2	
GLOB6010040	Elective Course for Study Abroad 6	2	
GLOB6011040	Elective Course for Study Abroad 7	2	
GLOB6012040	Elective Course for Study Abroad 8	2	
GLOB6013040	Elective Course for Study Abroad 9	2	
GLOB6014040	Elective Course for Study Abroad 10	2	
GLOB6015040	Elective Course for Study Abroad 11	2	
GLOB6016040	Elective Course for Study Abroad 12	2	
GLOB6251040	Elective Course for Study Abroad 29	4	

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

Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			20
Enrichment Program I/II			
CSIS6001040	Course Certification	3	
CSIS6002040	Technical Skill Enrichment	4	
CSIS6003040	Industrial Project	9	
CSIS6004040	Soft Skill Enrichment	4	
CSIS6005040	Elective Course for Specific Independent Study 1	8	
CSIS6006040	Elective Course for Specific Independent Study 2	8	

Code	Course Name	SCU	Total
CSIS6007040	Elective Course for Specific Independent Study 3	6	
CSIS6008040	Elective Course for Specific Independent Study 4	6	
CSIS6009040	Elective Course for Specific Independent Study 5	6	
CSIS6010040	Elective Course for Specific Independent Study 6	5	
CSIS6011040	Elective Course for Specific Independent Study 7	5	
CSIS6012040	Elective Course for Specific Independent Study 8	5	
CSIS6013040	Elective Course for Specific Independent Study 9	5	
CSIS6014040	Elective Course for Specific Independent Study 10	4	
CSIS6015040	Elective Course for Specific Independent Study 11	4	
CSIS6016040	Elective Course for Specific Independent Study 12	4	
CSIS6017040	Elective Course for Specific Independent Study 13	4	
CSIS6018040	Elective Course for Specific Independent Study 14	4	
CSIS6019040	Elective Course for Specific Independent Study 15	3	
CSIS6020040	Elective Course for Specific Independent Study 16	3	
CSIS6021040	Elective Course for Specific Independent Study 17	3	
CSIS6022040	Elective Course for Specific Independent Study 18	3	
CSIS6023040	Elective Course for Specific Independent Study 19	3	
CSIS6024040	Elective Course for Specific Independent Study 20	3	
CSIS6025040	Elective Course for Specific Independent Study 21	2	
CSIS6026040	Elective Course for Specific Independent Study 22	2	
CSIS6027040	Elective Course for Specific Independent Study 23	2	
CSIS6028040	Elective Course for Specific Independent Study 24	2	
CSIS6029040	Elective Course for Specific Independent Study 25	2	
CSIS6030040	Elective Course for Specific Independent Study 26	2	
CSIS6031040	Elective Course for Specific Independent Study 27	2	
CSIS6032040	Elective Course for Specific Independent Study 28	2	
CSIS6033040	Elective Course for Specific Independent Study 29	1	
CSIS6034040	Elective Course for Specific Independent Study 30	1	
CSIS6035040	Elective Course for Specific Independent Study 31	1	
CSIS6036040	Elective Course for Specific Independent Study 32	1	

**) For students who take BINUS 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 Specific Independent Study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

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The Table of Prerequisite for Fashion Study Program

Course		SCU	Sem	Course Prerequisite		SCU	Sem
FASH6148040	CAD in Fashion	6	2	FASH6145040	Fashion Illustration	6	1
FASH6115040	Fashion Design I	4	3	FASH6183040	Design Research Skill	2	1
FASH6188040	Production I	6	3	FASH6185040	Sewing	2	2
FASH6189040	Fashion Technical Drawing	2	3	FASH6148040	CAD in Fashion	6	2
FASH6130040	Fashion Design II	4	4	FASH6115040	Fashion Design I	4	3
FASH6190040	Production II	6	4	FASH6188040	Production I	6	3
FASH6195040	Fashion Design Technology	6	5	FASH6191040	Creative Pattern Exploration	4	4
FASH6196040	Fashion Global Experience	4	5	FASH6130040	Fashion Design II	4	4

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013040	Character Building: Pancasila	B
2.	FASH6144040	Drafting*	C
3.	FASH6186040	Contemporary Fashion	C
4.	FASH6187040	Fashion Textile I*	C
5.	FASH6115040	Fashion Design I*	C
6.	FASH6194040	Entrepreneurship for Fashion	C
Stream: Fashion Design			
7.	FASH6192040	Sustainable Fashion	C
8.	FASH6195040	Fashion Design Technology	C

*) Tutorial

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