

## Digital Business Innovation Program

### Introduction

This program prepares graduates to have business knowledge and skills in using technology so that they can develop digital technology-based entrepreneurship. This program specifically equips prospective graduates with the ability to analyze and design information systems (Digital Business Analytics, Digital Marketing Strategy) as well as the ability to design a comprehensive Business Plan, which is needed in preparing and developing a digital business start-up.

### Vision

A world-class business and entrepreneurship study program, fostering and empowering the society in serving and building the nation

### Mission

Providing world class business and entrepreneurship education to build the nation and to contribute to community development by means of:

**1. Educating BINUSIANS to develop exemplary characters through holistic approach.**

*Educating BINUSIANS to be ethical & innovative graduates with multiple skills to deal with business digitalization challenges using holistic approach*

**2. Developing business creation through entrepreneurship and relevant research.**

Encouraging BINUSIANS to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues

**3. Fostering BINUSIANS through self-enrichment.**

Nourishing BINUSIANS' SPIRIT for improving personal and professional capabilities

**4. Empowering BINUSIANS to continuously improve business community.**

Invigorating BINUSIANS to solve the business community challenges through academic and community service activities

### Program Objective

The objectives of the program are:

1. Provide students basic knowledge in the fields of entrepreneurship and management they need in business practice
2. Provide students with entrepreneurial and business skills integrated with information technology that have an impact on business, marketing, operations, finance and business organizations and provide tools used in business implementation
3. Preparing students to become entrepreneurs and agents of change ethically by utilizing skills and knowledge in building a sustainable business
4. Prepare students with proficiency and in-depth knowledge of innovative information systems related to IT-Business Innovation.
5. Equip students with the ability to use knowledge of applied business applications for specific industrial purposes

## Competency Goals

After completing the study, graduates are:

1. *Each student should be able to apply business concepts.*
2. *Each student should be able to demonstrate entrepreneurial acumen by applying creative, innovative, analytical thinking as well as applying communication skills, and ICT skills*
3. *Each student should be able to apply ethical and professional values.*
4. *Each student should be able to articulate sustainable business perspective in exercising business.*
5. *Each student should be able to analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.*
6. *Each student should be able to design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.*
7. *Each student should be able to communicate effectively in a variety of professional contexts.*
8. *Each student should be able to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles*
9. *Each student should be able to function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline*
10. *Each student should be able to support the delivery, use, and management of information systems within an information systems environment.*
11. *Each student should be able to develop digital business start up*

## Prospective Career of the Graduates

After graduating from the Interactive Design and Technology Program:

1. System Analyst
2. System Developer
3. Entrepreneur
4. Intrapreneur
5. Business Developer
6. Business Planner
7. Digital Business Specialist
8. Small Business Consultant
9. Information System Consultant

## Curriculum

The learning approach in this program will place greater emphasis on project-based learning, enabling students to acquire knowledge and skills through projects that reflect real-world challenges and problems. This method aims to equip graduates with competencies that are directly applicable in professional business contexts. Graduates are expected to possess a solid understanding of business concepts, demonstrate entrepreneurial acumen through creative, innovative, and analytical thinking, and be proficient in communication, particularly using information and communication technologies. Additionally, they should be able to integrate ethical and professional values and articulate a sustainable business perspective when applying business concepts.

Within collaborative environments, students will develop the ability to function effectively both as team members and as leaders in activities aligned with the program's discipline. Effective communication across diverse professional contexts will be a key outcome. As problem solvers in computing, graduates will be trained to analyze complex computing issues and apply computing principles, along with other relevant disciplinary knowledge, to

identify viable solutions. Furthermore, they will learn to design, implement, and evaluate computing-based solutions that meet specific technical requirements within the program's scope.

Graduates will also be prepared to recognize professional responsibilities and make informed decisions in computing practices, grounded in legal and ethical principles. They will be equipped to support the delivery, use, and management of information systems in an information system environment. Moreover, students will be encouraged to develop digital business start-ups and apply interdisciplinary knowledge and skills to generate innovative solutions for problem-solving.

The Digital Business Innovation Double Degree Program is structured to provide a comprehensive learning experience. Students will complete foundational courses at the home campus in Malang over the first 2 (two) years, followed by a mandatory one-year study period at the Jakarta campus. In their fourth year, students will engage in enrichment programs, which can be undertaken in various locations, but will be coordinated and managed by the study program at the home campus in Malang. Finally, students will return to Malang to complete their final project during the last semester.

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6030002	Character Building: Pancasila	2	20
	ENPR6109002	Introduction to Entrepreneurship and Business <sup>2</sup>	4	
	ENPR6110002	Creative and Innovative Thinking	2	
	ENPR6111002	Marketing for Entrepreneur <sup>1</sup>	4	
	ISYS6896003	Information Systems Management, Strategy and Acquisition <sup>1</sup>	4	
	ISYS6897003	Digital Innovation	2	
	COSC6060002	Foundation of Artificial Intelligence	2	
	<b>Foreign Language Courses</b>			
2	CHAR6031002	Character Building: Kewarganegaraan	2	20
	LANG6117002	Indonesian	2	
	ENPR6051002	Business Operations and Supply Chain	4	
	ENPR6052002	Sustainable Business Model <sup>1&amp;2</sup>	4	
	ISYS6898003	Algorithm and Programming	2/2	
	ISYS6901003	Enterprise Business Process <sup>2</sup>	4	
	<b>Foreign Language Courses</b>			
3	CHAR6032002	Character Building: Agama	2	24
	ISYS6892003	Database Fundamental	4/2	
	ENPR6053002	Entrepreneurial Finance and Accounting	2/2	
	ENPR6055002	Entrepreneurial Leadership and Organization <sup>2</sup>	4	
	ISYS6894003	IT Infrastructure & Emerging Technology	4	
	ISYS6256003	Information Systems Project Management <sup>1&amp;2</sup>	4	
	<b>Foreign Language Courses</b>			
4	ENTR6663002	Business Plan <sup>2</sup>	4/2	24
	ENPR6182002	Business Law and Ethics	2	
	ISYS6900003	IT Governance & Security	4	
	ISYS6596003	User Experience Research & Design	4/2	
	COSC6050003	Programming for Business	2/2	

Sem	Code	Course Name	SCU	Total
	ISYS6338003	Testing and System Implementation <sup>1&amp;2</sup>	2	
	<b>Foreign Language Courses</b>		0	
5 <sup>3</sup>	ISYS6893003	Information System Analysis and Design <sup>2</sup>	4/2	24
	INFS6068003	Data and Information Management <sup>2</sup>	2	
	INFS6069003	Fundamental of Mathematics and Statistics	2	
	ENPR6057002	Commercializing Emerging Technology	2/2	
	ISYS6673003	Digital Business Project <sup>2</sup>	4/2	
	ENPR6362002	Family Business	4	
6 <sup>3</sup>	ISYS6899003	Minor Project in Information Systems <sup>(AOL)</sup>	4	24
	ISYS6895003	Data Modelling	2/2	
	ENPR6058002	Business Information Systems Research Methodology	4	
	Free Electives		12	
7	<b>Enrichment Program I</b>		20	20
8	<b>Enrichment Program II</b>		20	20
9	ENPR6059002	Pre-Thesis	2	6
	ENPR6060002	Thesis	4	
	RSCH6992002	Thesis	6	
			<b>Total Credits 182 SCU</b>	

1) This course is delivered in English

2) Global Learning System Course

3) Will be Conducted in BINUS Jakarta

#### Foreign Language Courses:

Students will take foreign language courses according to Beelingua Placement Test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

**Pre-thesis (2 SCU) & Thesis (4 SCU)** can be taken in the 6<sup>th</sup> and/or 7<sup>th</sup> semester by the students who meet the requirements from the Study Program/Program

#### Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6268002	English for Frontrunners	0
ENGL6269002	English for Independent Users	0
ENGL6267002	English for Professionals	0
JAPN6208002	Basic Japanese Language*	0
CHIN6185002	Basic Chinese Language*	0

\*) This course is optional for students

- Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
- Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
- 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.
- Students are required to pass the foreign language courses before they take enrichment.
- Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

**Appendix : Free Electives**

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Tourism Destination	BUSS6137022	Tourism E-Business	4	6
2	Management	BUSS6191005	Export-Import Management	2	6
3	Management	BUSS6222005	Export-Import Cost Management	2	6
4	Communication	COMM6613019	Introduction to Media Industry	2	6
5	Computer Science	COMP6549001	Software Security	2	6
6	Computer Science	COMP6800001	Human and Computer Interaction	2/1	6
7	Computer Science	COMP7128001	Game Design	2	6
8	Visual Communication Design	DSGN6651007	Photography	4	6
9	Interior Design	DSGN6888008	Interior Accessories Design	2	6
10	English Literature	ENGL6244024	Social Media Broadcasting	4	6
11	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	6
12	Hotel Management	HTMN6027021	Service Management	4	6
13	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	6
14	International Relations	INTR6148029	Multinational Corporations Global Strategy and Social Responsibility	2/2	6
15	International Relations	INTR6158029	Indonesia's Defense and Security Policy	2	6
16	International Relations	INTR6162029	Multiculturalism and Digital Society	2	6
17	Industrial Engineering	ISYE6041011	Engineering Economy	2	6
18	Industrial Engineering	ISYE6181011	System Engineering & Analysis	2	6
19	Information Systems	ISYS6574003	Information Retrieval	4	6
20	Information Systems	ISYS6606003	Smart Application	2	6
21	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	6
22	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	6
23	Law	LAWS6159005	Legal Aspect in Business	2	6
24	Mathematics	MATH6187016	Machine Learning	2/1	6
25	Management	MGMT6365005	Current Issue in Service Business and Technology	2	6
26	Management	MGMT6455005	Servitization and Customer Experience Management	2	6
27	Management	MGMT6456005	Fundamentals of Supply Chain Management	4	6
28	Management	MGMT6458005	Global Supply Chain Management	2	6
29	Management	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective	4	6
30	Management	MKTG6270005	Retail and Omni Channel	2	6
31	Management	MKTG6321005	Marketing Data Analytics	4	6
32	Psychology	PSYC6123027	Educational Psychology	2	6
33	English Literature	SOCS6021024	Social and Digital Media Writing	2	6
34	Accounting	TAXN6055020	Customs, Export and Import Tax Planning	2	6
35	Tourism Destination	TRSM6140022	Tourism Law and Regulation	2	6
36	Tourism Destination	BUSS6137022	Tourism E-Business	4	6
37	Management	BUSS6191005	Export-Import Management	2	6
38	Management	BUSS6222005	Export-Import Cost Management	2	6

No	Course Owner Department	Course Code	Course Name	SCU	Semester
39	Communication	COMM6613019	Introduction to Media Industry	2	6
40	Computer Science	COMP6549001	Software Security	2	6
41	Computer Science	COMP6800001	Human and Computer Interaction	2/1	6
42	Computer Science	COMP7128001	Game Design	2	6
43	Visual Communication Design	DSGN6651007	Photography	4	6
44	Interior Design	DSGN6888008	Interior Accessories Design	2	6
45	English Literature	ENGL6244024	Social Media Broadcasting	4	6
46	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	6
47	Hotel Management	HTMN6027021	Service Management	4	6
48	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	6
49	International Relations	INTR6148029	Multinational Corporations Global Strategy and Social Responsibility	2/2	6
50	International Relations	INTR6158029	Indonesia's Defense and Security Policy	2	6
51	International Relations	INTR6162029	Multiculturalism and Digital Society	2	6
52	Industrial Engineering	ISYE6041011	Engineering Economy	2	6
53	Industrial Engineering	ISYE6181011	System Engineering & Analysis	2	6
54	Information Systems	ISYS6574003	Information Retrieval	4	6
55	Information Systems	ISYS6606003	Smart Application	2	6
56	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	6
57	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	6
58	Law	LAWS6159005	Legal Aspect in Business	2	6
59	Mathematics	MATH6187016	Machine Learning	2/1	6
60	Management	MGMT6365005	Current Issue in Service Business and Technology	2	6
61	Management	MGMT6455005	Servitization and Customer Experience Management	2	6
62	Management	MGMT6456005	Fundamentals of Supply Chain Management	4	6
63	Management	MGMT6458005	Global Supply Chain Management	2	6
64	Management	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective	4	6
65	Management	MKTG6270005	Retail and Omni Channel	2	6
66	Management	MKTG6321005	Marketing Data Analytics	4	6
67	Psychology	PSYC6123027	Educational Psychology	2	6
68	English Literature	SOCS6021024	Social and Digital Media Writing	2	6
69	Accounting	TAXN6055020	Customs, Export and Import Tax Planning	2	6
70	Tourism Destination	TRSM6140022	Tourism Law and Regulation	2	6

**Enrichment Program I (7<sup>th</sup> Semester) & Enrichment Program II (8<sup>th</sup> Semester):**

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

**Enrichment Track Scheme**

Track	Semester 7						Semester 8					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v								v			
2		v							v			
3			v						v			
4				v					v			
5					v				v			
6						v			v			

**Note:**

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

**Description:**

Students will take one of the enrichment program tracks

**Company Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
BUSS6044002	Internship	8	
BUSS6207002	Technopreneurship Application	8	
BUSS6187002	Technopreneurship Paper	4	

**Research Fellowship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
RSCH6204002	Research Experience	8	
RSCH6575002	Scientific Writing in Information Systems Research	8	
RSCH6467002	Information Systems for Global Employability and Entrepreneurial Skills	4	

**Entrepreneurship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENPR6203002	New Venture Initiation in Digital Business Innovation	8	
ENPR6204002	Product Development Process for Digital Business Innovation	8	
ENPR6205002	EES in New Digital Business Innovation I	4	
<b>Enrichment Program II</b>			20
ENPR6206002	Product Launching in Digital Business Innovation	8	
ENPR6207002	Business Development for Digital Business Innovation	8	

Code	Course Name	SCU	Total
ENPR6208002	EES in New Digital Business Innovation II	4	

### Community Impact Internship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6118002	Community Outreach Project Implementation	8	
CMDV6349002	Community Outreach Project Design in Information Systems	8	
CMDV6263002	Employability and Entrepreneurial Skills in Information Systems	4	

### Study Abroad Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
GLOB6005002	Elective Course for Study Abroad 1	4	
GLOB6006002	Elective Course for Study Abroad 2	4	
GLOB6007002	Elective Course for Study Abroad 3	4	
GLOB6008002	Elective Course for Study Abroad 4	4	
GLOB6009002	Elective Course for Study Abroad 5	2	
GLOB6010002	Elective Course for Study Abroad 6	2	
GLOB6011002	Elective Course for Study Abroad 7	2	
GLOB6012002	Elective Course for Study Abroad 8	2	
GLOB6013002	Elective Course for Study Abroad 9	2	
GLOB6014002	Elective Course for Study Abroad 10	2	
GLOB6015002	Elective Course for Study Abroad 11	2	
GLOB6016002	Elective Course for Study Abroad 12	2	
GLOB6251002	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

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6030002	Character Building: Pancasila	B
2.	ENPR6111002	Marketing for Entrepreneur	C
3.	ENPR6055002	Entrepreneurial Leadership and Organization**	C
4.	ENPR6109002	Introduction to Entrepreneurship and Business	C
5.	ENPR6110002	Creative and Innovative Thinking	C
6.	ISYS6901003	Enterprise Business Process	C
7.	ENPR6052002	Sustainable Business Model	C
8.	ISYS6892003	Database Fundamental	C
9.	ISYS6256003	Information Systems Project Management	C
10.	ENPR6182002	Business Law and Ethics	C
11.	ENTR6663002	Business Plan	C

No	Course Code	Course Name	Minimal Grade
12	ISYS6893003	Information Systems Analysis and Design	C
13	INFS6068003	Data and Information Management	C
14	ISYS6673003	Digital Business Project	C
15	ISYS6899003	Minor Project in Information Systems	C

\*) Tutorial

