Digital Business Innovation Program

Introduction

The Digital Business Innovation program under BINUS Business School Undergraduate Program is designed to meet the evolving needs of creativity and entrepreneurship in the digital era, with a strong emphasis on digital technology and artificial intelligence (AI). Since its AACSB accreditation in 2020, the program has maintained a strong commitment to high-quality teaching and learning processes, aligning closely with the outcomes desired by stakeholders.

Graduates of this program will earn a Bachelor of Business and Bachelor of Computer, with a focus on driving innovation in digital industries and creating businesses rooted in creativity, technology, and AI. The program delves into the intersection of leadership, digital innovation, and entrepreneurship, particularly in the context of emerging digital technologies and AI. Students will be equipped with practical skills, a creative mindset, and entrepreneurial knowledge essential for developing groundbreaking business ideas in the rapidly evolving technological landscape. The program aims to foster sustainable and ethical business growth while actively contributing to society, preparing graduates to navigate and lead in a world increasingly shaped by digital technology and AI.

Experiential Learning Techniques and Innovation Practices, such as the Digital Business Living Laboratory, Practical Market Testing and Commercialization, Investor Pitch, Mentoring, Coaching, Counselling, and Facilitating Programs, are integral to gaining practical knowledge, skills, and attitudes in digital technology innovation, commercialization, and innovative venture creation. These hands-on approaches immerse students in real-world digital business environments, enabling them to develop and commercialize technology-driven solutions while honing their entrepreneurial acumen in the digital economy.

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 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 BINUSIAN 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

1. Graduates will obtain global employability and entrepreneurship skills relevant to the business context, gain experience through collaborations that facilitate quality education, research, and engagement with global universities, institutions, and governments, and achieve global recognition through international accreditations, certifications, awards, and competitions.

2. Graduates will obtain advanced competencies in technology and digital literacy, contributing to the productivity and services of the school through the production of intellectual properties and the provision of professional services beneficial for business communities, concurrently elevating both faculty members' academic achievements and intellectual contributions.

3. Graduates will obtain high-quality research skills and contribute to the empowerment of the business community by producing impactful community services, relevant innovations, and disseminating research products for teaching-learning, community service, and self-development.

4. Graduates will obtain the capability to earn sustainable competitive advantage, ensuring the sustainability of the school in terms of the quality and quantity of students, financial stability of the study program, and prosperity of Binusians.

5. Program graduates will possess effective communication, teamwork, and leadership skills with ethical considerations in solving problems for an organization and creating benefits for society.

6. Program graduates will apply accurate skills and knowledge in system development that will be needed as a professional in information systems

7. Program graduates will maintain in-depth knowledge of information system methodologies and technologies to address the critical needs of an organization.

Student Outcomes (or Competency Goal only for BBS Program)

1. Able to apply business concept.

2. Able to demonstrate entrepreneurial acumen by applying creative, innovative, analytical thinking as well as applying communication skills, and ICT skills

3. Able to apply ethical and professional values

4. Able to integrate sustainable business perspective into sound business plan.

5. Able to analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions

6. 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. Able to communicate effectively in a variety of professional contexts

8. Able to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles

9. Able to function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.

10. Able to support the delivery, use, and management of information systems within an information systems environment

11. Able to develop digital business start up

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

Prospective Career of the Graduates

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

Digital Business Innovation Program at BINUS Bandung campus offers dual curriculum between Creativepreneurship Department and Information System Department, whereby students will undertake fundamental courses at the home campus (Creativepreneurship Department in Bandung) for 2-years, 1-year fundamental courses at Information System Department (in Jakarta) and 1-year enrichment program (Bandung or Jakarta).

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6034032	Character Building: Pancasila	2	20
	ENPR6143032	Introduction to Entrepreneurship and Business	4	
	ENTR6431032	Creative and Innovative Thinking [1]	2	
	ENPR6136032	Marketing for Entrepreneur [2]	4	
	ISYS6093003	Information System Concept [2]	4	
	ISYS6186003	Business Process Fundamental [1] & [2]	4	
		Foreign Language Courses	0	
2	CHAR6035032	Character Building: Kewarganegaraan	2	20
	LANG6097032	Indonesian	2	
	ENPR6153032	Business Operations and Supply Chain	4	
	ENPR6154032	Sustainable Business Model [1]	4	
	COMP6957031	Introduction to Programming	2/2	

Sem	Code	Course Name	SCU	Total
	ISYS6123003	Introduction to Database Systems [1] & [2]	2/2	
	Foreign Language Courses		0	
3	CHAR6036032	Character Building: Agama	2	24
	ISYS6596003	User Experience Research and Design [2]	4/2	
	ENPR6213032	Entrepreneurial Finance and Accounting	2/2	
	ENPR6155032	Entrepreneurial Leadership and Organization [2]	4	
	ENPR6137032	Commercializing Emerging Technology	2/2	
	ENPR6157032	Business and Performance Analytics	4	
	Foreign Language Courses [3]		0	
4	ISYS6675003	Information Technology Infrastructure	2	24
	ENTR6985032	Business Plan [2]	4/2	
	ENPR6156032	Business Law and Ethics	2	
	RSCH6694032	Business Information Systems Research Methodology[1]	4	
	ISYS6842003	Information Systems Analysis and Design	4/2	
	ISYS6197003	Business Application Development	2/2	
	Foreign Language Courses [3]		0	
5	ISYS6843003	Advanced Information System Analysis and Design [2]	4/2	24
	ISYS6198003	Data and Information Management [2]	4	
	ISYS6338003	Testing and System Implementation[1] & [2]	2	
	ISYS6126003	Enterprise System [1] & [2]	4	
	ISYS6678003	Information Systems Security	2	
	ISYS6679003	Digital Business Project [2]	4/2	
6	ISYS6256003	Information Systems Project Management [1] & [2]	4	24
	ISYS6538003	Advanced in Business Application Development [2]	4/2	
	ISYS6674003	Knowledge Management	2	
	FREE ELECTIVES		12	
7	Enrichment Program I		20	20
8	Enrichment Program II		20	20
9	RSCH6604032	Pre Thesis	2	6
	RSCH6605032	Thesis	4	
	ENTR6445032	Thesis	6	6
			Total Credits 182 SCU	

Pre-Thesis (2 SCU) and Thesis (4SCU) can be taken in the 7th and/or 8th semester by students who meet requirements from the study program.
Notes : (Information for group table)
MKK = Mata kuliah Keilmuan & Ketrampilan *(Science and Skill Course)*
MKB = Mata kuliah Keahlian Berkarya *(Creative Expertise Course)*
MPK = Mata kuliah Pengembangan Kepribadian *(Personality Development Course)*
MPB = Mata kuliah Perilaku Berkarya *(Creative Behavior Course)*
MBB = Mata kuliah Berkehidupan Bermasyarakat *(Social Living Course*
In 5th & 6th Semester, learning process will be conducted in BINUS@Jakarta

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>.

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

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6270032	English for Frontrunners	0
ENGL6271032	English for Independent Users	0
ENGL6272032	English for Professionals	0
JAPN6209032	Basic Japanese Language*	0
CHIN6192032	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.

Appendix: Free Electives (5&6th Semester)
Students will receive information about Free Electives during the registration period

Enrichment Program I (7th Semester) & Enrichment Program II (8th 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						
	EN	IN	SA	CD	RS	FS	IS	EN	IN	SA	CD	RS	FS	IS
1	√	-	-	-	-	-	-	√	-	-	-	-	-	-
2	-	√	-	-	-	-	-	√	-	-	-	-	-	-
3	-	-	√	-	-	-	-	√	-	-	-	-	-	-
4	-	-	-	-	-	-	√	√	-	-	-	-	-	-

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			
ENTR6997032	Existing Business Models Analysis	8	
ENTR6998032	Organizational Process Management	4	20
ENTR6999032	Entreprise Business Communications	4	
ENPR6005032	EES in Entreprise	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6437032	Business Startup, Launching and Formation	8	
ENTR6991032	Lean Enterprise	4	20
ENTR6992032	Launching New Venture	4	
ENTR6993032	EES in New Business	4	
Enrichment Program II			
ENTR6028032	Growing a Business	8	
ENTR6994032	Entrepreneurial Leadership	4	20
ENTR6995032	Venture Capital	4	
ENTR6996032	EES in Growing Business	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6208032	Elective Course for Study Abroad 1	4	
GLOB6209032	Elective Course for Study Abroad 2	4	
GLOB6210032	Elective Course for Study Abroad 3	4	
GLOB6211032	Elective Course for Study Abroad 4	4	
GLOB6268032	Elective Course for Study Abroad 25	4	
GLOB6212032	Elective Course for Study Abroad 5	2	
GLOB6213032	Elective Course for Study Abroad 6	2	
GLOB6214032	Elective Course for Study Abroad 7	2	20
GLOB6215032	Elective Course for Study Abroad 8	2	
GLOB6216032	Elective Course for Study Abroad 9	2	
GLOB6217032	Elective Course for Study Abroad 10	2	
GLOB6218032	Elective Course for Study Abroad 11	2	
GLOB6219032	Elective Course for Study Abroad 12	2	
GLOB6269032	Elective Course for Study Abroad 26	2	
GLOB6289032	Elective Course for Study Abroad 29	2	

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

Certified Specific Indenpendent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Indenpendent Study*			
Enrichment Program I			
MICR6073032	Course Certification	3	
MICR6074032	Technical Skill Enrichment	4	
MICR6075032	Industrial Project	9	
MICR6076032	Soft Skill Enrichment	4	
MICR6077032	Elec Course for Specific Independent Study 1	8	
MICR6078032	Elec Course for Specific Independent Study 2	8	
MICR6079032	Elec Course for Specific Independent Study 3	6	
MICR6080032	Elec Course for Specific Independent Study 4	6	
MICR6081032	Elec Course for Specific Independent Study 5	6	
MICR6082032	Elec Course for Specific Independent Study 6	5	
MICR6083032	Elec Course for Specific Independent Study 7	5	
MICR6084032	Elec Course for Specific Independent Study 8	5	
MICR6085032	Elec Course for Specific Independent Study 9	5	
MICR6086032	Elec Course for Specific Independent Study 10	4	
MICR6087032	Elec Course for Specific Independent Study 11	4	
MICR6088032	Elec Course for Specific Independent Study 12	4	
MICR6089032	Elec Course for Specific Independent Study 13	4	20
MICR6090032	Elec Course for Specific Independent Study 14	4	
MICR6091032	Elec Course for Specific Independent Study 15	3	
MICR6092032	Elec Course for Specific Independent Study 16	3	
MICR6093032	Elec Course for Specific Independent Study 17	3	
MICR6094032	Elec Course for Specific Independent Study 18	3	
MICR6095032	Elec Course for Specific Independent Study 19	3	
MICR6096032	Elec Course for Specific Independent Study 20	3	
MICR6097032	Elec Course for Specific Independent Study 21	2	
MICR6098032	Elec Course for Specific Independent Study 22	2	
MICR6099032	Elec Course for Specific Independent Study 23	2	
MICR6100032	Elec Course for Specific Independent Study 24	2	
MICR6101032	Elec Course for Specific Independent Study 25	2	
MICR6102032	Elec Course for Specific Independent Study 26	2	

Code	Course Name	SCU	Total
MICR6103032	Elec Course for Specific Independent Study 27	2	
MICR6104032	Elec Course for Specific Independent Study 28	2	
MICR6105032	Elec Course for Specific Independent Study 29	1	
MICR6106032	Elec Course for Specific Independent Study 30	1	
MICR6107032	Elec Course for Specific Independent Study 31	1	
MICR6108032	Elec 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 courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

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

No	Course Code	Course Name	Minimal Grade
1	CHAR6034032	Character Building: Pancasila	B
2	ISYS6126003	Enterprise System	C
3	ISYS6677003	Information Systems Analysis and Design*	C
4	ISYS6198003	Data and Information Management*	C
5	ISYS6256003	Information Systems Project Management	C
6	ENPR6143032	Introduction to Entrepreneurship and Business	C
7	ENTR6431032	Creative and Innovative Thinking	C
8	ENPR6154032	Sustainable Business Model	C
9	ENPR6156032	Business Law and Ethics	C
10	ENTR6985032	Business Plan	C
11	ISYS6678003	Information Systems Security	C
12	ISYS6679003	Digital Business Project	C