

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

The missions of Interactive Design and Technology Program are:

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

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 and innovation.
3. Prepare students to become entrepreneurs and agents of change ethically by utilizing skills and knowledge in building an innovative digital business.

Student Outcomes (or Learning Goals only for BBS Program)

After completing the study, graduates are:

1. *Abble 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. *Abble 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

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 a 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 through the use of 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 ²	4	
	ENPR6110002	Creative and Innovative Thinking	2	
	ENPR6111002	Marketing for Entrepreneur ¹	4	
	ISYS6093003	Information System Concept ^{1&2}	4	
	ISYS6186003	Business Process Fundamental ^{1&2}	4	
	Foreign Language Courses			
2	CHAR6031002	Character Building: Kewarganegaraan	2	20
	LANG6117002	Indonesian	2	
	ENPR6051002	Business Operations and Supply Chain	4	
	ENPR6052002	Sustainable Business Model ²	4	
	COMP6956004	Introduction to Programming	2/2	
	ISYS6123003	Introduction to Database Systems ^{1&2}	2/2	
	Foreign Language Courses			
3	CHAR6032002	Character Building: Agama	2	24
	ISYS6596003	User Experience Research and Design ²	4/2	
	ENPR6053002	Entrepreneurial Finance and Accounting	2/2	
	ENPR6055002	Entrepreneurial Leadership and Organization ²	4	
	ENPR6057002	Commercializing Emerging Technology	2/2	
	ENPR6050002	Business and Performance Analytics	4	
	Foreign Language Courses			
4	ISYS6675003	Information Technology Infrastructure	2	24
	ENTR6663002	Business Plan ²	4/2	
	ENPR6182002	Business Law and Ethics	2	
	ENPR6058002	Business Information Systems Research Methodology	4	
	ISYS6842003	Information Systems Analysis and Design	4/2	
	ISYS6197003	Business Application Development	2/2	
	Foreign Language Courses			
5 ³	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	
	ISYS6146003	Information Systems Security	2	
	ISYS6673003	Digital Business Project ²	4/2	
6 ³	ISYS6256003	Information Systems Project Management ^{1&2}	4	24
	ISYS6538003	Advanced in Business Application Development ²	4/2	

Sem	Code	Course Name	SCU	Total
	ISYS6674003	Knowledge Management	2	
	Free Electives		12	
7	Enrichment Program I		20	20
8	Enrichment Program II		20	20
9	RSCH6535002	Pre-Thesis	2	6
	RSCH6536002	Thesis	4	
Total Credits 182 SCU				

- 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 BINUS University English proficiency 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 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
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

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.

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					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v								v			
2			v						v			
3					v				v			

4					v		v		
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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			
ENPR6197002	Experience in Industry	8	20
ENPR6198002	Business & Professional Communication	8	
ENPR6199002	Requirement and Solution for Digital Business Innovation	4	
Enrichment Program II			
ENPR6200002	Professional Program in Industry	8	20
ENPR6201002	Business Ethic and Social Responsibility	8	
ENPR6202002	Design and Evaluation for Information Systems	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENPR6203002	New Venture Initiation in Digital Business Innovation	8	20
ENPR6204002	Product Development Process for Digital Business Innovation	8	
ENPR6205002	EES in New Digital Business Innovation I	4	
Enrichment Program II			
ENPR6206002	Product Launching in Digital Business Innovation	8	20
ENPR6207002	Business Development for Digital Business Innovation	8	
ENPR6208002	EES in New Digital Business Innovation II	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			
GLOB6093002	Elective Course for Study Abroad 1	4	20
GLOB6094002	Elective Course for Study Abroad 2	4	
GLOB6095002	Elective Course for Study Abroad 3	4	
GLOB6096002	Elective Course for Study Abroad 4	4	
GLOB6257002	Elective Course for Study Abroad 25	4	
GLOB6097002	Elective Course for Study Abroad 5	2	

Code	Course Name	SCU	Total
GLOB6098002	Elective Course f o r Study Abroad 6	2	
GLOB6099002	Elective Course f o r Study Abroad 7	2	
GLOB6100002	Elective Course f o r Study Abroad 8	2	
GLOB6101002	Elective Course f o r Study Abroad 9	2	
GLOB6102002	Elective Course f o r Study Abroad 9	2	
GLOB6103002	Elective Course f o r Study Abroad 11	2	
GLOB6104002	Elective Course f o r Study Abroad 12	2	
GLOB6258002	Elective Course f o r Study Abroad 26	2	
GLOB6259002	Elective Course f o r Study Abroad 27	2	

*) 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
Enrichment Program I			20
MICR6145002	Course Certification I	3	
MICR6146002	Technical Skill Enrichment I	4	
MICR6147002	Industrial Project I	9	
MICR6148002	Soft Skill Enrichment I	4	
MICR6149002	Elective Course for Specific Independent Study 1	8	
MICR6150002	Elective Course for Specific Independent Study 2	8	
MICR6151002	Elective Course for Specific Independent Study 3	6	
MICR6152002	Elective Course for Specific Independent Study 4	6	
MICR6153002	Elective Course for Specific Independent Study 5	6	
MICR6154002	Elective Course for Specific Independent Study 6	5	
MICR6155002	Elective Course for Specific Independent Study 7	5	
MICR6156002	Elective Course f o r Specific Independent Study 8	5	
MICR6157002	Elective Course f o r Specific Independent Study 9	5	
MICR6158002	Elective Course f o r Specific Independent Study 10	4	
MICR6159002	Elective Course f o r Specific Independent Study 11	4	
MICR6160002	Elective Course f o r Specific Independent Study 12	4	
MICR6161002	Elective Course f o r Specific Independent Study 13	4	
MICR6162002	Elective Course f o r Specific Independent Study 14	4	
MICR6163002	Elective Course f o r Specific Independent Study 15	3	
MICR6164002	Elective Course f o r Specific Independent Study 16	3	
MICR6165002	Elective Course f o r Specific Independent Study 17	3	
MICR6166002	Elective Course f o r Specific Independent Study 18	3	
MICR6167002	Elective Course f o r Specific Independent Study 19	3	
MICR6168002	Elective Course f o r Specific Independent Study 20	3	
MICR6169002	Elective Course f o r Specific Independent Study 21	2	
MICR6170002	Elective Course f o r Specific Independent Study 22	2	

Code	Course Name	SCU	Total
MICR6171002	Elective Course f o r Specific Independent Study 23	2	
MICR6172002	Elective Course f o r Specific Independent Study 24	2	
MICR6173002	Elective Course f o r Specific Independent Study 25	2	
MICR6174002	Elective Course f o r Specific Independent Study 26	2	
MICR6175002	Elective Course f o r Specific Independent Study 27	2	
MICR6176002	Elective Course f o r Specific Independent Study 28	2	
MICR6177002	Elective Course f o r Specific Independent Study 29	1	
MICR6178002	Elective Course f o r Specific Independent Study 30	1	
MICR6179002	Elective Course f o r Specific Independent Study 31	1	
MICR6180002	Elective Course f o r Specific Independent Study 32	1	

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR603002	Character Building: Pancasila	B
2.	ISYS6126003	Enterprise System	C
3.	ISYS6842003	Information Systems Analysis and Design*	C
4.	ISYS6198003	Data and Information Management*	C
5.	ISYS6256003	Information Systems Project Management	C
6.	ENPR6109002	Introduction to Entrepreneurship and Business	C
7.	ENPR6110002	Creative and Innovative Thinking	C
8.	ENPR6052002	Sustainable Business Model	C
9.	ENPR6182002	Business Law and Ethics	C
10.	ENTR6663002	Business Plan	C
11.	ISYS6146003	Information Systems Security	C
12.	ISYS6673003	Digital Business Project	C

*) Tutorial