

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
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

Student Outcomes (or Learning Goals only for BBS Program)

After completing the study, graduates are:

1. *Each student should be able to apply business concept.*
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 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 | CHAR6013002 | Character Building: Pancasila | 2 | 20 |
| | ENPR6049002 | Introduction to Entrepreneurship and Business ² | 4 | |
| | ENTR6102002 | Creative and Innovative Thinking | 2 | |
| | ENPR6054002 | Marketing for Entrepreneur ¹ | 4 | |
| | ISYS6896003 | Information Systems Management, Strategy and Acquisition ¹ | 4 | |
| | ISYS6897003 | Digital Innovation | 2 | |
| | COSC6060002 | Foundation of Artificial Intelligence | 2 | |
| | Foreign Language Courses | | | |
| 2 | CHAR6014002 | Character Building: Kewarganegaraan | 2 | 20 |
| | LANG6117002 | Indonesian | 2 | |
| | ENPR6051002 | Business Operations and Supply Chain | 4 | |
| | ENPR6052002 | Sustainable Business Model ^{1&2} | 4 | |
| | ISYS6898003 | Algorithm and Programming | 2/2 | |
| | ISYS6901003 | Enterprise Business Process | 4 | |
| | Foreign Language Courses | | | |
| 3 | CHAR6015002 | Character Building: Agama | 2 | 24 |
| | ISYS6892003 | Database Fundamental | 4/2 | |
| | ENPR6053002 | Entrepreneurial Finance and Accounting | 2/2 | |
| | ENPR6055002 | Entrepreneurial Leadership and Organization ² | 4 | |
| | ENPR6057002 | Commercializing Emerging Technology | 4 | |
| | ENPR6050002 | Business and Performance Analytics | 2/2 | |
| | Foreign Language Courses | | | |
| 4 | ENTR6663002 | Business Plan ² | 2 | 24 |
| | BUSS6103002 | Business Law and Ethics | 4/2 | |
| | ENPR6058002 | Business Information Systems Research Methodology | 4 | |
| | ISYS6596003 | User Experience Research & Design | 4/2 | |
| | COSC6050003 | Programming for Business | 2/2 | |
| | ISYS6338003 | Testing and System Implementation ^{1&2} | 2 | |
| | Foreign Language Courses | | | |
| 5 ³ | ISYS6893003 | Information System Analysis and Design ^{1&2} | 4/2 | 24 |
| | ISYS6198003 | Data and Information Management ² | 4 | |
| | ISYS6894003 | IT Infrastructure & Emerging Technology | 4 | |
| | ISYS6679003 | Digital Business Project ² | 4/2 | |
| | ISYS6256003 | Information Systems Project Management ^{1&2} | 4 | |

| Sem | Code | Course Name | SCU | Total |
|------------------------------|------------------------------|--------------------------------------|-----|-------|
| 6 ³ | ISYS6899003 | Minor Project in Information Systems | 4 | |
| | ISYS6895003 | Data Modelling | 2/2 | |
| | ISYS6900003 | IT Governance & Security | 4 | |
| | Free Electives | | 12 | |
| 7 | Enrichment Program I | | 20 | 20 |
| 8 | Enrichment Program II | | 20 | 20 |
| 9 | ENPR6059002 | Pre-Thesis | 2 | 6 |
| | ENPR6060002 | 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 | | |
| 5 | | | | | v | | | v | | |
| 6 | | | | | | v | | v | | |

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 | | | 20 |
| BUSS6044002 | Internship | 8 | |
| BUSS6207002 | Technopreneurship Application | 8 | |
| BUSS6187002 | Technopreneurship Paper | 4 | |

Certified Research Track

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

Certified Entrepreneurship Track

| Code | Course Name | SCU | Total |
|------------------------------|------------------------|-----|-------|
| Enrichment Program I | | | 20 |
| ENPR6006002 | Business Start-Up | 8 | |
| ENTR6962002 | Launching New Business | 8 | |
| ENTR6111002 | EES in New Business I | 4 | 20 |
| Enrichment Program II | | | |
| ENTR6127002 | Growing a Business | 8 | |
| ENTR6963002 | Business Funding | 8 | |
| ENTR6115002 | EES in New Business II | 4 | |

Certified Community Development Track

| Code | Course Name | SCU | Total |
|-----------------------------|-------------|-----|-------|
| Enrichment Program I | | | 20 |

| Code | Course Name | SCU | Total |
|-------------|---|-----|-------|
| CMDV6118002 | Community Outreach Project Implementation | 8 | |
| CMDV6349002 | Community Outreach Project Design in Information Systems | 8 | |
| CMDV6263002 | Employability and Entrepreneurial Skills in Information Systems | 4 | |

Certified Study Abroad Track

| Code | Course Name | SCU | Total |
|-----------------------------|-------------------------------------|-----|-------|
| Enrichment Program I | | | |
| GLOB6005002 | Elective Course for Study Abroad 1 | 4 | 20 |
| 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 of these quality controlled courses as listed below:

| No | Course Code | Course Name | Minimal Grade |
|-----|-------------|---|---------------|
| 1. | CHAR6013002 | Character Building: Pancasila | B |
| 2. | ISYS6126003 | Enterprise System | C |
| 3. | ISYS6535003 | Information Systems Analysis and Design* | C |
| 4. | ISYS6198003 | Data and Information Management* | C |
| 5. | ISYS6256003 | Information Systems Project Management | C |
| 6. | ENPR6049002 | Introduction to Entrepreneurship and Business | C |
| 7. | ENTR6102002 | Creative and Innovative Thinking | C |
| 8. | ENPR6052002 | Sustainable Business Model | C |
| 9. | BUSS6103002 | Business Ethics | C |
| 10. | ENTR6663002 | Business Plan | C |
| 11. | ISYS6678003 | Information Systems Security | C |
| 12. | ISYS6679003 | Digital Business Project | C |

*) Tutorial