

## 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	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	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	
	ISYS6338003	Testing and System Implementation <sup>1&amp;2</sup>	2	
	<b>Foreign Language Courses</b>			
5 <sup>3</sup>	ISYS6893003	Information System Analysis and Design <sup>2</sup>	4/2	24
	ISYS6198003	Data and Information Management <sup>2</sup>	4	
	ENPR6057002	Commercializing Emerging Technology	2/2	
	ISYS6673003	Digital Business Project <sup>2</sup>	4/2	
	ENPR6050002	Business and Performance Analytics	4	

Sem	Code	Course Name	SCU	Total
6 <sup>3</sup>	ISYS6899003	Minor Project in Information Systems	4	24
	ISYS6895003	Data Modelling	2/2	
	ENPR6058002	Business Information Systems Research Methodology	4	
	<b>Free Electives</b>		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</b>			<b>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 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 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

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 (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	: 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
<b>Enrichment Program I</b>			20
BUSS6044002	Internship	8	
BUSS6207002	Technopreneurship Application	8	
BUSS6187002	Technopreneurship Paper	4	

### Certified Research 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	

### Certified Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENPR6006002	Business Start-Up	8	
ENTR6962002	Launching New Business	8	
ENTR6111002	EES in New Business I	4	
<b>Enrichment Program II</b>			20
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
<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	

### Certified 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 of 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
12.	ISYS6893003	Information Systems Analysis and Design	C
13.	ISYS6198003	Data and Information Management	C
14.	ISYS6673003	Digital Business Project	C
15.	ISYS6899003	Minor Project in Information Systems	C

\*) Tutorial