

Chinese Literature

Introduction

Started in 2002, Chinese Department is one of the departments at Faculty of Humanities and it is awarded Grade A from the National Accreditation Board (BAN-PT). The Chinese Department offers studies in Language Skills, Chinese culture, teaching, and business. This information-packed course also gives students the opportunity to communicate and socialize in Chinese at the workplace. BINUS UNIVERSITY is committed to educate the next generation and prepared them for competing in the global market. The Chinese Department of BINUS UNIVERSITY is the key to a fascinating career in the Chinese workplace. Chinese Department also has cooperation with many universities in China and other countries in providing short course, study tour, field trip, exchange (China and Taiwan University) full scholarship (1 year until 4-year, 1 year for study language, 2-3 years for master's degree and 3-4 year for Doctoral Degree) for the students and alumni. Besides that, Chinese Department offers a 1 year internship for active students who collaborate with international, national, and multinational companies and education institutions.

There is also Minor and Free Elective program which student can explore their interest. Developed their abilities and apply it on their work. Student will have access to various subject in Computer Science, Design, Hospitality, Culinary and many more.

Vision

Globally recognized study program. Graduates who excellent in Mandarin language skills, Chinese culture, and business, as well as skilled in the use of technology and participate in fostering and empowering the nation and global society.

Mission

Building the nation and contributing to the global community by providing graduates who are competitive in Chinese as well as competitive in the business environment in various industrial sectors through:

1. Educating BINUSIAN through learning Chinese language, culture, and business with comprehensive cross-disciplinary learning in prospective fields with global standards.
2. Solving the nation's problems through researchbased education in the fields of Chinese language, culture, and business with cross-disciplinary applications.
3. Fostering Binusians as lifelong learners through education inside and outside the classroom.
4. Empowering of Binusians to be able to contribute to global dynamics to improve people's welfare.
5. Increase global credibility through Chinese language, culture, and business education to enrich the BINUS Higher Education system.

Prospective Career of the Graduates

Successful students who graduate can look forward to a fantastic choice of job opportunities, including:

- Company
 - Human resources
 - Public relations
 - Marketing Staff/ Manager
 - Assistance Manager/Director
 - Project Assistance
 - Project Manager
 - Secretary
 - Finance
 - Translator
 - Staff Editor
 - Visa Center Staff
 - Bank
- Education
 - Lecturer
 - Principal
 - Education Consultant
 - Education Coordinator
- Own business
 - Language school
 - Travel agency
 - Teaching agency
 - Business Set-up
 - International trade
- Interpreter
- Translator
- Travel/ airplane
 - Tour Guide
 - Travel Staff
 - Flight Attendant
- Civil service/ government, including:
 - Department of foreign affairs
 - Department of tourism
 - Department of culture & education
 - Immigration

Curriculum

Core Subjects

Students attend courses designed to expand their ability in the Chinese language, business and culture. Subjects include Grammar, Listening, Speaking, Writing, and Reading. Graduates progress from elementary level through to advanced level. Upon Graduation, candidates will be excellently equipped with the knowledge and skills to enter the world of work.

Character Building

Character building education at BINUS develops the traits of success and integrity amongst students. As a result of this program, graduates achieve the ability to analyse the precise needs of their organization and approach their work professional and responsibly.

Streaming

Streaming courses are the solution to become an expert in a particular aspect of Chinese studies. They divide into two streamings. There are Business and Teaching. In Business Streaming, students are able to study about writing, speaking and reading in Business area. In Teaching Streaming, students are able to study about the teaching method, educational psychology, modern Chinese, etc. Streaming courses surely expand their choices of career opportunities.

Enrichment Program (1 year)

Internship, Research, Study Abroad, Entrepreneurship, Community Development, Independent Study.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013026	Character Building: Pancasila	2	20
	CHIN6164026	Business Chinese I	6	
	CHIN6168026	Threshold in Chinese	2	
	CHIN6169026	Pre Basic Chinese	4	
	CHIN6170026	Basic Chinese	2	
	CHIN6072026	Chinese Computer	2	
	LANG6027026	Indonesian	2	
	Foreign Language Courses		0	
2	CHAR6014026	Character Building: Kewarganegaraan	2	20
	CHIN6165026	Business Chinese II ² (AIE)	6	
	CHIN6171026	Upper Basic Chinese	2	
	CHIN6035026	Chinese Culture ² (AIE)	2	
	CHIN6172026	Cross Cultural Communication for Business ² (AIE)	2	
	ISYS6202026	Social Informatics	4	
	COSC6011026	Foundations of Artificial Intelligence	2	
	Foreign Language Courses		0	
3	CHAR6015026	Character Building: Agama	2	20
	CHIN6166026	Business Chinese III (AIE)	6	
	CHIN6173026	Translation I ² (AIE)	4	
	CHIN6136026	Chinese Creative Writing (AOL & AIE)	4	
	CHIN7076026	Business Negotiation ²	2	
	ENPR6311005	Creativity and Innovation	2	
	Foreign Language Courses		0	
4	CHIN6167026	Business Chinese IV (AOL & AIE)	6	20
	CHIN6175026	Elementary Business Chinese Reading ² (AIE)	2	
	CHIN6176026	Introduction to China ²	2	
	CHIN6174026	Translation II ² (AOL)	4	
	CHIN6003026	Chinese Scientific Writing (AOL)	2	
	CHIN7039026	Business Correspondence (AIE)	2	
	ENPR6312005	Venture Creation	2	
	Foreign Language Courses		0	
5	Stream: Chinese Business & Culture			20
	CHIN6180026	Chinese Behaviour Culture	6	
	CHIN6181026	Chinese Economics and Trade	4	
	CHIN6179026	Business Chinese Conversation (AOL)	4	
	CHIN6182026	BCT Preparation Class	4	
	CHIN6183026	Intermediate Business Chinese Reading (AOL)	2	
	Stream: Teaching			
	CHIN6177026	Modern Chinese (AOL)	4	
	CHIN6138026	Chinese Teaching Methodology for Foreigners (AOL)	4	
	CHIN6178026	Teaching Assessment and Evaluation	4	

Sem	Code	Course Name	SCU	Total
	CHIN6194026	Chinese Teaching Curriculum and Syllabus	4	
	PSYC6218026	Educational Psychology	4	
	Minor Program		20	
	Free Electives		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	CHIN6152026	Pre Thesis	2	6
	CHIN6153026	Chinese Thesis	4	
	CHIN6029026	Chinese Thesis	6	
Total Credits 146 SCU				

2) Global Learning System course

-) **AOL** - Assurance of Learning Process System

-) **AIE** - Artificial Intelligence Embedded Course

Stream/Minor/Free Electives:

For 5th Semester: Students are required to choose Cross Stream or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

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

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

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.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253026	English for Frontrunners	0
ENGL6254026	English for Independent Users	0
ENGL6255026	English for Professionals	0
JAPN6190026	Basic Japanese Language*	0
CHIN6163026	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

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggis	
Blockchain Technology and Business	-
Creative Digital Storytelling	v
Cross Cultural Communication	v
Data Analytics	v
Digital Banking	-
Digital Ecosystem	v
English for Business Professionals	v
Event Business and Entertainment	v
Human Capital in Digital Workplace	v
Interactive & Users Experience Design	v
Sustainable Development	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Chinese for Career Pathways	-
English for Business Professionals	v
Digital Technopreneur	v
Minor @ Binus Bandung	
DesignPreneur	v
Robotic Process Automation	-
Minor @ Binus Semarang	
Content Creation	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	v
Minor @ Binus Medan	
Global Business	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

Fundamental Courses

Course	SCU
ENGL6274024 Approaches in Multimodal Storytelling	2
DSIN6033007 Visual Storytelling	2
ENGL6275024 Storytelling for Business	2
FILM6118009 Script Development & Pitching	4
Total SCU	10

Supporting Courses

Course	SCU
ENGL6276024 Cultures, Language, and Arts Production	4
JAPN6212025 Anime and Manga as Storytelling	2
ENGL6277024 Music as Medium for Storytelling	4
Total SCU	10

Additional Information

None

2. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
Total SCU	10

Supporting Courses

Course		SCU
CHIN6134026	Chinese Conversation in Business Communication	4
LAWS6158028	Private International Law	2
INTR6135029	Comparative Politics	4
Total SCU		10

Additional Information

None

3. Minor Program: Data Analytics
Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

Career Options

Data Analyst, Marketing Analyst.

Course Distribution
Fundamental Courses

Course		SCU
ISYS6680003	Introduction to Data Analytics	2
ISYS6681003	Data Management & Descriptive Analytics	4
STAT6198049	Statistical for Decision Making	4
Total SCU		10

Supporting Courses

Course		SCU
ISYS6682003	Application of Predictive Analytics to Business Data	4
ISYS6683003	Prescriptive Analytics and Optimization	4
MKTG6312005	Digitalization of Markets and Consumption	2
Total SCU		10

Additional Information

None

4. Minor Program: Digital Ecosystem
Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

Course	SCU
COMM6501019 Narrative Development	4
DSGN6834007 Visual Identity	4
COMP6685001 Cyber Security for Business	2
Total SCU	10

Additional Information

None

5. Minor Program: English for Business Professionals

Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

Course	SCU
ENGL6154024 English for Business Communications	4
MKTG6112024 Language Innovations in Marketing and Advertising	2
ENGL6244024 Social Media Broadcasting	4
Total SCU	10

Supporting Courses

Course		SCU
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
COMM6506024	Current Issues in Business Communications	2
ENGL6245024	Business Rhetoric	4
Total SCU		10

Additional Information

None

6. Minor Program: Event Business and Entertainment
Introduction

This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) event, sport event, and festival, enabling students to plan and conduct a successful event.

Career Options

Professional event organizer, Professional Conference Organizer, Event Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

Course Distribution
Fundamental Courses

Course		SCU
HTMN6151021	Event Marketing Management	2
HTMN6152021	Catering Management	4
TRSM6232022	MICE (Meeting, Incentive, Convention, Exhibition) Management	4
Total SCU		10

Supporting Courses

Course		SCU
TRSM6233022	Event Sponsorship and Funding	2
TRSM6234022	Sport and Entertainment Event Management	4
TRSM6235022	Festival & Cultural Event	4
Total SCU		10

Additional Information

None

7. Minor Program: Human Capital in Digital Workplace

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

Fundamental Courses

Course	SCU
PSYC6174027 Psychology in The Workplace	4
MGMT6349005 Digital Workplace Strategy	4
ISYS6551003 Digital Workplace and Technology	4
LAWS6157028 Legal Aspects in Digital Workplace	4
PSYC6175027 Human Resources Development	4
Total SCU	20

Additional Information

None

8. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

Course Distribution

Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
Total SCU	10

Supporting Courses

Course		SCU
ISYS6554003	Core Principles: Interactive Design	4
DSGN6837007	Digital Design Production	4
ISYS6556003	Information Architecture	2
Total SCU		10

Additional Information

None

9. Minor Program: Sustainable Development

Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

Course Distribution

Fundamental Courses

Course		SCU
ISYE6154011	Sustainable Design and Manufacture	4
CPEN6217010	Digital for Sustainable Development	4
ARCH6119014	Introduction to Sustainable Development	2
Total SCU		10

Supporting Courses

Course		SCU
ISYE6155011	Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008	Engineering Material	4
CIVL6118013	Engineering Economic	4
Total SCU		10

Additional Information

None

10. Minor Program: Digital Transformation

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6559003 Business Models and Technology Innovation	4
ISYS6557003 Business Data Management	4
MGMT6484005 Digital Strategy	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6695003 Digital Marketing Analysis	4
STAT6200049 Practical Statistics for Digital Business	4
ISYS6560003 Success Factor for Leading Digital Transformation	2
Total SCU	10

Additional Information

None

11. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

Course Distribution

Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
Total SCU	10

SCU for HTMN6008021, HTMN6128021 are practical

Supporting Courses

Course	SCU
HTMN6155021 Indonesian Cuisine	4
HTMN6125021 Restaurant Operation	4
HTMN6154021 Culinary Tourism	2
Total SCU	10

SCU for HTMN6155021, HTMN6125021 are practical

Additional Information

None

12. Minor Program: Korean Culture and Creativity

Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

Career Options

Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

Course Distribution

Fundamental Courses

Course	SCU
HTMN6163021 Korean Cuisine and Culinary Arts	4
COMM6718019 Korean Language and Media	4
FILM6134009 Hallyu Creative Content	2
Total SCU	10

Supporting Courses

Course		SCU
FILM6135009	K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019	K-Pop Culture and Performance	4
MKTG6339005	K-Pop and K-Drama Marketing and Promotion	2
Total SCU		10

Additional Information

None

13. Minor Program: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

Course Distribution

Fundamental Courses

Course		SCU
ENTR6528002	The Entrepreneurial Innovator	4
DSGN6839006	Interactive Design	4
COMM6504018	Digital Branding	2
ENPR6196002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
Total SCU		20

Additional Information

None

14. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

Fundamental Courses

Course	SCU
ENTR6525032 Fundamental of Designpreneur	4
COMP6688031 UI/UX Development	4
DSGN6797034 Surface Packaging Design	4
ENTR6526032 Hospitality and Service Design	4
DSGN6843033 Project Design	4
Total SCU	20

Additional Information

None

15. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6336055 Content Marketing Analytics	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Supporting Courses

Course	SCU
DSIN6094053 Content Storytelling	4
DSIN6043053 Strategic Influence	2
DSIN6041053 Introduction to Visual Communication Design	4
Total SCU	10

Additional Information

None

16. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

Course Distribution

Fundamental Courses

Course		SCU
JAPN6221025	Essential Japanese Grammar (<i>Yoku Tsukaeru Bunpou</i>)	4
JAPN6222025	Survival Japanese in Various Situations (<i>Nihon E Ikou, Yasashii Kaiwa De</i>)	4
JAPN6223025	Ideas and Images of Japan (<i>Nihon Jijou</i>)	2
Total SCU		10

Supporting Courses

Course		SCU
JAPN6224025	Japanese Reading Comprehension (<i>Tanoshiku Yomou</i>)	4
JAPN6225025	Understanding Native Japanese Speakers (<i>Tanoshiku Kikou</i>)	2
JAPN6226025	Japanese N5 Level Certification Preparation (<i>Nihongo Charenji N5</i>)	4
Total SCU		10

Additional Information

None

17. Minor Program: Metaverse in Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6777052 Business Model	2
COMP6889051 Virtual Reality	4
COMP6890051 Augmented reality	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6778052 Data Analytics	2
DSGN6981053 Design Thinking	4
DSGN6980053 Interface Design	4
Total SCU	10

Additional Information

None

18. Minor Program: Global Business

Introduction

The Global Business minor program is designed for students who aspire to integrate creativity, business acumen, and technological expertise in a global context. This program equips students with essential knowledge and skills in digital business innovation, creative industry management, and emerging technologies. Students will explore topics such as digital entrepreneurship, creative content monetization, business model innovation, and the application of advanced technologies like artificial intelligence, blockchain, and immersive media in creative industries. By combining business strategy with technological advancements, this minor prepares students to become agile professionals capable of navigating and leading in the evolving global marketplace. This program is ideal for students from various disciplines who wish to enhance their competencies in creative business and technology, fostering interdisciplinary innovation and international competitiveness.

Career Options

Digital Business Strategist, Creative Entrepreneur, Digital Marketing Specialist, UX/UI Designer, Tech-Driven Product Manager, Creative Industry Manager, E-commerce & Content Monetization Expert, Brand & Digital Experience Manager, Creative Technologist.

Course Distribution

Fundamental Courses

Course	SCU
DSIN6142066 Global Interactive Design	4
BUSS6275061 E-Commerce and Digital Entrepreneurship	4
COSC6159060 Emerging Technologies in Global Business	4
ISYS6997064 Data Analytics for Global Business	4
TRDE6001065 Global Regulatory Environment	4
Total SCU	10

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course	SCU	Semester
1	Tourism	TRSM6142022	Event Management	4	5
2	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
3	Tourism	TRSM6218022	Adventure Tourism Management	4	5
4	Tourism	BUSS6137022	Tourism E-Business	4	5
5	Tourism	TRSM6216022	Guiding and Interpretation	2	5
6	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	5
7	Tourism	TRSM6212022	Indonesian Culture	4	5
8	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
9	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
10	Primary Teacher Education	EDUC6109030	Technology Literacy	2	5
11	Primary Teacher Education	EDUC6112030	Teaching BIPA	4	5
12	Primary Teacher Education	EDUC6098030	Technology for Adaptive Learning	4	5
13	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
14	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
15	Marketing Communication	COMM6620019	Online Publishing	2/2	5
16	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
17	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
18	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
19	Marketing Communication	COMM6630019	Crisis Communication	2	5
20	Marketing Communication	COMM6631019	Public Affair	2	5
21	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
22	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
23	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
24	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
25	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5

No	Course Owner Department	Course Code	Course	SCU	Semester
26	Marketing Communication	COMM6637019	Brand Activation	2/2	5
27	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
28	Management	MGMT6462005	Leadership Agility	4	5
29	Management	MGMT6033005	Advanced Topics in Business and Organization	2	5
30	Management	ISYS6744005	E-Business Strategy and Implementation	4	5
31	Management	ISYS6085005	Advanced Topics in E-Business	2	5
32	International Relations	INTR6178029	Introduction to International Political Economy	2	5
33	International Relations	INTR6180029	Introduction to International Media	2	5
34	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
35	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
36	International Business Management	BUSS6223005	Trade in Asia	2	5
37	International Business Management	BUSS6224005	Special Topics in International Business	4	5
38	Information Systems	ISYS6596003	User Experience Research and Design	4/2	5
39	Information Systems	ISYS6893003	Information Systems Analysis and Design	4/2	5
40	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
41	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
42	Industrial Engineering	ISYE6167011	Decision Support System	2	5
43	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
44	Industrial Engineering	ISYE6130011	Project Management	2	5
45	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
46	Industrial Engineering	ISYE6170011	Sustainable Engineering Systems	2	5
47	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	5
48	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
49	Hotel Management	HTMN6027021	Service Management	4	5
50	Hotel Management	HTMN6146021	Food Safety Management	2	5
51	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
52	Hotel Management	HTMN6147021	Hospitality Management	4	5
53	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
54	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
55	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
56	Accounting	ACCT6462020	Audit Psychology	2	5
57	Accounting	ACCT6313020	Public Sector Accounting	2	5
58	Biotechnology	BTEC6015056	Plant Biotechnology	2/2	5
59	Biotechnology	BTEC6018056	Bioinformatics II	2/2	5
60	Biotechnology	BTEC6020056	Current Issue in Biotechnology	2	5
61	Biotechnology	BTEC6038056	Bio-design Process	2	5
62	Fashion	FASH6186040	Contemporary Fashion	2	5
63	Fashion	FASH6180040	Fashion Trend Forecasting	2	5
64	Business Creation	ENPR6142005	Digital Business Transformation	4	5
65	Business Creation	ENPR6106005	Product Design & Branding	2	5

No	Course Owner Department	Course Code	Course	SCU	Semester
66	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
67	Architecture	ARCH6146014	Interior Architecture	4	5
68	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
69	Architecture	ARCH6147014	Behavior in Architecture	4	5
70	Animation	DSGN6689007	Concept Art & Production Design	2	5
71	Animation	DSGN6690007	Animation Storytelling	2	5
72	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyō Bunka to Manejimento)	2	5
73	Business Management	MGMT6400005	Supply Chain Strategy	2	5
74	Business Management	MKTG6324005	Retail Marketing Management	2	5
75	Business Management	MGMT6461005	Category Management	2	5
76	Business Law	LAWS6159005	Legal Aspect in Business	2	5
77	Business Law	LAWS6110028	Cyber Law	2	5
78	Business Law	LAWS6159028	Legal Aspect in Business	2	5
79	Business Law	LAWS6170028	Investment Law	2	5
80	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
81	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
82	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
83	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
84	English Literature	ENGL6169024	English for Professionals	2	5
85	English Literature	ENGL6244024	Social Media Broadcasting	4	5
86	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
87	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
88	Psychology	PSYC6191027	E-Learning Psychology	4	5
89	Management	BUSS6109005	Business Development	4	5
90	Management	MGMT6465005	Advanced Topic in Business Development Management	2	5
91	Hotel Management	HTMN6148021	Research Methodology in Hospitality	4	5
92	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
93	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
94	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
95	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
96	Film	FILM6059009	Global Cinema	4	5
97	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
98	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
99	Business Law	LAWS6176028	Tax Law	2	5
100	Accounting	ACCT6461020	Accounting Syariah	2	5

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
1	v							v						
2		v						v						
3			v					v						
4				v				v						
5					v			v						
6	v								v					
7		v							v					
8			v						v					
9				v					v					
10					v				v					
11	v									v				
12		v								v				
13			v							v				
14				v						v				
15					v					v				
16	v										v			
17		v									v			
18			v								v			
19				v							v			
20					v						v			
21	v											v		
22		v										v		
23			v									v		
24				v								v		
25					v							v		
26						v		v						
27						v			v					
28						v				v				
29						v					v			
30						v						v		
31	v												v	
32		v											v	
33			v										v	
34				v									v	
35					v								v	

Student will take one of enrichment program tracks

Note:

IN : Certified Internship

RS : Certified Research

EN : Certified Entrepreneurship

CD : Certified Community Development

SA : Certified Study Abroad

IS : Certified Specific Independent Study

etc : Study Program Special Purposes

Certified Internship Track

Certified Internship Track			
Code	Course Name	SCU	Total
Enrichment Program I			20
CHIN6079026	Internship I	8	
CHIN6154026	Chinese Work Ethic in Industry	8	
CHIN6155026	EES in Industry I	4	
Enrichment Program II			
CHIN6083026	Internship II	8	
CHIN6156026	Chinese Writing & Communication Skills in Industry	8	
CHIN6086026	EES in Industry II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6242026	Research Experience I	8	
RSCH6546026	Chinese Research Methodology	8	
RSCH6547026	Global EES I (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			
RSCH6257026	Research Experience II	8	
RSCH6548026	Chinese Studies Scientific Writing	8	
RSCH6265026	Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6320026	Business Start Up	8	
ENTR6682026	Chinese Business Model & Validation	8	
ENTR6683026	EES in New Chinese Business	4	
Enrichment Program II			
ENTR6352026	Growing a Business	8	
ENTR6684026	Lean Startup & Business Plan in Chinese	8	
ENTR6363026	EES in Chinese Business Experience	4	

Certified Community Development Track

Enrichment Community Development Track			
Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6151026	Community Outreach Project Implementation	8	
CMDV6326026	Community Outreach Project Design in Chinese	8	
CMDV6327026	Employability and Entrepreneurial Skills in Chinese Community	4	
Enrichment Program II			
CMDV6183026	Community Development Project Implementation	8	
CMDV6328026	Community Development Project Design in Chinese	8	
CMDV6192026	Employability and Entrepreneurial Skills in Chinese Community Development	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6005026	Elective Course for Study Abroad 1	4	
GLOB6006026	Elective Course for Study Abroad 2	4	
GLOB6007026	Elective Course for Study Abroad 3	4	
GLOB6008026	Elective Course for Study Abroad 4	4	
GLOB6009026	Elective Course for Study Abroad 5	2	
GLOB6010026	Elective Course for Study Abroad 6	2	
GLOB6011026	Elective Course for Study Abroad 7	2	
GLOB6012026	Elective Course for Study Abroad 8	2	
GLOB6013026	Elective Course for Study Abroad 9	2	
GLOB6014026	Elective Course for Study Abroad 10	2	
GLOB6015026	Elective Course for Study Abroad 11	2	
GLOB6016026	Elective Course for Study Abroad 12	2	
GLOB6041026	Elective Course for Study Abroad 25	3	
GLOB6249026	Elective Course for Study Abroad 27	3	
GLOB6250026	Elective Course for Study Abroad 28	3	
GLOB6252026	Elective Course for Study Abroad 30	3	
GLOB6042026	Elective Course for Study Abroad 26	1	
GLOB6254026	Elective Course for Study Abroad 32	1	
Enrichment Program II			20
GLOB6017026	Elective Course for Study Abroad 13	4	
GLOB6018026	Elective Course for Study Abroad 14	4	
GLOB6019026	Elective Course for Study Abroad 15	4	
GLOB6020026	Elective Course for Study Abroad 16	4	
GLOB6021026	Elective Course for Study Abroad 17	2	
GLOB6022026	Elective Course for Study Abroad 18	2	
GLOB6023026	Elective Course for Study Abroad 19	2	
GLOB6024026	Elective Course for Study Abroad 20	2	
GLOB6025026	Elective Course for Study Abroad 21	2	
GLOB6026026	Elective Course for Study Abroad 22	2	
GLOB6027026	Elective Course for Study Abroad 23	2	
GLOB6028026	Elective Course for Study Abroad 24	2	
GLOB6291026	Elective Course for Study Abroad 41	3	
GLOB6292026	Elective Course for Study Abroad 42	3	
GLOB6293026	Elective Course for Study Abroad 43	3	
GLOB6294026	Elective Course for Study Abroad 44	3	
GLOB6295026	Elective Course for Study Abroad 45	1	
GLOB6296026	Elective Course for Study Abroad 46	1	

*) 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
For students who take Specific Independent Study Track in either odd or even semester, they should take these courses:			20
Enrichment Program I/II			
CSIS6001026	Course Certification	3	
CSIS6002026	Technical Skill Enrichment	4	
CSIS6003026	Industrial Project	9	
CSIS6004026	Soft Skill Enrichment	4	
CSIS6005026	Elective Course for Specific Independent Study 1	8	
CSIS6006026	Elective Course for Specific Independent Study 2	8	
CSIS6007026	Elective Course for Specific Independent Study 3	6	
CSIS6008026	Elective Course for Specific Independent Study 4	6	
CSIS6009026	Elective Course for Specific Independent Study 5	6	
CSIS6010026	Elective Course for Specific Independent Study 6	5	
CSIS6011026	Elective Course for Specific Independent Study 7	5	
CSIS6012026	Elective Course for Specific Independent Study 8	5	
CSIS6013026	Elective Course for Specific Independent Study 9	5	
CSIS6014026	Elective Course for Specific Independent Study 10	4	
CSIS6015026	Elective Course for Specific Independent Study 11	4	
CSIS6016026	Elective Course for Specific Independent Study 12	4	
CSIS6017026	Elective Course for Specific Independent Study 13	4	
CSIS6018026	Elective Course for Specific Independent Study 14	4	
CSIS6019026	Elective Course for Specific Independent Study 15	3	
CSIS6020026	Elective Course for Specific Independent Study 16	3	
CSIS6021026	Elective Course for Specific Independent Study 17	3	
CSIS6022026	Elective Course for Specific Independent Study 18	3	
CSIS6023026	Elective Course for Specific Independent Study 19	3	
CSIS6024026	Elective Course for Specific Independent Study 20	3	
CSIS6025026	Elective Course for Specific Independent Study 21	2	
CSIS6026026	Elective Course for Specific Independent Study 22	2	
CSIS6027026	Elective Course for Specific Independent Study 23	2	
CSIS6028026	Elective Course for Specific Independent Study 24	2	
CSIS6029026	Elective Course for Specific Independent Study 25	2	
CSIS6030026	Elective Course for Specific Independent Study 26	2	
CSIS6031026	Elective Course for Specific Independent Study 27	2	
CSIS6032026	Elective Course for Specific Independent Study 28	2	
CSIS6033026	Elective Course for Specific Independent Study 29	1	
CSIS6034026	Elective Course for Specific Independent Study 30	1	
CSIS6035026	Elective Course for Specific Independent Study 31	1	
CSIS6036026	Elective 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 outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

The Table of Prerequisite for Chinese Literature Study Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
CHIN6166026	Business Chinese III	6	3	CHIN6164026	Business Chinese I	6	1
CHIN6167026	Business Chinese IV	6	4	CHIN6165026	Business Chinese II	6	2

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

No	Course Code	Course	Minimal Grade	Semester
1	CHAR6013026	Character Building: Pancasila	B	1
2	ENPR6312005	Venture Creation	C	4
3	CHIN6167026	Business Chinese IV*	C	4
4	CHIN6136026	Chinese Creative Writing*	C	3
5	CHIN6003026	Chinese Scientific Writing*	C	4
6	CHIN6174026	Translation II*	C	4
Stream: Chinese Business & Culture				
7	CHIN6179026	Business Chinese Conversation	C	5
8	CHIN6183026	Intermediate Business Chinese Reading	C	5
Stream: Teaching				
7	CHIN6177026	Modern Chinese	C	5
8	CHIN6138026	Chinese Teaching Methodology for Foreigners	C	5

*) Tutorial