Business Creation

Introduction

Business Creation Program is designed in particular to shape future creative and innovative entrepreneurs. The curriculum is designed with a balance of theory and practice, so the graduates will be able to start a new business in the third year. Most of the courses are delivered by successful entrepreneurs and experienced venture capital expert. Students will meet and hear from entrepreneurs who have created successful ventures. Some of these entrepreneurs will be willing to offer ongoing support and advice. Students will also meet other potential entrepreneurs like themselves with whom they can share ideas.

Vision

A world-class business school, 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:

- **Educating BINUSIANs to develop exemplary characters through holistic approach.**

Educating BINUSIANs to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.

- **Resolving business and entrepreneurship issues with meaningful and relevant research.**

Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

- **Fostering BINUSIANs through self-enrichment.**

Nourishing BINUSIANs' SPIRIT for improving personal and professional capabilities

- **Empowering BINUSIANs to continuously improve business community.**

Invigorating BINUSIANs to solve the business community challenges through academic and community service activities.

Learning Goals

By the completion of our program

1. **Management and Business Concepts**

    Each student should be able to comprehend management and business concepts.

2. **Problem Solving and Entrepreneurial Skills**

    Each student should be able to systematically and innovatively solve problems and overcome challenges in businesses.

3. **Global and Sustainability Mindsets**

    Each student should be able to perform global and sustainability mindsets in applying business concepts.

4. **Professionalism and Ethical Competence**

    Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

There are many fields of career for graduates, including but not limited to:

1. Analyst
2. Developer
3. Entrepreneur
4. Manager
5. Consultant
6. Lecturer

Curriculum

The Curriculum of Business Creation Program has a unique point and was designed to prepare graduate students' readiness to apply their entrepreneurial knowledge and to start a new business. The curriculum is designed based on the Entrepreneurial Process consist of Idea Generation & Opportunity Discovery; Designing Business Model & Business Plan; New Venture Creation and Business Development. Using experiential, action-based and project-based learning, students will learn about identifying opportunities that offer the potential to grow a business; evaluating opportunities, analysing the competition and minimising risk; and starting a new business. Students will understand how to design a business model & write business plan that generates strong revenue streams; how to protect intellectual property; how to make the best potential investment deals including how investment deals including how investment deals work and how to think and act in an entrepreneurial manner.

The student will gain access to mentoring expertise from both investors and entrepreneurs; networks and people who can help students make the dream to a reality; the opportunity to pitch to the investment community and gain feedback and the chance to submit your business plan to be considered for initial investment. In supporting the entrepreneurial learning, students are provided with a wide range of the entrepreneurial competition, which consists of Business Idea Competition, Creative Selling Competition, Business Model Competition, Business Plan Competition and Business Pitch Competition. In addition to the competition and mentoring, the students will also be facilitated by entrepreneurial activities such as speaking opportunities; sharing session; workshop & seminar; entrepreneur club; industrial visit; boot camp and exhibition. At the end of the study period, students are required to compile a thesis on the analysis of a business performance that has been run in the sixth and seventh semesters and design a business plan for the next five years.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ACCT6351005	Accounting for Business	4	
	ENTR6101005	Introduction to Entrepreneurship**	4	
	MGMT6011005	Introduction to Management and Business* **(AOL)**	4	
	ENTR6102005	Creative & Innovative Thinking** **(AOL)**	4	
	LANG6027005	Indonesian	2	
	Foreign Language Courses		0	
2	**BUSS6066005**	**Business Ethics** **(AOL)**	2	20
	STAT6206005	Business Statistics I	2	
	MKTG6318005	Marketing Management*&** **(AOL)**	4	
	ENPR6104005	**Digital Marketing and Analytics** **(AOL)**	4	
	ECON6099005	Business Economics **(AOL & AIE)**	4	
	ISYS6181005	Management Information Systems for Leader	4	
	Foreign Language Courses		0	
3	CHAR6014005	Character Building: Kewarganegaraan	2	22
	MGMT6297005	Operations Management**	4	
	STAT6207005	Business Statistics II **(AOL)**	2/2	
	BUSS6171005	Business Sustainability** **(AOL)**	4	

Sem	Code	Course Name	SCU	Total
	ENPR6240005	Global Entrepreneurship**	2	
	ENTR6533005	Business Plan I	4	
	MATH6176005	Business Mathematics	2	
	Foreign Language Courses		0	
4	CHAR6015005	Character Building: Agama	2	18
	ENTR6533005	Business Plan II	4	
	FINC6001005	Financial Management	4	
	MGMT6012005	Human Resources Management **(AOL & AIE)**	4	
	ENPR6249005	Business Research Methodology	3/1	
	Foreign Language Courses		0	
5	ENPR6142005	Digital Business Transformation** **(AIE)**	4	20
	ENPR6106005	Product Design & Branding**	2	
	ENPR6107005	Business Communication & Strategy**	4	
	Stream: International Business and Entrepreneurship[1]			
	ENPR6302032	International Business Environment*	2	
	ENPR6303032	Entrepreneurship: A Global Perspective*	2	
	MGMT6564032	Global Supply Chain Management	4	
	ENPR6304032	International Business through Exporting-Importing**	4	
	ENPR6305032	International Licensing, Franchising & Strategic Alliances	4	
	ENPR6306032	International New Venture	4	
	Stream: Entrepreneurship in Emerging Economies[2]			
	ENPR6177002	Financing Innovative Ventures	4	
	ENPR6178002	Customer Engagement Strategy	4	
	ENPR6179002	Franchise Business	4	
	ENPR6180002	Disruptive Strategy & Innovation	4	
	ENPR6181002	Managing Innovation for Circular Economy	4	
	Free Electives		10	
	Minor Program		10	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	ENPR6235005	Pre-Thesis	2	6
	ENPR6238005	Thesis - Business Start Up Report	4	
	ENTR6032005	Thesis - Business Start Up Report	6	
			TOTAL CREDIT 146 SCU	

*) This course is delivered in English
**) Global Learning System Course
1) Stream for Binus @Bandung
2) Stream for Binus @Malang

-) **(AOL)** - Assurance of Learning Process System
-) **AIE** – Artificial Intelligence Embedded Course

Streaming/Minor/Free Electives:
-) For 5th Semester: Students are required to choose one of the streamings/ minor program/free electives/ cross streaming.

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
ENGL6253005	English for Frontrunners	0
ENGL6254005	English for Independent Users	0
ENGL6255005	English for Professionals	0
JAPN6190005	Basic Japanese Language*	0
CHIN6163005	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. 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.
4. 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 Kemanggisan	
Blockchain Technology and Business	v
Creative Digital Storytelling	v
Cross Cultural Communication	v
Data Analytics	v
Digital Banking	v
Digital Ecosystem	v
English for Business Professionals	v
Event Business and Entertainment	v
Human Capital in Digital Workplace	-
Interactive & Users Experience Design	v
Sustainable Development	v
Minor @ Binus Alam Sutera	
Digital Transformation	v

Minor Program	Semester 5
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Chinese for Career Pathways	v
English for Business Professionals	v
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Robotic Process Automation	v
Minor @ Binus Semarang	
Content Creation	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	-
Minor @ Binus Medan	
Global Business	-

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: Blockchain Technology and Business

Introduction

Blockchain is currently one of the fastest-growing industries in the technology sector. Also, based on Gemini's 2022 outlook, Indonesia is the most crypto-adopting country in Asia. The blockchain minor program initiative at BINUS could facilitate the students to learn and explore the technology. The Blockchain minor program explores the concept and development of blockchain from the technology and business perspectives. Beyond the blockchain concept, students will learn how to develop smart contracts and understand the architectural needs of a blockchain-based application. Finally, students will apply their knowledge in a project-oriented capstone course, during which they will design and develop a practical application of blockchain technology.

Career Options

Blockchain Consultant, Blockchain Architect, Blockchain Security Auditor, Token Economy Consultant, Smart Contract Developer, Web3 Entrepreneur.

Course Distribution

Fundamental Courses

Course		SCU
ISYS6826003	Introduction to Blockchain Technology	4
ISYS6827003	Blockchain Economy & Business	4
DTSC6016001	Basic Blockchain Programming	2
	Total SCU	**10**

Supporting Courses

Course		SCU
ISYS6828003	Blockchain Architecture Design and Implementation	4
DTSC6017001	Advanced Blockchain Programming	2
DTSC6018001	Prototyping Blockchain Project	4
	Total SCU	**10**

Additional Information

None

2. 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

3. 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

4. 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

5. Minor Program: Digital Banking

Introduction

A set of elective courses students can take from selected study programs at Binus University. This set aims to:

1. Comprehensive understanding of various concepts and practices in digital banking.
2. Critically Evaluate the implementation of digital banking for business optimization.
3. Apply relevant techniques of digital banking for business.
4. Develop solutions for various problems in digital banking.

Career Options

This minor would substantially contribute to the banking profession in Indonesia and its ecosystem (regulators, IT-Business Consultant, Financial Analysts, and other Finance Professions).

Course Distribution

Fundamental Courses

Course		SCU
ISYS6824003	Technology Innovation in Banking	2
FINC6217020	Bank Risk Management in the Digital Era	4
FINC6218020	Digital Finance and The Role of Central Bank	4
	Total SCU	10

Supporting Courses

Course		SCU
MGMT6510005	Business Process Management in Banking and Finance	4
ISYS6825003	Data Analytics in Banking and Finance	4
MGMT6511005	Digital Leadership	2
	Total SCU	10

Additional Information

None

6. 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	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
	Total SCU	10

Additional Information

None

7. 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

8. 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, Even 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

9. 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

10. Minor Program: Robotic Process Automation

Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

Fundamental Courses

Course		SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4
ISYS6687003	Business Process Improvement	2
	Total SCU	10

Supporting Courses

Course		SCU
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
COMP6859001	Intelligence Automation	2
	Total SCU	10

Additional Information

None

11. 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

12. 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

13. 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

14. 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

15. Minor Program: Chinese for Career Pathways

Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

Course Distribution

Fundamental Courses

Course		SCU
CHIN6196026	Mandarin for Future Career	4
CHIN6197026	Easy Way to HSK 2 Preparation	4
CHIN6198026	Exploring Modern Chinese Culture	2
	Total SCU	10

Supporting Courses

Course		SCU
CHIN6199026	Chinese Digital Technology	2
CHIN6200026	Traveling to China	2
CHIN6201026	Special Topics in Chinese Business	2
CHIN6202026	Global Strategic Marketing: Chinese Perspective	4
	Total SCU	**10**

Additional Information

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

16. 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

17. 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 (*Yoku Tsukaeru Bunpou*)	4
JAPN6222025	Survival Japanese in Various Situations (*Nihon E Ikou, Yasashii Kaiwa De*)	4
JAPN6223025	Ideas and Images of Japan (*Nihon Jijou*)	2
	Total SCU	**10**

Supporting Courses

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

Additional Information

None

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MKTG6324005	Retail Marketing Management	2	5
2	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
3	Business Management	MGMT6400005	Supply Chain Strategy	2	5
4	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
5	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
6	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
7	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
8	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
9	International Business Management	BUSS6223005	Trade in Asia	2	5
10	Hotel Management	HTMN6131021	Catering Management	2	5
11	Hotel Management	HTMN6146021	Food Safety Management	2	5
12	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
13	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
14	Marketing Communication	COMM6637019	Brand Activation	2/2	5
15	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
16	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
17	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
18	Marketing Communication	COMM6620019	Online Publishing	2/2	5
19	Marketing Communication	COMM6631019	Public Affair	2	5
20	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
21	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
22	Tourism	TRSM6218022	Adventure Tourism Management	4	5
23	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
24	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
25	Tourism	TRSM6142022	Event Management	4	5
26	Tourism	TRSM6212022	Indonesian Culture	4	5
27	Tourism	TRSM6225022	Protected Area Planning & Management	4	5
28	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
29	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
30	Architecture	ARCH6131014	Architectural Conservation	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
31	Architecture	ARCH6147014	Behavior in Architecture	4	5
32	Architecture	ARCH6144014	Digital Construction	4	5
33	Architecture	ARCH6146014	Interior Architecture	4	5
34	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
35	Architecture	ARCH6076014	Project Management	2	5
36	Architecture	ARCH6145014	Property Assessment	2	5
37	Civil Engineering	CIVL6080013	Construction Methods & Heavy Equipment	2	5
38	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
39	Computer Engineering	CPEN6220010	Computer Networks & Information Security	4/1	5
40	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
41	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
42	Food Technology	FOOD6076015	Food Fermentation Technology	2	5
43	Food Technology	FOOD6074015	Food Processing Technology II	2	5
44	Food Technology	CPEN6235015	IoT in Food Industry	2	5
45	Food Technology	FOOD6094015	Nutrition & Health	4	5
46	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
47	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
48	Industrial Engineering	ISYE6130011	Project Management	2	5
49	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
50	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
51	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
52	Business Law	LAWS6110028	Cyber Law	2	5
53	Business Law	LAWS6017028	Intellectual Property Rights	4	5
54	Business Law	LAWS6159028	Legal Aspect in Business	2	5
55	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
56	Business Law	LAWS6176028	Tax Law	2	5
57	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
58	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
59	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
60	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
61	English Literature	ENGL6169024	English for Professionals	2	5
62	English Literature	ENGL6244024	Social Media Broadcasting	4	5
63	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
64	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
65	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
66	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5
67	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
68	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
69	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
70	Primary Teacher Education	EDUC6063030	English for Academic Purposes	2	5
71	Primary Teacher Education	EDUC6073030	ICT for Distance Learning	4	5
72	Primary Teacher Education	EDUC6075030	Teaching English for Young Learners	4	5
73	Psychology	PSYC6191027	E-Learning Psychology	4	5
74	Psychology	PSYC6130027	Human Performance Technology	4	5
75	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
76	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
77	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
78	Psychology	PSYC6145027	Urban Psychology	4	5
79	Accounting	ACCT6461020	Accounting Syariah	2	5
80	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
81	Computer Science	ISYS6197001	Business Application Development	2/2	5
82	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
83	Computer Science	MOBI6059001	Mobile Programming	2	5
84	Computer Science	COMP6144001	Web Programming	2/1	5
85	Data Science	DTSC6006001	Machine Learning	2/1	5
86	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
87	Mobile Application & Technology	MOBI6070001	Embedded System and Internet of Things	3	5
88	Mobile Application & Technology	MOBI6068001	Web Design	2	5
89	Statistics	STAT6157049	Data Mining and Visualization	2	5
90	Animation	DSGN6690007	Animation Storytelling	2	5
91	Animation	DSGN6689007	Concept Art & Production Design	2	5
92	Creative Advertising	DSGN6661007	Photography	4	5
93	Film	FILM6059009	Global Cinema	4	5
94	Interior Design	DSGN6612008	Design Trend	2	5
95	New Media	DSGN6743007	Digital Graphic Reproduction	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
96	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
97	Information Systems	ISYS6196003	Business Analytics	2	5
98	Information Systems	ISYS8066003	Business Process Management	4	5
99	Information Systems	ISYS6199003	Data & Text Mining	4	5

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.*

Enrichment Track Scheme

Scheme	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	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			

Scheme	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
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	
36						v		v							
37						v			v						
38						v				v					
39						v					v				
40						v						v			
41						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				
ENPR6184005	Professional Experience for Business Development		8	20
ENPR6185005	Industry Experience for Business Sustainability		8	
ENPR6186005	Entrepreneurial Business Development		4	
Enrichment Program II				
MGMT6423005	Professional Experience in Dynamic Organization		8	20
MGMT6424005	Professional Development on Sustainability Profession		8	
MGMT6137005	Business Management and Professional Development		4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6021005	Business Start Up	8	20
ENTR6603005	Launching New Business	8	
ENTR6024005	EES in New Business I	4	
Enrichment Program II			
ENTR6028005	Growing a Business	8	20
ENTR6604005	Business Funding	8	
ENTR6031005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6370005	Research for Business Management	8	20
RSCH6551005	Scientific Writing in Business Management	8	
RSCH6454005	Global Entrepreneurship and Business Development	4	
Enrichment Program II			
RSCH6373005	Research for Industrial Competition	8	20
RSCH6552005	Scientific Writing in Management Research	8	
RSCH6375005	Global Entrepreneurship and Industrial Competition	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6114005	Community Outreach Project Implementation	8	20
CMDV6338005	Community Outreach Project Design	8	
CMDV6255005	Employability and Entrepreneurial Skills in Community Development	4	
Enrichment Program II			
CMDV6117005	Community Development Project Implementation	8	20
CMDV6332005	Community Development Project Design in Management	8	
CMDV6094005	Managing Socio Entrepreneurship	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			
Elective courses list for study abroad*			
GLOB6005005	Elective Course for Study Abroad 1	4	
GLOB6006005	Elective Course for Study Abroad 2	4	
GLOB6007005	Elective Course for Study Abroad 3	4	
GLOB6008005	Elective Course for Study Abroad 4	4	
GLOB6009005	Elective Course for Study Abroad 5	2	
GLOB6010005	Elective Course for Study Abroad 6	2	20
GLOB6011005	Elective Course for Study Abroad 7	2	
GLOB6012005	Elective Course for Study Abroad 8	2	
GLOB6013005	Elective Course for Study Abroad 9	2	
GLOB6014005	Elective Course for Study Abroad 10	2	
GLOB6015005	Elective Course for Study Abroad 11	2	
GLOB6016005	Elective Course for Study Abroad 12	2	
GLOB6251005	Elective Course for Study Abroad 29	4	
Enrichment Program II			
Elective courses list for study abroad*			
GLOB6017005	Elective Course for Study Abroad 13	4	
GLOB6018005	Elective Course for Study Abroad 14	4	
GLOB6019005	Elective Course for Study Abroad 15	4	
GLOB6020005	Elective Course for Study Abroad 16	4	
GLOB6021005	Elective Course for Study Abroad 17	2	
GLOB6022005	Elective Course for Study Abroad 18	2	20
GLOB6023005	Elective Course for Study Abroad 19	2	
GLOB6024005	Elective Course for Study Abroad 20	2	
GLOB6025005	Elective Course for Study Abroad 21	2	
GLOB6026005	Elective Course for Study Abroad 22	2	
GLOB6027005	Elective Course for Study Abroad 23	2	
GLOB6028005	Elective Course for Study Abroad 24	2	
GLOB6253005	Elective Course for Study Abroad 31	4	

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

Certified Specific Independent Study Track

Code	Course Name	SCU	TOTAL
Enrichment Program I/II			
Elective courses list for Certified Specific Independent Study*			
CSIS6001005	Course Certification	3	
CSIS6002005	Technical Skill Enrichment	4	
CSIS6003005	Industrial Project	9	
CSIS6004005	Soft Skill Enrichment	4	
CSIS6005005	Elective Course for Specific Independent Study 1	8	
CSIS6006005	Elective Course for Specific Independent Study 2	8	
CSIS6007005	Elective Course for Specific Independent Study 3	6	
CSIS6008005	Elective Course for Specific Independent Study 4	6	
CSIS6009005	Elective Course for Specific Independent Study 5	6	
CSIS6010005	Elective Course for Specific Independent Study 6	5	
CSIS6011005	Elective Course for Specific Independent Study 7	5	
CSIS6012005	Elective Course for Specific Independent Study 8	5	
CSIS6013005	Elective Course for Specific Independent Study 9	5	
CSIS6014005	Elective Course for Specific Independent Study 10	4	
CSIS6015005	Elective Course for Specific Independent Study 11	4	
CSIS6016005	Elective Course for Specific Independent Study 12	4	
CSIS6017005	Elective Course for Specific Independent Study 13	4	
CSIS6018005	Elective Course for Specific Independent Study 14	4	
CSIS6019005	Elective Course for Specific Independent Study 15	3	
CSIS6020005	Elective Course for Specific Independent Study 16	3	
CSIS6021005	Elective Course for Specific Independent Study 17	3	
CSIS6022005	Elective Course for Specific Independent Study 18	3	
CSIS6023005	Elective Course for Specific Independent Study 19	3	
CSIS6024005	Elective Course for Specific Independent Study 20	3	
CSIS6025005	Elective Course for Specific Independent Study 21	2	
CSIS6026005	Elective Course for Specific Independent Study 22	2	20
CSIS6027005	Elective Course for Specific Independent Study 23	2	
CSIS6028005	Elective Course for Specific Independent Study 24	2	
CSIS6029005	Elective Course for Specific Independent Study 25	2	
CSIS6030005	Elective Course for Specific Independent Study 26	2	
CSIS6031005	Elective Course for Specific Independent Study 27	2	
CSIS6032005	Elective Course for Specific Independent Study 28	2	
CSIS6033005	Elective Course for Specific Independent Study 29	1	
CSIS6034005	Elective Course for Specific Independent Study 30	1	
CSIS6035005	Elective Course for Specific Independent Study 31	1	
CSIS6036005	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 courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

Certified Further Study Track
Students will receive information about Further Study Track during the registration period

The Table of Prerequisite for Business Creation Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001005	Financial Management	4	2	MGMT6011005	Introduction to Management and Business	4	1
ENTR6533005	Business Plan II	4	3	ENTR6532005	Business Plan I	2	2

*) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013005	Character Building: Pancasila	B
2.	MGMT6011005	Introduction to Management and Business	C
3.	ENTR6102005	Creative & Innovative Thinking	C
4.	MKTG6318005	Marketing Management	C
5.	ENPR6104005	Digital Marketing and Analytics	C
6.	BUSS6066005	Business Ethics	C
7.	ENTR6532005	Business Plan I	C
8.	MGMT6012005	Human Resources Management*	C

*) Tutorial