Creativepreneurship Department

Introduction

The Creativepreneurship Department is program under BINUS Business School Undergraduate Program that addresses creativity needs and entrepreneurships. Align with International accreditation achievement through AACSB since 2020. The program prioritizes the quality of the teaching and learning process align with Student Outcomes needed by Stakeholders.

The graduates will earn a Bachelor of Business that focuses on building businesses in creative industries and developing a company based on creativity. This Program will explore the Creativepreneurship as leadership in business that explores ICT commercialization with a practical, creative entrepreneurial knowledge, skills, and attitude required to develop new business ideas in the emerging technological innovation domain. The outcomes of the creativepreneur project are intended for the continuous pursuit of successful business growth to capture value for the firm sustainably and ethically, moreover, actively contribute to the prosperity of the society at large.

Experiential Learning Techniques and Innovation Practices, i.e., Entrepreneurship Living Laboratory, Practical Market Testing and Commercializing, Investor Pitch, Mentoring, Coaching, Counseling, Facilitating Program, are used to gain practical knowledge, skills, and attitudes in technology innovation development, commercialization, and innovative venture creation.

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:

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 through creative 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

1. Graduates will obtain global employability and entrepreneurship skills relevant to the business context, gain experience through collaborations that facilitate quality education, research, and engagement with global universities, institutions, and governments, and achieve global recognition through international accreditations, certifications, awards, and competitions.

2. Graduates will obtain advanced competencies in technology and digital literacy, contributing to the productivity and services of the school through the production of intellectual properties and the

provision of professional services beneficial for business communities, concurrently elevating both faculty members' academic achievements and intellectual contributions.

3. Graduates will obtain high-quality research skills and contribute to the empowerment of the business community by producing impactful community services, relevant innovations, and disseminating research products for teaching-learning, community service, and self-development.

4. Graduates will obtain the capability to earn sustainable competitive advantage, ensuring the sustainability of the school in terms of the quality and quantity of students, financial stability of the study program, and prosperity of Binusians.

Student Outcomes (or Competency Goal only for BBS Program)

1. **Business Concept**

   Each student should be able to comprehend business concept.

2. **Entrepreneurial Acumen**

   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. **Ethics**

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

4. **Sustainable Business Perspective**

   Each stdent should be able to articulate sustainable business perspective in exercising business concept.

Prospective Career of the Graduates

1. Entrepreneur
2. Intrapreneur
3. Business Developer
4. Business Planner
5. Business Consultant
6. Technopreneur
7. Sociopreneur
8. Business Analyst
9. E-Commerce Specialist
10. Venture Capitalist

Curriculum

Creativepreneurship Department at BINUS Bandung campus offers 2+1+1 curriculum, whereby students will undertake fundamental courses at the home campus (in Bandung) for 2 years, 1 year streaming/minor program (whether at the host campus in Greater Jakarta, in Malang, or in Bandung), and 1 year enrichment program

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6034032	Character Building: Pancasila	2	20
	LANG6097032	Indonesian	2	
	ENPR6143032	Introduction to Entrepreneurship and Business **–(AOL)**	4	

Sem	Code	Course Name	SCU	Total
	ENTR6431032	Creative and Innovative Thinking –(AOL)	2	
	ENPR6136032	Marketing for Entrepreneur –(AOL)	4	
	ENPR6137032	Commercializing Emerging Technology –(AOL)	2/2	
	ENPR6156032	Business Law and Ethics –(AOL)	2	
	ENTR6987032	Creative and Cultural Entrepreneurship	2	
		Foreign Language Courses	0	
2	CHAR6035032	Character Building: Kewarganegaraan	2	20
	ENPR6153032	Business Operations and Supply Chain –(AOL)	4	
	ENPR6154032	Sustainable Business Model [1] –(AOL)	4	
	ENPR6155032	Entrepreneurial Leadership and Organization [2] –(AOL)	4	
	COSC6059032	Foundations of Artificial Intelligence	2	
	ENPR6157032	Business and Performance Analytics –(AOL)	4	
		Foreign Language Courses	0	
3	CHAR6036032	Character Building: Agama	2	20
	MKTG6225032	Digital Marketing	2/2	
	ENPR6213032	Entrepreneurial Finance and Accounting	2/2	
	ENTR6985032	Business Plan [2] –(AOL)	4/2	
	RSCH6158032	Business Research Methodology [1]	4	
		Foreign Language Courses [3]	0	
	Streaming: Creative Business [4]			Streaming CB, BI, EB, GC, SB, DBM, Minor Bandung, Jakarta Malang, Free Electives : 20
	ENPR6166032	Launch Creative Business Startup 1)	4	
	ENPR6167032	Startup Funding	4	
	ENPR6301032	Applied Statistics for Business Decision	2/2	
	ENPR6162032	Risk Assessment and Decision Making in Business 2)	4	
	COMP6667032	Interaction Design	2/2	
	Streaming Business Innovation [5]			
	ENTR6664002	Consumer Insights: Behavioural Fundamentals	4	
4	ENTR6666002	Innovative Product Design and Development [2]	4	
	ENTR6668002	Innovation in Omni Channel	2	
	ENTR6669002	Innovation and Knowledge Management [2]	4	
	ENPR6164002	Business Process Management for Innovation	4	
	ENPR6165002	Negotiation and Competitive Decision Making	2	
	Streaming E-Business [6]			
	BUSS6229005	Business Simulation	4	
	MGMT6374005	Analysis on E-Business Investment [1]&[2]	4	
	ISYS6079005	E-Business System [1]	4	
	ISYS6744005	E-Business Strategy and Implementation [1]	4	
	ISYS6085005	Advanced Topics in E-Business	2	

Sem	Code	Course Name	SCU	Total
	MGMT6464005	Corporate Governance	2	
	Streaming Global Commerce [6]			
	BUSS6162005	Market Entry Strategy	2	
	BUSS6191005	Export-Import Managemen	2	
	ENPR6103005	Global Entrepreneurship	4	
	MKTG6322005	Sales and Customer Relationship Management	4	
	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	
	MGMT6196005	Project Management	4	
	Streaming Service Business [6]			
	MGMT6523005	Organizational Behavior	2	
	MGMT6455005	Servitization and Customer Experience Management	2	
	MKTG6274005	Service Marketing Management [2]	4	
	MGMT6456005	Fundamentals of Supply Chain Management [2]	4	
	MGMT6401005	Digital Supply Chain Management [2]	2	
	MGMT6365005	Current Issue in Service Business and Technology [2]	2	
	MGMT6457005	Global Supply Chain Services [1]&[2]	4	
	Streaming Business Development Management [6]			
	RSCH6724005	Research Method in Business Development Management [2]	3/1	
	BUSS6109005	Business Development	4	
	MGMT6196005	Project Management [2]	4	
	BUSS6229005	Business Simulation	4	
	MGMT6465005	Advanced Topic in Business Development Management	2	
	LAWS6159005	Legal Aspect in Business	2	
	Foreign Language Courses [3]		0	
	Minor Program [4], [5], [6]		20	
	Free Electives [6]		20	
5	**Streaming: Creative E-Commerce** [4]			Streaming CEC, IBE, EIEE, Minor Bandung, Jakarta Malang, Free Electives: 20
	ENPR6159032	E-Commerce for Entrepreneurs [2]	2/2	
	ENPR6160032	Innovative Product Design and Development	2/2	
	ENPR6161032	Sustainable Entrepreneurship and Social Innovation [1]	4	
	MKTG6325032	Omnichannel and Retailing	4	
	ENPR6163032	Technopreneurship	4	
	Streaming: International Business and Entrepreneurship [4]			
	ENPR6302032	International Business Environment [1]	2	
	ENPR6303032	Entrepreneurship: A Global Perspective [1]	2	
	MGMT6564032	Global Supply Chain Management [1]&[2]	4	
	ENPR6304032	International Business through Exporting-Importing [1]&[2]	4	

Sem	Code	Course Name	SCU	Total
	ENPR6305032	International Licensing, Franchising & Strategic Alliances1)&2)	4	
	ENPR6306032	International New Venture 1)&2)	4	
	Streaming Entrepreneurship In Emerging Economies 5)			
	ENPR6177002	Financing Innovative Ventures	4	
	ENPR6178002	Customer Engagement Strategy 1)	4	
	ENPR6179002	Franchise Business	4	
	ENPR6180002	Disruptive Strategy & Innovation	4	
	ENPR6181002	Managing Innovation for Circular Economy 2)	4	
	Minor Program		20	
	Free Elective		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	RSCH6604032	Pre Thesis	2	6
	RSCH6605032	Thesis	4	
	ENTR6445032	Thesis	6	
			Total Credits 146 SCU	

1) This course is delivered in English
2) Global Learning System Course
3) Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the detail
4) Conducted for student mobility program in BINUS @Bandung
5) Conducted for student mobility program in BINUS @Malang
6) Conducted for student mobility program in BINUS @Grater Jakarta

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

Streaming/Minor/Free Electives:

) Students are required to choose one study plans, between Streaming, Minor Program, Free Electives. Please refer to the Minor program and free electives course list appendix for details

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign languag courses appendix for the details. Students must pass with a minimum Grade of C.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program