

Creativepreneurship Department

Introduction

The Creativepreneurship Department is program under BINUS Business School Undergraduate Program that addresses creativity needs and entrepreneurship. 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 and entrepreneurship study program, 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 student 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	

Sem	Code	Course Name	SCU	Total
	ENPR6143032	Introduction to Entrepreneurship and Business –(AOL)	4	
	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	
	ENPR6361032	Family Business–(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	
4	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	
	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	

Sem	Code	Course Name	SCU	Total
	ISYS6085005	Advanced Topics in E-Business	2	
	MGMT6464005	Corporate Governance	2	
	Streaming Global Commerce ⁶⁾			
	BUSS6162005	Market Entry Strategy	2	
	BUSS6191005	Export-Import Management	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	4	
	ENPR6304032	International Business through Exporting-Importing ²⁾	4	

Sem	Code	Course Name	SCU	Total
	ENPR6305032	International Licensing, Franchising & Strategic Alliances	4	
	ENPR6306032	International New Venture	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 language courses appendix for the details. Students must pass with a minimum Grade of C.

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

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6270032	English for Frontrunners	0
ENGL6271032	English for Independent Users	0
ENGL6272032	English for Professionals	0
JAPN6209032	Basic Japanese Language*	0
CHIN6192032	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals and choose Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 4	Semester 5
Minor @ Binus Kemanggis		
Digital Ecosystem	v	v
Human Capital in Digital Workplace	v	v
Sustainable Development	v	v
Cross Cultural Communication	v	v
Interactive & Users Experience Design	v	v
Data Analytics	v	v
Robotic Process Automation	v	v
Event Business and Entertainment	v	v
Creative Digital Storytelling	-	-
Digital Banking	-	-
Blockchain Technology and Business	v	v
English for Business Professionals	v	v
Minor @ Binus Alam Sutera		
Digital Transformation	v	v
Minor @ Binus Bekasi		
Culinary	v	v
Korean Culture and Creativity	v	v
Minor @ Binus Malang		
Digital Technopreneur	v	v
English for Business Professionals	v	v
Chinese for Career Pathway	v	v
Minor @ Binus Bandung		
DesignPreneur	v	v
Minor @ Binus Semarang		
Metaverse in Business	-	-
Content Creation	v	v
Minor @ Binus Medan		
Global Creative Business and Technology	v	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 : Digital Ecosystem

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

2. Minor Program : Human Capital in Digital Workplace

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

3. Minor Program Sustainable Development

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

4. Minor Program : Cross Cultural Communication

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

5. Minor Program : Interactive & Users Experience Design

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

6. Minor Program : Data Analytic

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
MKTG66312005	Digitalization of Markets and Consumption	2
Total SCU		10

7. Minor Program : Robotic Process Automation

Fundamental Courses

Course		SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4

Course	SCU
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

8. Minor Program : Event Business and Entertainment
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

9. Minor Program: Blockchain Technology and Business
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

10. Minor Program: English for Business Professionals
Fundamental Courses

Course	SCU
ENGL6154024 English for Business Communications	4
MKTG6112024 Language Innovations in Marketing and Advertising	2

Course	SCU
ENGL6244024 Social Media Broadcasting	4
Total SCU	10

Minor 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

11. Minor Program: Digital Transformation

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

12. Minor Program : Culinary

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

13. Minor Program : Korean Culture And Creativity

Minor 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

Minor 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

14. Minor Program : Digital Technopreneur

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

15. Minor Program : Chinese For Career Pathways

Minor 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

Minor Supporting Courses

Course	SCU
CHIN6199026 Chinese Digital Technology	2
CHIN6200026 Traveling to China	2
MKTG6340005 Global Strategic Marketing: Chinese Perspective	4
MGMT6567005 Special Topics in Chinese Business	2
Total SCU	10

16. Minor Program : Designpreneur

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

17. Minor Program : Conten Creation

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6392055 Digital marketing	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Supporting Courses

Course	SCU
DSGN6990053 Creative Storytelling	4
DSIN6043053 Strategic Influence	2
DSIN6041053 Introduction to Visual Communication Design	4
Total SCU	10

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

Minor Fundamental Courses

Students must take all fundamental courses to pass the minor program:

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

Minor Supporting Courses

Students must take 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

19. Minor Program : Global Creative Business and Technology

Minor Fundamental Courses

Students must take all fundamental courses to pass the minor program:

Course	SCU
DSIN6142066 Global Uniqueness Design	4
BUSS6275061 E-Commerce and Digital Entrepreneurship	4
COSC6159060 Global Emerging Technologies	4
ECON6109064 Introduction to Digital Economy	4
TRDE6001065 Global Regulatory Environment	4
Total SCU	20

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	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
3	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
4	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
5	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
6	Computer Engineering	CPEN6225010	Telco Network & Switching System	2	5
7	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
8	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
9	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
10	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
11	Industrial Engineering	ISYE6167011	Decision Support System	2	5
12	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
13	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
14	Food Technology	CPEN6235015	IoT in Food Industry	2	5
15	Food Technology	FOOD6094015	Nutrition & Health	4	5
16	Architecture	ARCH6146014	Interior Architecture	4	5
17	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
18	Architecture	ARCH6147014	Behavior in Architecture	4	5
19	Computer Science	COMP6144001	Web Programming	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
20	Computer Science	ISYS6197001	Business Application Development	2/2	5
21	Computer Science	MOBI6059001	Mobile Programming	2	5
22	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
23	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
24	Marketing Communication	COMM6620019	Online Publishing	2/2	5
25	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
26	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
27	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
28	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
29	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
30	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
31	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
32	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
33	Marketing Communication	COMM6637019	Brand Activation	2/2	5
34	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
35	Tourism	TRSM6142022	Event Management	4	5
36	Tourism	TRSM6218022	Adventure Tourism Management	4	5
37	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
38	Tourism	TRSM6221022	Sport Tourism	2	5
39	Tourism	BUSS6137022	Tourism E-Business	4	5
40	Tourism	TRSM6216022	Guiding and Interpretation	2	5
41	Tourism	TRSM6212022	Indonesian Culture	4	5
42	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
43	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
44	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
45	Hotel Management	HTMN6146021	Food Safety Management	2	5
46	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
47	Hotel Management	HTMN6147021	Hospitality Management	4	5
48	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
49	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
50	Hotel Management	HTMN6131021	Catering Management	2	5
51	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
52	Accounting	ACCT6461020	Accounting Syariah	2	5
53	Taxation	TAXN6053020	Regional Tax Systems	2	5
54	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
55	Finance	FINC6010020	International Finance	2	5
56	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
57	Data Science	DTSC6006001	Machine Learning	2/1	5
58	Mobile Application & Technology	MOBI6068001	Web Design	2	5
59	Mobile Application & Technology	MOBI6070001	Embedded System and Internet of Things	3	5
60	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
61	Statistics	STAT6157049	Data Mining and Visualization	2	5
62	Information Systems	ISYS6196003	Business Analytics	2	5
63	Information Systems	ISYS6199003	Data & Text Mining	4	5
64	Information Systems	ISYS6202003	Social Informatics	4	5
65	Information Systems	ISYS6402003	Business Analytics	2/2	5
66	Information Systems	ISYS8066003	Business Process Management	4	5
67	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
68	Animation	DSGN6689007	Concept Art & Production Design	2	5
69	Animation	DSGN6690007	Animation Storytelling	2	5
70	Creative Advertising	DSGN6661007	Photography	4	5
71	Film	FILM6059009	Global Cinema	4	5
72	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
73	Interior Design	DSGN6612008	Design Trend	2	5
74	International Relations	INTR6137029	Indonesia in Perspectives	2	5
75	International Relations	INTR6180029	Introduction to International Media	2	5
76	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
77	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
78	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
79	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
80	English Literature	SOC6021024	Social and Digital Media Writing	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
81	English Literature	ENGL6244024	Social Media Broadcasting	4	5
82	Business Law	LAWS6017028	Intellectual Property Rights	4	5
83	Business Law	LAWS6110028	Cyber Law	2	5
84	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
85	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Diligence	4	5
86	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
87	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
88	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
89	Psychology	PSYC6145027	Urban Psychology	4	5
90	Psychology	PSYC6138027	Lifespan Development	4	5
91	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
92	Primary Teacher Education	EDUC8004030	School Based Management	2	5
93	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyuu Bunka to Manejimento)	2	5
94	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
95	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
96	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
97	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
98	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	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

Track	Semester 6							Semester 7							
	EN	IN	SA	CD	RS	FS	IS	EN	IN	SA	CD	RS	FS	IS	etc
1	√	-	-	-	-	-	-	√	-	-	-	-	-	-	
2	-	√	-	-	-	-	-	√	-	-	-	-	-	-	
3	-	-	√	-	-	-	-	√	-	-	-	-	-	-	
4	-	-	-	-	-	-	√	√	-	-	-	-	-	-	
5	√	-	-	-	-	-	-	-	-	-	-	-	√	-	
6	-	√	-	-	-	-	-	-	-	-	-	-	√	-	
7	-	-	√	-	-	-	-	-	-	-	-	-	√	-	
8	-	-	-	-	-	-	√	-	-	-	-	-	√	-	

Note:

IN : Certified Internship
RS : Certified Research

SA : Certified Study Abroad
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 II			20
ENTR6997032	Existing Business Models Analysis	8	
ENTR6998032	Organizational Process Management	4	
ENTR6999032	Entreprise Business Communications	4	
ENPR6005032	EES in Entreprise	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6437032	Business Startup, Launching and Formation	8	
ENTR6991032	Lean Enterprise	4	
ENTR6992032	Launching New Venture	4	
ENTR6993032	EES in New Business	4	
Enrichment Program II			20
ENTR6028032	Growing a Business	8	
ENTR6994032	Entrepreneurial Leadership	4	
ENTR6995032	Venture Capital	4	
ENTR6996032	EES in Growing Business	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Enrichment Program I			20
GLOB6208032	Elective Course for Study Abroad 1	4	
GLOB6209032	Elective Course for Study Abroad 2	4	
GLOB6210032	Elective Course for Study Abroad 3	4	
GLOB6211032	Elective Course for Study Abroad 4	4	
GLOB6268032	Elective Course for Study Abroad 25	4	
GLOB6212032	Elective Course for Study Abroad 5	2	
GLOB6213032	Elective Course for Study Abroad 6	2	
GLOB6214032	Elective Course for Study Abroad 7	2	
GLOB6215032	Elective Course for Study Abroad 8	2	
GLOB6216032	Elective Course for Study Abroad 9	2	
GLOB6217032	Elective Course for Study Abroad 10	2	

Code	Course Name	SCU	Total
GLOB6218032	Elective Course for Study Abroad 11	2	
GLOB6219032	Elective Course for Study Abroad 12	2	
GLOB6269032	Elective Course for Study Abroad 26	2	
GLOB6289032	Elective Course for Study Abroad 29	2	

*) 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
Elective courses list for Specific Independent Study*			20
Enrichment Program II			
MICR6073032	Course Certification	3	
MICR6074032	Technical Skill Enrichment	4	
MICR6075032	Industrial Project	9	
MICR6076032	Soft Skill Enrichment	4	
MICR6077032	Elec Course for Specific Independent Study 1	8	
MICR6078032	Elec Course for Specific Independent Study 2	8	
MICR6079032	Elec Course for Specific Independent Study 3	6	
MICR6080032	Elec Course for Specific Independent Study 4	6	
MICR6081032	Elec Course for Specific Independent Study 5	6	
MICR6082032	Elec Course for Specific Independent Study 6	5	
MICR6083032	Elec Course for Specific Independent Study 7	5	
MICR6084032	Elec Course for Specific Independent Study 8	5	
MICR6085032	Elec Course for Specific Independent Study 9	5	
MICR6086032	Elec Course for Specific Independent Study 10	4	
MICR6087032	Elec Course for Specific Independent Study 11	4	
MICR6088032	Elec Course for Specific Independent Study 12	4	
MICR6089032	Elec Course for Specific Independent Study 13	4	
MICR6090032	Elec Course for Specific Independent Study 14	4	
MICR6091032	Elec Course for Specific Independent Study 15	3	
MICR6092032	Elec Course for Specific Independent Study 16	3	
MICR6093032	Elec Course for Specific Independent Study 17	3	
MICR6094032	Elec Course for Specific Independent Study 18	3	
MICR6095032	Elec Course for Specific Independent Study 19	3	
MICR6096032	Elec Course for Specific Independent Study 20	3	
MICR6097032	Elec Course for Specific Independent Study 21	2	

Code	Course Name	SCU	Total
MICR6098032	Elec Course for Specific Independent Study 22	2	
MICR6099032	Elec Course for Specific Independent Study 23	2	
MICR6100032	Elec Course for Specific Independent Study 24	2	
MICR6101032	Elec Course for Specific Independent Study 25	2	
MICR6102032	Elec Course for Specific Independent Study 26	2	
MICR6103032	Elec Course for Specific Independent Study 27	2	
MICR6104032	Elec Course for Specific Independent Study 28	2	
MICR6105032	Elec Course for Specific Independent Study 29	1	
MICR6106032	Elec Course for Specific Independent Study 30	1	
MICR6107032	Elec Course for Specific Independent Study 31	1	
MICR6108032	Elec 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

Fast Track M.MSI

Code	Course Name	SCU	Total
Enrichment Program II			20
ISYS6654032	Service Oriented Analysis and Design	4	
ISYS6655032	Change Management for Enterprise	4	
ISYS6656032	Digital Transformation Management	4	
ISYS6657032	Data Analytics for Research	4	
ISYS6660032	Visualization and Descriptive Analytics	4	

Fast Track M.M

Code	Course Name	SCU	Total
Enrichment Program II			20
ENPR6008032	Designing Innovative Nascent Entrepreneurship	4	
MKTG6310032	Negotiation Mastery	4	
MKTG6311032	Omnichannel Marketing	4	
STAT6195032	Advanced Business Statistics	4	

Code	Course Name	SCU	Total
MGMT6435032	Designing and Leading the Entrepreneurial Organization	4	

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6034032	Character Building: Pancasila	B
2.	ENPR6143032	Introduction to Entrepreneurship and Business	C
3.	ENPR6136032	Marketing for Entrepreneur	C
4.	ENTR6431032	Creative and Innovative Thinking	C
5.	ENPR6154032	Sustainable Business Model	C
6.	ENPR6155032	Entrepreneurial Leadership and Organization	C
7.	ENPR6156032	Business Law and Ethics	C
8.	ENTR6985032	Business Plan	C

