

## 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.

### Program Objective

The objectives of the program are:

1. Provide students with business and managerial knowledge and skills for exploration and active participation in sustainable and digital business landscape.
2. Equip students with digital technology and analytical skills for entrepreneurial and ethical business and management practices finance and business organizations and provide tools used in business analysis.
3. Nurture students to be professional, creative, and forward looking in organization, community and global context.

### 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   | 3. Entrepreneur | 5. Consultant |
| 2. Developer | 4. Manager      | 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 <sup>2</sup>	4	
	MGMT6011005	Introduction to Management and Business <sup>1</sup>	4	
	ENTR6102005	Creative & Innovative Thinking <sup>2</sup> (AOL)	4	
	LANG6027005	Indonesian	2	
	Foreign Language Courses		0	
2	STAT6206005	Business Statistics I	2	20
	MKTG6318005	Marketing Management <sup>1&amp;2</sup>	4	

Sem	Code	Course Name	SCU	Total
	ENTR6532005	Business Plan I	4	
	ECON6099005	Business Economics <b>(AOL &amp; AIE)</b>	4	
	ISYS6181005	Management Information Systems for Leader	4	
	COSC6011005	Foundations of Artificial Intelligence	2	
	<b>Foreign Language Courses</b>		0	
3	CHAR6014005	Character Building: Kewarganegaraan	2	20
	MGMT6297005	Operations Management <sup>2</sup>	4	
	STAT6207005	Business Statistics II <b>(AOL)</b>	2/2	
	BUSS6171005	Business Sustainability <sup>2</sup> <b>(AOL)</b>	4	
	ENTR6533005	Business Plan II	4	
	MATH6176005	Business Mathematics	2	
	<b>Foreign Language Courses</b>		0	
4	CHAR6015005	Character Building: Agama	2	20
	ENPR6104005	Digital Marketing and Analytics <sup>2</sup> <b>(AOL &amp; AIE)</b>	4	
	FINC6001005	Financial Management	4	
	MGMT6012005	Human Resources Management <b>(AIE)</b>	4	
	ENPR6249005	Business Research Methodology	3/1	
	BUSS6066005	Business Ethics2 <b>(AOL)</b>	2	
	<b>Foreign Language Courses</b>		0	
5	ENPR6142005	Digital Business Transformation <sup>2</sup> <b>(AIE)</b>	4	20
	ENPR6106005	Product Design & Branding <sup>2</sup>	2	
	ENPR6107005	Business Communication & Strategy <sup>2</sup>	4	
	<b>Stream: International Business and Entrepreneurship<sup>(3)</sup></b>			
	ENPR6302032	International Business Environment <sup>1</sup>	2	
	ENPR6303032	Entrepreneurship: A Global Perspective <sup>1</sup>	2	
	MGMT6564032	Global Supply Chain Management	4	
	ENPR6304032	International Business through Exporting-Importing <sup>2</sup>	4	
	ENPR6305032	International Licensing, Franchising & Strategic Alliances	4	
	ENPR6306032	International New Venture	4	
	<b>Stream: Entrepreneurship in Emerging Economies<sup>(4)</sup></b>			
	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	
	<b>Free Electives</b>		10	
	<b>Minor Program</b>		10	
6	<b>Enrichment Program I</b>		20	20
7	<b>Enrichment Program II</b>		20	20
8	ENPR6235005	Pre-Thesis	2	6
	ENPR6238005	Thesis - Business Start Up Report	4	
	ENTR6032005	Thesis - Business Start Up Report	6	

Sem	Code	Course Name	SCU	Total
<b>TOTAL CREDIT 146 SCU</b>				

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

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

#### **Streaming/Minor/Free Electives:**

-) For 5<sup>th</sup> 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 6<sup>th</sup> and/or 7<sup>th</sup> 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
<b>Minor @ Binus Kemanggis</b>	
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
<b>Minor @ Binus Alam Sutera</b>	
Digital Transformation	v
<b>Minor @ Binus Bekasi</b>	
Culinary	v
Korean Culture and Creativity	v
<b>Minor @ Binus Malang</b>	
Chinese for Career Pathways	v
English for Business Professionals	v
Digital Technopreneur	-
<b>Minor @ Binus Bandung</b>	
DesignPreneur	-
Robotic Process Automation	v
<b>Minor @ Binus Semarang</b>	
Content Creation	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	-
<b>Minor @ Binus Medan</b>	
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
<b>Total SCU</b>	<b>10</b>

#### Supporting Courses

Course	SCU
ISYS6828003 Blockchain Architecture Design and Implementation	4
DTSC6017001 Advanced Blockchain Programming	2
DTSC6018001 Prototyping Blockchain Project	4
<b>Total SCU</b>	<b>10</b>

### 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
<b>Total SCU</b>	<b>10</b>

### 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
<b>Total SCU</b>	<b>10</b>

## 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
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

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

### 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
<b>Total SCU</b>	<b>10</b>

#### 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
<b>Total SCU</b>	<b>10</b>

### 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
<b>Total SCU</b>	<b>10</b>

### 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
<b>Total SCU</b>	<b>10</b>

## 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
<b>Total SCU</b>	<b>10</b>

**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
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

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

### 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
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

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

### 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
<b>Total SCU</b>	<b>10</b>

#### Supporting Courses

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

### 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
<b>Total SCU</b>	<b>10</b>

#### Supporting Courses

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

#### 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
<b>Total SCU</b>	<b>10</b>

*SCU for HTMN6008021, HTMN6128021 are practical*

#### Supporting Courses

Course	SCU
HTMN6155021 Indonesian Cuisine	4
HTMN6125021 Restaurant Operation	4
HTMN6154021 Culinary Tourism	2
<b>Total SCU</b>	<b>10</b>

*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
<b>Total SCU</b>	<b>10</b>

#### 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
<b>Total SCU</b>	<b>10</b>

### 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
<b>Total SCU</b>	<b>10</b>

### 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
<b>Total SCU</b>	<b>10</b>

## 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
<b>Total SCU</b>	<b>10</b>



### 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 ( <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

**Appendix: Free Electives (5<sup>th</sup> Semester)**

No	Course Code	Course Name	SCU	Semester
1	ACCT6116020	Social and Environmental Accounting	2	5
2	DSGN6689007	Concept Art & Production Design	2	5
3	DSGN6690007	Animation Storytelling	2	5
4	ARCH6146014	Interior Architecture	4	5
5	ARCH6128014	Multimedia in Design Presentation	4	5
6	ARCH6147014	Behavior in Architecture	4	5
7	BTEC6020056	Current Issue in Biotechnology	2	5
8	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
9	LAWS6017028	Intellectual Property Rights	4	5
10	LAWS6110028	Cyber Law	2	5
11	LAWS6159028	Legal Aspect in Business	2	5
12	LAWS6170028	Investment Law	2	5
13	LAWS6171028	Business Competition & Consumer Protection Law	2	5
14	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
15	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
16	LAWS6174028	Contract & Legislative Drafting	2	5
17	LAWS6176028	Tax Law	2	5
18	MGMT6400005	Supply Chain Strategy	2	5
19	MGMT6459005	Retail Management	4	5
20	MGMT6460005	Retail Supply Chain Management	2	5
21	MKTG6324005	Retail Marketing Management	2	5
22	CPEN6232010	Cloud Technology Practice	2	5
23	COSC6108001	Mobile Programming	2	5
24	COMP6800001	Human and Computer Interaction	2/1	5
25	EDUC8003024	English for Specific Purposes: Second Language Learning	2	5
26	ENGL6262024	Presentation Skills	4	5

No	Course Code	Course Name	SCU	Semester
27	EDUC6054024	Classroom Communication and Learning	4	5
28	FASH6186040	Contemporary Fashion	2	5
29	FASH6180040	Fashion Trend Forecasting	2	5
30	FILM6059009	Global Cinema	4	5
31	GAME6085001	Object Oriented Game Programming	2	5
32	MKTG6321005	Marketing Data Analytics	4	5
33	MKTG6322005	Sales and Customer Relationship Management	4	5
34	MKTG6237005	Global Strategic Marketing: Asia Pasific Perspective	4	5
35	MKTG6270005	Retail and Omni Channel	2	5
36	MKTG6631005	Marketing Research	3/1	5
37	MGMT6358005	Managing Business Information	2/2	5
38	HTMN6027021	Service Management	4	5
39	HTMN6146021	Food Safety Management	2	5
40	HTMN6018021	Consumer Behavior in Hospitality	2	5
41	HTMN6147021	Hospitality Management	4	5
42	HTMN6148021	Research Methodology in Hospitality	4	5
43	ISYE6067011	Global Supply Chain	2	5
44	ISYE6165011	Supply Chain Risk & Negotiation	2	5
45	ISYE6130011	Project Management	2	5
46	ISYE6169011	Maintenance Management Systems	2	5
47	MGMT6357005	Multinational Corporation Management	4	5
48	BUSS6223005	Trade in Asia	2	5
49	BUSS6224005	Special Topics in International Business	4	5
50	INTR6151 029	Regional Integration in Europe	2	5
51	INTR6152029	Regional Integration in America	2	5
52	INTR6153029	Regional Integration in East Asia	2	5
53	INTR6154029	Regional Integration in Africa and Middle East	2	5
54	INTR6137029	Indonesia in Perspectives	2	5
55	JAPN6151025	Reflection of Japanese Experience ( <i>Nihon Keiken no Han'ei</i> )	2	5
56	JAPN6162025	Japanese Literary Criticism ( <i>Nihon Bungaku Hyouron</i> )	2	5
57	JAPN6111025	Introductory Japanese I	4	5
58	JAPN6150025	Ideas and Images of Japanese Culture ( <i>Nihon Bunka Aidea to Imeeji</i> )	2	5
59	JAPN6116025	Japanese Corporate Culture and Management ( <i>Nihon No Kigyou Bunka to Manejimento</i> )	2	5
60	MGMT6462005	Leadership Agility	4	5

No	Course Code	Course Name	SCU	Semester
61	MGMT6033005	Advanced Topics in Business and Organization	2	5
62	ISYS6744005	E-Business Strategy and Implementation	4	5
63	ISYS6085005	Advanced Topics in E-Business	2	5
64	BUSS6109005	Business Development	4	5
65	COMM6624019	Digital Creative Content	2/2	5
66	COMM6620019	Online Publishing	2/2	5
67	COMM6533019	Creative Program Design	2/2	5
68	COMM6510019	Reportage & Interview Technique	2/2	5
69	COMM6622019	Audio Journalism	2/2	5
70	COMM6410019	Digital Broadcasting Production	2/2	5
71	COMM6630019	Crisis Communication	2	5
72	COMM6631019	Public Affair	2	5
73	COMM6633019	Corporate Sustainability	4	5
74	COMM6632019	Writing for Corporate Communication	2/2	5
75	COMM6541019	Digital Corporate Communication	2/2	5
76	COMM6634019	Environmental Issues and Brand Activism	4	5
77	COMM6635019	Integrated Marketing Communication	2	5
78	COMM6637019	Brand Activation	2/2	5
79	COMM6638019	Social Media Planning & Engagement	2/2	5
80	DSGN6743007	Digital Graphic Reproduction	4	5
81	PSYC6145027	Urban Psychology	4	5
82	PSYC6191027	E-Learning Psychology	4	5
83	STAT6157049	Data Mining and Visualization	2	5
84	TRSM6142022	Event Management	4	5
84	TRSM6196022	Tourism Community Empowerment	2	5
86	TRSM6218022	Adventure Tourism Management	4	5
87	TRSM6220022	Rural Tourism Entrepreneurship	4	5
88	TRSM6221022	Sport Tourism	2	5
89	BUSS6137022	Tourism E-Business	4	5
90	TRSM6212022	Indonesian Culture	4	5
91	TRSM6159022	Anthropology of Travel and Tourism	2	5
92	TRSM6140022	Tourism Law and Regulation	2	5
93	MGMT6408022	Strategic Management for Tourism	2	5
94	TRSM6225022	Protected Area Planning & Management	4	5
95	TRSM6224022	Environmental Health and Safety in Tourism	2	5

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

[illegible]

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

**Certified Entrepreneurship Track**

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

**Certified Research Track**

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

**Certified Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6114005	Community Outreach Project Implementation	8	
CMDV6338005	Community Outreach Project Design	8	
CMDV6255005	Employability and Entrepreneurial Skills in Community Development	4	
<b>Enrichment Program II</b>			20
CMDV6117005	Community Development Project Implementation	8	
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			20
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	
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	

Code	Course Name	SCU	Total
Enrichment Program II			20
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	
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			20
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	



Code	Course Name	SCU	TOTAL
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	
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	4	2	MGMT6011005	4	1
ENTR6533005	4	3	ENTR6532005	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.	ENTR6532005	Business Plan I	C
6.	BUSS6066005	Business Ethics	C
7.	MGMT6012005	Human Resources Management*	C
8.	ENPR6104005	Digital Marketing and Analytics	C

*\*) Tutorial*