

Business Management

Introduction

In facing rapid growth in the service business in the global market, especially in the fields of e-commerce, marketplace, and supply chain, it is necessary to provide graduates to fill the growing demand for professionals in the service business which is equipped with higher cognitive skills and social and emotional skills. In connection with that, the Business Management Program provides its students with a suitable curriculum to deal with these challenges. The program has had international business school accreditation (AACSB) and national BAN-PT 'UNGGUL' accreditation. The program equips the students with knowledge and expertise in management concepts, creative thinking and entrepreneurial skills, global mindset, ethics, and digital service and supply chain management. The uniqueness of this program is strengthening the students with "service business and supply chain." The service and supply chain will be crucial future competencies for any company, namely the competencies in developing integrated solutions for customer problems (service orientation), including managing the internal and external parties (supply chain: retail management and distribution) and use of the latest technology in the process (digital and AI). Therefore, these competencies will be a key competitive advantage for any company. The students will also get updated knowledge and experience from industries and soft-skills training/workshops that enable them to survive and expand their capacity. The teaching-learning process is carried out through a variety of teaching-learning strategies encompassing business case studies, business simulations, laboratory, collaborative learning, international guest lecturers, industry visits, role-playing, free-elective courses, and enrichment program or KAMPUS MERDEKA.

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

Graduates of the Business Management Program will have prospective careers, particularly in e-commerce development, business development, logistics/supply chain analysis, procurement/purchasing analyst, business analyst, human resource development, business consultant, and service provider (Servpreneur). The graduates also have competency in carrying out the transformation from a conventional business to a service business as a business (servitization) analyst.

Curriculum

The curriculum of the Business Management Program has been designed to meet today's global business challenges, especially in the service business, by embedding 50% of general competencies (management concepts, creative thinking and entrepreneurial skills, global mindset, and ethics) and 50% of specific competencies (service business and supply chain: retail management and distribution). The curriculum also encompasses 70% of class-based learning and 30% of real practices. Class-based learning (face-to-face and online/GSLC) will be delivered in semesters 1-5. In semester 5, the students will also get 10 SCU (SKS) for free elective courses, namely, the courses that can be selected by students according to their interest from all courses offered by all programs (outside the Business Management Program) at BINUS University.

The students will be able to explore their preferred career path in 2.5 years because in, semesters 6-7, the students will get an enrichment program (3+1 Program) with 9 tracks (internship, research, entrepreneurship, community service, study abroad, micro-credentials, certifications, industry course, and further study) and KAMPUS MERDEKA. In semester 8, the students must complete their thesis (survey/SLR/ publication/business case/problem solving). In the program, the on-time graduation is 4 years or 8 semesters. The students will be able to graduate faster (3.5 years or 7 semesters) if their minimum GPA is 3.00 by completing their thesis in semester 7. The teaching-learning process is delivered in Indonesian, but some courses are delivered in English (3 dinE courses). In developing the student's global mindset, the program provides study abroad, international lectures, student exchange or mobility (IISMA), dinE courses, and international certifications. The international certification tracks consisted of sustainability management, service management, retail management, and logistics/supply chain management. The program's curriculum used international standards (AACSB) and collaborated with foreign universities, business associations, and industries.

Course Structure

| Sem | Code | Course Name | SCU | Total |
|-----|---------------------------------|---|-----|-------|
| 1 | CHAR6013005 | Character Building: Pancasila | 2 | 20 |
| | ISYS6181005 | Management Information Systems for Leader | 4 | |
| | MATH6176005 | Business Mathematics | 2 | |
| | MGMT6011005 | Introduction to Management and Business ¹ - (AOL) | 4 | |
| | MKTG6318005 | Marketing Management ^{1&2} - (AOL) | 4 | |
| | MGMT6012005 | Human Resources Management - (AOL & AIE) | 4 | |
| | Foreign Language Courses | | 0 | |
| 2 | CHAR6014005 | Character Building: Kewarganegaraan | 2 | 20 |
| | MGMT6297005 | Operations Management ² | 4 | |
| | ACCT6351005 | Accounting for Business | 4 | |
| | ECON6099005 | Business Economics - (AOL & AIE) | 4 | |
| | COSC6011005 | Foundations of Artificial Intelligence | 2 | |
| | STAT6206005 | Business Statistics I | 2 | |
| | BUSS6066005 | Business Ethics ² - (AOL) | 2 | |
| | Foreign Language Courses | | 0 | |
| 3 | CHAR6015005 | Character Building: Agama | 2 | 22 |
| | FINC6001005 | Financial Management ² | 4 | |
| | STAT6207005 | Business Statistics II – (AOL) | 2/2 | |
| | BUSS6171005 | Business Sustainability ² - (AOL) | 4 | |
| | ENTR6510005 | Entrepreneurship: Prototyping | 2 | |
| | MGMT6239005 | Service Operation Management ¹ | 2 | |
| | MGMT6238005 | Service Management Fundamental ² | 4 | |
| | Foreign Language Courses | | 0 | |
| 4 | ENTR6511005 | Entrepreneurship: Market Validation | 2 | 20 |
| | MGMT6455005 | Servitization and Customer Experience Management | 2 | |
| | MKTG6274005 | Service Marketing Management ² - (AOL) | 4 | |
| | MGMT6456005 | Fundamentals of Supply Chain Management ² - (AIE) | 4 | |
| | MGMT6556005 | Technology Management in Supply Chain and Service ² | 2 | |
| | MGMT6365005 | Current Issue in Service Business and Technology ² | 2 | |
| | MGMT6557005 | Logistics and Retail Distribution Management ^{1&2} | 4 | |
| | Foreign Language Courses | | 0 | |
| 5 | LANG6027005 | Indonesian | 2 | 18 |
| | RSCH6726005 | Research Methodology for Service Business | 3/1 | |
| | MGMT6400005 | Supply Chain Strategy | 2 | |
| | Free Electives | | 10 | |
| | Minor Program | | 10 | |
| 6 | Enrichment Program I | | 20 | 20 |
| 7 | Enrichment Program II | | 20 | 20 |

| Sem | Code | Course Name | SCU | Total |
|-----------------------|-------------|-------------|-----|-------|
| 8 | MGMT6402005 | Pre Thesis | 2 | 6 |
| | MGMT6410005 | Thesis | 4 | |
| | MGMT6017005 | Thesis | 6 | |
| Total Credits 146 SCU | | | | |

1) This course is delivered in English

2) Global Learning System course

-) AOL - Assurance of Learning Process System

-) AIE - Artificial Intelligence Embedded Course

Minor or Free Electives:

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

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 |
|---|-----|
| 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

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

Minor Scheme

| Minor Program | Semester 5 |
|------------------------------------|------------|
| Minor @ Binus Kemanggis | |
| Blockchain Technology and Business | V |
| Creative Digital Storytelling | V |
| Cross Cultural Communication | V |
| Data Analytics | V |
| Digital Banking | V |

| Minor Program | Semester 5 |
|--|------------|
| Digital Ecosystem | V |
| English for Business Professionals | V |
| Event Business and Entertainment | V |
| Human Capital in Digital Workplace | - |
| Interactive & Users Experience Design | V |
| Robotic Process Automation | V |
| Sustainable Development | V |
| Minor @ Binus Alam Sutera | |
| Digital Transformation | V |
| Minor @ Binus Bekasi | |
| Culinary | V |
| Korean Culture and Creativity | V |
| Minor @ Binus Malang | |
| Chinese for Career Pathways | V |
| English for Business Professionals | V |
| Digital Technopreneur | - |
| Minor @ Binus Bandung | |
| DesignPreneur | - |
| Minor @ Binus Semarang | |
| Content Creation | V |
| Immersive Journey to Japanese Language and Culture | V |
| Metaverse in 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 |

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 |

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 |

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 |

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 |

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 |

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 |

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, Event Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

Course Distribution

Fundamental Courses

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

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 |

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 |

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 |

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 |

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

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 |

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 |

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 |

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 |

Additional Information

None

Appendix: Free Electives (5th Semester)

| No | Course Code | Course Name | SCU | Semester |
|----|--------------|---|-----|----------|
| 1 | ACCT6116020 | Social and Environmental Accounting | 2 | 5 |
| 2 | ACCT6461020 | Accounting Syariah | 2 | 5 |
| 3 | ACCT6313020 | Public Sector Accounting | 2 | 5 |
| 4 | DSGN6690007 | Animation Storytelling | 2 | 5 |
| 5 | ARCH6128014 | Multimedia in Design Presentation | 4 | 5 |
| 6 | BTEC6020056 | Current Issue in Biotechnology | 2 | 5 |
| 7 | ENPR61420005 | Digital Business Transformation | 4 | 5 |
| 8 | ENPR6106005 | Product Design & Branding | 2 | 5 |
| 9 | ENPR6107005 | Business Communication & Strategy | 4 | 5 |
| 10 | ISYS6579003 | Knowledge-Based AI: Cognitive Systems | 4 | 5 |
| 11 | LAWS6017028 | Intellectual Property Rights | 4 | 5 |
| 12 | LAWS6110028 | Cyber Law | 2 | 5 |
| 13 | LAWS6159028 | Legal Aspect in Business | 2 | 5 |
| 14 | LAWS6168028 | Banking-Financial Law & Islamic Business Law | 4 | 5 |
| 15 | LAWS6169028 | Capital Market, Legal Audit, & Due Diligence | 4 | 5 |
| 16 | LAWS6171028 | Business Competition & Consumer Protection Law | 2 | 5 |
| 17 | LAWS6181028 | Industrial Relations & Alternative Dispute Resolution | 2 | 5 |
| 18 | LAWS6167028 | Legal Philosophy & Professional Ethics | 2 | 5 |
| 19 | LAWS6172028 | Environmental and Natural Resources Law | 2 | 5 |
| 20 | MGMT6400005 | Supply Chain Strategy | 2 | 5 |
| 21 | MGMT6459005 | Retail Management | 4 | 5 |
| 22 | MGMT6460005 | Retail Supply Chain Management | 2 | 5 |
| 23 | MKTG6324005 | Retail Marketing Management | 2 | 5 |
| 24 | MGMT6461005 | Category Management | 2 | 5 |
| 25 | CIVL6080013 | Construction Methods & Heavy Equipment | 2 | 5 |
| 26 | CPEN6232010 | Cloud Technology Practice | 2 | 5 |
| 27 | COMP6800001 | Human and Computer Interaction | 2/1 | 5 |
| 28 | COMP6542001 | Computer Security Fundamental | 2 | 5 |
| 29 | EDUC8003024 | English for Specific Purposes: Second Language Learning | 2 | 5 |
| 30 | ENGL6262024 | Presentation Skills | 4 | 5 |
| 31 | ENGL6263024 | Advanced Seminar and Poster Presentation | 4 | 5 |
| 32 | EDUC6054024 | Classroom Communication and Learning | 4 | 5 |
| 33 | MKTG6321005 | Marketing Data Analytics | 4 | 5 |
| 34 | MKTG6322005 | Sales and Customer Relationship Management | 4 | 5 |
| 35 | MKTG6237005 | Global Strategic Marketing: Asia Pasific Perspective | 4 | 5 |
| 36 | MKTG6270005 | Retail and Omni Channel | 2 | 5 |
| 37 | MGMT6358005 | Managing Business Information | 2/2 | 5 |
| 38 | MGMT6304021 | Organization Behaviour in Hospitality | 2 | 5 |

| No | Course Code | Course Name | SCU | Semester |
|----|-------------|---|-----|----------|
| 39 | HTMN6145021 | Revenue Management in Hospitality | 2 | 5 |
| 40 | HTMN6027021 | Service Management | 4 | 5 |
| 41 | HTMN6146021 | Food Safety Management | 2 | 5 |
| 42 | HTMN6018021 | Consumer Behaviour in Hospitality | 2 | 5 |
| 43 | HTMN6147021 | Hospitality Management | 4 | 5 |
| 44 | ISYE6165011 | Supply Chain Risk & Negotiation | 2 | 5 |
| 45 | ISYE6115011 | Transportation Modelling | 2 | 5 |
| 46 | ISYE6167011 | Decision Support System | 2 | 5 |
| 47 | ISYE6168011 | Financial Engineering | 2 | 5 |
| 48 | ISYE6130011 | Project Management | 2 | 5 |
| 49 | ISYE6169011 | Maintenance Management Systems | 2 | 5 |
| 50 | ISYE6170011 | Sustainable Engineering Systems | 2 | 5 |
| 51 | ISYS6596003 | User Experience Research and Design | 4/2 | 5 |
| 52 | MGMT6357005 | Multinational Corporation Management | 4 | 5 |
| 53 | BUSS6223005 | Trade in Asia | 2 | 5 |
| 54 | BUSS6224005 | Special Topics in International Business | 4 | 5 |
| 55 | INTR6137029 | Indonesia in Perspectives | 2 | 5 |
| 56 | INTR6178029 | Introduction to International Political Economy | 2 | 5 |
| 57 | INTR6179029 | Introduction to Security Studies | 2 | 5 |
| 58 | INTR6180029 | Introduction to International Media | 2 | 5 |
| 59 | INTR6142029 | Diplomacy and International Politics | 2/2 | 5 |
| 60 | JAPN6151025 | Reflection of Japanese Experience (<i>Nihon Keiken no Han'ei</i>) | 2 | 5 |
| 61 | JAPN6111025 | Introductory Japanese I | 4 | 5 |
| 62 | JAPN6116025 | Japanese Corporate Culture and Management (<i>Nihon No Kigyou Bunka to Manejimento</i>) | 2 | 5 |
| 63 | MGMT6462005 | Leadership Agility | 4 | 5 |
| 64 | ISYS6744005 | E-Business Strategy and Implementation | 4 | 5 |
| 65 | ISYS6085005 | Advanced Topics in E-Business | 2 | 5 |
| 66 | COMM6624019 | Digital Creative Content | 2/2 | 5 |
| 67 | COMM6620019 | Online Publishing | 2/2 | 5 |
| 68 | COMM6533019 | Creative Program Design | 2/2 | 5 |
| 69 | COMM6510019 | Reportage & Interview Technique | 2/2 | 5 |
| 70 | COMM6622019 | Audio Journalism | 2/2 | 5 |
| 71 | COMM6410019 | Digital Broadcasting Production | 2/2 | 5 |
| 72 | COMM6630019 | Crisis Communication | 2 | 5 |
| 73 | COMM6631019 | Public Affair | 2 | 5 |
| 74 | COMM6633019 | Corporate Sustainability | 4 | 5 |
| 75 | COMM6632019 | Writing for Corporate Communication | 2/2 | 5 |
| 76 | COMM6541019 | Digital Corporate Communication | 2/2 | 5 |
| 77 | COMM6634019 | Environmental Issues and Brand Activism | 4 | 5 |
| 78 | COMM6635019 | Integrated Marketing Communication | 2 | 5 |
| 79 | COMM6637019 | Brand Activation | 2/2 | 5 |

| No | Course Code | Course Name | SCU | Semester |
|----|-------------|--|-----|----------|
| 80 | COMM6638019 | Social Media Planning & Engagement | 2/2 | 5 |
| 81 | PSYC6145027 | Urban Psychology | 4 | 5 |
| 82 | PSYC6191027 | E-Learning Psychology | 4 | 5 |
| 83 | PSYC6138027 | Lifespan Development | 4 | 5 |
| 84 | TRSM6142022 | Event Management | 4 | 5 |
| 85 | TRSM6196022 | Tourism Community Empowerment | 2 | 5 |
| 86 | TRSM6218022 | Adventure Tourism Management | 4 | 5 |
| 87 | TRSM6219022 | Wildlife and Marine Tourism | 2 | 5 |
| 88 | TRSM6220022 | Rural Tourism Entrepreneurship | 4 | 5 |
| 89 | TRSM6221022 | Sport Tourism | 2 | 5 |
| 90 | TRSM6222022 | Climate Change & Tourism | 2 | 5 |
| 91 | BUSS6137022 | Tourism E-Business | 4 | 5 |
| 92 | TRSM6212022 | Indonesian Culture | 4 | 5 |
| 93 | TRSM6140022 | Tourism Law and Regulation | 2 | 5 |
| 94 | ACCT6383022 | Principles of Tourism Accounting and Finance | 2 | 5 |
| 95 | MGMT6408022 | Strategic Management for Tourism | 2 | 5 |
| 96 | TRSM6224022 | Environmental Health and Safety in Tourism | 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

| Semester 6 | | | | | | | | Semester 7 | | | | | | | |
|------------|----|----|----|----|----|----|-----|------------|----|----|----|----|----|----|-----|
| Track | 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 | | | | | | |

| Track | Semester 6 | | | | | | | Semester 7 | | | | | | | |
|-------|------------|----|----|----|----|----|-----|------------|----|----|----|----|----|----|-----|
| | IN | RS | EN | CD | SA | IS | etc | IN | RS | EN | CD | SA | IS | FS | etc |
| 24 | | | | V | | | | | | V | | | | | |
| 25 | | | | V | | | | | | | V | | | | |
| 26 | | | | V | | | | | | | | V | | | |
| 27 | | | | V | | | | | | | | | V | | |
| 28 | | | | V | | | | | | | | | | V | |
| 29 | | | | | V | | | V | | | | | | | |
| 30 | | | | | V | | | | V | | | | | | |
| 31 | | | | | V | | | | | V | | | | | |
| 32 | | | | | V | | | | | | V | | | | |
| 33 | | | | | V | | | | | | | V | | | |
| 34 | | | | | V | | | | | | | | V | | |
| 35 | | | | | V | | | | | | | | | V | |
| 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 | : Certified 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 |
| MGMT6425005 | Business Experience in Dynamic Industry | 8 | |
| MGMT6426005 | Service Business Industrial Experience | 8 | |
| MGMT6366005 | Entrepreneurial and Industrial Business Development | 4 | |
| Enrichment Program II | | | 20 |
| MGMT6427005 | Professional Experience in Dynamic Organization | 8 | |
| MGMT6428005 | Professional Practice in Service Business | 8 | |
| MGMT6172005 | Entrepreneurial and Industrial Business Development | 4 | |

Certified Entrepreneurship Track

| Code | Course Name | SCU | Total |
|------------------------------|-----------------------------|-----|-------|
| Enrichment Program I | | | 20 |
| ENTR6908005 | New Business Initiation | 8 | |
| ENTR6909005 | Product Development Process | 8 | |
| ENTR6910005 | EES in New Business I | 4 | |
| Enrichment Program II | | | 20 |
| ENTR6911005 | Product Launching | 8 | |
| ENTR6912005 | Business Development | 8 | |
| ENTR6913005 | EES in New Business II | 4 | |

Certified Research Track

| Code | Course Name | SCU | Total |
|------------------------------|--|-----|-------|
| Enrichment Program I | | | 20 |
| RSCH6553005 | Scientific Writing in Business Management | 8 | |
| RSCH6370005 | Research for Business Management | 8 | |
| RSCH6453005 | Global Entrepreneurship and Business Development | 4 | |
| Enrichment Program II | | | 20 |
| RSCH6373005 | Research for Industrial Competition | 8 | |
| RSCH6554005 | 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 | | | 20 |
| CMDV6120005 | Community Outreach Project Implementation | 8 | |
| CMDV6333005 | Community Outreach Project Design in Management | 8 | |
| CMDV6254005 | Socio Entrepreneurship Development | 4 | |
| Enrichment Program II | | | 20 |
| CMDV6117005 | Community Development Project Implementation | 8 | |
| CMDV6334005 | Community Development Project Design in Management | 8 | |
| CMDV6094005 | Managing Socio Entrepreneurship | 4 | |

Certified Study Abroad Track

| Certified Study Abroad Track | | | |
|---|------------------------------------|-----|-------|
| Code | Course Name | SCU | Total |
| Elective courses list for study abroad* | | | 20 |
| Enrichment Program I | | | |
| GLOB6005005 | Elective Course for Study Abroad 1 | 4 | |
| GLOB6006005 | Elective Course for Study Abroad 2 | 4 | |
| GLOB6007005 | Elective Course for Study Abroad 3 | 4 | |

| Code | Course Name | SCU | Total |
|------------------------------|-------------------------------------|-----|-------|
| 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 | |
| Enrichment Program II | | | 20 |
| 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 |
|---|--|-----|-------|
| Elective courses list for Specific Independent Study* | | | 20 |
| Enrichment Program I/II | | | |
| 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 | |

| Code | Course Name | SCU | Total |
|-------------|---|-----|-------|
| 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 | |
| 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

Further Study Track

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

The Table of Prerequisite for Global Business Marketing Program

| Course | | SCU | Sem. | Prerequisite Course | | SCU | Sem. |
|-------------|--------------------------------|-----|------|---------------------|---|-----|------|
| MGMT6238005 | Service Management Fundamental | 4 | 3 | MGMT6011005 | Introduction to Management and Business | 4 | 1 |
| MGMT6415005 | Thesis | 6 | 8 | RSCH6726005 | Research Methodology for Service Business | 3/1 | 4 |

*) 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: <i>Pancasila</i> | B |
| 2. | ENTR6511005 | Entrepreneurship: Market Validation | C |
| 3. | MKTG6318005 | Marketing Management | C |
| 4. | MGMT6012005 | Human Resources Management* | C |
| 5. | MGMT6011005 | Introduction to Management and Business | C |
| 6. | BUSS6066005 | Business Ethics | C |
| 7. | BUSS6171005 | Business Sustainability | C |
| 8. | MKTG6274005 | Service Marketing Management | C |

*) Tutorial

