Global Business Marketing

Introduction

The Global Business Marketing program prepares students to succeed in fast-paced marketing environments. Students learn about the latest and emerging trends in marketing practice and shape their soft-skills which enable them to conquest global competition. This program has three values to be conveyed to students, i.e. dynamic (how to quick-response to the dynamic market trends), creative (how to design and execute creative marketing strategy and programs), and digitalized (how to apply digital concept in marketing activities in this technology era).

The 3+1 program extends outside the classroom to include real-world, hands-on, and global experiences, where students are encouraged and supported to pursue marketing internships and study abroad opportunities, which further prepare students for a career in marketing.

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

1. Global Marketing Manager
2. Global Brand Manager/Strategist
3. Digital Marketer
4. Social Media Marketing Manager
5. Global Advertising and Promotion Manager
6. Product Strategist
7. Global Marketing Researcher/Consultant
8. Key Account Manager/Sales Manager
9. Customer Relationship Manager
10. Marketing Communication
11. Global Retail Marketer
12. Global Not-for-Profit Marketer

Curriculum

This curriculum is designed to meet the needs skills of Marketing practices skills and competencies in current global business conditions that will also fulfill students with sense of art and science of global business marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of the curriculum is adjusted to the ICT based utilization of marketing in global market competition that focuses on online and offline marketing strategy. It also includes powerful marketing knowledge on how to identify global market needs, wants, and characteristics; how to design the right global marketing strategy; how to plan the effective global marketing program; how to sell the product/service to the global market, and how to maintain and utilize the relationship with global customers. These all will be delivered through unique and special subjects related to Global Business Marketing fields, such as Consumer Behaviour, Marketing Research, Retail & Omni Channel, Digital Marketing (Social Media & Content Marketing), Global Strategic Marketing in Asia Pasific Perspective and Customer Relationship Management.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ECON6099005	Business Economics - (**AOL & AIE**)	4	
	ISYS6181005	Management Information Systems for Leader	4	
	MATH6176005	Business Mathematics	2	
	MKTG6318005	Marketing Management[1&2] - (**AOL**)	4	
	MGMT6011005	Introduction to Management and Business[1] - (**AOL**)	4	
	Foreign Language Courses		0	

Sem	Code	Course Name	SCU	Total
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	ACCT6351005	Accounting for Business	4	
	MGMT6012005	Human Resources Management - (**AOL & AIE**)	4	
	STAT6206005	Business Statistics I	2	
	MKTG6297005	Consumer Behaviour[1&2]	2	
	COSC6011005	Foundations of Artificial Intelligence	2	
	MGMT6297005	Operations Management[2]	4	
	Foreign Language Courses		0	
3	BUSS6066005	Business Ethics[2] - (**AOL**)	2	20
	LANG6027005	Indonesian	2	
	MKTG6271005	Product & Brand Strategy[1&2]	2	
	MKTG6295005	Digital Marketing (360 Degree Media Planning)[1&2] (**AIE**)	4	
	STAT6207005	Business Statistics II - (**AOL**)	2/2	
	FINC6001005	Financial Management	4	
	MKTG6320005	Pricing Strategy	2	
	Foreign Language Courses		0	
4	CHAR6015005	Character Building: Agama	2	20
	BUSS6171005	Business Sustainability[2] - (**AOL**)	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	MKTG6321005	Marketing Data Analytics - (**AOL & AIE**)	4	
	MKTG6322005	Sales and Customer Relationship Management (**AIE**)	4	
	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective[1&2]	4	
	Foreign Language Courses		0	
5	ENTR6511005	Entrepreneurship: Market Validation	2	20
	MKTG6631005	Marketing Research	3/1	
	MKTG6270005	Retail and Omni Channel[1&2]	2	
	MKTG6323005	Advanced Topic in Marketing	2	
	Free Electives		10	
	Minor Program		10	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	MGMT6405005	Pre-Thesis	2	6
	MGMT6411005	Thesis	4	
	MGMT6040005	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. <u>Students must pass with a minimum Grade of C</u>.

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

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. 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.

5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisan	
Blockchain Technology and Business	V
Creative Digital Storytelling	V
Cross Cultural Communication	V
Data Analytics	V
Digital Banking	V
Digital Ecosystem	V
English for Business Professionals	V
Event Business and Entertainment	V
Human Capital in Digital Workplace	-
Interactive & Users Experience Design	V
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, 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

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

Additional Information

None

Appendix: Free Electives (5th Semester)

No	Course Code	Course Name	SCU	Semester
1	DSGN6690007	Animation Storytelling	2	5
2	DSGN6689007	Concept Art & Production Design	2	5
3	ARCH6146014	Interior Architecture	4	5
4	ARCH6128014	Multimedia in Design Presentation	4	5
5	ARCH6129014	Urban Housing	4	5
6	BTEC6038056	Bio-design Process	2	5
7	ENPR6107005	Business Communication & Strategy	4	5
8	ENPR6142005	Digital Business Transformation	4	5
9	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
10	LAWS6052028	Bankruptcy Law	2	5
11	LAWS6171028	Business Competition & Consumer Protection Law	2	5
12	LAWS6174028	Contract & Legislative Drafting	2	5

No	Course Code	Course Name	SCU	Semester
13	LAWS6110028	Cyber Law	2	5
14	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
15	LAWS6017028	Intellectual Property Rights	4	5
16	LAWS6170028	Investment Law	2	5
17	LAWS6159028	Legal Aspect in Business	2	5
18	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
19	LAWS6176028	Tax Law	2	5
20	MGMT6461005	Category Management	2	5
21	MGMT6459005	Retail Management	4	5
22	MGMT6460005	Retail Supply Chain Management	2	5
23	MGMT6400005	Supply Chain Strategy	2	5
24	CPEN6232010	Cloud Technology Practice	2	5
25	COMP6586001	Embedded Systems	2	5
26	COMP6590001	Geographical Information System	2/2	5
27	COMP6800001	Human and Computer Interaction	2/1	5
28	DTSC6014001	Machine Learning	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	FASH6186040	Contemporary Fashion	2	5
33	FASH6180040	Fashion Trend Forecasting	2	5
34	FILM6059009	Global Cinema	4	5
35	HTMN6018021	Consumer Behavior in Hospitality	2	5
36	HTMN6146021	Food Safety Management	2	5
37	HTMN6147021	Hospitality Management	4	5
38	MGMT6304021	Organization Behavior in Hospitality	2	5
39	HTMN6148021	Research Methodology in Hospitality	4	5
40	HTMN6145021	Revenue Management in Hospitality	2	5
41	HTMN6027021	Service Management	4	5
42	ISYE6167011	Decision Support System	2	5
43	ISYE6067011	Global Supply Chain	2	5
44	ISYE6130011	Project Management	2	5
45	ISYE6165011	Supply Chain Risk & Negotiation	2	5
46	ISYE6115011	Transportation Modelling	2	5
47	ISYS6893003	Information Systems Analysis and Design	4/2	5

No	Course Code	Course Name	SCU	Semester
48	ISYS6596003	User Experience Research and Design	4/2	5
49	MGMT6357005	Multinational Corporation Management	4	5
50	BUSS6224005	Special Topics in International Business	4	5
51	BUSS6223005	Trade in Asia	2	5
52	INTR6142029	Diplomacy and International Politics	2/2	5
53	INTR6178029	Introduction to International Political Economy	2	5
54	INTR6180029	Introduction to International Media	2	5
55	JAPN6111025	Introductory Japanese I	4	5
56	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
57	MGMT6465005	Advanced Topic in Business Development Management	2	5
58	MGMT6033005	Advanced Topics in Business and Organization	2	5
59	ISYS6085005	Advanced Topics in E-Business	2	5
60	BUSS6109005	Business Development	4	5
61	ISYS6744005	E-Business Strategy and Implementation	4	5
62	MGMT6462005	Leadership Agility	4	5
63	COMM6622019	Audio Journalism	2/2	5
64	COMM6637019	Brand Activation	2/2	5
65	COMM6633019	Corporate Sustainability	4	5
66	COMM6533019	Creative Program Design	2/2	5
67	COMM6630019	Crisis Communication	2	5
68	COMM6410019	Digital Broadcasting Production	2/2	5
69	COMM6541019	Digital Corporate Communication	2/2	5
70	COMM6624019	Digital Creative Content	2/2	5
71	COMM6634019	Environmental Issues and Brand Activism	4	5
72	COMM6620019	Online Publishing	2/2	5
73	COMM6631019	Public Affair	2	5
74	COMM6510019	Reportage & Interview Technique	2/2	5
75	COMM6638019	Social Media Planning & Engagement	2/2	5
76	COMM6632019	Writing for Corporate Communication	2/2	5
77	DSGN6743007	Digital Graphic Reproduction	4	5
78	PSYC6191027	E-Learning Psychology	4	5
79	PSYC6145027	Urban Psychology	4	5
80	STAT6157049	Data Mining and Visualization	2	5

No	Course Code	Course Name	SCU	Semester
81	TRSM6218022	Adventure Tourism Management	4	5
82	TRSM6159022	Anthropology of Travel and Tourism	2	5
83	TRSM6222022	Climate Change & Tourism	2	5
84	TRSM6224022	Environmental Health and Safety in Tourism	2	5
85	TRSM6142022	Event Management	4	5
86	TRSM6216022	Guiding and Interpretation	2	5
87	TRSM6217022	Immigration, Quarantine and Customs	2	5
88	TRSM6212022	Indonesian Culture	4	5
89	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
90	TRSM6225022	Protected Area Planning & Management	4	5
91	TRSM6220022	Rural Tourism Entrepreneurship	4	5
92	TRSM6221022	Sport Tourism	2	5
93	MGMT6408022	Strategic Management for Tourism	2	5
94	TRSM6196022	Tourism Community Empowerment	2	5
95	BUSS6137022	Tourism E-Business	4	5
96	TRSM6140022	Tourism Law and Regulation	2	5
97	TRSM6219022	Wildlife and Marine 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

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
1	V							V							
2	V								V						
3	V										V				
4	V											V			
5	V												V		
6	V													V	
7		V						V							
8		V							V						
9		V									V				
10		V										V			
11		V											V		
12		V												V	
13			V						V						
14			V											V	
15				V				V							
16				V					V						
17				V							V				

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
18				V								V			
19				V									V		
20				V										V	
21					V			V							
22					V				V						
23					V						V				
24					V							V			
25					V								V		
26					V									V	
27						V		V							
28						V			V						
29						V					V				
30						V						V			
31						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			
MKTG6301005	Industrial Experience in Global Business	8	
MKTG6302005	Industrial Marketing Practice	8	20
MKTG6103005	Employability and Entrepreneurial Skill in Industrial Experience	4	
Enrichment Program II			
MKTG6303005	Professional Experience in Global Business	8	
MKTG6304005	Professional Practice in Marketing	8	20
MKTG6107005	Employability and Entrepreneurial Skill in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6923005	New Business Initiation	8	
ENTR6924005	Product Development Process	8	20
ENTR6825005	EES in New Business I	4	
Enrichment Program II			
ENTR6926005	Product Launching	8	
ENTR6927005	Business Development	8	20
ENTR6928005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6342005	Marketing Research Experience	8	20
RSCH6558005	Scientific Writing for Global Business Marketing Field Research Experience	8	
RSCH6455005	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			
RSCH6345005	Marketing Research Implementation	8	20
RSCH6559005	Scientific Writing for Global Business Marketing Field Research Implementation	8	
RSCH6347005	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6114005	Community Outreach Project Implementation	8	20
CMDV6338005	Community Outreach Project Design	8	
CMDV6255005	Employability and Entrepreneurial Skills in Community Development	4	
Enrichment Program II			
CMDV6115005	Community Development Project Implementation	8	20
CMDV6339005	Community Development Project Design	8	
CMDV6107005	Employability and Entrepreneurial Skills in Managing Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005005	Elective Course for Study Abroad 1	4	20
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			
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	20
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 Indenpendent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Indenpendent Study*			
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	20
CSIS6012005	Elective Course for Specific Independent Study 8	5	
CSIS6013005	Elective Course for Specific Independent Study 9	5	
CSIS6014005	Elective Course for Specific Independent Study 10	4	
CSIS6015005	Elective Course for Specific Independent Study 11	4	
CSIS6016005	Elective Course for Specific Independent Study 12	4	
CSIS6017005	Elective Course for Specific Independent Study 13	4	
CSIS6018005	Elective Course for Specific Independent Study 14	4	
CSIS6019005	Elective Course for Specific Independent Study 15	3	
CSIS6020005	Elective Course for Specific Independent Study 16	3	
CSIS6021005	Elective Course for Specific Independent Study 17	3	
CSIS6022005	Elective Course for Specific Independent Study 18	3	

Code	Course Name	SCU	Total
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.
FINC6001005	Financial Management	4	3	MGMT6011005	Introduction to Management and Business	4	1
MKTG6297005	Consumer Behaviour	2	2	MKTG6318005	Marketing Management*	4	1
MGMT6411005	Thesis	4	8	MKTG6631005	Marketing Research	3/1	5
MGMT6040005	Thesis	6	8				

*) 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.	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.	MKTG6321005	Marketing Data Analytics	C

*) Tutorial