Global Business Chinese

Introduction

Established in 2002, the Chinese Department is part of the Faculty of Humanities and has been awarded Grade A accreditation by the National Accreditation Board for Higher Education (BAN-PT). It also holds international accreditation from the Higher Education Evaluation and Accreditation Council of Taiwan (HEEACT). The Chinese Department offers a comprehensive program covering language skills, Chinese culture, business, and technology. The curriculum is designed to equip students with practical communication and socialization skills in Chinese, enabling them to thrive in the workplace across various industry sectors. BINUS UNIVERSITY is committed to educating the next generation and preparing them for competing in the global market. The Chinese Department of BINUS UNIVERSITY is the key to a fascinating career in the Chinese workplace. The Chinese Department opens doors to a world of opportunities through partnerships with top universities in China, Taiwan, and beyond. Students and alumni can choose from a variety of programs - short courses, study tours, field trips, and exchange programs - all designed to enrich their academic and cultural experiences. Attractive full scholarships are also available, offering the chance to study Chinese language for one year, pursue a master's degree in two to three years, or complete a doctoral degree in three to four years. With these diverse pathways, students gain invaluable international experience and global perspectives that will set them apart in today's competitive world. Beyond academic learning, the Chinese Department offers a one-year internship program that allows students to gain valuable real-world experience by working with international, national, and multinational companies in diverse sectors. This hands-on opportunity helps students develop professional skills and build networks before graduation. The Chinese Department also offers some Minor and Free Elective programs, allowing students to explore their interests, develop their abilities, and apply them to their future careers. Through this flexible structure, students can access a wide range of subjects such as Computer Science, Design, Hospitality, Culinary Arts, and many more, broadening their skills and perspectives beyond their major field of study.

Vision

To become a leading study program that aims to develop talents who are excellent in Mandarin language skills, Chinese culture, and business, as well as skilled in the use of technology and participate in fostering and empowering the nation and global society.

Mission

Building the nation and contributing to the global community by providing graduates who are competitive in Chinese as well as competitive in the business environment in various industrial sectors through:

1. Educating BINUSIAN through learning Chinese language, culture, and business with comprehensive cross-disciplinary learning in prospective fields with global standards.
2. Solving the nation's problems through researchbased education in the fields of Chinese language, culture, and business with cross-disciplinary applications.
3. Fostering Binusians as lifelong learners through education inside and outside the classroom.
4. Empowering of Binusians to be able to contribute to global dynamics to improve people's welfare.
5. Increase global credibility through Chinese language, culture, and business education to enrich the BINUS Higher Education system..

Program Objective

The objectives of the program are to:

1. Cultivate graduates who are able to communicate effectively in Mandarin and demonstrate an understanding of Chinese culture.
2. Develop graduates with the ability to use technology to support professional excellence in contexts involving Chinese language, cultural understanding, and business practices.
3. Nurture graduates who apply Chinese business ethics and knowledge to actively contribute to and empower society.

Student Outcomes

After complete the study, graduate are:

1. Able to communicate skillfully in Mandarin, both spoken and written in various contexts according to HSK level 4 and HSKK Intermediate standards.
2. Able to translate Mandarin into Indonesian and vice versa in writing and orally in accordance with established translation norms and practices.
3. Able to demonstrate the ability to analyze aspects of language, culture, and current issues in Indonesia and China in accordance with Mandarin grammar and linguistics, and express findings through written works in Mandarin or Indonesian, or apply them in relevant professional contexts.
4. Able to demonstrate the ability to integrate Mandarin communication skills with knowledge of business processes for effective application across diverse industry sectors.
5. Able to demonstrate the ability to apply interdisciplinary knowledge and skills to develop and implement alternative solutions for complex problem-solving.

Prospective Career of the Graduates

Graduates can pursue careers as translators, international business consultants, diplomats, or project managers in multinational companies. They are equipped to establish and maintain partnerships with parties in China and other countries. Their expertise also opens opportunities to work as business consultants, international marketing specialists, and managerial staff in various sectors and fields, such as human resources, marketing, operations, and finance.

Curriculum

Core Subjects

The core focus of the Chinese Department is the development of strong Business Chinese skills — enabling students to communicate confidently and effectively in Chinese across business contexts. The program's core subjects are designed to advance students' language proficiency while building a solid understanding of Chinese business culture. Courses include Grammar, Listening, Speaking, Writing, and Reading, guiding students from elementary to advanced levels. Upon graduation, students will be exceptionally well-prepared with the language skills, cultural insights, and business communication competence needed to excel in today's competitive global workforce.

Character Building

Character-building education at BINUS develops the traits of success and integrity among students. As a result of this program, graduates achieve the ability to analyse the precise needs of their organization and approach their work professionally and responsibly.

Program Courses

The Program Courses at the Chinese Department are designed as supporting subjects that complement the core curriculum by providing essential professional knowledge relevant to mastering Business Mandarin. The program focuses on four key themes: international trade, digital marketing, e-commerce, and export-import. Each course emphasizes contextual case studies between China and Indonesia, ensuring students gain both theoretical understanding and practical application skills. In addition to expanding their professional knowledge, students will develop Mandarin language skills tailored specifically to these themes, enabling them to quickly adapt to the demands of global industries, particularly Chinese companies operating in Indonesia.

Enrichment Program (1 year)

Internship, Research, Study Abroad, Entrepreneurship, Community Development, Independent Study.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013026	Character Building: Pancasila	2	20
	CHIN6223026	Basic Chinese	2	
	CHIN6205026	Practical Chinese Writing	2	
	CHIN6221026	Business Chinese I	4	
	CHIN6072026	Chinese Computer - **(AOL & AIE)**	2	
	CHIN6203026	Global Business Practice[2]	4	
	CHIN6204026	China-ASEAN Economic and Trade[2]	2	
	LANG6027026	Indonesian	2	
	Foreign Language Courses		0	
2	CHAR6014026	Character Building: Kewarganegaraan	2	20
	CHIN6224026	Upper Basic Chinese	2	
	CHIN6222026	Business Chinese II	4	
	CHIN6206026	Understanding Chinese Traditions and Values	2	
	CHIN6172026	Cross Cultural Communication for Business[2]	2	
	CHIN6207026	Digital Marketing[2] - **(AIE)**	4	
	ENPR6311005	Creativity and Innovation	2	
	COSC6011026	Foundations of Artificial Intelligence	2	
	Foreign Language Courses		0	
3	CHAR6015026	Character Building: Agama	2	24
	CHIN6208026	Integrated Business Chinese I	4	
	CHIN6209026	Chinese Creative Writing[2] - **(AIE)**	2	
	CHIN6210026	Discover China - **(AOL)**	2	
	CHIN6211026	Chinese for E-Commerce	4	
	CHIN6212026	Digital Commerce[2] - **(AOL)**	4	
	CHIN6213026	The Art of Business Negotiation in Chinese	2	
	CHIN6215026	Chinese Interpreting for General Purposes[2] - **(AOL)**	4	
	Foreign Language Courses		0	

Sem	Code	Course Name	SCU	Total
4	CHIN6214026	Integrated Business Chinese II - **(AOL)**	4	20
	CHIN6003026	Chinese Scientific Writing - **(AOL & AIE)**	2	
	CHIN6219026	Chinese Text Translation - **(AOL)**	4	
	CHIN6216026	Chinese for Logistic Management	4	
	CHIN6217026	Export-Import Policy and Strategy[2]	4	
	ENPR6312005	Venture Creation	2	
	Foreign Language Courses		0	
5	CHIN6218026	Chinese for International Trade	4	16
	CHIN6220026	Professional Chinese Writing for Business - **(AOL)**	2	
	Minor Program		10	
	Free Electives		10	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	CHIN6152026	Pre Thesis	2	6
	CHIN6153026	Chinese Thesis	4	
	CHIN6029026	Chinese Thesis	6	
			Total Credits 146 SCU	

2) Global Learning System course

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

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

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.

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*

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
ENGL6253026	English for Frontrunners	0
ENGL6254026	English for Independent Users	0
ENGL6255026	English for Professionals	0
JAPN6190026	Basic Japanese Language*	0
CHIN6163026	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.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

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

2. 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.

3.   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

4. 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

5. 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

Appendix: Free Electives (5th Semester)
Students will receive information about Free Electives during the registration period.

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	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				

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
16	v										v			
17		v									v			
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	
32		v											v	
33			v										v	
34				v									v	
35					v								v	

Student will take one of enrichment program tracks

Note:

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	etc	: Study Program Special Purposes
CD	: Certified Community Development		

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
CHIN6079026	Internship I	8	
CHIN6154026	Chinese Work Ethic in Industry	8	
CHIN6155026	EES in Industry I	4	
Enrichment Program II			20
CHIN6083026	Internship II	8	
CHIN6156026	Chinese Writing & Communication Skills in Industry	8	
CHIN6086026	EES in Industry II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6242026	Research Experience I	8	
RSCH6546026	Chinese Research Methodology	8	
RSCH6547026	Global EES I (Team Work, Communication, Problem Solving & Decision Making)	4	20
Enrichment Program II			
RSCH6257026	Research Experience II	8	
RSCH6548026	Chinese Studies Scientific Writing	8	
RSCH6265026	Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6320026	Business Start Up	8	
ENTR6682026	Chinese Business Model & Validation	8	
ENTR6683026	EES in New Chinese Business	4	20
Enrichment Program II			
ENTR6352026	Growing a Business	8	
ENTR6684026	Lean Startup & Business Plan in Chinese	8	
ENTR6363026	EES in Chinese Business Experience	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6151026	Community Outreach Project Implementation	8	
CMDV6326026	Community Outreach Project Design in Chinese	8	
CMDV6327026	Employability and Entrepreneurial Skills in Chinese Community	4	20
Enrichment Program II			
CMDV6183026	Community Development Project Implementation	8	
CMDV6328026	Community Development Project Design in Chinese	8	
CMDV6192026	Employability and Entrepreneurial Skills in Chinese Community Development	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005026	Elective Course for Study Abroad 1	4	
GLOB6006026	Elective Course for Study Abroad 2	4	
GLOB6007026	Elective Course for Study Abroad 3	4	20
GLOB6008026	Elective Course for Study Abroad 4	4	
GLOB6009026	Elective Course for Study Abroad 5	2	
GLOB6010026	Elective Course for Study Abroad 6	2	

Code	Course Name	SCU	Total
GLOB6011026	Elective Course for Study Abroad 7	2	
GLOB6012026	Elective Course for Study Abroad 8	2	
GLOB6013026	Elective Course for Study Abroad 9	2	
GLOB6014026	Elective Course for Study Abroad 10	2	
GLOB6015026	Elective Course for Study Abroad 11	2	
GLOB6016026	Elective Course for Study Abroad 12	2	
GLOB6041026	Elective Course for Study Abroad 25	3	
GLOB6249026	Elective Course for Study Abroad 27	3	
GLOB6250026	Elective Course for Study Abroad 28	3	
GLOB6252026	Elective Course for Study Abroad 30	3	
GLOB6042026	Elective Course for Study Abroad 26	1	
GLOB6254026	Elective Course for Study Abroad 32	1	
Enrichment Program II			
GLOB6017026	Elective Course for Study Abroad 13	4	
GLOB6018026	Elective Course for Study Abroad 14	4	
GLOB6019026	Elective Course for Study Abroad 15	4	
GLOB6020026	Elective Course for Study Abroad 16	4	
GLOB6021026	Elective Course for Study Abroad 17	2	
GLOB6022026	Elective Course for Study Abroad 18	2	
GLOB6023026	Elective Course for Study Abroad 19	2	
GLOB6024026	Elective Course for Study Abroad 20	2	
GLOB6025026	Elective Course for Study Abroad 21	2	20
GLOB6026026	Elective Course for Study Abroad 22	2	
GLOB6027026	Elective Course for Study Abroad 23	2	
GLOB6028026	Elective Course for Study Abroad 24	2	
GLOB6291026	Elective Course for Study Abroad 41	3	
GLOB6292026	Elective Course for Study Abroad 42	3	
GLOB6293026	Elective Course for Study Abroad 43	3	
GLOB6294026	Elective Course for Study Abroad 44	3	
GLOB6295026	Elective Course for Study Abroad 45	1	
GLOB6296026	Elective Course for Study Abroad 46	1	

*) *Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

Certified Specific Independent Study

Code	Course Name	SCU	Total
For students who take Specific Independent Study Track in either odd or even semester, they should take these courses:			
Enrichment Program I/II			
CSIS6001026	Course Certification	3	
CSIS6002026	Technical Skill Enrichment	4	
CSIS6003026	Industrial Project	9	20
CSIS6004026	Soft Skill Enrichment	4	
CSIS6005026	Elective Course for Specific Independent Study 1	8	
CSIS6006026	Elective Course for Specific Independent Study 2	8	

Code	Course Name	SCU	Total
CSIS6007026	Elective Course for Specific Independent Study 3	6	
CSIS6008026	Elective Course for Specific Independent Study 4	6	
CSIS6009026	Elective Course for Specific Independent Study 5	6	
CSIS6010026	Elective Course for Specific Independent Study 6	5	
CSIS6011026	Elective Course for Specific Independent Study 7	5	
CSIS6012026	Elective Course for Specific Independent Study 8	5	
CSIS6013026	Elective Course for Specific Independent Study 9	5	
CSIS6014026	Elective Course for Specific Independent Study 10	4	
CSIS6015026	Elective Course for Specific Independent Study 11	4	
CSIS6016026	Elective Course for Specific Independent Study 12	4	
CSIS6017026	Elective Course for Specific Independent Study 13	4	
CSIS6018026	Elective Course for Specific Independent Study 14	4	
CSIS6019026	Elective Course for Specific Independent Study 15	3	
CSIS6020026	Elective Course for Specific Independent Study 16	3	
CSIS6021026	Elective Course for Specific Independent Study 17	3	
CSIS6022026	Elective Course for Specific Independent Study 18	3	
CSIS6023026	Elective Course for Specific Independent Study 19	3	
CSIS6024026	Elective Course for Specific Independent Study 20	3	
CSIS6025026	Elective Course for Specific Independent Study 21	2	
CSIS6026026	Elective Course for Specific Independent Study 22	2	
CSIS6027026	Elective Course for Specific Independent Study 23	2	
CSIS6028026	Elective Course for Specific Independent Study 24	2	
CSIS6029026	Elective Course for Specific Independent Study 25	2	
CSIS6030026	Elective Course for Specific Independent Study 26	2	
CSIS6031026	Elective Course for Specific Independent Study 27	2	
CSIS6032026	Elective Course for Specific Independent Study 28	2	
CSIS6033026	Elective Course for Specific Independent Study 29	1	
CSIS6034026	Elective Course for Specific Independent Study 30	1	
CSIS6035026	Elective Course for Specific Independent Study 31	1	
CSIS6036026	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 outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

The Table of Prerequisite for Chinese Literature Study Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
CHIN6152026	Pre Thesis	2	8	CHIN6003026	Chinese Scientific Writing	2	4
CHIN6153026	Chinese Thesis	4	8				
CHIN6029026	Chinese Thesis	6	8				

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

No	Course Code	Course	Minimal Grade	Semester
1	CHAR6013026	Character Building: Pancasila	B	1
2	ENPR6312005	Venture Creation	C	4
3	CHIN6214026	Integrated Business Chinese II*	C	4
4	CHIN6215026	Chinese Interpreting for General Purposes	C	3
5	CHIN6003026	Chinese Scientific Writing*	C	4
6	CHIN6210026	Discover China*	C	3
7	CHIN6220026	Professional Chinese Writing for Business	C	5
8	CHIN6212026	Digital Commerce	C	3

*) Tutorial