International Trade

Introduction

The International Trade Program at BINUS Medan is designed to equip students with a comprehensive understanding of global commerce, economic diplomacy, and cross-border business strategies. In response to the dynamic nature of international markets, this program integrates theoretical knowledge with practical insights, preparing graduates to navigate complex trade environments and contribute meaningfully to global economic development.

Located strategically in Medan, a key economic hub in Indonesia, BINUS Medan offers students unique access to regional trade activities and international business networks. The curriculum emphasizes critical areas such as international marketing, trade regulations, global supply chain management, and digital trade platforms, ensuring that students are well-prepared to meet the demands of the global marketplace.

Through partnerships with international institutions and industry stakeholders, the program also provides opportunities for student exchanges, internships, and collaborative research, fostering a global mindset and enhancing professional competencies. The graduates of the International Trade Program are expected to become forward-thinking professionals capable of driving innovation and sustainable growth in international business.

Vision

A world-class business school, fostering and empowering society in serving and building the nation.

Mission

1. Providing quality education in the field of International Trade that is centred on building the character, creativity, and professionalism of students.
2. Encourage and support innovative research in International Trade focusing on relevant global, regional and local issues.
3. Provide a practical application-oriented, technology-based learning experience to prepare students to become future leaders in international trade.
4. Develop a curriculum that is always relevant and adaptive and encourages a deep understanding of the ethical and social aspects of international trade.
5. Promote sustainability and social responsibility in all aspects of the study program, integrating the principles of sustainable international trade.

Program Objectives

The objectives of the program are:

1. Provide students with an understanding of the rules and laws relating to international trade, including trade law, intellectual property law, and global trade policy.
2. Provide skills to analyze and evaluate different types of innovation, including product, process, and business model innovations, that can be used in international trade.
3. Prepare graduates who have the ability to use the latest technology in international trade, including e-commerce, data analysis, and relevant information technology.
4. Encourage creativity and innovative thinking among students to inspire new ideas in the context of international trade.

Learning Goals

By the completion of our program

1. **International Trade Concepts**

   Each student should be able to apply the international trade concept..

2. **Entrepreneurial and Problem-solving**

   Each student should be able to analyze and evaluate the business model innovation and use in international trade.Global and Sustainability Mindsets

3. **Sustainability Mindsets in International Trade**
   Each student should be able to articulate internal development strategies for business sustainability

Prospective Career of the Graduates

The job market conditions for higher education graduates in Indonesia are influenced by various economic, social, and technological factors. Some key trends and data regarding the utilization of graduates and their fields of work in Indonesia are as follows:

1. International Project Manager:

Analyze global trade data, market trends, import-export policies, and cross-border business operations to assist companies in making strategic decisions.

2. Regional Manager, International Trade Development Manager:

Design cross-border business growth strategies and develop new market opportunities through global market research and international expansion planning.

3. Marketing Intelligence Manager, Regional Marketing Manager, International Brand Manager:

Analyze global markets to support the optimization of a company's international marketing strategies.

4. Exporter, Importer, Forwarder:

Business players engaged in buying and selling goods or services across countries.

5. International Finance Consultant:

A professional who provides strategic advice and solutions to companies or organizations that seek to enter, expand, or optimize their operations in the global market.

6. International Trade Consultant:

A professional who provides strategic advice and solutions to companies or organizations that seek wishing to enter, expand, or optimize their operations in the global market.

7. Global Risk Manager, Strategic Risk Advisor, Chief Risk Officer:

Helps companies minimize losses and make safer strategic decisions in the context of international business by identifying, analyzing, and monitoring risks in global operations.

8. Export Import Analyst, Officer, Supervisor:

Ensures the smooth operation of international trade, compliance with regulations, cost efficiency in logistics, and fulfillment of documents and legal requirements in both the country of origin and destination

Curriculum

Character Building:

This course explores the philosophical foundation of the Indonesian state, Pancasila, including its historical development, values, and implementation in national life. Students will analyze how Pancasila shapes governance, law, ethics, and social harmony, and reflect on its relevance in contemporary society. It also focuses on the rights and responsibilities of citizens in a democratic society. Topics include the Indonesian constitution, national identity, legal systems, political participation, and civic ethics. The course aims to foster active, responsible, and informed citizenship.

Core Courses:

Provides a macroeconomic perspective on global economic issues, including exchange rates, balance of payments, international capital flows, and monetary systems. Students learn how global economic trends affect trade, investment, and development. These courses also examine classical and modern theories of international trade, including comparative advantage, factor endowments, and new trade theory. Students will explore the economic rationale behind trade patterns, gains from trade, and the impact of trade policies on national welfare. Then, the courses cover the practical aspects of international trade operations, including documentation, logistics, payment methods, risk management, and compliance with trade regulations. Students gain hands-on knowledge of managing cross-border transactions.

Streaming Courses:

This course explores the technological innovations transforming international trade and global supply chains. Students will examine the role of digital platforms, blockchain, artificial intelligence, big data, and e-commerce in facilitating cross-border transactions. Topics include trade automation, digital customs procedures, smart logistics, and cybersecurity in trade operations. The course also covers emerging trends such as digital trade agreements and the impact of Industry 4.0 on global commerce. Practical case studies and simulations will help students understand how technology enhances efficiency, transparency, and competitiveness in global trade.

Enrichment Program:

The Enrichment Program is a structured academic initiative designed to bridge classroom learning with real-world experiences. It is typically conducted during Semester 6 and 7 of undergraduate studies and carries a significant academic weight (up to 40 credit hours). Students choose one of several certified tracks, each offering unique experiential learning opportunities, such as internships track, entrepreneurship track, study abroad track, research track, community development track, and further study.

Minor Program:

This course provides an in-depth understanding of how businesses operate in a globalized environment. It covers key concepts such as international market entry strategies, cross-cultural management, global supply chains, international finance, and the impact of global institutions like the WTO and IMF. Students will analyze the challenges and opportunities faced by multinational corporations, including political risk, currency fluctuations, and ethical considerations. Through case studies and simulations, learners will develop strategic thinking and decision-making skills for managing business operations across borders.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6046065	Character Building: Pancasila	2	20
	LANG6121065	Indonesian	2	
	ECON6110065	Trade and Commerce Economy	4	
	TRDE6002065	Global Consumer[2]	2	
	TRDE6003065	Global Trade Principles[1&2]	4	
	COSC6160065	Computer Applications	2	
	ACCT6547065	Accounting for Business	4	
	Foreign Language Courses		**0**	

Sem	Code	Course Name	SCU	Total
2	CHAR6047065	Character Building: Kewarganegaraan	2	20
	TRDE6004065	Global Supply Chain[2]	4	
	COSC6110065	Foundation of Artificial Intelligence	2	
	MKTG6350065	International Marketing[1]	2	
	FINC6254065	International Finance	4	
	TRDE6005065	Globalpreneurship	4	
	INTR6213065	International Relations	2	
	Foreign Language Courses		0	
3	CHAR6048065	Character Building: Agama	2	18
	TRDE6006065	International Trade Policy[2]	2	
	TRDE6007065	Operation Management[2]	4	
	TRDE6008065	Cross Cultural Negotiation	2	
	TRDE6009065	Export Import Management[1&2]	4	
	RSCH6996065	Research Methodology	2	
	ENPR6333065	Creativity and Innovation	2	
	Foreign Language Courses		0	
4	ENPR6334065	Venture Creation	2	22
	Streaming: Global Trade Technology			
	ISYS6998065	Business Data Analytics	4	
	TRDE6010065	Commodity Markets	4	
	TRDE6011065	International Trade Technology[2]	4	
	TRDE6012065	Global Market Expansion[1&2]	4	
	TRDE6013065	Current Trade Innovation	4	
	Foreign Language Courses			
5	**Minor Program**		20	20
	Free Electives		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6402005	Pre-Thesis	2	6
	MGMT6410005	Thesis	4	
	MGMT6017005	Thesis	6	
			TOTAL CREDIT 146 SCU	

1. *This course is delivered in English*
2. *Global Learning System course*

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the detail.

3) Students are required to choose one of minor program/free electives

For Free Electives, students are required to choose from the list of Free Electives in Appendix.

4) Studentswill take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Stream or Minor or Free Electives or Mobility:

-) The detail of mobility, including streaming name and course information, may be subject to change at any time depending on the curriculum requirements of each campus. Students will be informed about any updates to mobility streaming during the registration period.

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

Foreign Language Courses: *are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua.*

Foreign Language Courses		SCU
ENGL6278065	English for Frontrunners	0
ENGL6279065	English for Independent Users	0
ENGL6280065	English for Professionals	0
JAPN6214065	Basic Japanese Language*	0
CHIN6195065	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.

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.*

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	v
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	v
Minor @ BINUS Bandung	
Designpreneur	v
Minor @ BINUS Semarang	
Content Creation	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	v
Minor @ BINUS Medan	
Global Business	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. **Minor Program: Blockchain Technology and Business**

1.1 Minor Description
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.

1.2 Career Options
Blockchain Consultant, Blockchain Architect, Blockchain Security Auditor,Token Economy Consultant, Smart Contract Developer, Web3 Entrepreneur.

1.3 Features and Uniqueness
The program offers courses focusing on business and technical skills related to blockchain technology. By joining this course, students can expect the following skills:
- Understand the need for blockchain adoption.
- Design the web3 architecture for business.
- Develop a smart contract to represent several business functions.
- Develop a token economy of blockchain-based applications.

1.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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

Supporting Courses

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

Additional Information

None

2. Minor Program: Creative Digital Storytelling

2.1 Minor Description
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.

2.2 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.

2.3 Features and Uniqueness
Michigan State University offers B.A. in Digital Storytelling and Penn State University provides a rich link of tools and methods in storytelling. Their alumni work as: Film producer, Editor, Television director, Podcast producer, Animator. In Indonesia, the needs for the people with digital storytelling skills, can work as a range of positions such as stated here: https://www.linkedin.com/jobs/digital-storytelling-jobs/?currentJobId=3365366599.
Sources: **https://admissions.msu.edu/academics/majors-degrees-programs/digital-storytelling** **&** https://guides.libraries.psu.edu/digitalstorytelling.

2.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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

Supporting Courses

Course		SCU
ENGL6276024	Cultures, Language, and Arts Production	4
JAPN6212025	Anime and Manga as Storytelling	2
ENGL6277024	Music as Medium for Storytelling	4
	Total SCU	**10**

Additional Information

None

3. Minor Program: Cross Cultural Communication

3.1 Minor Description
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.

3.2 Career Options
Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

3.3 Features and Uniqueness
In this Minor program students not only learn Chinese Business, communication in the diversity and character of Asian businesses (China, Japan, Korea), but also study Private International Law, Comparative Politics and National Identity in Global World.

3.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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**

Supporting Courses

Course		SCU
CHIN6134026	Chinese Conversation in Business Communication	4
LAWS6198028	Artificial Intelligence in Legal Discourse	2
INTR6135029	Comparative Politics	4
	Total SCU	**10**

Additional Information

None

4. Minor Program: Data Analytics

4.1 Minor Description
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.

4.2 Career Options
Data Analyst, Marketing Analyst

4.3 Features and Uniqueness
Have basic knowledge of Acquisition and analysis data, Predict consumer behavior patterns and Design a data model/visualization for retrieval decision.

4.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
The Data Analytics minor program uses a combination of models interactive learning using case-based learning and continuous project based on best practice companies that can improve students' understanding related to the implementation of data analysis.

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**

Supporting Courses

Course		SCU
ISYS6682003	Application of Predictive Analytics to Business Data	4
ISYS6683003	Prescriptive Analytics and Optimization	4
MKTG6312005	Digitalization of Markets and Consumption	2
	Total SCU	**10**

Additional Information

None

5. Minor Program: Digital Banking

5.1 Minor Description
A set of elective courses students can take from selected study programs at Binus University. This set aims to;
- a. Comprehensive understanding of various concepts and practices in digital banking.
- b. Critically Evaluate the implementation of digital banking for business optimization.
- c. Apply relevant techniques of digital banking for business.
- d. Develop solutions for various problems in digital banking.

5.2 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).

5.3 Features and Uniqueness
To our knowledge, we are the first Digital Banking minor in Indonesia. A similar program loosely inspires our minor: Singapore Management University-SMU
(https://scis.smu.edu.sg/master-it-business/financial-technology-and-analytics-track/curriculum)
London University College
(https://www.ucl.ac.uk/prospective-students/graduate/taught-degrees/banking-and-digital-finance-msc).

5.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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**

Supporting Courses

Course		SCU
MGMT6510005	Business Process Management in Banking and Finance	4
ISYS6825003	Data Analytics in Banking and Finance	4
MGMT6511005	Digital Leadership	2
	Total SCU	**10**

Additional Information

None

6. Minor Program: Digital Ecosystem

6.1 Minor Description
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.

6.2 Career Options
Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

6.3 Features and Uniqueness
This program is designed by combining informatics, games, cyber security, design, and business. This program is designed in such a way that even though students have no basic knowledge they can still follow it, and implement the knowledge gained from their department with the knowledge gained in real cases.

6.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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**

Supporting Courses

Course		SCU
COMM6501019	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
	Total SCU	**10**

Additional Information

None

7. Minor Program: English for Business Professionals

7.1 Minor Description
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.

1. **Career Options**
Manager, Business practitioner, Entrepreneur, Professional employee.

2. **Features and Uniqueness**
- Learning how to apply the theories of verbal and non-verbal business communication.
- Learning how to analyze examples and practices in verbal and non-verbal business communication.
- Learning how to differentiate the responses needed in the cultural communicative business context.

3. **Differences in the learning process (if any), for example Creative Class, Smart Class, etc**
Delivery in English

Course Distribution

Fundamental Courses

Course		SCU
ENGL6154024	English for Business Communications	4
MKTG6112024	Language Innovations in Marketing and Advertising	2
ENGL6244024	Social Media Broadcasting	4
	Total SCU	**10**

Supporting Courses

Course		SCU
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
COMM6506024	Current Issues in Business Communications	2
ENGL6245024	Business Rhetoric	4
	Total SCU	**10**

Additional Information

None

8. Minor Program: Event Business and Entertainment

8.1 Minor Description
This minor program provides practical and managerial skills, as well as knowledge of business in MICE (Meeting, Incentive, Convention, Exhibition) events, sport event, and festival, enabling students to plan and conduct a successful event.

8.2 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.

8.3 Features and Uniqueness

This minor program has been expanded to include catering management, preparing students to have more specific knowledge in catering services as one of the critical dimensions in event business. Students from all existing majors can follow this minor program without having to demonstrate basic knowledge of Event.

Taylor's University provides various topic in area Hospitality, Tourism and Event Management. In Indonesia, the needs for the people with Event Management competency, can work as a range of positions at MICE Industry.

8.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

Course Distribution

Fundamental Courses

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

Supporting Courses

Course		SCU
TRSM6233022	Event Sponsorship and Funding	2
TRSM6234022	Sport and Entertainment Event Management	4
TRSM6235022	Festival & Cultural Event	4
	Total SCU	**10**

Additional Information

None

9. Minor Program: Human Capital in Digital Workplace

9.1 Minor Description
HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

9.2 Career Options
Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant

9.3 Features and Uniqueness
HCDW combines the perspectives of psychology, management, law, and informatics systems in discussing and analyzing various phenomena related to human resource development in the Industrial 4.0 era.

9.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

Course Distribution

Fundamental Courses

Course		SCU
PSYC6174027	Psychology in The Workplace	4
MGMT6349005	Digital Workplace Strategy	4
ISYS6551003	Digital Workplace and Technology	4
LAWS6157028	Legal Aspects in Digital Workplace	4
PSYC6175027	Human Resources Development	4

	Total SCU	20

Additional Information

None

10. Minor Program: Interactive & Users Experience Design

10.1 Minor Description
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.

10.2 Career Options
UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies.

10.3 Features and Uniqueness
In this program students will gain knowledge about Interactive & User Experience Design directly from 3 (three) fields of science that have a major role in forming an extraordinary user experience, namely Information Systems, Psychology and Visual Communication Design.

10.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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

Supporting Courses

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

Additional Information

None

11. Minor Program: Robotic Process Automation

11.1 Minor Description
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.

11.2 Career Options
RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

11.3   Features and Uniqueness
Have basic knowledge of business processes and explore creative ideas related to automation, know how to implement business processes using automation technology and evaluate the effectiveness and efficiency of the automation process

11.4   Differences in the learning process (if any), for example Creative Class, Smart Class, etc.
The Robotic Process Automation minor program uses a combination of interactive project-based learning models that allow students to directly demonstrate the application of robotic process automation in real cases.

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**

Supporting Courses

Course		SCU
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
COMP6859001	Intelligence Automation	2
	Total SCU	**10**

Additional Information

None

12   Minor Program: Sustainable Development

12.1 Minor Description
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.

12.2 Career Options
Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

12.3 Features and Uniqueness
Students will gain sustainability knowledge in the field of engineering and the latest technology related to architectural design process; construction and infrastructure, eco materials; industry and manufacture process, public safety; food technology and food industry; hardware programming, sensors and actuators; technology and feasibility study to contribute to the society.

12.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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**

Supporting Courses

Course		SCU
ISYE6155011	Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008	Engineering Material	4
CIVL6118013	Engineering Economic	4
	Total SCU	**10**

Additional Information

None

13 Minor Program: Digital Transformation

13.1 Minor Description

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.

13.2 Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreuneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst

13.3 Features and Uniqueness

1. Having basic knowledge of business processes and digging creative ideas digitally
2. Knowing how to design a business strategy using technology
3. Learning about digital business in an interactive and fun learning model

13.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc

None

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**

Supporting Courses

Course		SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2

Course	SCU
Total SCU	10

Additional Information

None

14 Minor Program: Culinary

14.1 Minor Description
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.

14.2 Career Options
Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

14.3 Features and Uniqueness
Students from all existing majors can follow this minor program without having to demonstrate basic knowledge of Culinary (Food Production, Pastry & Bakery). Interaction with experienced lecturers who are hospitality experts (reliable Chefs) from 5 Star Hotels can provide very useful information.

14.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

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

Supporting Courses

Course		SCU
HTMN6155021	Indonesian Cuisine	4
HTMN6125021	Restaurant Operation	4
HTMN6154021	Culinary Tourism	2
	Total SCU	10

SCU for HTMN6155021, HTMN6125021 are practical

Additional Information

None

15 Minor Program: Korean Culture and Creativity

19.1 Minor Description
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.

19.2 Career Options
Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

19.3 Features and Uniqueness

This program offers courses focusing on pop art, culture, film, drama, music, and language related to the Korean Wave. It prepares students with a wide range of knowledge about the Korean environment, providing them with specific skills as global citizens.

19.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc

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**

Supporting Courses

Course		SCU
FILM6135009	K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019	K-Pop Culture and Performance	4
MKTG6339005	K-Pop and K-Drama Marketing and Promotion	2
	Total SCU	**10**

Additional Information

None

16 Minor Program: Chinese for Career Pathways

16.1 Minor Description

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.

16.2 Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

16.3 Features and Uniqueness

a. Industry-Specific Basic Vocabulary: These programs focus on vocabulary and terminology relevant to specific industries. Students learn industry expressions commonly used in their field. Students prepare a Mandarin CV for industry applications.

b. Chinese Cultural and Business Etiquette: Understanding cultural and business etiquette is crucial for building rapport and conducting successful negotiations in Chinese business settings. Students learn communication styles and business practices.

c. Practical Communication Skills: Students develop practical basic Chinese communication skills. Role-playing exercises are used to simulate real business dialogue scenarios. Students gain practical knowledge of using Mandarin for interview.

d. Certification or Recognition: Completion of a minimum HSK 2 Certification. Progress result in recognition of proficiency, which can enhance students' credentials.

16,4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc.

a. The learning process for this minor program is carried out using Creative Class facilities to interact, discuss, and use writing table board facilities for collaborative experiments.

b. Teaching and learning are project and case-based methods in the business scope. Students will gain practical industrial learning experiences through industrial visits guided by practitioners.

c. The outputs of the Chinese for Industry Professionals minor program are: (1) Certificate/Student with a minimum HSK 2 Competencies, (2) CV and Interview in Mandarin, (3) Digital Knowledge about Chinese Technology.

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**

Supporting Courses

Course		SCU
CHIN6199026	Chinese Digital Technology	2
CHIN6200026	Traveling to China	2
CHIN6201026	Special Topics in Chinese Business	2
CHIN6202026	Global Strategic Marketing: Chinese Perspective	4
	Total SCU	**10**

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

17 Minor Program: Digital Technopreneur

17.1 Minor Description

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

17.2 Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

17.3 Features and Uniqueness

Digital Technopreneur minor program is composed of multi-disciplinary subjects, covering IT, business, communication, and design. The program also introduces collaborative initiatives with various stakeholders (corporations, business actors, and creative communities).

The minor program utilizes project-based and challenge-based learning, supported by the use of co-working space, Mac incubator lab, creative class, smart class, and field study opportunities. The program fosters collaboration among students from various disciplinary backgrounds in designing digital technology business ideas and prototypes.

This program requires students to take the Business Start-up Track for the Enrichment Program.

17.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

Course Distribution

Fundamental Courses

Course		SCU
ENTR6528002	The Entrepreneurial Innovator	4

DSGN6839006	Interactive Design	4
COMM6504018	Digital Branding	2
ENPR6196002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
	Total SCU	**20**

Additional Information

None

18 Minor Program: Designpreneur

18.1 Minor Description
The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

18.2 Career Options:
Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

18.3 Features and Uniqueness
Designpreneur Minor programs is interdisciplinary approaches that constructed from a set of courses from various study programs such as computer science, Visual Communication Design, Interior Design and Entrepreneurship that provide additional knowledge and skills (breadth competence) to complement the major / spesific student outcomes.

Designpreneurs minor program implement project-based learning, problem-based learning which is carried out comprehensively and is supported by facilities such as creative class and computer laboratories. The learning will involve all students from different study programs to work together and contribute to design a business product and business service.

18.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
None

Course Distribution

Fundamental Courses

Course		SCU
ENTR6525032	Fundamental of Designpreneur	4
COMP6688031	UI/UX Development	4
DSGN6797034	Surface Packaging Design	4
ENTR6526032	Hospitality and Service Design	4
DSGN6843033	Project Design	4
	Total SCU	**20**

Additional Information

None

19 Minor Program: Content Creation

3.1 Minor Description
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.

As consumer behavior shifts from traditional to digital ways, brands today need content creators to attract consumers' attention through creative and not monotonous marketing content.

3.2 Career Options
Content Creator, Influencer, Social media Specialist.

3.3 Features and Uniqueness
Multidisciplinary Perspectives and Faculty Member, Highlighting creative literacy, Combining soft skills like critical thinking, understanding content and marketing strategy and creation plan and of course Photography, Videography, Writing and Design, Artificial Intelligence. And Also Personal Branding and Corporate Branding.

3.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc
Output oriented Project-based, Conducted in Lab, Career (that is relevant to the adaptation field) coaching, Involvement of experts/ professional with SmartFren Community.

Course Distribution

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6336055	Content Marketing Analytics	4
DSIN6042053	Photography for Creators	2
	Total SCU	10

Supporting Courses

Course		SCU
DSIN6094053	Content Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	4
	Total SCU	10

Additional Information

None

20 Minor Program: Immersive Journey to Japanese Language and Culture

20.1 Minor Description

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.

20.2 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).

20.3 Features and Uniqueness

Learning Japanese from scratch to achieving proficiency equivalent to N5 or CEFR A1 to A2 and having the opportunity to study abroad in Japan with partners from the Japanese Literature department (language school/university). During the study abroad program, instruction will be conducted in Japanese.

20.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc.

Creative Class and Online Class.

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

Supporting Courses

Course		SCU
JAPN6224025	Japanese Reading Comprehension (*Tanoshiku Yomou*)	4
JAPN6225025	Understanding Native Japanese Speakers (*Tanoshiku Kikou*)	2
JAPN6226025	Japanese N5 Level Certification Preparation (*Nihongo Charenji N5*)	4
	Total SCU	10

Additional Information

None

21   Minor Program: Metaverse in Business

18.1 Minor Description
The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

18.2 Career Options
AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher

18.3 Features and Uniqueness
a. Hybrid Learning that is personalized with structured meetings, combined with classical learning, tutorials and industry visits to ensure that the students will have a real-world learning experience that can be demonstrated to other potential learners.
b. Intended for students across disciplines who have strong learning motivation. The content is designed in a modular way, which is presented in simple language and clear visual steps. The complexity of the material is arranged with gradual gradations so that students can learn and apply their new skills.
c. At the end of the course, students will receive a Metaverse for Business certificate in recognition of their special competence in the field of information technology applied to business, including skills in data analysis, visual design and practical computing.

18.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc.
a. The learning process for the Metaverse in Business minor program is carried out using Smart Class facilities to interact, discuss, and use the Metaverse Lab facilities for collaborative experiments.

b. Teaching and learning are project and case-based methods in the business world. Students will gain real-world industrial learning experiences through industrial visits guided by practitioners.

c. The outputs of the Metaverse in Business minor program are: (1) Certificate/Student Competencies, (2) Learning products in the form of prototypes, models or applications, (3) Scientific Publications of laboratory experimental results, (4) Intellectual Property Rights (as an additional output)

Course Distribution

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
	Total SCU	**10**

Supporting Courses

Course		SCU
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
	Total SCU	**10**

Additional Information

None

22   Minor Program: Global Business

22.1 Minor Description

The Global Business minor program is designed for students who aspire to integrate creativity, business acumen, and technological expertise in a global context. This program equips students with essential knowledge and skills in digital business innovation, creative industry management, and emerging technologies. Students will explore topics such as digital entrepreneurship, creative content monetization, business model innovation, and the application of advanced technologies like artificial intelligence, blockchain, and immersive media in creative industries. By combining business strategy with technological advancements, this minor prepares students to become agile professionals capable of navigating and leading in the evolving global marketplace. This program is ideal for students from various disciplines who wish to enhance their competencies in creative business and technology, fostering interdisciplinary innovation and international competitiveness.

22.2 Career Options

Digital Business Strategist, Creative Entrepreneur, Digital Marketing Specialist, UX/UI Designer, Tech-Driven Product Manager, Creative Industry Manager, E-commerce & Content Monetization Expert, Brand & Digital Experience Manager, Creative Technologist.

22.3 Features and Uniqueness

- **Fusion of Creativity, Business, and Technology:** Unlike conventional business or technology programs, this minor emphasizes the synergy between creative industries and digital transformation.
- **Entrepreneurial Focus:** Encourages students to develop innovative business models and digital ventures in creative sectors.
- **Future-Oriented Skills:** Prepares students for careers that require adaptability, problem-solving, and digital fluency in the evolving global economy.
- **Collaboration with Creative and Tech Industries:** Engages students with professionals from digital startups, media companies, and tech-driven businesses.

22.4 Differences in the learning process (if any), for example Creative Class, Smart Class, etc.

- The learning process for this minor program is carried out using Creative Class facilities to interact, discuss, and use writing table board facilities for collaborative experiments.
- Teaching and learning are project and case-based methods in the business scope. Students will gain practical industrial learning experiences through industrial visits guided by practitioners.

Course Distribution

Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Data Analytics for Global Business	4
TRDE6001065	Global Regulatory Environment	4
	Total SCU	**20**

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting	ACCT6461020	Accounting Syariah	2	5
2	Accounting	ACCT6462020	Audit Psychology	2	5
3	Accounting	ACCT6313020	Public Sector Accounting	2	5
4	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
5	Animation	DSGN6690007	Animation Storytelling	2	5
6	Animation	DSGN6689007	Concept Art & Production Design	2	5
7	Architecture	ARCH6147014	Behavior in Architecture	4	5
8	Architecture	ARCH6146014	Interior Architecture	4	5
9	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
10	Architecture	ARCH6145014	Property Assessment	2	5
11	Architecture	ARCH6129014	Urban Housing	4	5
12	Biotechnology	BTEC6038056	Bio-design Process	2	5
13	Biotechnology	BTEC6018056	Bioinformatics II	2/2	5
14	Biotechnology	BTEC6020056	Current Issue in Biotechnology	2	5
15	Biotechnology	BTEC6016056	Marine Biotechnology	4	5
16	Biotechnology	BTEC6015056	Plant Biotechnology	2/2	5
17	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
18	Business Creation	ENPR6142005	Digital Business Transformation	4	5
19	Business Creation	ENPR6106005	Product Design & Branding	2	5
20	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
21	Business Law	LAWS6168028	Banking-Financial Law & Islamic Business Law	4	5
22	Business Law	LAWS6052028	Bankruptcy Law	2	5
23	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
24	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Deligence	4	5

25	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
26	Business Law	LAWS6110028	Cyber Law	2	5
27	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
28	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
29	Business Law	LAWS6017028	Intellectual Property Rights	4	5
30	Business Law	LAWS6170028	Investment Law	2	5
31	Business Law	LAWS6159028	Legal Aspect in Business	2	5
32	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
33	Business Law	LAWS6176028	Tax Law	2	5
34	Business Management	MGMT6461005	Category Management	2	5
35	Business Management	MGMT6459005	Retail Management	4	5
36	Business Management	MKTG6324005	Retail Marketing Management	2	5
37	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
38	Business Management	MGMT6400005	Supply Chain Strategy	2	5
39	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
40	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
41	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
42	Civil Engineering	CIVL6002013	Case Study in Civil Engineering	2	5
43	Civil Engineering	COMP6046013	Computer Applications in Construction Management	2	5
44	Civil Engineering	CIVL6080013	Construction Methods & Heavy Equipment	2	5
45	Civil Engineering	CIVL6030013	Environmental Engineering	2	5
46	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
47	Computer Engineering	CPEN6126010	Cross Platform Application Development	4	5
48	Computer Engineering	CPEN6236010	PLC Programming for Industrial Automation	2	5
49	Computer Science	COMP6586001	Embedded Systems	2	5
50	Computer Science	COMP6590001	Geographical Information System	2/2	5
51	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
52	Computer Science	COSC6108001	Mobile Programming	2	5
53	Creative Advertising	DSGN6661007	Photography	4	5
54	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
55	Data Science	DTSC6014001	Machine Learning	2	5
56	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
57	English Literature	ENGL6169024	English for Professionals	2	5
58	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
59	English Literature	ENGL6244024	Social Media Broadcasting	4	5
60	Fashion	FASH6186040	Contemporary Fashion	2	5
61	Fashion	FASH6180040	Fashion Trend Forecasting	2	5
62	Film	FILM6059009	Global Cinema	4	5
63	Finance	FINC6073020	Lab Trading Simulation	2	5
64	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5

65	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
66	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
67	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
68	Global Business Marketing	MKTG6631005	Marketing Research	3/1	5
69	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
70	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
71	Industrial Engineering	ISYE6167011	Decision Support System	2	5
72	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
73	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
74	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
75	Industrial Engineering	ISYE6130011	Project Management	2	5
76	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
77	Industrial Engineering	ISYE6170011	Sustainable Engineering Systems	2	5
78	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
79	Information Systems	ISYS6893003	Information Systems Analysis and Design	4/2	5
80	Information Systems	ISYS6596003	User Experience Research and Design	4/2	5
81	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
82	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
83	International Relations	INTR6152029	Regional Integration in America	2	5
84	International Relations	INTR6151029	Regional Integration in Europe	2	5
85	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
86	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
87	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
88	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
89	Japanese Literature	JAPN6162025	Japanese Literary Criticism (Nihon Bungaku Hyouron)	2	5
90	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	5
91	Management	MGMT6465005	Advanced Topic in Business Development Management	2	5
92	Management	MGMT6033005	Advanced Topics in Business and Organization	2	5
93	Management	ISYS6085005	Advanced Topics in E-Business	2	5
94	Management	BUSS6109005	Business Development	4	5
95	Management	ISYS6744005	E-Business Strategy and Implementation	4	5
96	Management	MGMT6462005	Leadership Agility	4	5
97	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
98	Marketing Communication	COMM6637019	Brand Activation	2/2	5
99	Marketing Communication	COMM6633019	Corporate Sustainability	4	5

100	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
101	Marketing Communication	COMM6630019	Crisis Communication	2	5
102	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
103	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
104	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
105	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
106	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
107	Marketing Communication	COMM6620019	Online Publishing	2/2	5
108	Marketing Communication	COMM6631019	Public Affair	2	5
109	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
110	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
111	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
112	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
113	Psychology	PSYC6191027	E-Learning Psychology	4	5
114	Psychology	PSYC6138027	Lifespan Development	4	5
115	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
116	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
117	Psychology	PSYC6145027	Urban Psychology	4	5
118	Statistics	STAT6157049	Data Mining and Visualization	2	5
119	Taxation	TAXN6053020	Regional Tax Systems	2	5
120	Tourism	TRSM6218022	Adventure Tourism Management	4	5
121	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
122	Tourism	TRSM6222022	Climate Change & Tourism	2	5
123	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
124	Tourism	TRSM6142022	Event Management	4	5
125	Tourism	TRSM6216022	Guiding and Interpretation	2	5
126	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	5
127	Tourism	TRSM6212022	Indonesian Culture	4	5
128	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
129	Tourism	TRSM6225022	Protected Area Planning & Management	4	5
130	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
131	Tourism	TRSM6221022	Sport Tourism	2	5
132	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
133	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
134	Tourism	BUSS6137022	Tourism E-Business	4	5
135	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
136	Tourism	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					
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	
36						V		V							
37						V			V						
38						V				V					
39						V					V				
40						V						V			
41						V								V	

Note:

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

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
TRDE6014065	Industrial Experience in Dynamic Industry	8	20
TRDE6015065	Industrial Experience in Business Sustainability	8	
TRDE6016065	Entrepreneurial and Industrial Business Development	4	
Enrichment Program II			
TRDE6017065	Professional Experience in Dynamic Organization	8	20
TRDE6018065	Professional Development on Sustainability Profession	8	
TRDE6019065	Business Management and Professional Development	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6986065	Research for Business Management	8	20
RSCH6987065	Scientific Writing in Business Management	8	
RSCH6988065	Global Entrepreneurship and Business Development	4	
Enrichment Program II			
RSCH6989065	Research for Industrial Competition	8	20
RSCH6990065	Scientific Writing in Management Research	8	
RSCH6991065	Global Entrepreneurship and Industrial Competition	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I:			
ENPR6353065	New Business Initiation	8	20
ENPR6354065	Product Development Process	8	
ENPR6355065	EES in New Business I	4	
Enrichment Program II:			
ENPR6356065	Product Launching	8	20
ENPR6357065	Business Development	8	
ENPR6358065	EES in New Business II	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6718065	Community Outreach Project Implementation	8	20
CMDV6719065	Community Outreach Project Design in Management	8	
CMDV6720065	Socio Entrepreneurship Development	4	
Enrichment Program II			
CMDV6721065	Community Development Project Implementation	8	20
CMDV6722065	Community Development Project Design in Management	8	
CMDV6723065	Managing Socio Entrepreneurship	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLEC6001065	Elective Course for Study Abroad 1	4	
GLEC6002065	Elective Course for Study Abroad 2	4	
GLEC6003065	Elective Course for Study Abroad 3	4	
GLEC6004065	Elective Course for Study Abroad 4	4	
GLEC6005065	Elective Course for Study Abroad 5	2	
GLEC6006065	Elective Course for Study Abroad 6	2	20
GLEC6007065	Elective Course for Study Abroad 7	2	
GLEC6008065	Elective Course for Study Abroad 8	2	
GLEC6009065	Elective Course for Study Abroad 9	2	
GLEC6010065	Elective Course for Study Abroad 10	2	
GLEC6011065	Elective Course for Study Abroad 11	2	
GLEC6012065	Elective Course for Study Abroad 12	2	
GLEC6013065	Elective Course for Study Abroad 29	4	
Enrichment Program II			
GLEC6014065	Elective Course for Study Abroad 13	4	
GLEC6015065	Elective Course for Study Abroad 14	4	
GLEC6016065	Elective Course for Study Abroad 15	4	
GLEC6017065	Elective Course for Study Abroad 16	4	
GLEC6018065	Elective Course for Study Abroad 17	2	
GLEC6019065	Elective Course for Study Abroad 18	2	
GLEC6020065	Elective Course for Study Abroad 19	2	20
GLEC6021065	Elective Course for Study Abroad 20	2	
GLEC6022065	Elective Course for Study Abroad 21	2	
GLEC6023065	Elective Course for Study Abroad 22	2	
GLEC6024065	Elective Course for Study Abroad 23	2	
GLEC6025065	Elective Course for Study Abroad 24	2	
GLEC6026065	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 Indenpendent Study*			
Enrichment Program I/II			
CSIS6162065	Course Certification	3	
CSIS6163065	Technical Skill Enrichment	4	
CSIS6164065	Industrial Project	9	
CSIS6165065	Soft Skill Enrichment	4	
CSIS6166065	Elective Course for Specific Independent Study 1	8	20
CSIS6167065	Elective Course for Specific Independent Study 2	8	
CSIS6168065	Elective Course for Specific Independent Study 3	6	
CSIS6169065	Elective Course for Specific Independent Study 4	6	
CSIS6170065	Elective Course for Specific Independent Study 5	6	

Code	Course Name	SCU	Total
CSIS6171065	Elective Course for Specific Independent Study 6	5	
CSIS6172065	Elective Course for Specific Independent Study 7	5	
CSIS6173065	Elective Course for Specific Independent Study 8	5	
CSIS6174065	Elective Course for Specific Independent Study 9	5	
CSIS6175065	Elective Course for Specific Independent Study 10	4	
CSIS6176065	Elective Course for Specific Independent Study 11	4	
CSIS6177065	Elective Course for Specific Independent Study 12	4	
CSIS6178065	Elective Course for Specific Independent Study 13	4	
CSIS6179065	Elective Course for Specific Independent Study 14	4	
CSIS6180065	Elective Course for Specific Independent Study 15	3	
CSIS6181065	Elective Course for Specific Independent Study 16	3	
CSIS6182065	Elective Course for Specific Independent Study 17	3	
CSIS6183065	Elective Course for Specific Independent Study 18	3	
CSIS6184065	Elective Course for Specific Independent Study 19	3	
CSIS6185065	Elective Course for Specific Independent Study 20	3	
CSIS6186065	Elective Course for Specific Independent Study 21	2	
CSIS6187065	Elective Course for Specific Independent Study 22	2	
CSIS6188065	Elective Course for Specific Independent Study 23	2	
CSIS6189065	Elective Course for Specific Independent Study 24	2	
CSIS6190065	Elective Course for Specific Independent Study 25	2	
CSIS6191065	Elective Course for Specific Independent Study 26	2	
CSIS6192065	Elective Course for Specific Independent Study 27	2	
CSIS6193065	Elective Course for Specific Independent Study 28	2	
CSIS6194065	Elective Course for Specific Independent Study 29	1	
CSIS6195065	Elective Course for Specific Independent Study 30	1	
CSIS6196065	Elective Course for Specific Independent Study 31	1	
CSIS6197065	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
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The Table of Prerequisite for Management Program
There is no list of courses prerequisites in this curriculum

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6046065	Character Building: Pancasila	B
2.	TRDE6003065	Global Trade Principles	C
3.	TRDE6004065	Global Supply Chain	C
4.	TRDE6005065	Globalpreneurship	C
5.	TRDE6009065	Export Import Management	C
6.	ENPR6334065	Venture Creation	C

No	Course Code	Course Name	Minimal Grade

Stream: Business Organizational Dynamic			
8	TRDE6011065	International Trade Technology	C
9	TRDE6012065	Global Market Expansion	C