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## 2. Undergraduate Program

### 2.1 Education System

#### 2.1.1 Method of Education Delivery

The delivery of education services is carried out by using credits (sks) as a measurement of evaluating students' learning outcomes.

Credits are a way of organizing higher education programs to explain its academic weight.

**The semester** is a minimum period that describes the duration of the education program.

**The General Objective** of the credits (sks) method is to enhance the extent to which higher education can be developed. It involves the presentation of education programs that are flexible and more varied, gives greater opportunity to students when choosing programs, and focuses on planning a definite professional path.

**The specific objectives are:**

1. Allow the students who are clever and diligent to finish their study in a minimum duration.
2. Allow the students to choose the subject according to their interest, talent, and capacity.
3. Give the possibility to the execution of education system with plural input and output.
4. Facilitate the adaptation of the curriculum to the rapid development of knowledge and technology.
5. Enables the evaluation system of advance learning of the students could be conducted optimally.

**Basic Characteristic of Credit is:**

In the credit system, each subject has a weight, namely credits. The number of credits in subjects is various. It is determined by the effort to finish the tasks presented in the lecture program, job training, practical work, and other tasks. In the credit system, each subject is finished in one semester that lasts for 13 weeks (exclude mid-exam and final exam). In addition to quantitative valuation, credit system acknowledges that the finishing of the study unit could be valued quantitatively by giving a weight to the relevant unit.

At BINUS UNIVERSITY, one credit equals to 36-48 hours/semester. In the frame of a good result achievement, a student is expected to provide 50 minutes face to face for each credit per week, and at least one or two hours of self-learning. The recently mentioned time is provided to recite and explore the material that has been accepted in the course, for example: reading the textbook suggested, doing the task, etc.

One credit is made up of:

1. An academic hour of scheduled face to face learning in the classroom with education staff.
2. An academic hour of structured academic activity which is not scheduled but has been planned by education staff (lecturers), e.g.: review session or seminar.
3. An academic hour of independent academic activity like reading, summarizing, working on papers etc.

The delivery of education at BINUS UNIVERSITY is achieved through teaching materials, discussion, speeches, case studies, job training, practical work, and other student-centered teaching & learning strategies.

## 2.1.2 Examinations

The examinations which are conducted by BINUS UNIVERSITY consist of course examination and final project/thesis examination.

### Course Examination

The examination for each course consists of two forms: Mid-term test (UTS) and Final test (UAS) that are conducted once each semester. The form of the examination is standard for all parallel classes with the evaluation system, as mentioned in 2.1.3. For the practical examination in the laboratory, the student must take both theory and practical tests.

### Final Project/Thesis Examination

Students who finish the report for the final project or thesis take a final project and thesis examination. The mechanism for the final project and thesis examination follows the guidelines for the final project and thesis of each department.

### Right to Take the Examination

The right to take the examination is given to students under the following conditions:

- Students are registered during the prevailing semester or academic year and are registered with the subject for that particular examination.
- Students are not on suspension or are taking academic leave.
- Students fulfill other academic requisites, e.g: frequency of attendance.
- Students fulfill all administrative and financial obligations.

## 2.1.3 Evaluation System

### Final Term Grade Calculation in Undergraduate/Diploma Courses (NAS)

Table Calculation of Final Score of Theory Course (NAT)

| Element             |                              |                                 |                              |                                |
|---------------------|------------------------------|---------------------------------|------------------------------|--------------------------------|
| NKK<br>(Attendance) | TMK<br>(Score of Assignment) | NMS<br>(Score of Mid-term Test) | NUS<br>(Score of Final Test) | NAT<br>(Final Score of Theory) |
| 0 %                 | 20 %                         | 30 %                            | 50 %                         | 100 %                          |

Calculation of Semester Final Score (NAS)

There are two kinds of Calculation:

Subjects that have practical work:

**Final Score of Semester (NAS) = (NAT x % Weight of Theory) + (NAP x % Weight of Practical Work)**

Subjects that have no practical work:

**Final Score of Semester (NAS) = Final Score of Theory (NAT)**

*Note:* Semester Final Score (NAS) determines the grade for the subject.

The evaluation system that meets the objectives of the education program at BINUS UNIVERSITY Diploma/Undergraduate Program is an Absolute Evaluation System.

The Final Score for the semester is presented with the following Alphabetical Values:

Presented with the following Alphabetical Values:

Table of Grading System for Diploma and Undergraduate Program

| Alphabetical Value | Weight | Final Score of Semester | Description      |
|--------------------|--------|-------------------------|------------------|
| A                  | 4      | 90 – 100                | High Distinction |
| A-                 | 3.67   | 85 – 89                 |                  |
| B+                 | 3.33   | 80 – 84                 |                  |
| B                  | 3      | 75 – 79                 | Distinction      |
| B-                 | 2.5    | 70 – 74                 |                  |
| C                  | 2      | 65 – 69                 | Pass             |
| D                  | 1      | 50 – 64                 | Near Pass        |
| E                  | 0      | 0 – 49                  | Fail             |
| F                  | 0      | -                       | Incomplete       |

### 2.1.4 Credits Load in One Semester

Study load in one semester can be determined by individual ability and by looking at the students' results from the last semester, which are measured by Semester Grade Point Average (IPS/GPS), or all of the semesters by Cumulative Grade Point Average (IPK/GPA).

Semester Grade Point Average (IPS/GPS) is counted as follow:

$$GPS = \frac{\sum (KN)}{\sum K} = \frac{\sum M}{\sum K}$$

Cumulative Grade Point Average (IPK/GPA) is counted as follow:

$$GPA = \frac{\sum M}{\sum L}$$

K = Number of credits taken in related semester

N = Weight of each subject taken

M = Conversion Value (K x N)

L = Number of pass credits

The following table explains the number of maximum credits that can be taken by students according to Grade Point Semester.

The Maximum Study Weight of Student for Regular Program Table

| Semester       | The Maximum credit that could be taken<br>(Regular Class)   |
|----------------|---|
| 1              | 20 Credits  |
| 2              | The distribution of subjects determines the<br>Credit taken |
| 3              |   |
| 4              |   |
| 5              |   |
| 6              |   |
| 7              |   |
| 8 and on wards | 10/19/23 Credits  |

Example of Calculation methods of Grade Point Semester and Grade Point Average:

Table Calculation methods of Grade Point Semester and Grade point average

| SUBJECT                                | FINAL POINT | WEIGHT | CREDIT    | CONVERSION |
|--|-------------|--------|-----------|------------|
| English                                | A           | 4      | 2         | 8          |
| Character Building                     | A-          | 3.67   | 2         | 7.34       |
| Linear Algebra                         | B+          | 3.33   | 2         | 6.66       |
| Discrete Mathematics                   | B           | 3      | 2         | 6          |
| Entrepreneurship                       | B-          | 2.5    | 2         | 5          |
| Algorithm and Programming              | C           | 2      | 4         | 8          |
| General Management                     | D           | 1      | 2         | 2          |
| Introduction to Financial Accounting   | E           | 0      | 4         | 0          |
| <b>T O T A L</b>                       |             |        | <b>20</b> | <b>43</b>  |
| Number of passing credits : 18 credits |             |        |           |            |
| GPS attained: $43 / 20 = 2.15$         |             |        |           |            |
| GPA attained: $43 / 18 = 2.39$         |             |        |           |            |

## 2.1.5 Foreign Language Scheme at BINUS UNIVERSITY

The Foreign Language courses at Bina Nusantara University is designed based on CEFR (Common European Framework of Reference). The diagnostic test for English language placement covers Reading, Listening, Structure and Written Expression skills called the Bina Nusantara University English Proficiency Test (BUEPT).

**Binusian 2027** will learn the foreign language, such as English, Chinese, and Japanese in Beelingua. Beelingua is a digital language learning program with good characteristics such as structured, personalized, social, and gamified learning. In structured element, it provides the learners with multiple skill exercises, such as reading, listening, speaking, and writing. The progressive lessons enable the learner to improve the accuracy. The element of personalized learning allows the learner to achieve the learning goal in measurable time. The social element also empowers the learners to interact with their learning partner, such as the facilitators and other students. More than that, the element of gamification enriches the learner to have a fun and meaningful learning journey.

The course is non-credit earning type for non-literature department. For English Literature, Chinese Literature, and Japanese Literature, the students will receive credit transfer based on equivalent courses in Beelinguua. The students are required to take BUEPT in Binus with a certain score and it will be categorized into different groups, namely group A (BUEPT score < 437), and group B ( $437 \leq \text{BUEPT} \leq 520$ ), and student C ( $\text{BUEPT} > 520$ ). For students who enrol in group A, B, or C, they will start different learning journey respectively in Beelinguua. Every group must complete a minimum passing score in course mastery (66) at each level. The score will be converted to Binus score below. At the end of the course, students will receive a certificate of completion from Beelinguua. The journey is started from the 1<sup>st</sup> semester and to be completed before enrichment.

All details of the score calculation is included in the Foreign Language handbook.

| PREREQUISITE  | JOURNEY    | COURSE TITLE  | GRADE                            | BINUS Score |
|---------------|------------|---|----------------------------------|-------------|
| BUEPT < 437   | 1          | ENGLISH:<br>A1.1<br>A1.2<br>A2.1<br>A2.2<br>B1.1<br>B1.2<br>B2.1<br>B2.2                        | A                                | 90 – 100    |
|               |            |   | A-                               | 85 – 89     |
|               |            |   | B+                               | 80 – 84     |
|               |            |   | B                                | 75 – 79     |
|               |            |   | B-                               | 70 – 74     |
|               |            |   | C                                | 65 – 69     |
|               |            |   | D                                | 50 – 64     |
|               |            |   | E                                | 0 – 49      |
|               |            |   | F                                | Incomplete  |
|               |            |   | $437 \leq \text{BUEPT} \leq 520$ | 2           |
| A-            | 85 – 89    |   |                                  |             |
| B+            | 80 – 84    |   |                                  |             |
| B             | 75 – 79    |   |                                  |             |
| B-            | 70 – 74    |   |                                  |             |
| C             | 65 – 69    |   |                                  |             |
| D             | 50 – 64    |   |                                  |             |
| E             | 0 – 49     |   |                                  |             |
| F             | Incomplete |   |                                  |             |
| BUEPT > 520 * | 3          | ENGLISH:<br>C1.1<br>C1.2<br>C2.1<br>C2.2<br><br>BASIC JAPANESE:<br>A1.1<br>A1.2<br>A2.1<br>A2.2 |                                  |             |
|               |            |   | A-                               | 85 – 89     |
|               |            |   | B+                               | 80 – 84     |
|               |            |   | B                                | 75 – 79     |
|               |            |   | B-                               | 70 – 74     |
|               |            |   | C                                | 65 – 69     |
|               |            |   | D                                | 50 – 64     |
|               |            |   | E                                | 0 – 49      |
|               |            |   | F                                | Incomplete  |
|               |            |   |                                  | 4           |
| A-            | 85 – 89    |   |                                  |             |

| PREREQUISITE  | JOURNEY | COURSE TITLE                                    | GRADE | BINUS Score |
|---------------|---------|---|-------|-------------|
| BUEPT > 520 * |         | BASIC CHINESE:<br>A1.1<br>A1.2<br>A2.1<br>A2.2  | B+    | 80 – 84     |
|               |         |   | B     | 75 – 79     |
|               |         |   | B-    | 70 – 74     |
|               |         |   | C     | 65 – 69     |
|               |         |   | D     | 50 – 64     |
|               |         |   | E     | 0 – 49      |
|               |         |   | F     | Incomplete  |
| BUEPT > 520 * | 5       | BASIC JAPANESE:<br>A1.1<br>A1.2<br>A2.1<br>A2.2 | A     | 90 – 100    |
|               |         |   | A     | 85 – 89     |
|               |         |   | B+    | 80 – 84     |
|               |         |   | B     | 75 – 79     |
|               |         |   | B-    | 70 – 74     |
|               |         | BASIC CHINESE:<br>A1.1<br>A1.2<br>A2.1<br>A2.2  | C     | 65 – 69     |
|               |         |   | D     | 50 – 64     |
|               |         |   | E     | 0 – 49      |
|               |         |   | F     | Incomplete  |

\*) Students with BUEPT > 520 can choose either journey 3, 4, or 5

\*) Minimum completion score in course mastery: 66 (grade C)

Students must pass the course with a minimum grade of C.

## 2.1.6 Global Class Programs

BINUS Global Class is a program offered to selected students of BINUS UNIVERSITY. For Binusians 2027, Global Class is open for students majoring in:

### Alam Sutera Campus:

- Computer Science
- International Business & Management
- International Relations

Global Class students are provided with an enhanced learning experience both inside classrooms and through extra-curricular enrichments. This is one of the main characteristics that separate Global Class from other programs. At least 90% of classes are delivered in English. For one semester during the 3rd year, Global Class students have an integrated study abroad with BINUS' partner universities across Asia, Europe, and Africa. The credits gained are automatically transferred to BINUS for the benefit of the students.

To prepare students before their study abroad departure, Global Class organizes a series of workshops to develop soft skills/ life skills needed during study abroad and upon graduation from BINUS. These compulsory workshops are conducted every semester, covering different topics. BINUS Global Class collaborates with global industries in Indonesia to invite speakers with extensive international exposure and also experienced trainers from BINUS. BINUS

Global Class students also have the benefit of having an industry visit and learning about the application of their major in the professional world.

In line with BINUS' vision, Global Class is designed to produce globally-minded graduates with the skill set and experience to succeed in the globalized environment of innovation and enterprise. Our approach is to immerse students in international learning environments and cultivate their skills to navigate the globalized world successfully.

## 2.1.7 The Requirement and Regulation of the Evaluation on the Students' Progress in Studying

The following regulations should be applied for BINUSIAN in evaluating their progress in studying:

| Year | End of Term | Minimum requirements for GPA and the number of credits earned |   | Students who cannot fulfil the minimum requirements will be given:   |
|------|-------------|---|---|--|
|      |             | GPA   | Credits gained with grades A/A-/B+/B-/B/C/D |  |
|      |             |   | Regular Class                               |  |
| 1    | 1           | ≤2.00   | ≤15   | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
|      | 2           | ≤2.00   | ≤30   | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
| 2    | 3           | ≤2.00   | ≤45   | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
|      | 4           | ≤2.00   | ≤60   | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
| 3    | 5           | ≤2.00   | ≤75   | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera,   |

| Year | End of Term | Minimum requirements for GPA and the number of credits earned |   | Students who cannot fulfil the minimum requirements will be given:   |
|------|-------------|---|---|--|
|      |             | GPA   | Credits gained with grades A/A-/B+/B-/B/C/D |  |
|      |             |   | Regular Class                               |  |
|      |             |   |   | Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program  |
|      | 6           | ≤2.00   | ≤90   | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
| 4    | 7           | ≤2.00   | ≤105  | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
|      | 8           | ≤2.00   | ≤120  | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |
| 5    | >8          | ≤2.00   | < 146                                       | A reminder letter which requires students to consult with a Counselor at the Student Advisory and Support Center for Kemanggisan, Alam Sutera, Senayan Campus and Student Advisory and Support for Bekasi Campus, Student Advisory and Development Center for Bandung and Malang or Head of Department/Program |

### Studying Success Evaluation of Three Successive Semesters

A student that is non-active in three successive semesters (i.e. without submitting any formal leave application) is not allowed to continue his/her studies at BINUS UNIVERSITY.

### Table of Prerequisites

The students must pass all courses which are stated in the table of prerequisites with the minimum score required is D (for certain department, the minimum score required is C).

### Quality Controlled Courses List

The quality control course list represents the course of the graduate competencies. Tutorial and Multi-paper examination must be maintained, therefore learning outcomes achieved.

### Tutorial and Multi-paper Examination

- Students must attend tutorial courses and multi-paper exams, which are stated in the Quality Controlled Courses List.
- For leave or remedial students, they do not require to follow the tutorial, but they are still required to follow multi-paper exams.

### Studying Success Evaluation of Diploma Program (DIII), (DIV) and Undergraduate Program (S1)

The students must fulfill the following requirements:

- Passing the final examination of the final project/thesis and collect its hardcovers.
- Obtaining minimum cumulative credits of 146 (including the thesis) for Undergraduate programs, or a minimum of 110 credits (including the final project) for the Diploma program. The double majors have its own rules. Otherwise stated as elective courses, all courses (Mata Kuliah) are compulsory.
- Achieving a GPA at a minimum of 2,00 and finishing all obligatory subjects.
- Passing all of the subjects of Quality Controlled Courses (PM).
- Not having an outstanding loan (finance, library, and administration).

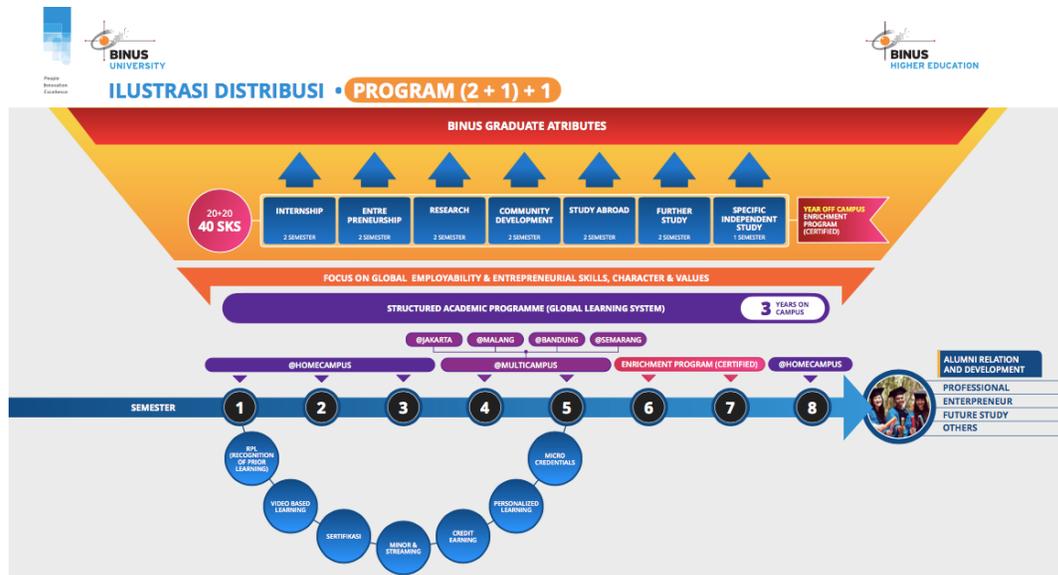
## 2.1.8 Curriculum in Undergraduate Programs

### a. 3+1 Curriculum

Since the academic year of 2014/2015, BINUS UNIVERSITY has implemented a 3+1 curriculum that allows students to have a one-year enrichment program. The program consists of two semesters with varying credits from 8 to 20 credits per semester. Nowadays, students may choose one of the seven tracks, namely 1) Company Internship Track; 2) Entrepreneurship Track; 3) Community Impact Internship Track; 4) Research Fellowship Track; 5) Study Abroad Track; 6) Specific Independent Study Track; 7) Fast Track. The Fast Track is available for students who would like to pursue a master's degree in Binus University. By the end of each semester, students will submit an enrichment report and an assessment related to technical competencies and soft skills in their disciplines.

### b. 2+1+1 Curriculum

In addition to the 3+1 curriculum, BINUS UNIVERSITY has implemented a 2+1+1 curriculum that offers Mobility Program for undergraduate students who have similar study programs in BINUS @Greater Jakarta, BINUS @Bandung, BINUS @Malang and BINUS @Semarang. It allows students to have a two-year study in the home campus, one-year mobility program in the host campus and one-year enrichment program. In this regard, students at BINUS @Bandung, BINUS @Malang or BINUS @Semarang will be able to study at BINUS @Greater Jakarta, and vice versa. The curriculum is personalized, meaning that students are free to choose streaming, or Minor Program, or Free Electives.



## 2.1.9 Streaming

Streaming is a specific course in a study program that represents the needs of industry and the latest developments in science and technology. Each streaming has its advantages / uniqueness to deepen its Major. Students can choose all streams in the same study program in Jakarta, Malang, and Bandung, so it will determine which city the student will visit when taking the streaming.

## 2.1.10 Minor Program

Minor programs equip students with multidisciplinary knowledge and skills (not necessarily within the same Faculty/School). Each Minor has student outcomes according to its superiority/uniqueness to expand what has been achieved in the Major. Minor programs can be chosen by all Binusians on all campuses. Minor program has its own uniqueness according to its Binus campus location, so that students' minor choice will determine the city that they will visit.

### Minor Scheme

| Minor Program                      | Minor Scheme                 |            |   |
|------------------------------------|------------------------------|------------|---|
|                                    | Study Program (Split 20 SCU) |            | Program Fundamental Courses (10 SCU)              |
|                                    | Semester 4                   | Semester 5 | Semester 5 or Semester 6 for Global Class Program |
| <b>Minor @ Binus Kemanggisan</b>   |                              |            |   |
| Blockchain Technology and Business | V                            | V          | V   |
| Creative Digital Storytelling      | V                            | V          | V   |
| Cross Cultural Communication       | V                            | V          | V   |
| Digital Banking                    | V                            | V          | V   |
| Digital Ecosystem                  | V                            | V          | V   |

| Minor Program                                      | Minor Scheme                 |            |   |
|--|------------------------------|------------|---|
|  | Study Program (Split 20 SCU) |            | Program Fundamental Courses (10 SCU)              |
|  | Semester 4                   | Semester 5 | Semester 5 or Semester 6 for Global Class Program |
| English for Business Professionals                 | V                            | V          | V   |
| Event Business and Entertainment                   | V                            | V          | V   |
| Human Capital in Digital Workplace                 | V                            | V          | V   |
| Interactive & Users Experience Design              | V                            | V          | V   |
| Robotic Process Automation                         | V                            | V          | V   |
| Sustainable Development                            | V                            | V          | V   |
| <b>Minor @ Binus Alam Sutera</b>                   |                              |            |   |
| Digital Transformation                             | V                            | V          | V   |
| <b>Minor @ Binus Bekasi</b>                        |                              |            |   |
| Culinary   | V                            | V          | V   |
| Korean Culture and Creativity                      | V                            | V          | V   |
| Virtual Services Experience                        | V                            | V          | V   |
| <b>Minor @ Binus Malang</b>                        |                              |            |   |
| Chinese for Career Pathways                        | V                            | V          | V   |
| English for Business Professionals                 | V                            | V          | V   |
| Digital Technopreneur                              | V                            | V          | V   |
| <b>Minor @ Binus Bandung</b>                       |                              |            |   |
| DesignPreneur                                      | V                            | V          | V   |
| <b>Minor @ Binus Semarang</b>                      |                              |            |   |
| Content Creation                                   | V                            | V          | V   |
| Data Analytics                                     | V                            | V          | V   |
| Immersive Journey to Japanese Language and Culture | V                            | V          | V   |
| Metaverse in Business                              | V                            | V          | V   |
| <b>Minor @ Binus Medan</b>                         |                              |            |   |
| Global Business                                    | V                            | V          | 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

### Introduction

Blockchain is currently one of the fastest-growing industries in the technology sector. Also, based on Gemini's 2022 outlook, Indonesia is the most crypto-adopting country in Asia. The blockchain minor program initiative at BINUS could facilitate the students to learn and explore the technology. The Blockchain minor program explores the concept and development of blockchain from the technology and business perspectives. Beyond the blockchain concept, students will learn how to develop smart contracts and understand the architectural needs of a blockchain-based application.

Finally, students will apply their knowledge in a project-oriented capstone course, during which they will design and develop a practical application of blockchain technology.

### Career Options

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

### Course Distribution

#### Fundamental Courses

| Course  | SCU       |
|---|-----------|
| ISYS6826003 Introduction to Blockchain Technology | 4         |
| ISYS6827003 Blockchain Economy & Business         | 4         |
| DTSC6016001 Basic Blockchain Programming          | 2         |
| <b>Total SCU</b>                                  | <b>10</b> |

#### Supporting Courses

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

#### Additional Information

None

## 2. Minor Program: Creative Digital Storytelling

### Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

### Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

**Course Distribution****Fundamental Courses**

| Course  | SCU       |
|---|-----------|
| ENGL6274024 Approaches in Multimodal Storytelling | 2         |
| DSIN6033007 Visual Storytelling                   | 2         |
| ENGL6275024 Storytelling for Business             | 2         |
| FILM6118009 Script Development & Pitching         | 4         |
| <b>Total SCU</b>                                  | <b>10</b> |

**Supporting Courses**

| Course  | SCU       |
|---|-----------|
| ENGL6276024 Cultures, Language, and Arts Production | 4         |
| JAPN6212025 Anime and Manga as Storytelling         | 2         |
| ENGL6277024 Music as Medium for Storytelling        | 4         |
| <b>Total SCU</b>                                    | <b>10</b> |

**Additional Information**

None

**3. Minor Program: Cross Cultural Communication****Introduction**

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

**Career Options**

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

**Course Distribution****Fundamental Courses**

| Course   | SCU       |
|--|-----------|
| CHIN6132026 Chinese Conversation in Daily Activities | 4         |
| COMM6502019 Communication in Diversity               | 2         |
| BUSS6170025 Asian Business Ethics                    | 4         |
| <b>Total SCU</b>                                     | <b>10</b> |

#### Supporting Courses

| Course           |  | SCU       |
|------------------|--|-----------|
| CHIN6134026      | Chinese Conversation in Business Communication | 4         |
| LAWS6198028      | Artificial Intelligence in Legal Discourse     | 2         |
| INTR6135029      | Comparative Politics                           | 4         |
| <b>Total SCU</b> |  | <b>10</b> |

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

##### Supporting Courses

| Course           |  | SCU       |
|------------------|--|-----------|
| MGMT6510005      | Business Process Management in Banking and Finance | 4         |
| ISYS6825003      | Data Analytics in Banking and Finance              | 4         |
| MGMT6511005      | Digital Leadership                                 | 2         |
| <b>Total SCU</b> |  | <b>10</b> |

#### Additional Information

None

## 5. Minor Program: Digital Ecosystem

### Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

### Career Options

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

### Course Distribution

#### Fundamental Courses

| Course                                   | SCU       |
|--|-----------|
| COSC6196001 Immersive Technology         | 2         |
| GAME6002001 Game Design                  | 2         |
| ISYS6549003 Digital Innovation           | 4         |
| COMP6937001 Current Trends in Technology | 2         |
| <b>Total SCU</b>                         | <b>10</b> |

#### Supporting Courses

| Course                                  | SCU       |
|---|-----------|
| COMM6501019 Narrative Development       | 4         |
| DSGN6834007 Visual Identity             | 4         |
| COMP6685001 Cyber Security for Business | 2         |
| <b>Total SCU</b>                        | <b>10</b> |

### Additional Information

None

## 6. Minor Program: English for Business Professionals

### Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

### Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

**Course Distribution****Fundamental Courses**

| Course           |   | SCU       |
|------------------|---|-----------|
| ENGL6154024      | English for Business Communications               | 4         |
| MKTG6112024      | Language Innovations in Marketing and Advertising | 2         |
| ENGL6244024      | Social Media Broadcasting                         | 4         |
| <b>Total SCU</b> |   | <b>10</b> |

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

**Additional Information**

None

**7. Minor Program: Event Business and Entertainment****Introduction**

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

**Career Options**

Professional event organizer, Professional Conference Organizer, Even Coordinator, Convention Services Supervisor, Venue Supervisor, Entertainment Supervisor, Event Promotor, Events Planner, Sporting Event Organizer, Catering Coordinator.

**Course Distribution****Fundamental Courses**

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

### Supporting Courses

| Course           |  | SCU       |
|------------------|--|-----------|
| TRSM6233022      | Event Sponsorship and Funding            | 2         |
| TRSM6234022      | Sport and Entertainment Event Management | 4         |
| TRSM6235022      | Festival & Cultural Event                | 4         |
| <b>Total SCU</b> |  | <b>10</b> |

### Additional Information

None

## 8. Minor Program: Human Capital in Digital Workplace

### Introduction

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.

### Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

### 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         |
| <b>Total SCU</b> |                                    | <b>20</b> |

### Additional Information

None

## 9. Minor Program: Interactive & Users Experience Design

### Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program,

students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

### Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

### Course Distribution

#### Fundamental Courses

| Course  | SCU       |
|---|-----------|
| ISYS6553003 User-Centered Research and Evaluation | 4         |
| PSYC6176027 Psychology and User Experience        | 4         |
| DSIN6003007 Fundamental of Interface Design       | 2         |
| <b>Total SCU</b>                                  | <b>10</b> |

#### Supporting Courses

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

#### Additional Information

None

## 10. Minor Program: Robotic Process Automation

### Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

### Career Options

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

## Course Distribution

### Fundamental Courses

| Course                                       | SCU       |
|--|-----------|
| COMP6857001 Basic Programming for Automation | 2         |
| COMP6858001 RPA Concept & Design             | 2         |
| ISYS6684003 RPA Developer Fundamental        | 4         |
| ISYS6687003 Business Process Improvement     | 2         |
| <b>Total SCU</b>                             | <b>10</b> |

### Supporting Courses

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

## Additional Information

None

## 11. Minor Program: Sustainable Development

### Introduction

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

### Career Options

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

## Course Distribution

### Fundamental Courses

| Course  | SCU       |
|---|-----------|
| ISYE6154011 Sustainable Design and Manufacture      | 4         |
| CPEN6217010 Digital for Sustainable Development     | 4         |
| ARCH6119014 Introduction to Sustainable Development | 2         |
| <b>Total SCU</b>                                    | <b>10</b> |

### Supporting Courses

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

### Additional Information

None

## 12. Minor Program: Digital Transformation

### Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

### Career Options

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

### Course Distribution

#### Fundamental Courses

| Course           |   | SCU       |
|------------------|---|-----------|
| ISYS6559003      | Business Models and Technology Innovation | 4         |
| ISYS6557003      | Business Data Management                  | 4         |
| MGMT6484005      | Digital Strategy                          | 2         |
| <b>Total SCU</b> |   | <b>10</b> |

#### Supporting Courses

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

### Additional Information

None

### 13. Minor Program: Culinary

#### Introduction

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

#### Career Options

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

#### Course Distribution

##### Fundamental Courses

| Course                                   | SCU       |
|--|-----------|
| HTMN6108021 Food and Beverage Management | 2         |
| HTMN6008021 Kitchen Operation            | 4         |
| HTMN6128021 Pastry and Bakery Operation  | 4         |
| <b>Total SCU</b>                         | <b>10</b> |

*SCU for HTMN6008021, HTMN6128021 are practical*

##### Supporting Courses

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

*SCU for HTMN6155021, HTMN6125021 are practical*

#### Additional Information

None

### 14. Minor Program: Korean Culture and Creativity

#### Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

#### Career Options

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

## Course Distribution

### Fundamental Courses

| Course                                       | SCU       |
|--|-----------|
| HTMN6163021 Korean Cuisine and Culinary Arts | 4         |
| COMM6718019 Korean Language and Media        | 4         |
| FILM6134009 Hallyu Creative Content          | 2         |
| <b>Total SCU</b>                             | <b>10</b> |

### Supporting Courses

| Course  | SCU       |
|---|-----------|
| FILM6135009 K-Drama and Beyond: Analysis and Appreciation | 4         |
| COMM6719019 K-Pop Culture and Performance                 | 4         |
| MKTG6339005 K-Pop and K-Drama Marketing and Promotion     | 2         |
| <b>Total SCU</b>  | <b>10</b> |

### Additional Information

None

## 15. Minor Program: Chinese for Career Pathways

### Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

### Career Options

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

## Course Distribution

### Fundamental Courses

| Course                                       | SCU       |
|--|-----------|
| CHIN6196026 Mandarin for Future Career       | 4         |
| CHIN6197026 Easy Way to HSK 2 Preparation    | 4         |
| CHIN6198026 Exploring Modern Chinese Culture | 2         |
| <b>Total SCU</b>                             | <b>10</b> |

**Supporting Courses**

| Course           |   | SCU       |
|------------------|---|-----------|
| CHIN6199026      | Chinese Digital Technology                      | 2         |
| CHIN6200026      | Traveling to China                              | 2         |
| CHIN6201026      | Special Topics in Chinese Business              | 2         |
| CHIN6202026      | Global Strategic Marketing: Chinese Perspective | 4         |
| <b>Total SCU</b> |   | <b>10</b> |

**Additional Information**

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

**16. Minor Program: Digital Technopreneur****Introduction**

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.

**Career Options**

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

**Course Distribution****Fundamental Courses**

| Course           |                               | SCU       |
|------------------|-------------------------------|-----------|
| ENTR6528002      | The Entrepreneurial Innovator | 4         |
| COSC6164004      | Web Programming for Business  | 4         |
| COSC6165004      | Data Analytics for Business   | 4         |
| ENPR6370002      | Market Intelligence           | 4         |
| COMP6687004      | User Experience Design        | 4         |
| <b>Total SCU</b> |                               | <b>20</b> |

**Additional Information**

None

**17. Minor Program: Designpreneur****Introduction**

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.

### Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

### 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         |
| <b>Total SCU</b>                           | <b>20</b> |

### Additional Information

None

## 18. Minor Program: Content Creation

### Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

### Career Options

Content Creator, Influencer, Social media Specialist.

### Course Distribution

#### Fundamental Courses

| Course                                  | SCU       |
|---|-----------|
| FILM6105009 Filmmaking Fundamental      | 4         |
| MKTG6336055 Content Marketing Analytics | 4         |
| DSIN6042053 Photography for Creators    | 2         |
| <b>Total SCU</b>                        | <b>10</b> |

### Supporting Courses

| Course           |   | SCU       |
|------------------|---|-----------|
| DSIN6094053      | Content Storytelling                        | 4         |
| DSIN6043053      | Strategic Influence                         | 2         |
| DSIN6041053      | Introduction to Visual Communication Design | 4         |
| <b>Total SCU</b> |   | <b>10</b> |

### Additional Information

None

## 19. Minor Program: Data Analytics

### Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

### Career Options

Data Analyst, Marketing Analyst.

### Course Distribution

#### Fundamental Courses

| Course           |   | SCU       |
|------------------|---|-----------|
| INFS6066052      | Introduction to Data Analytics          | 2         |
| INFS6067052      | Data Management & Descriptive Analytics | 4         |
| ISYE6371054      | Statistical for Decision Making         | 4         |
| <b>Total SCU</b> |   | <b>10</b> |

### Supporting Courses

| Course           |  | SCU       |
|------------------|--|-----------|
| COSC6183051      | Application of Predictive Analytics to Business Data | 4         |
| ISYE6372054      | Prescriptive Analytics and Optimization              | 4         |
| BUSS6277055      | Digitalization of Markets and Consumption            | 2         |
| <b>Total SCU</b> |  | <b>10</b> |

### Additional Information

None

## 20. Minor Program: Immersive Journey to Japanese Language and Culture

### Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

### Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

### Course Distribution

#### Fundamental Courses

| Course           |  | SCU       |
|------------------|--|-----------|
| JAPN6221025      | Essential Japanese Grammar ( <i>Yoku Tsukaeru Bunpou</i> )                         | 4         |
| JAPN6222025      | Survival Japanese in Various Situations ( <i>Nihon E Ikou, Yasashii Kaiwa De</i> ) | 4         |
| JAPN6223025      | Ideas and Images of Japan ( <i>Nihon Jijou</i> )                                   | 2         |
| <b>Total SCU</b> |  | <b>10</b> |

#### Supporting Courses

| Course           |  | SCU       |
|------------------|--|-----------|
| JAPN6224025      | Japanese Reading Comprehension ( <i>Tanoshiku Yomou</i> )                  | 4         |
| JAPN6225025      | Understanding Native Japanese Speakers ( <i>Tanoshiku Kikou</i> )          | 2         |
| JAPN6226025      | Japanese N5 Level Certification Preparation ( <i>Nihongo Charenji N5</i> ) | 4         |
| <b>Total SCU</b> |  | <b>10</b> |

### Additional Information

None

## 21. Minor Program: Metaverse in Business

### Introduction

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.

### Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

### Course Distribution

#### Fundamental Courses

| Course                        | SCU       |
|-------------------------------|-----------|
| ISYS6777052 Business Model    | 2         |
| COMP6889051 Virtual Reality   | 4         |
| COMP6890051 Augmented reality | 4         |
| <b>Total SCU</b>              | <b>10</b> |

#### Supporting Courses

| Course                       | SCU       |
|------------------------------|-----------|
| ISYS6778052 Data Analytics   | 2         |
| DSGN6981053 Design Thinking  | 4         |
| DSGN6980053 Interface Design | 4         |
| <b>Total SCU</b>             | <b>10</b> |

### Additional Information

None

## 22. Minor Program: Global Business

### Introduction

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.

## 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.

## 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         |
| <b>Total SCU</b> |  | <b>20</b> |

## Additional Information

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

Minor supporting courses are available for English Literature Study Program. The details of Minor Scheme and Minor Courses will be updated on [curriculum.binus.ac.id](http://curriculum.binus.ac.id).

### 2.1.11 Free Electives

Free electives facilitate students to take any courses from the existing fields of studies based on individual preferences. Free electives are personalized based on student choices. Free Electives have student outcomes related to interdisciplinary knowledge and skills and they have no specific Learning Outcomes. Each campus has its own free elective courses to facilitate the mobility of students who want to take free elective courses. The subjects offered for free electives are grouped based on its own field of subjects (e.g., Humanities, Engineering, Economy, Social Politics, Life Science, Arts, etc.) on each campus. The lists of free electives will be updated on [curriculum.binus.ac.id](http://curriculum.binus.ac.id).

The placement for Binus @Malang, Binus @Bandung and Binus @Semarang students will be adjusted based on the number of students at Binus University Jakarta (Host Campus).

### 2.1.12 Enrichment Program

Considering the urgency of the enrichment program to achieve learning outcomes, all courses in the enrichment program become one entity. It means that if there is one or more than one failed courses in the enrichment program, the whole courses in enrichment program will also be failed.

### Company Internship Track:

The industrial experience track aims to facilitate students in the real industrial setting. By following this track, students will work full time and have exposure to the industrial experience in multinational or top national companies where they

have job tasks related to their study programs. The assessment for this track will involve both industry supervisor and faculty member supervisor to assess students' performance. Through this program, students will also have opportunities for future employability/job offers, talent grooming (e.g., MT Program, LD Program).

**Entrepreneurship Track:**

This track provides students with real experiences to become entrepreneurs through business start-ups. Students will come to the office at BINUS Campus from 09.00 – 18.00 from Monday to Friday. The Office will be supported by Coaches, Content & Administration Officers, and Program Officers. In this Entrepreneurship track, students create prototype products that will monetized and supported internally with links to industry within the program. External supports will be provided by Mentors from industry related to the business Start Up.

**Community Impact Internship Track:**

Community Development is a program conducted by students to achieve the 5th mission of BINUS UNIVERSITY: to improve the quality of life of Indonesian and global community. These initiatives include: 1) Scheduled Voluntary Services incorporated in a Company's Corporate Social Responsibility (CSR) or a Social Foundation's Program; and 2) Community Development activities to improve the community's ecosystems. In addition to utilizing their knowledge to design and implement a system in communities (excerpted from their technical competence and soft skill), students will have direct interaction with local people as well as enjoy the opportunity of living in with them.

**Research Fellowship Track:**

This track allows students to get involved in conducting research related to the study program scope. The student will become a junior researcher in a research team. The research itself can be conducted in BINUS or outside BINUS (e.g., government research institution, R&D unit in a company). Students can start from writing a research proposal or jump directly into an ongoing research activity in that institution (not necessarily developing a research proposal).

**Study Abroad Track:**

This track offers opportunities for students to have study experience in foreign countries. Courses that are taken by students are transferred directly to the respective courses in BINUS transcripts. Through this track, students will gain exposure to international experience, such as personal development, academic development, and cultural value.

**Specific Independent Study Track:**

This track allows students to have the freedom to learn outside the university where they will be equipped with knowledge and skills to develop an agile mindset, competitiveness, and adaptability. Students will receive certification to strengthen industry 4.0 skills and enhance the relevance of university with the industry. Furthermore, they will be able to learn from industry experts who share practical and real experience, and they will engage in project-based learning to improve their skills.

**Fast Track:**

This track enables students who meet the specified criteria, such as GPA of 3.25 and above, no retaken courses, and completion of an enrichment program in semester 6, to directly continue their master's degree at Binus University. Through this track, students can complete their undergraduate and graduate programs in only 10 semesters (5 years).

At the end of the studies, students will be able to improve their knowledge and skills to launch their own business or become competent graduates who work in national or global companies.

### 2.1.13 Final Project/Thesis

To finish the Diploma/Undergraduate program (S1) at BINUS UNIVERSITY, students must be capable of compiling and presenting their thesis to the examiner. The thesis compilation must be relevant to the rules of the department. It must be conducted by the individual, guided by a supervisor that is appointed by the head of the department or study program.

For students who take enrichment program I & II with a total of 40 credits in two semesters, if they fulfil the requirements from the study programs or programs, such as minimum GPA, they will be able to take pre-thesis with enrichment I and thesis with enrichment II. This scheme allows students to finish their undergraduate studies in 7 semesters (3.5 years). Since the minimum GPA requirements vary across schools/faculties, students should seek information from their respective programs or programs for further information regarding the pre-thesis and thesis implementation.

### 2.1.14 Academic Title

Students have the right to carry the academic title from BINUS UNIVERSITY if he/she has fulfilled the requirements to attend graduation. The title given is adapted to the rule of the government.

Table of Academic Title

| No                                   | Faculties, Schools, and Departments / Programs | Program                   | Academic Title   |
|--------------------------------------|--|---------------------------|--|
| 1.                                   | School of Computer Science @Greater Jakarta    |                           |  |
|                                      | • Computer Science*                            | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | • Mobile Application and Technology            | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | • Mathematics & Computer Science               | S1                        | Sarjana Komputer (S.Kom.) and Sarjana Matematika (S. Mat.) |
|                                      | • Statistics & Computer Science                | S1                        | Sarjana Komputer (S.Kom.) and Sarjana Statistika (S.Stat.) |
|                                      | • Game Application and Technology              | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | • Cyber Security                               | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | • Data Science                                 | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | • Software Engineering                         | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | School of Computer Science @Bandung            |                           |  |
|                                      | • Computer Science                             | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | School of Computer Science @Malang             |                           |  |
|                                      | Computer Science                               | S1                        | Sarjana Komputer (S.Kom.)                                  |
| School of Computer Science @Semarang |  |                           |  |
| • Computer Science                   | S1   | Sarjana Komputer (S.Kom.) |  |
| 2.                                   | School of Information Systems @Greater Jakarta |                           |  |
|                                      | • Information Systems*                         | S1                        | Sarjana Komputer (S.Kom.)                                  |
|                                      | • Information Systems Accounting & Auditing    | S1                        | Sarjana Komputer (S.Kom.)                                  |

| No | Faculties, Schools, and Departments / Programs  | Program | Academic Title  |
|----|---|---------|---|
|    | <ul style="list-style-type: none"> <li>Information Systems &amp; Accounting</li> </ul>  | S1      | Sarjana Komputer (S.Kom.) and Sarjana Akuntansi (S.Ak.) |
|    | <ul style="list-style-type: none"> <li>Information Systems &amp; Management</li> </ul>  | S1      | Sarjana Komputer (S.Kom.) and Sarjana Ekonomi (S.E.)    |
|    | <ul style="list-style-type: none"> <li>Business Information Technology</li> </ul>   | S1      | Sarjana Komputer (S.Kom.)                               |
|    | <ul style="list-style-type: none"> <li>Business Analytics</li> </ul>  | S1      | Sarjana Komputer (S.Kom.)                               |
|    | School of Information Systems @Semarang   |         |   |
|    | <ul style="list-style-type: none"> <li>Information Systems</li> </ul>   | S1      | Sarjana Komputer (S.Kom.)                               |
| 3. | School of Design @Jakarta   |         |   |
|    | <ul style="list-style-type: none"> <li>Visual Communication Design: <ul style="list-style-type: none"> <li>New Media</li> <li>Animation</li> <li>Creative Advertising</li> </ul> </li> <li>Interior Design</li> <li>Film</li> </ul> | S1      | Sarjana Desain (S.Ds.)                                  |
|    |   | S1      | Sarjana Desain (S.Ds.)                                  |
|    |   | S1      | Sarjana Desain (S.Ds.)                                  |
|    |   | S1      | Sarjana Desain (S.Ds.)                                  |
|    |   | S1      | Sarjana Seni (S.Sn.)                                    |
|    | School of Design @Bandung   |         |   |
|    | <ul style="list-style-type: none"> <li>Visual Communication Design</li> <li>Interior Design</li> </ul>  | S1      | Sarjana Desain (S.Ds.)                                  |
|    |   | S1      | Sarjana Desain (S.Ds.)                                  |
|    | School of Design @Malang  |         |   |
|    | <ul style="list-style-type: none"> <li>Visual Communication Design</li> <li>Interior Design</li> </ul>  | S1      | Sarjana Desain (S.Ds.)                                  |
|    |   | S1      | Sarjana Desain (S.Ds.)                                  |
|    | School of Design @Semarang  |         |   |
|    | <ul style="list-style-type: none"> <li>Visual Communication Design</li> </ul>   | S1      | Sarjana Desain (S.Ds.)                                  |
| 4. | Faculty of Engineering @Greater Jakarta   |         |   |
|    | <ul style="list-style-type: none"> <li>Architecture</li> <li>Civil Engineering</li> <li>Industrial Engineering</li> <li>Computer Engineering</li> <li>Food Technology</li> <li>Biotechnology</li> </ul>                             | S1      | Sarjana Arsitektur (S.Ars.)                             |
|    |   | S1      | Sarjana Teknik (S.T.)                                   |
|    |   | S1      | Sarjana Teknik (S.T.)                                   |
|    |   | S1      | Sarjana Teknik (S.T.)                                   |
|    |   | S1      | Sarjana Teknologi Pangan (S.T.P.)                       |
|    |   | S1      | Sarjana Bioteknologi (S. Biotek.)                       |
|    | Faculty of Engineering @Semarang  |         |   |
|    | <ul style="list-style-type: none"> <li>Industrial Engineering</li> </ul>  | S1      | Sarjana Teknik (S.T.)                                   |
| 5. | BINUS ASO School of Engineering   |         |   |
|    | <ul style="list-style-type: none"> <li>Automotive &amp; Robotics Engineering</li> <li>Product Design Engineering</li> <li>Business Engineering</li> </ul>   | S1      | Sarjana Teknik (S.T.)                                   |
|    |   | S1      | Sarjana Teknik (S.T.)                                   |
|    |   | S1      | Sarjana Teknik (S.T.)                                   |
| 6. | Faculty of Humanities   |         |   |
|    | <ul style="list-style-type: none"> <li>Chinese Literature</li> <li>English Literature</li> <li>Japanese Literature</li> </ul>   | S1      | Sarjana Sastra (S.S.)                                   |
|    |   | S1      | Sarjana Sastra (S.S.)                                   |
|    |   | S1      | Sarjana Sastra (S.S.)                                   |

| No | Faculties, Schools, and Departments / Programs   | Program   | Academic Title   |
|----|--|---|--|
|    | <ul style="list-style-type: none"> <li>• Psychology</li> <li>• Business Law</li> <li>• International Relations</li> <li>• Primary Teacher Education</li> </ul>   | <p>S1</p> <p>S1</p> <p>S1</p> <p>S1</p>                                 | <p>Sarjana Psikologi (S.Psi.)</p> <p>Sarjana Hukum (S.H.)</p> <p>Sarjana Sosial (S.Sos.)</p> <p>Sarjana Pendidikan (S.Pd.)</p>   |
| 7. | <p>Faculty of Digital Communication and Hotel &amp; Tourism @Greater Jakarta</p> <ul style="list-style-type: none"> <li>• Hotel Management</li> <li>• Business Hotel Management</li> <li>• Tourism</li> <li>• Communication: <ul style="list-style-type: none"> <li>○ Marketing Communication</li> <li>○ Mass Communication</li> <li>○ Creative Communication</li> </ul> </li> </ul> <p>Faculty of Economics and Communication @Malang</p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Public Relations</li> </ul> | <p>DIV</p> <p>DIV</p> <p>S1</p> <p>S1</p> <p>S1</p> <p>S1</p> <p>S1</p> | <p>Sarjana Terapan Pariwisata (S.Tr.Par.)</p> <p>Sarjana Terapan Pariwisata (S.Tr.Par.)</p> <p>Sarjana Pariwisata (S.Par.)</p> <p>Sarjana Ilmu Komunikasi (S.I.Kom.)</p> |

## 2.1.15 Students Support Facilities BINUS

### A. Student Advisory and Support Center (SASC) @Greater Jakarta

For most high-school graduates, studying at university is a brand new experience. Students need to be independent and self-motivated. To overcome these differences, BINUS UNIVERSITY established the SASC in BINUS Kemanggisian and BINUS Bekasi to provide support for students in their new academic journey so that they can adapt and graduate on time.

As a centre, the SASC consists of three services: Counselling, Mentoring, and Disabilities Services Department.

- a. Counselling services aim to help students who had psychological problems related to the academic and non-academic fields that can interfere with their study at BINUS University. Services are provided for students and parents through individual counselling and specific programs as needed. Students who involve in these programs are expected to experience an increased feeling of psychological well-being, which able them to achieve optimal academic performances.
- b. Mentoring services provide learning facilities for students such as mentors, tutors, modules and learning environments to support students to learn creatively. Mentoring creates a learning community which managed by students and staffs so that students can achieve optimal performance.
- c. Disability Services Department is a special section that serves students with a disability who need assistance related to their particular needs in studying. This service is also helping students with special needs to be able to take part in the teaching and learning process at BINUS University optimally according to their potential. The Disability Services Department is only available at BINUS Kemanggisian.

All of SASC departments are dedicated to ensuring all BINUS UNIVERSITY students to be successful in their academic pursuit through advisory activities.

## 1. Student Advisory and Development Center (SADC) BINUS @Bandung

SADC is one of the support units at Bina Nusantara @Bandung which has a role to assist students in developing their potential. The goals of SADC are:

1. Providing support and services for students (academic and non-academic)
2. Increasing students' employability skills
3. Coordinating various activities to help students from the first year until graduating from college
4. Fostering student organizations in order to develop organizational activities

### ➤ Student Advisory

For students who need assistance to support successful learning during college, several services are available:

#### a) Counseling

Counseling services, both in academic and non-academic fields that can interfere with their study at BINUS University. Services are provided for students and parents through individual counselling and specific programs as needed. Students who involve in these programs are expected to experience an increased feeling of psychological well-being, which able them to achieve optimal academic performances.

#### b) Monitoring and Evaluation

- Student Advisory will observe Students academic achievement, based on the GPA and Credit achieved in each semester.
- Minimum GPA is 2.00 in each semester, and cumulative credits achieved is multiple 15 credits per semester.
- Minimum grade should be achieved by students, otherwise Student Advisory will send Academic Deviation Warning Letter (SPPPA).

#### c) Mentoring

Mentoring services provide learning facilities for students such as mentors, modules and learning environments to support students to learn creatively. Mentoring Program is available for all students who need enrichment in specific subjects. Students who get under targeted GPA and Credit Cumulative per semester will automatically registered in this program. Students who have enough grades but require assistance in order to get better grades need to contact Student Advisory Officer to get a seat.

### ➤ Student Activity & Development

#### a) Student Development

Students who want to develop their personal skills can participate in various activities, such as:

- Training: provides a variety of self-skills development training, both academic skills and employability skills.
- Campus activist development program (Mentor, Freshmen Leader, Student Organization Management).

**b) Student Club & Activity**

Is a part of students' services in accommodating student's clubs and activities in terms of coaching in improving students' leadership and management skills through various activities. Assisting, controlling, and evaluating student organizations both on Student Association and Student Activity Unit.

**2. Student Development Center (SDC) BINUS @Malang**

SDC is one of the support units at Bina Nusantara @Malang which has a role to assist students in developing their potential. The goals of SDC are:

1. Providing support and services for students (academic and non-academic)
2. Increasing students' employability skills
3. Coordinating various activities to help students from the first year until graduating from college
4. Fostering student organizations to develop organizational activities

SDC provide two support services units, namely: Student Advisory & Support and Student Activity & Development.

**➤ Student Advisory & Support**

For students who need assistance to support successful learning during college, several services are available:

**a. Counseling**

- Counseling services, both in academic and personal problems which hindering students' potentials to get higher academic achievement.
- Counseling services are provided to both students and parents.
- Student Advisory also provides counseling and support services for disability students.

**b. Monitoring and Evaluation**

- Student Advisory will observe Students academic achievement, based on the GPA and Credit achieved in each semester.
- Minimum GPA is 2.00 in each semester, and cumulative credits achieved is multiple 15 credits per semester.
- Minimum grade should be achieved by students, otherwise Student Advisory will send Academic Deviation Warning Letter (SPPPA).

**c. Mentoring**

Mentoring Program is available for all students who need enrichment in specific subjects. Students who get under targeted GPA and Credit Cumulative per semester will automatically registered in this program. Students who have enough grades but require assistance to get better grades need to contact Student Advisory Officer to get a seat.

**d. Webinar Series**

A psychoeducation program that designed to deliver psychological issues in classical. This program aims to increasing mental-health awareness in students and improving student's well-being in sharing session. Webinar Series provided for both students (Webinar Carnival) and parents (in a series of Parents Gathering events that held in each semester).

### ➤ **Student Activity & Development**

Is a part of students' supporting units which provide activities in developing soft skills and accommodate students' club in improving talent, reasoning, and activities to the students communities, the following are the services:

#### **a. Student Development**

Students who want to develop their personal skills (Global EES) can participate in various activities, such as:

- Training: provides a variety of self-skills development training, both academic skills and employability skills.
- Supporting activities: Seminars, Workshops, Campus Creative Class, Personal Development Day, by raising the latest topics and presenting professional speakers.
- Campus activist development program (Mentor, Freshmen Leader, Student Organization Management).
- Research and Academic Writing Program: Scientific Debate Program based on the paper of the latest issue in student's environment.
- Assisting, controlling, and evaluating student organizations both on Student Association and Student Activity Unit.

#### **b. Student Club & Activity**

Is a part of students' services in accommodating student's clubs and activities in terms of coaching in improving students' leadership and management skills through various activities, such as:

- LDK A (Activist Basic Leadership Training): Provides initial knowledge of student's clubs hierarchy and the coordination among the members.
- LDK CP (Basic Leadership Training for Students Committee Candidates): Provide management skills and organization strategic planning for the candidates of Students Organization committee.
- Porsinara BINUS @Malang: An annual competition event for the students of Bina Nusantara University @Malang in involving themselves in sport and art competitions.

#### **c. Community Development - Teach For Indonesia**

Teach for Indonesia (TFI) BINUS @ Malang is a representative unit of the central TFI BINUS University which focuses on two program areas, namely Bina Nusantara social responsibility and social service activities by students in a program entitled community service. The social community service activity itself is part of student learning activities to hone their social sensitivity and ability in society through sustainable community development. The theme of coaching is divided into four categories, namely: health, environment, education, and community welfare.

### **3. Student Advisory and Development Center (SADC) BINUS @Semarang**

#### ➤ **Student Advisory**

##### **a. Counseling**

Counselling services aim to help students who had psychological problems related to the academic and non-academic fields that can interfere with their study at BINUS University. Services are provided for students and parents through individual counselling and specific programs as needed.

**b. Monitoring & Evaluation**

- Student Advisory observe Students academic achievement, based on GPA and Credit achieved in each semester.
- Minimum GPA is 2.00 in each semester, and cumulative credits achieved is multiple 15 credits per semester.
- Minimum grade should be achieved by students, otherwise Student Advisory will send Academic Deviation Warning Letter (SPPPA).

**c. Mentoring**

Mentoring Program is available for all students who need enrichment in specific subjects. Students who get under targeted GPA and Credit Cumulative per semester will automatically registered in this program. Mentoring services provide learning facilities for students such as mentors, tutors, modules and learning environments to support students to learn creatively.

**➤ Student Activity & Development**

SDC is one of the support units at Bina Nusantara @Semarang which has a role to assist students in developing their potential. The goals of SDC are:

- Providing support and services for students (academic and non-academic)
- Increasing students' employability skills
- Coordinating various activities to help students from the first year until graduating from college
- Fostering student organizations to develop organizational activities

*SDC provide two support services units, namely: Student Advisory & Support and Student Activity & Development.*

**B. Language Center**

Language Center prepares first-year students so that they can improve their language skills and communicate effectively. In addition, students will also be supported by an EESE (Employability and Entrepreneurial Skills Enhancement) program in English in accordance with the applicable context and more communicative setting. The aim is to improve verbal and nonverbal communication skills in a formal manner.

The interactive English learning process includes **Synchronous and Asynchronous**. **Synchronous learning involves** the use of online media for video conferencing such as Zoom and Microsoft Teams. In addition, Binus Maya Learning Management System (BIMAY LMS) serves as a learning platform with various learning content. In **Asynchronous** learning, students and lecturers communicate regularly through the Discussion Forum and Independent assignments to monitor the progress of learning each period through Binus Maya (BIMAY). Technically, the Language Center also provides MOOCs to enrich and improve students' understanding such as Academic Writing. Furthermore, Language Center also encourages students to participate in teaching programs, English Tutors. In this program, the students will receive training from lecturers before EESE program (Employability and Entrepreneurship Skill Enhancement).

Language Center also provides Video-Based Learning (VBL) as more interactive content and education for all students. VBL can be accessed through the learning channel on the Language Center BINUS YouTube Channel. The materials in the Language Center microsite will help students to gather information and develop English literacy skills. For further information, please access the page [www.lc.binus.ac.id](http://www.lc.binus.ac.id) or contact [lcadmin@binus.ac.id](mailto:lcadmin@binus.ac.id). For Beelingua services, please contact [admin.beelingua@binus.edu](mailto:admin.beelingua@binus.edu).

