

Communication – Digital Business Communication (Blended Learning)

Introduction

The Digital Business Communication Program (Blended Learning) is specifically designed for students and working professionals aiming to advance their careers as strategic communicators in the modern digital landscape. The curriculum is meticulously structured to align with fast-evolving industry demands, combining core communication science with a strong focus on brand communication and corporate communication strategies. Beyond theoretical foundations, the program emphasizes the holistic development of high-demand professional soft skills—such as persuasive negotiation, business writing, and strategic problem-solving. Through these comprehensive tracks, Digital Business Communication Program (Blended Learning) prepares agile, tech-savvy leaders and entrepreneurs who possess the digital resilience needed to manage brand reputation, build audience engagement, and drive impactful innovation according to global business needs.

Vision

A world class Communication Study Program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation

Mission

The mission of Communication Study Program is to contribute to the global community through the provision of world-class education by:

1. Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards.
2. Resolving the nation's issues through high impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system

Program Objective

The objectives of the program are:

1. Educating students with data, technology, and humanity literacy to become competent professionals and entrepreneurs in the digital era.
2. Developing resilient character by integrating diversity, equality, and inclusion values into communication science to create sustainable future and society.
3. Creating a global mindset for students and lecturers through international experiences and partnerships to become global citizen.

Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective
2. Able to perform multi-channel communication
3. Able to implement humanity value and professional ethics in communication practices
4. Able to demonstrate relevant digital business communication skills to achieve company goals that align with the needs of target audiences
5. Able to solve problems through the multidisciplinary approach

Prospective Career of the Graduates

With the above-mentioned skills and knowledge, the communication graduate is able to follow a career in:

1. E-commerce and Content Marketing Specialist
2. Product and Service Communication Specialist
3. Stakeholder Relations Specialist
4. Community Relations Specialist
5. Influencer Marketing
6. Key Opinion Leader (KOL) Engagement Specialist
7. Digital Campaign Specialist
8. Content Strategist (Content Writer, Video Producer, Podcaster)
9. Public Relations
10. Event Organizer
11. Social Media Specialist
12. Media Relations Specialist
13. Client Management Service Specialist
14. Account Executive

Curriculum

The curriculum has been developed to provide an education with high quality standards. It is based on the development of the sciences and practices related to government regulation, economics, and information technology.

Course Structure

Sem	Course Code	Course	SCU	Total
1	COMM6788019	Foundation and Philosophy of Communication	4	20
	ENGL6163019	English Professional	4	
	COMM6787019	Human Communication in Digital Society	4	
	COMM6794019	Public Speaking	4	
	COMM6796019	Intercultural Communication	4	
2	CHAR6019019	Character Building: Pancasila	2	20
	COMM6795019	Theory of Communication	4	
	COSC6012019	Foundations of Artificial Intelligence	2	
	COMM6793019	Digital Communication Ethics and Data Storytelling	4	
	COMM6790019	Organizational Communication	4	
	COMM6789019	Persuasive Communication and Negotiation	2/2	
3	COMM6792019	Quantitative Methods for Communication Research	4/2	20
	COMM6801019	Consumer Behavior	4	
	CHAR6020019	Character Building: Kewarganegaraan	2	
	COMM6791019	Business Communication	2/2	
	COMM6797019	Qualitative Methods for Communication Research	2/2	
4	COMM6802019	Business Writing	2/2	20
	COMM6798019	Strategic Communication	4	

Sem	Course Code	Course	SCU	Total
	LANG6031019	Indonesian	2	
	COMM6806019	Business Presentation	4	
	COMM6800019	Integrated Brand Communication	4	
	ENPR6253005	Entrepreneurship	2	
5	CHAR6021019	Character Building: Agama	2	20
	COMM6799019	Digital Storytelling	2/2	
	COMM6803019	Media Planning and Monitoring	2/2	
	COMM6804019	Digital Communication Planning and Production	4/2	
	COMM6805019	Communication Performance Evaluation	2/2	
6	Minor Program			20
	Free Electives			
	Enrichment Program I			
7	Free Electives			20
	Enrichment Program II			
8	ACCT6187039	Thesis	6	6
			Total SCU	146

*Semester 6: Students are required to choose Minor Program or Free Electives or Enrichment Program.

*Semester 7: Students are required to choose Free Electives or one of enrichment program tracks. See appendix for the details

Appendix: Minor Program

Minor Scheme

Minor Program	Semester 6
Minor @Binus Online	
Technopreneurship	v
Artificial Intelligence in Business	v

1. Minor Program: Technopreneurship

Course Code	Course	SCU
ACCT6384039	Accounting for Small Medium Enterprise	4
MKTG6296038	Digital Marketing for Manager	4
ISYS6619035	UX for Digital Business	4
COMP6725036	Big Data Technologies	4
ISYE6196037	Industrial Feasibility Analysis	4
Total SCU		20

2. Minor Program: Artificial Intelligence in Business

Course Code	Course	SCU
ISYS6776035	Managerial Support Systems	4
ACCT6473039	Artificial Intelligence for Audit, Forensic Accounting, and Valuation	4
COMP6936036	Machine Learning	4
MGMT6483038	AI Marketing and Predicting Consumer Experiences	4
ISYE6284037	Cognitive Ergonomics	4
Total SCU		20

Appendix: Free Electives
Free Elective

For students who take free electives track in the 6th semester, the following is a list of courses that students can take for 20 credits.

No	Program Studi	Course Code	Course	SCU	Semester
1	Management PJJ	MGMT6448038	Operations Management	4	6
2	Management PJJ	MKTG6117038	Entrepreneurial Marketing	4	6
3	Management PJJ	ENTR6053038	Entrepreneurial Finance	4	6
4	Management PJJ	MGMT6552038	Digital Logistic	4	6
5	Management PJJ	MGMT6551038	Ethics and Leadership in Digital Business	4	6
6	Industrial Engineering PJJ	ISYE6098037	Supply Chain Risk & Negotiation	4	6
7	Accounting PJJ	ACCT6482039	Sustainability Reporting and Assurance	4	6
8	Information Systems PJJ	ISYS6701035	User Experience Research and Design	4	6

For students who take free electives track in the 7th semester, the following is a list of courses that students can take for 20 credits.

No	Program Studi	Course Code	Course	SCU	Semester
1	Management PJJ	ENPR6300038	Managing Entrepreneurial Organization and Leadership	4/2	7
2	Management PJJ	MGMT6562038	E-Corporate Strategy and Management	4/2	7
3	Management PJJ	MGMT6563038	E-Marketing and E-CRM	4/2	7
4	Management PJJ	BUSS6049038	Managing Innovation	4	7
5	Management PJJ	MGMT6553038	Digital Retail and Merchandising	4	7
6	Computer Science PJJ	COMP6941036	Data Mining for Business Analytics	4/2	7
7	Information Systems PJJ	ISYS6941035	Social Informatics	4/2	7
8	Information Systems PJJ	ISYS6942035	Information System Security	4/2	7

Appendix: Enrichment Enrichment Track Scheme

Track scheme for semester 6 and 7. Student will take one of the tracks:

Enrichment Program Track									
Track	Semester 6	Semester 7							
	IS	IN	EN	RS	CD	SA	IS	FS	IDP
1	v	v							
2	v		v						
3	v			v					
4	v				v				
5	v					v			
6	v						v		
7	v								v

Students in semester 6 who take minor program or free electives, in semester 7 can take the enrichment track as follows:

Enrichment Program Track									
Track	Semester 7								
	IN	EN	RS	CD	SA	IS	FS	IDP	
1	v								
2		v							
3			v						
4				v					
5					v				
6						v			
7									
8									v

Note:

- IN : Certified Internship
- EN : Certified Entrepreneurship
- RS : Certified Research
- CD : Certified Community Development
- SA : Certified Study Abroad
- FS : Further Study
- IS : Certified Specific Independent Study
- IDP : Certified Individual Development Project

Certified Internship Track

Course Code	Course	SCU	Total SCU
COMM6809019	Working Experience in Digital Business Communication	6	20
COMM6810019	Digital Business Communication in Practice	4	
COMM6811019	Industrial Experience in Digital Business Communication	6	
COMM6812019	Employability and Entrepreneurial Skills in Digital Business Communication Industry	4	

Certified Entrepreneurship Track

Course Code	Course	SCU	Total SCU
COMM6813019	Business Start Up in Digital Business Communication	6	20
COMM6814019	Business Model & Validation in Digital Business Communication	4	
COMM6815019	Launching New Venture in Digital Business Communication	6	
COMM6816019	Entrepreneurship and Managing New Business in Digital Business Communication	4	

Certified Research Track

Course Code	Course	SCU	Total SCU
COMM6817019	Digital Business Communication Research Experience	6	20
COMM6818019	Scientific Writing in Digital Business Communication Research	4	
COMM6819019	Academic Writing for Digital Business Communication Research	6	
COMM6820019	Global Employability and Entrepreneurial Skills in Digital Business Communication Research	4	

Certified Community Development Track

Course Code	Course	SCU	Total SCU
COMM6821019	Community Development Project Implementation in Digital Business Communication	6	20
COMM6822019	Community Development Project Design in Digital Business Communication	4	
COMM6823019	Digital Business Communication Program Execution for Community	6	
COMM6824019	Employability and Entrepreneurial Skills in Digital Business Communication Community	4	

Certified Study Abroad Track

Course Code	Course	SCU	Total SCU
GLOB6415019	Elective Course for Study Abroad 1	4	20
GLOB6416019	Elective Course for Study Abroad 2	4	
GLOB6417019	Elective Course for Study Abroad 3	3	
GLOB6418019	Elective Course for Study Abroad 4	3	
GLOB6419019	Elective Course for Study Abroad 5	3	
GLOB6420019	Elective Course for Study Abroad 6	2	
GLOB6421019	Elective Course for Study Abroad 7	2	
GLOB6422019	Elective Course for Study Abroad 8	2	
GLOB6423019	Elective Course for Study Abroad 9	1	
GLOB6424019	Elective Course for Study Abroad 10	1	
GLOB6425019	Elective Course for Study Abroad 11	4	
GLOB6426019	Elective Course for Study Abroad 12	4	
GLOB6427019	Elective Course for Study Abroad 13	3	
GLOB6428019	Elective Course for Study Abroad 14	3	
GLOB6429019	Elective Course for Study Abroad 15	3	

Course Code	Course	SCU	Total SCU
GLOB6430019	Elective Course for Study Abroad 16	2	
GLOB6431019	Elective Course for Study Abroad 17	2	
GLOB6432019	Elective Course for Study Abroad 18	2	
GLOB6433019	Elective Course for Study Abroad 19	1	
GLOB6434019	Elective Course for Study Abroad 20	1	

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

Certified Specific Independent Study Track Enrichment Program I

For students who take Specific Independent Study Track in the 6th semester, they should take these courses:

Course Code	Course	SCU
CSIS6037019	Course Certification	3
CSIS6038019	Technical Skill Enrichment	4
CSIS6039019	Industrial Project	9
CSIS6040019	Soft Skill Enrichment	4
CSIS6041019	Elective Course for Specific Independent Study 1	4
CSIS6042019	Elective Course for Specific Independent Study 2	4
CSIS6043019	Elective Course for Specific Independent Study 3	3
CSIS6044019	Elective Course for Specific Independent Study 4	3
CSIS6045019	Elective Course for Specific Independent Study 5	3
CSIS6046019	Elective Course for Specific Independent Study 6	2
CSIS6047019	Elective Course for Specific Independent Study 7	2
CSIS6048019	Elective Course for Specific Independent Study 8	2
CSIS6049019	Elective Course for Specific Independent Study 9	1
CSIS6050019	Elective Course for Specific Independent Study 10	1
CSIS6051019	Elective Course for Specific Independent Study 11	4
CSIS6052019	Elective Course for Specific Independent Study 12	4
CSIS6053019	Elective Course for Specific Independent Study 13	3
CSIS6054019	Elective Course for Specific Independent Study 14	3
CSIS6055019	Elective Course for Specific Independent Study 15	3
CSIS6056019	Elective Course for Specific Independent Study 16	2
CSIS6057019	Elective Course for Specific Independent Study 17	2
CSIS6058019	Elective Course for Specific Independent Study 18	2
CSIS6059019	Elective Course for Specific Independent Study 19	1
CSIS6060019	Elective Course for Specific Independent Study 20	1
CSIS6097019	Elective Course for Specific Independent Study 21	6
CSIS6098019	Elective Course for Specific Independent Study 22	6
CSIS6099019	Elective Course for Specific Independent Study 23	6
Total SCU		20

**) 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 23 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

Enrichment Program II

For students who take Specific Independent Study track in the 7th semester, they should take these courses:

Course Code	Course	SCU
CSIS6037019	Course Certification	3
CSIS6038019	Technical Skill Enrichment	4
CSIS6039019	Industrial Project	9
CSIS6040019	Soft Skill Enrichment	4
CSIS6100019	Elective Course for Specific Independent Study 24	4
CSIS6101019	Elective Course for Specific Independent Study 25	4
CSIS6102019	Elective Course for Specific Independent Study 26	3
CSIS6103019	Elective Course for Specific Independent Study 27	3
CSIS6104019	Elective Course for Specific Independent Study 28	3
CSIS6105019	Elective Course for Specific Independent Study 29	2
CSIS6106019	Elective Course for Specific Independent Study 30	2
CSIS6107019	Elective Course for Specific Independent Study 31	2
CSIS6108019	Elective Course for Specific Independent Study 32	1
CSIS6109019	Elective Course for Specific Independent Study 33	1
CSIS6110019	Elective Course for Specific Independent Study 34	4
CSIS6111019	Elective Course for Specific Independent Study 35	4
CSIS6112019	Elective Course for Specific Independent Study 36	3
CSIS6113019	Elective Course for Specific Independent Study 37	3
CSIS6114019	Elective Course for Specific Independent Study 38	3
CSIS6115019	Elective Course for Specific Independent Study 39	2
CSIS6116019	Elective Course for Specific Independent Study 40	2
CSIS6117019	Elective Course for Specific Independent Study 41	2
CSIS6118019	Elective Course for Specific Independent Study 42	1
CSIS6119019	Elective Course for Specific Independent Study 43	1
CSIS6120019	Elective Course for Specific Independent Study 44	6
CSIS6121019	Elective Course for Specific Independent Study 45	6
CSIS6122019	Elective Course for Specific Independent Study 46	6
Total SCU		20

*) 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 24 to 46 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Individual Development Project Track

Course Code	Course	SCU	Total SCU
COMM6825019	Industrial Project Planning in Digital Business Communication	6	20
COMM6826019	Industrial Project Implementation in Digital Business Communication	4	
COMM6827019	Industrial Project Evaluation and Reporting in Digital Business Communication	6	
COMM6828019	Business Ethics in Digital Business Communication Industry	4	

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

No.	Course Code	Course	SCU	Minimal Grade	Semester
1	CHAR6019019	Character Building: Pancasila	2	B	2
2	ENPR6253005	Entrepreneurship	2	C	4
3	COMM6795019	Theory of Communication	4	C	2
4	COMM6793019	Digital Communication Ethics and Data Storytelling	4	C	2
5	COMM6789019	Persuasive Communication and Negotiation	2/2	C	2
6	COMM6791019	Business Communication	2/2	C	3
7	COMM6798019	Strategic Communication	4	C	4
8	COMM6804019	Digital Communication Planning and Production	4/2	C	5

