

Business Management

Introduction

In facing rapid growth in the service business in the global market, especially in the fields of e-commerce, marketplace, and supply chain, it is necessary to provide graduates to fill the growing demand for professionals in the service business which is equipped with higher cognitive skills and social and emotional skills. In connection with that, Business Management Program provides its students with a suitable curriculum to deal with these challenges. The Program has had international business school accreditation (AACSB) and national BAN-PT

'UNGGUL' accreditation. The Program equips the students with knowledge and expertise in management concepts, creative thinking and entrepreneurial skills, global mindset, ethics and digital service and supply chain management. The uniqueness of this program is strengthening the students with "service business and supply chain". The service and supply chain will be crucial future competencies for any company, namely the competencies in developing integrated solutions for customer problems (service orientation), including managing the internal and external parties (supply chain) and use of the latest technology in the process (digital). Therefore, these competencies will be a key competitive advantage for any company. The students will also get updated knowledge and experience from industries and soft-skills training/workshops that enable them to survive and expand their capacity. The teaching-learning process is carried out through a variety of teaching-learning strategies encompassing business case studies, business simulations, laboratory, collaborative learning, international guest lecturer, industry visit, role-playing, free-elective course and enrichment program or KAMPUS MERDEKA.

Vision

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

Mission

Providing world class business education to build the nation and to contribute to community development by means of:

- **Educating BINUSIANS to develop exemplary characters through holistic approach.**

Educating BINUSIANS to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.

- **Resolving business and entrepreneurship issues with meaningful and relevant research.**

Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

- **Fostering BINUSIANS through self-enrichment.**

Nourishing BINUSIANS' SPIRIT for improving personal and professional capabilities

- **Empowering BINUSIANS to continuously improve business community.**

Invigorating BINUSIANS to solve the business community challenges through academic and community service activities.

Competency Goals

By the completion of our program

1. Management and Business Concepts

Each student should be able to comprehend management and business concepts.

2. Problem Solving and Entrepreneurial Skills

Each student should be able to systematically and innovatively solve problems and overcome challenges in businesses.

3. Global Mindsets

Each student should be able to perform global mindset in applying business concept.

4. Professionalism and Ethical Competence

Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

Graduates of the Business Management Program will have prospective careers, particularly in e-commerce development, business development, logistics/supply chain analysis, procurement/purchasing analyst, business analyst, human resource development, business consultant, and service provider (solopreneur). The graduates also have competency in carrying out the transformation from a conventional business to a service business as a business (servitization) analyst.

Curriculum

The curriculum of the Business Management Program has been designed to meet today's global business challenges, especially in the service business by embedding 50% of general competencies (management concepts, creative thinking and entrepreneurial skills, global mindset, and ethics) and 50% of specific competencies (service business and supply chain). The curriculum also encompasses 70% of class-based learning and 30% of real practices. Class-based learning (face-to-face and online/GSLC) will be delivered in semesters 1-5. In semester 5, the students will also get 10 SCU (SKS) for free elective courses namely the courses that can be elected by students according to their interest from all courses offered by all programs (outside Business Management Program) at BINUS University. In semesters 6-7, the students will get an enrichment program (3+1 Program) with 9 tracks (internship, research, entrepreneurship, community service, study abroad, micro-credentials, certifications, industry course, and further study) and KAMPUS MERDEKA. In semester 8, the students must complete their thesis (survey/SLR/ publication/business case/problem solving). In the program, the on-time study is 4 years or 8 semesters. The students will be able to graduate faster (3.5 years or 7 semesters) if their minimum GPA is 3.00 by completing their thesis in semester 7. The teaching-learning process is delivered in Indonesian, but some courses are delivered in English (3 dinE courses). In developing the student's global mindset, the program provides study abroad, international lectures, student exchange or mobility (IISMA), dinE courses, and international certifications. The international certification tracks consisted of sustainability management, service management, retail management, and logistics/supply chain management. The Program's curriculum used international standards (AACSB) and collaborated with foreign universities, business associations, and industries.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ISYS6181005	Management Information Systems for Leader	4	
	MATH6176005	Business Mathematics	2	
	MGMT6011005	Introduction to Management and Business* - (AOL)	4	
	MKTG6318005	Marketing Management*&** - (AOL)	4	
	MGMT6012005	Human Resources Management - (AOL)	4	
	Foreign Language Courses			
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	MGMT6297005	Operations Management**	4	
	ACCT6351005	Accounting for Business	4	
	ECON6099005	Business Economics – (AOL)	4	
	LANG6027005	Indonesian	2	
	STAT6206005	Business Statistics I	2	
	BUSS6066005	Business Ethics** - (AOL)	2	
Foreign Language Courses			0	
3	CHAR6015005	Character Building: Agama	2	22
	FINC6001005	Financial Management**	4	
	STAT6207005	Business Statistics II – (AOL)	2/2	
	BUSS6171005	Business Sustainability** - (AOL)	4	
	ENTR6509005	Entrepreneurship: Ideation – (AOL)	2	
	MGMT6239005	Service Operation Management*	2	
	MGMT6238005	Service Management Fundamental**	4	
Foreign Language Courses			0	
4	ENTR6510005	Entrepreneurship: Prototyping	2	20
	MGMT6455005	Servitization and Customer Experience Management	2	
	MKTG6274005	Service Marketing Management** - (AOL)	4	
	MGMT6456005	Fundamentals of Supply Chain Management**	4	
	MGMT6401005	Digital Supply Chain Management**	2	
	MGMT6365005	Current Issue in Service Business and Technology**	2	
	MGMT6457005	Global Supply Chain Services*&**	4	
Foreign Language Courses			0	
5	ENTR6511005	Entrepreneurship: Market Validation	2	18
	RSCH6726005	Research Methodology for Service Business	3/1	
	MGMT6400005	Supply Chain Strategy	2	
	Free Electives			
Minor Program			10	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6404005	Pre Thesis	2	6
	MGMT6415005	Thesis	4	
	MGMT6017005	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English

***) Global Learning System course

-) **AOL** - Assurance of Learning Process System

Minor or Free Electives:

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

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253005	English for Frontrunners	0
ENGL6254005	English for Independent Users	0
ENGL6255005	English for Professionals	0
JAPN6190005	Basic Japanese Language*	0
CHIN6163005	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

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

Minor Program	Semester 5
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Culinary	V
Korean Culture and Creativity	V
Minor @ Binus Malang	
Chinese for Career Pathways	V
English for Business Professionals	V
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Minor @ Binus Semarang	
Content Creation	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	-

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

1. Minor Program: Blockchain Technology and Business

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
Total SCU	10

Additional Information

None

2. Minor Program: Creative Digital Storytelling

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course		SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
Total SCU		10

Additional Information

None

3. Minor Program: Cross Cultural Communication

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course		SCU
CHIN6132026	Chinese Conversation in Daily Activities	4
COMM6502019	Communication in Diversity	2
BUSS6170025	Asian Business Ethics	4
Total SCU		10

Additional Information

None

4. Minor Program: Data Analytics

Introduction

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

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course		SCU
ISYS6680003	Introduction to Data Analytics	2
ISYS6681003	Data Management & Descriptive Analytics	4
STAT6198049	Statistical for Decision Making	4
Total SCU		10

Additional Information

None

5. Minor Program: Digital Banking

Introduction

A set of elective courses students can take from selected study programs at Binus University. This set aims to:

1. Comprehensive understanding of various concepts and practices in digital banking.
2. Critically Evaluate the implementation of digital banking for business optimization.
3. Apply relevant techniques of digital banking for business.
4. Develop solutions for various problems in digital banking.

Career Options

This minor would substantially contribute to the banking profession in Indonesia and its ecosystem (regulators, IT-Business Consultant, Financial Analysts, and other Finance Professions).

Course Distribution

Fundamental Courses

Course		SCU
ISYS6824003	Technology Innovation in Banking	2
FINC6217020	Bank Risk Management in the Digital Era	4
FINC6218020	Digital Finance and The Role of Central Bank	4
Total SCU		10

Additional Information

None

6. Minor Program: Digital Ecosystem

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Additional Information

None

7. Minor Program: English for Business Professionals

Introduction

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

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

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

Additional Information

None

8. Minor Program: Event Business and Entertainment

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

9. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

10. Minor Program: Robotic Process Automation

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

Additional Information

None

11. Minor Program: Sustainable Development

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
ISYE6154011 Sustainable Design and Manufacture	4
CPEN6217010 Digital for Sustainable Development	4
ARCH6119014 Introduction to Sustainable Development	2
Total SCU	10

Additional Information

None

12. Minor Program: Digital Transformation

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
ISYS6559003 Business Models and Technology Innovation	4
ISYS6557003 Business Data Management	4
MGMT6484005 Digital Strategy	2
Total SCU	10

Additional Information

None

13. Minor Program: Culinary

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
Total SCU	10

SCU for HTMN6008021, HTMN6128021 are practical

Additional Information

None

14. Minor Program: Korean Culture and Creativity

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
HTMN6163021 Korean Cuisine and Culinary Arts	4
COMM6718019 Korean Language and Media	4
FILM6134009 Hallyu Creative Content	2
Total SCU	10

Additional Information

None

15. Minor Program: Chinese for Career Pathways

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
CHIN6196026 Mandarin for Future Career	4
CHIN6197026 Easy Way to HSK 2 Preparation	4
CHIN6198026 Exploring Modern Chinese Culture	2
Total SCU	10

Additional Information

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

16. Minor Program: Content Creation

Introduction

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

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

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

Additional Information

None

17. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the

comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

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

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

Career Options

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

Course Distribution

Fundamental Courses

Course		SCU
JAPN6221025	Essential Japanese Grammar (<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
Total SCU		10

Additional Information

None

Appendix: Free Electives (5th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6459005	Retail Management	4	5
2	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
3	Business Management	MKTG6324005	Retail Marketing Management	2	5
4	Business Management	MGMT6461005	Category Management	2	5
5	Management	MGMT6297005	Operations Management	4	5
6	Management	FINC6001005	Financial Management	4	5
7	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
8	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
9	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pacific Perspective	4	5
10	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
11	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
12	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
13	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
14	International Business Management	BUSS6223005	Trade in Asia	2	5
15	International Business Management	BUSS6224005	Special Topics in International Business	4	5
16	Civil Engineering	CIVL6080013	Construction Methods & Heavy Equipment	2	5
17	Computer Engineering	CPEN6098010	Computer Networks	2/2	5
18	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
19	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
20	Industrial Engineering	ISYE6115011	Transportation Modelling	2	5
21	Industrial Engineering	ISYE6167011	Decision Support System	2	5
22	Industrial Engineering	ISYE6168011	Financial Engineering	2	5
23	Industrial Engineering	ISYE6130011	Project Management	2	5
24	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
25	Industrial Engineering	ISYE6170011	Sustainable Engineering Systems	2	5
26	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	5
27	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
28	Food Technology	FOOD6094015	Nutrition & Health	4	5
29	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
30	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
31	Computer Science	ISYS6197001	Business Application Development	2/2	5
32	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
33	Marketing Communication	COMM6620019	Online Publishing	2/2	5
34	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
35	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
36	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
37	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
38	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
39	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
40	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
41	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
42	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
43	Tourism	TRSM6142022	Event Management	4	5
44	Tourism	TRSM6218022	Adventure Tourism Management	4	5
45	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
46	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
47	Tourism	TRSM6221022	Sport Tourism	2	5
48	Tourism	BUSS6137022	Tourism E-Business	4	5
49	Tourism	TRSM6212022	Indonesian Culture	4	5
50	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
51	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
52	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
53	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
54	Hotel Management	HTMN6146021	Food Safety Management	2	5
55	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
56	Hotel Management	HTMN6147021	Hospitality Management	4	5
57	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
58	Hotel Management	HTMN6123021	Hygiene and Safety for Hospitality	4	5
59	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
60	Hotel Management	HTMN6131021	Catering Management	2	5
61	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
62	Accounting	ACCT6461020	Accounting Syariah	2	5
63	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
64	Finance	FINC6010020	International Finance	2	5
65	Mobile Application & Technology	MOBI6068001	Web Design	2	5
66	Information Systems	ISYS6196003	Business Analytics	2	5
67	Information Systems	ISYS6199003	Data & Text Mining	4	5
68	Information Systems	ISYS6202003	Social Informatics	4	5
69	Information Systems	ISYS6289003	Collaborative Computing	4	5
70	Information Systems	ISYS6402003	Business Analytics	2/2	5
71	Information Systems	ISYS8066003	Business Process Management	4	5
72	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
73	Animation	DSGN6690007	Animation Storytelling	2	5
74	Creative Advertising	DSGN6661007	Photography	4	5
75	Interior Design	DSGN6612008	Design Trend	2	5
76	International Relations	INTR6137029	Indonesia in Perspectives	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
77	International Relations	INTR6180029	Introduction to International Media	2	5
78	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
79	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
80	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
81	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
82	English Literature	ENGL6169024	English for Professionals	2	5
83	Business Law	LAWS6017028	Intellectual Property Rights	4	5
84	Business Law	LAWS6110028	Cyber Law	2	5
85	Business Law	LAWS6159028	Legal Aspect in Business	2	5
86	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
87	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
88	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
89	Psychology	PSYC6130027	Human Performance Technology	4	5
90	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
91	Primary Teacher Education	EDUC6063030	English for Academic Purposes	2	5
92	Primary Teacher Education	EDUC6073030	ICT for Distance Learning	4	5
93	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
94	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
95	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
96	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
97	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
98	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
99	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
100	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
1	V							V							
2	V								V						
3	V									V					
4	V										V				
5	V											V			
6	V												V		

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
7	V													V	
8		V						V							
9		V							V						
10		V								V					
11		V									V				
12		V										V			
13		V											V		
14		V												V	
15			V					V							
16			V						V						
17			V							V					
18			V								V				
19			V									V			
20			V										V		
21			V											V	
22				V				V							
23				V					V						
24				V						V					
25				V							V				
26				V								V			
27				V									V		
28				V										V	
29					V			V							
30					V				V						
31					V					V					
32					V						V				
33					V							V			
34					V								V		
35					V									V	
36						V		V							
37							V		V						
38							V			V					
39							V				V				
40							V					V			
41							V							V	

Note:

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

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
MGMT6425005	Business Experience in Dynamic Industry	8	
MGMT6426005	Service Business Industrial Experience	8	
MGMT6366005	Entrepreneurial and Industrial Business Development	4	20
Enrichment Program II			
MGMT6427005	Professional Experience in Dynamic Organization	8	
MGMT6428005	Professional Practice in Service Business	8	20
MGMT6172005	Entrepreneurial and Industrial Business Development	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6908005	New Business Initiation	8	
ENTR6909005	Product Development Process	8	
ENTR6910005	EES in New Business I	4	20
Enrichment Program II			
ENTR6911005	Product Launching	8	
ENTR6912005	Business Development	8	20
ENTR6913005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6553005	Scientific Writing in Business Management	8	
RSCH6370005	Research for Business Management	8	
RSCH6453005	Global Entrepreneurship and Business Development	4	20
Enrichment Program II			
RSCH6373005	Research for Industrial Competition	8	
RSCH6554005	Scientific Writing in Management Research	8	20
RSCH6375005	Global Entrepreneurship and Industrial Competition	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6120005	Community Outreach Project Implementation	8	
CMDV6333005	Community Outreach Project Design in Management	8	
CMDV6254005	Socio Entrepreneurship Development	4	20
Enrichment Program II			
CMDV6117005	Community Development Project Implementation	8	
CMDV6334005	Community Development Project Design in Management	8	20
CMDV6094005	Managing Socio Entrepreneurship	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6005005	Elective Course for Study Abroad 1	4	
GLOB6006005	Elective Course for Study Abroad 2	4	
GLOB6007005	Elective Course for Study Abroad 3	4	
GLOB6008005	Elective Course for Study Abroad 4	4	
GLOB6009005	Elective Course for Study Abroad 5	2	
GLOB6010005	Elective Course for Study Abroad 6	2	
GLOB6011005	Elective Course for Study Abroad 7	2	
GLOB6012005	Elective Course for Study Abroad 8	2	
GLOB6013005	Elective Course for Study Abroad 9	2	
GLOB6014005	Elective Course for Study Abroad 10	2	
GLOB6015005	Elective Course for Study Abroad 11	2	
GLOB6016005	Elective Course for Study Abroad 12	2	
GLOB6251005	Elective Course for Study Abroad 29	4	
Enrichment Program II			
GLOB6017005	Elective Course for Study Abroad 13	4	
GLOB6018005	Elective Course for Study Abroad 14	4	
GLOB6019005	Elective Course for Study Abroad 15	4	
GLOB6020005	Elective Course for Study Abroad 16	4	
GLOB6021005	Elective Course for Study Abroad 17	2	
GLOB6022005	Elective Course for Study Abroad 18	2	
GLOB6023005	Elective Course for Study Abroad 19	2	
GLOB6024005	Elective Course for Study Abroad 20	2	
GLOB6025005	Elective Course for Study Abroad 21	2	
GLOB6026005	Elective Course for Study Abroad 22	2	
GLOB6027005	Elective Course for Study Abroad 23	2	
GLOB6028005	Elective Course for Study Abroad 24	2	
GLOB6253005	Elective Course for Study Abroad 31	4	

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

Certified Specific Independent Study Track

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			
Enrichment Program I/II			
CSIS6001005	Course Certification	3	20
CSIS6002005	Technical Skill Enrichment	4	
CSIS6003005	Industrial Project	9	
CSIS6004005	Soft Skill Enrichment	4	
CSIS6005005	Elective Course for Specific Independent Study 1	8	
CSIS6006005	Elective Course for Specific Independent Study 2	8	
CSIS6007005	Elective Course for Specific Independent Study 3	6	
CSIS6008005	Elective Course for Specific Independent Study 4	6	
CSIS6009005	Elective Course for Specific Independent Study 5	6	
CSIS6010005	Elective Course for Specific Independent Study 6	5	
CSIS6011005	Elective Course for Specific Independent Study 7	5	
CSIS6012005	Elective Course for Specific Independent Study 8	5	
CSIS6013005	Elective Course for Specific Independent Study 9	5	
CSIS6014005	Elective Course for Specific Independent Study 10	4	
CSIS6015005	Elective Course for Specific Independent Study 11	4	
CSIS6016005	Elective Course for Specific Independent Study 12	4	
CSIS6017005	Elective Course for Specific Independent Study 13	4	
CSIS6018005	Elective Course for Specific Independent Study 14	4	
CSIS6019005	Elective Course for Specific Independent Study 15	3	
CSIS6020005	Elective Course for Specific Independent Study 16	3	
CSIS6021005	Elective Course for Specific Independent Study 17	3	
CSIS6022005	Elective Course for Specific Independent Study 18	3	
CSIS6023005	Elective Course for Specific Independent Study 19	3	
CSIS6024005	Elective Course for Specific Independent Study 20	3	
CSIS6025005	Elective Course for Specific Independent Study 21	2	
CSIS6026005	Elective Course for Specific Independent Study 22	2	
CSIS6027005	Elective Course for Specific Independent Study 23	2	
CSIS6028005	Elective Course for Specific Independent Study 24	2	
CSIS6029005	Elective Course for Specific Independent Study 25	2	
CSIS6030005	Elective Course for Specific Independent Study 26	2	
CSIS6031005	Elective Course for Specific Independent Study 27	2	
CSIS6032005	Elective Course for Specific Independent Study 28	2	
CSIS6033005	Elective Course for Specific Independent Study 29	1	
CSIS6034005	Elective Course for Specific Independent Study 30	1	
CSIS6035005	Elective Course for Specific Independent Study 31	1	
CSIS6036005	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take

certified specific independent study courses outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits

Further Study Track

Code	Course Name	SCU	Total	
Enrichment Program II (Master of Management)				
ENTR6561005	Design Thinking for Innovation	4	20	
MKTG6299005	Business Negotiation	4		
MKTG6300005	Marketing Strategy	4		
STAT6187005	Applied Statistics	4		
MGMT6420005	Human Resources Management Strategy	4		
Enrichment Program II (Master of Management Information Systems)				
ISYS6829005	Digital Technology and Transformation	4	20	
ISYS6830005	Data Analytics for Business	6		
ISYS6831005	Applied Technology in Information Systems*	4		
Stream: Information Systems Strategic Management				
ISYS6849005	Strategic Planning for Information Systems	6		
Stream: Digitalpreneurship				
ENPR6250005	New Media Ventures and Innovation	6		
Enrichment Program II (Master of Communication)				
COMM6591005	Computer Mediated Communication	6	20	
COMM6596005	International Public Relations	4		
COMM6700005	Applied Communication Project*	4		
COMM6593005	Corporate Branding	6		
Enrichment Program II (Master of Industrial Engineering)				
ISYE6316005	Advanced Supply chain management and operations	4	20	
ISYE6317005	System Simulation and Analytics	6		
ISYE6319005	Applied Business Engineering Project*	4		
ISYE6318005	Industrial Product Design and Production	6		
Enrichment Program II (Master of Accounting)				
ACCT6511005	COSO Framework Internal Control & Fraud Prevention	4	20	
ACCT6503005	Risk Assessment Analytics	6		
FINC6220005	Financial Reporting Decisions	6		
ACCT6505005	Applied Technology in Accounting*	4		

The Table of Prerequisite for Global Business Marketing Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
MGMT6238005	4	3	MGMT6011005 Introduction to Management and Business	4	1
MGMT6415005	6	8	RSCH6726005 Research Methodology for Service Business	3/1	4

*) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No.	Course Code	Course Name	Minimal Grade
1.	CHAR6013005	Character Building: <i>Pancasila</i>	B
2.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	MKTG6318005	Marketing Management	C
4.	MGMT6012005	Human Resources Management*	C
5.	MGMT6011005	Introduction to Management and Business	C
6.	BUSS6066005	Business Ethics	C
7.	BUSS6171005	Business Sustainability	C
8.	MKTG6274005	Service Marketing Management	C

*) Tutorial and Multipaper

