

Global Business Marketing

Introduction

The Global Business Marketing program prepares students to succeed in fast-paced marketing environments. Students learn about the latest and emerging trends in marketing practice and shape their soft-skills which enable them to conquest global competition. This program has three values to be conveyed to students, i.e. dynamic (how to quick-response to the dynamic market trends), creative (how to design and execute creative marketing strategy and programs), and digitalized (how to apply digital concept in marketing activities in this technology era).

The 3+1 program extends outside the classroom to include real-world, hands-on, and global experiences, where students are encouraged and supported to pursue marketing internships and study abroad opportunities, which further prepare students for a career in marketing.

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.**

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

Learning 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 and Sustainability Mindsets

Each student should be able to perform global and sustainability mindsets in applying business concepts.

4. Professionalism and Ethical Competence

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

Prospective Career of the Graduates

1. Global Marketing Manager
2. Global Brand Manager/Strategist
3. Digital Marketer
4. Social Media Marketing Manager
5. Global Advertising and Promotion Manager
6. Product Strategist
7. Global Marketing Researcher/Consultant
8. Key Account Manager/Sales Manager
9. Customer Relationship Manager
10. Marketing Communication
11. Global Retail Marketer
12. Global Not-for-Profit Marketer

Curriculum

This curriculum is designed to meet the needs skills of Marketing practices skills and competencies in current global business conditions that will also fulfill students with sense of art and science of global business marketing discipline and provide adequate tools for marketing analysis of business problems.

The content of the curriculum is adjusted to the ICT based utilization of marketing in global market competition that focuses on online and offline marketing strategy. It also includes powerful marketing knowledge on how to identify global market needs, wants, and characteristics; how to design the right global marketing strategy; how to plan the effective global marketing program; how to sell the product/service to the global market, and how to maintain and utilize the relationship with global customers. These all will be delivered through unique and special subjects related to Global Business Marketing fields, such as Consumer Behaviour, Marketing Research, Retail & Omni Channel, Digital Marketing (Social Media & Content Marketing), Global Strategic Marketing in Asia Pasific Perspective and Customer Relationship Management.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ECON6099005	Business Economics - (AOL)	4	
	ISYS6181005	Management Information Systems for Leader	4	
	MATH6176005	Business Mathematics	2	
	MKTG6318005	Marketing Management*&*** - (AOL)	4	
	MGMT6011005	Introduction to Management and Business* - (AOL)	4	
	Foreign Language Courses		0	
2	CHAR6014005	Character Building: Kewarganegaraan	2	20
	ACCT6351005	Accounting for Business	4	
	MGMT6012005	Human Resources Management - (AOL)	4	
	STAT6206005	Business Statistics I	2	
	MKTG6297005	Consumer Behaviour*&***	2	
	LANG6027005	Indonesian	2	
	MGMT6297005	Operations Management**	4	
Foreign Language Courses		0		
3	BUSS6066005	Business Ethics** - (AOL)	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	MKTG6271005	Product & Brand Strategy*&***	2	
	MKTG6295005	Digital Marketing (360 Degree Media Planning)*&***	4	
	STAT6207005	Business Statistics II - (AOL)	2/2	

Sem	Code	Course Name	SCU	Total
	FINC6001005	Financial Management	4	
	MKTG6320005	Pricing Strategy	2	
	Foreign Language Courses		0	
4	CHAR6015005	Character Building: Agama	2	20
	BUSS6171005	Business Sustainability** - (AOL)	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	MKTG6321005	Marketing Data Analytics - (AOL)	4	
	MKTG6322005	Sales and Customer Relationship Management	4	
	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective*&***	4	
	Foreign Language Courses		0	
5	ENTR6511005	Entrepreneurship: Market Validation	2	20
	MKTG6631005	Marketing Research	3/1	
	MKTG6270005	Retail and Omni Channel*&***	2	
	MKTG6323005	Advanced Topic in Marketing	2	
	Free Electives		10	
	Minor Program		10	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	MGMT6405005	Pre-Thesis	2	6
	MGMT6411005	Thesis	4	
	MGMT6040005	Thesis	6	
			Total Credits 146 SCU	

*) This course is delivered in English

***) Global Learning System Course

-) AOL – Assurance of Learning Process System

Minor/Free Electives:

-) For 5th Semester: Students are required to choose Free Electives or Minor Program. 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 @ 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	MGMT6455005	Servitization and Customer Experience Management	2	5
2	Business Management	MKTG6319005	Service Marketing Management	4	5
3	Business Management	MGMT6457005	Global Supply Chain Services	4	5
4	Business Management	MGMT6401005	Digital Supply Chain Management	2	5
5	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	5
6	Business Management	MGMT6461005	Category Management	2	5
7	Management	MGMT6462005	Leadership Agility	4	5
8	Management	MGMT6463005	Organizational Behavior	4	5
9	Management	MGMT6464005	Corporate Governance	2	5
10	Management	BUSS6109005	Business Development	4	5
11	Management	MGMT6196005	Project Management	4	5
12	Management	BUSS6229005	Business Simulation	4	5
13	Management	MGMT6033005	Advanced Topics in Business and Organization	2	5
14	Management	LAWS6159005	Legal Aspect in Business	2	5
15	Management	MGMT6374005	Analysis on E-Business Investment	4	5
16	Management	ISYS6079005	E-Business System	4	5
17	Management	ISYS6744005	E-Business Strategy and Implementation	4	5
18	Management	ISYS6085005	Advanced Topics in E-Business	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
19	International Business Management	BUSS6222005	Export-Import Cost Management	2	5
20	International Business Management	BUSS6191005	Export-Import Management	2	5
21	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
22	International Business Management	BUSS6223005	Trade in Asia	2	5
23	International Business Management	BUSS6224005	Special Topics in International Business	4	5
24	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
25	Computer Engineering	CPEN6220010	Computer Networks & Information Security	4/1	5
26	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
27	Industrial Engineering	ISYE6115011	Transportation Modeling	2	5
28	Industrial Engineering	ISYE6167011	Decision Support System	2	5
29	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
30	Food Technology	CPEN6235015	IoT in Food Industry	2	5
31	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
32	Computer Science	COMP6823001	Multimedia Systems	2	5
33	Computer Science	ISYS6211001	Web Based Application Development	2/2	5
34	Computer Science	COMP8129001	User Experience	2/2	5
35	Computer Science	COMP7128001	Game Design	2	5
36	Computer Science	COMP6586001	Embedded Systems	2	5
37	Computer Science	COMP6144001	Web Programming	2/1	5
38	Computer Science	COMP6590001	Geographical Information System	2/2	5
39	Computer Science	ISYS6197001	Business Application Development	2/2	5
40	Marketing Communication	COMM6613019	Introduction to Media Industry	2	5
41	Marketing Communication	COMM6615019	Script Writing	2/2	5
42	Marketing Communication	COMM6625019	Theory of Mass Communication	2	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
43	Marketing Communication	COMM6617019	Media Convergence	2	5
44	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
45	Marketing Communication	COMM6620019	Online Publishing	2/2	5
46	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
47	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
48	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
49	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
50	Marketing Communication	COMM6628019	Communication Audit	2	5
51	Marketing Communication	COMM6425019	Event Management	2	5
52	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	5
53	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	5
54	Marketing Communication	COMM6630019	Crisis Communication	2	5
55	Marketing Communication	COMM6631019	Public Affair	2	5
56	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
57	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
58	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
59	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
60	Marketing Communication	COMM6637019	Brand Activation	2/2	5
61	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
62	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
63	Tourism	TRSM6218022	Adventure Tourism Management	4	5
64	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
65	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
66	Tourism	TRSM6221022	Sport Tourism	2	5
67	Tourism	TRSM6222022	Climate Change & Tourism	2	5
68	Tourism	BUSS6137022	Tourism E-Business	4	5
69	Tourism	TRSM6216022	Guiding and Interpretation	2	5
70	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	5
71	Tourism	TRSM6212022	Indonesian Culture	4	5

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

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			
MKTG6301005	Industrial Experience in Global Business	8	20
MKTG6302005	Industrial Marketing Practice	8	
MKTG6103005	Employability and Entrepreneurial Skill in Industrial Experience	4	
Enrichment Program II			
MKTG6303005	Professional Experience in Global Business	8	20
MKTG6304005	Professional Practice in Marketing	8	
MKTG6107005	Employability and Entrepreneurial Skill in Professional Practices	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6923005	New Business Initiation	8	
ENTR6924005	Product Development Process	8	
ENTR6825005	EES in New Business I	4	
Enrichment Program II			20
ENTR6926005	Product Launching	8	
ENTR6927005	Business Development	8	
ENTR6928005	EES in New Business II	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6342005	Marketing Research Experience	8	
RSCH6558005	Scientific Writing for Global Business Marketing Field Research Experience	8	
RSCH6455005	Global EES (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			20
RSCH6345005	Marketing Research Implementation	8	
RSCH6559005	Scientific Writing for Global Business Marketing Field Research Implementation	8	
RSCH6347005	Global EES (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6114005	Community Outreach Project Implementation	8	
CMDV6338005	Community Outreach Project Design	8	
CMDV6255005	Employability and Entrepreneurial Skills in Community Development	4	
Enrichment Program II			20
CMDV6115005	Community Development Project Implementation	8	
CMDV6339005	Community Development Project Design	8	
CMDV6107005	Employability and Entrepreneurial Skills in Managing Community	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005005	Elective Course for Study Abroad 1	4	20
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	20
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	

Code	Course Name	SCU	Total
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	

The Table of Prerequisite for Global Business Marketing Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001005	Financial Management	4	3	MGMT6011005	Introduction to Management and Business	4	1
MKTG6297005	Consumer Behaviour	2	2	MKTG6318005	Marketing Management*	4	1
MGMT6411005	Thesis	4	8	MKTG6631005	Marketing Research	3/1	5
MGMT6040005	Thesis	6	8				

*) 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.	MKTG6321005	Marketing Data Analytics	C

*) Tutorial & Multipaper