

Business Law

Introduction

Law is one of the most apparent pillar of a cultured and civilized society. Therefore, apart from abiding the law, to understand law is a must. This is why Bina Nusantara University chooses to open a program in law. Business Law is selected as the main study for the program. It is expected that the program would create graduates that are technically competent in practicing principles of Business Law in its utmost integrity. Integrity in education is one of the highest value.

Vision

By 2035, Business Law Department of BINUS UNIVERSITY becomes a leading and reputable business law study program (center) with global competencies based on information and communication technology.

Mission

The mission of Business Law Department is to contribute to the global community through the provision of world-class education by:

1. Educating students with fundamental knowledge, skill, and professionalism in the areas of business law based on ICT by providing them with excellent courses and internships in dealing with global challenges
2. Contributing in enhancing both legal theories as well as legal practices, especially in the research areas of business law based on ICT.
3. Providing legal professional services to meet the needs of business communities benefitting, fostering, and empowering the Nusantara society-at-large.
4. Creating outstanding potential leaders by taking advantage of any opportunities to broaden their perspectives in applying the legal theories and practices.
5. Taking a part in the efforts to improve the quality of life of Indonesians through international collaborative partnership with various institutions.
6. Serving legal or business practitioners with accurate and up-to-date data/information in the area of business law.

Program Objective

The objectives of the program are in 3-5 years after graduation, Business Law graduates have become legal professionals who:

1. Are widely recognized for their legal knowledge and legal skills, as well as their competences in the legal aspects of information and communication technology
2. Have the capability to adapt to the dynamic conditions that a career in the field of Law brings
3. Respect professional ethics that humanize human beings

Student Outcomes

After complete the study, graduate are:

1. Able to organize a real business case into a structure of legal problem in the framework of Indonesian legal sources related to the ICT-based business areas in order to solve the problem facing both national and multinational business-law communities.

2. Able to develop dispute resolution patterns in term of business dispute that conform to the perspectives of national and multinational business-law.
3. Able to construct relevant legal reasoning skills by exploring various law-making methods as known in the discourse of legal discipline and then offering legal solutions in a comprehensive way by showing strengths and weaknesses of the respective alternatives of solution.
4. Able to construct a legal argument both in the format of an oral argument and written elementary legal-document, completed with empirical data/information that is collected in the compulsory two semesters of internship program.
5. Able to identify current issues in business law, analyze and communicate them, by optimizing the use of information technology so as to improve performance as legal professionals
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

The Program Business Law at the undergraduate level (S1) basically provides many practical sciences that can be applied directly in the working world, for the choice of profession in study program include: litigation lawyers, in-house lawyers, IPR consultant, consultant in capital market, bankruptcy curator, mediators, arbiters, judges, prosecutors, or public notaries.

Curriculum

BINUS Business Law Program offers a wide selection of law courses. The curriculum is especially designed to assist our law students in planning their interests in studying business law in Indonesia as well as in global arenas. A baccalaureate degree in law (sarjana hukum) must contain a total of 146 credits, including 32 credits for enrichment programs.

The structure of legal science taught in this Program is divided into four topical categories called course clusters. Each course cluster consists of several courses, but certain courses may be associated with more than one course clusters. The clusters are as follows:

1. **Fundamentals of Law.** A set of subject matters which is designed to give students with sufficient understanding of legal principles. These subject matters are very essential components of students' knowledge in learning legal science. They provide students with underlying bases for grasping more specific knowledge and skills in term of Business Law (BL).
2. **Fundamentals of Business Law.** A specified formation of law that consists of theoretic and dogmatic legal science, especially in business contexts, composed for supporting students' comprehension on international trade & commerce law (ITC Law) and information & communication technology law (ICT Law). The term "Business Law" is used here underpinning the core or concentration of BINUS BL Program.
3. **International Trade & Commerce Law (ITC Law).** ITC Law is one of two subtopic areas of business law offered in BL Program. It is an exciting comprehension series that provides full coverage of basic skills needed in analyzing legal problems in international business transactions.
4. **Information & Communication Technology Law (ICT Law).** ICT Law is another subtopic area of business law offered in BL Program. It is also an interesting series that provides basic skills needed in addressing legal problems related to the application of ICT in business activities.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013028	Character Building: Pancasila	2	20
	LAWS6001028	Theory of State	2	
	LAWS6080028	Introduction to Jurisprudence (AOL)	4	
	LAWS6081028	Introduction to Indonesian Legal System (AOL)	4	
	LAWS6009028	Islamic Law	2	
	LAWS6082028	Empirical Legal Sciences (AIE)	4	
	LANG6027028	Indonesian	2	
	Foreign Language Courses			
2	CHAR6014028	Character Building: Kewarganegaraan	2	20
	LAWS6084028	Private Law ² (AOL & AIE)	4	
	LAWS6008028	Criminal Law ² (AOL & AIE)	4	
	LAWS6161028	Constitutional and Administrative Law	4	
	LAWS6088028	Principles of Business Law (AOL)	4	
	COSC6011028	Foundations of Artificial Intelligence	2	
	Foreign Language Courses			
3	CHAR6015028	Character Building: Agama	2	20
	LAWS6087028	Adat & Agrarian Law ² (AOL)	2	
	LAWS6178028	International Law and Human Rights ¹ (AIE)	2	
	LAWS6163028	Civil and Administrative Procedural Law ²	4	
	LAWS6019028	Criminal Procedural Law	4	
	LAWS6164028	Legal Reasoning (AOL)	2	
	LAWS6062028	Private International Law ¹	2	
	ENPR6311005	Creativity and Innovation	2	
	Foreign Language Courses			
4	LAWS6167028	Legal Philosophy & Professional Ethics	2	20
	LAWS6170028	Investment Law (AOL)	2	
	LAWS6017028	Intellectual Property Rights ^{1&2} (AOL & AIE)	4	
	LAWS6168028	Banking-Financial Law & Islamic Business Law ^{1&2} (AOL)	4	
	LAWS6110028	Cyber Law ¹ (AIE)	2	
	LAWS6180028	International Trade, Commerce & Multimoda Law ^{1&2} (AOL)	2	
	LAWS6056028	Legal Research Methods (AIE)	2	
	ENPR6312005	Venture Creation	2	
	Foreign Language Courses			
5	Stream: Cross-Border (Transnational) Business Law			20
	LAWS6169028	Capital Market, Legal Audit, & Due Diligence (AOL)	4	
	LAWS6171028	Business Competition & Consumer Protection Law	2	
	LAWS6181028	Industrial Relations & Alternative Dispute Resolution (AOL)	2	
	LAWS6172028	Environmental and Natural Resources Law ¹	2	
	LAWS6173028	Business and Corporate Crime ¹ (AOL & AIE)	2	
LAWS6182028	E-Commerce & Data Privacy Law ^{1&2} (AOL & AIE)	2		

Sem	Code	Course Name	SCU	Total
	LAWS6174028	Contract & Legislative Drafting	2	
	LAWS6176028	Tax Law	2	
	LAWS6052028	Bankruptcy Law	2	
	Minor Program		20	
	Free Electives		20	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	LAWS6192028	Pre Thesis	2	6
	LAWS6193028	Thesis	4	
	LAWS6048028	Thesis	6	
Total Credits 146 SCU				

1) This course is delivered in English

2) Global Learning System course

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

-) **AIE** - Artificial Intelligence Embedded Course

Stream/Minor/Free Electives:

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

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.

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 are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelinguua. Students must pass with a minimum Grade of C.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253028	English for Frontrunners	0
ENGL6254028	English for Independent Users	0
ENGL6255028	English for Professionals	0
JAPN6190028	Basic Japanese Language*	0
CHIN6163028	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggis	
Blockchain Technology and Business	-
Creative Digital Storytelling	-
Cross Cultural Communication	v
Digital Banking	-
Digital Ecosystem	v
English for Business Professionals	v
Event Business and Entertainment	-
Human Capital in Digital Workplace	v
Interactive & Users Experience Design	v
Robotic Process Automation	-
Sustainable Development	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Chinese for Career Pathways	v
English for Business Professionals	v
Digital Technopreneur	v
Minor @ Binus Bandung	
DesignPreneur	v
Minor @ Binus Semarang	
Content Creation	-
Data Analytics	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	v
Minor @ Binus Medan	
Global Business	v

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

1. Minor Program: 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

Supporting Courses

Course	SCU
CHIN6134026 Chinese Conversation in Business Communication	4
LAWS6158028 Private International Law	2
INTR6135029 Comparative Politics	4
Total SCU	10

Additional Information

None

2. Minor Program: Digital Ecosystem

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
COSC6196001 Immersive Technology	2
GAME6002001 Game Design	2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

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

Additional Information

None

3. 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

Supporting Courses

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

Additional Information

None

4. Minor Program: Human Capital in Digital Workplace

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course	SCU
PSYC6174027 Psychology in The Workplace	4
MGMT6349005 Digital Workplace Strategy	4
ISYS6551003 Digital Workplace and Technology	4
LAWS6157028 Legal Aspects in Digital Workplace	4
PSYC6175027 Human Resources Development	4
Total SCU	20

Additional Information

None

5. 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

Supporting Courses

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

Additional Information

None

6. 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

Supporting Courses

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

Additional Information

None

7. 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

Supporting Courses

Course	SCU
ISYS6695003 Digital Marketing Analysis	4
STAT6200049 Practical Statistics for Digital Business	4
ISYS6560003 Success Factor for Leading Digital Transformation	2
Total SCU	10

Additional Information

None

8. 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

Supporting Courses

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

SCU for HTMN6155021, HTMN6125021 are practical

Additional Information

None

9. 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

Supporting Courses

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

Additional Information

None

10. 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

Supporting Courses

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

Additional Information

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

11. Minor Program: Digital Technopreneur

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

12. Minor Program: Designpreneur

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

13. Minor Program: Data Analytics

Introduction

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

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
INFS6066052 Introduction to Data Analytics	2
INFS6067052 Data Management & Descriptive Analytics	4
ISYE6371054 Statistical for Decision Making	4
Total SCU	10

Supporting Courses

Course	SCU
COSC6183051 Application of Predictive Analytics to Business Data	4
ISYE6372054 Prescriptive Analytics and Optimization	4
BUSS6277055 Digitalization of Markets and Consumption	2
Total SCU	10

Additional Information

None

14. 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

Supporting Courses

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

Additional Information

None

15. Minor Program: Metaverse in Business

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Supporting Courses

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

Additional Information

None

16. Minor Program: Global Business

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Data Analytics for Global Business	4
TRDE6001065	Global Regulatory Environment	4
Total SCU		10

Additional Information

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

Appendix: Free Electives (5th Semester)

No	Course Code	Course	SCU	Semester
1	TRSM6142022	Event Management	4	5
2	TRSM6196022	Tourism Community Empowerment	2	5
3	TRSM6218022	Adventure Tourism Management	4	5
4	TRSM6219022	Wildlife and Marine Tourism	2	5
5	TRSM6220022	Rural Tourism Entrepreneurship	4	5
6	TRSM6221022	Sport Tourism	2	5
7	TRSM6222022	Climate Change & Tourism	2	5
8	BUSS6137022	Tourism E-Business	4	5
9	TRSM6216022	Guiding and Interpretation	2	5
10	TRSM6217022	Immigration, Quarantine and Customs	2	5
11	TRSM6212022	Indonesian Culture	4	5
12	TRSM6159022	Anthropology of Travel and Tourism	2	5
13	TRSM6140022	Tourism Law and Regulation	2	5
14	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
15	MGMT6408022	Strategic Management for Tourism	2	5
16	TRSM6225022	Protected Area Planning & Management	4	5
17	TRSM6224022	Environmental Health and Safety in Tourism	2	5
18	TAXN6053020	Regional Tax Systems	2	5
19	STAT6157049	Data Mining and Visualization	2	5
20	DSGN6743007	Digital Graphic Reproduction	4	5
21	COMM6624019	Digital Creative Content	2/2	5
22	COMM6620019	Online Publishing	2/2	5
23	COMM6533019	Creative Program Design	2/2	5
24	COMM6510019	Reportage & Interview Technique	2/2	5
25	COMM6622019	Audio Journalism	2/2	5
26	COMM6410019	Digital Broadcasting Production	2/2	5
27	COMM6630019	Crisis Communication	2	5
28	COMM6631019	Public Affair	2	5
29	COMM6633019	Corporate Sustainability	4	5
30	COMM6632019	Writing for Corporate Communication	2/2	5
31	COMM6541019	Digital Corporate Communication	2/2	5
32	COMM6634019	Environmental Issues and Brand Activism	4	5
33	COMM6635019	Integrated Marketing Communication	2	5
34	COMM6637019	Brand Activation	2/2	5
35	COMM6638019	Social Media Planning & Engagement	2/2	5
36	MGMT6462005	Leadership Agility	4	5
37	MGMT6033005	Advanced Topics in Business and Organization	2	5
38	ISYS6744005	E-Business Strategy and Implementation	4	5
39	ISYS6085005	Advanced Topics in E-Business	2	5
40	BUSS6109005	Business Development	4	5
41	MGMT6465005	Advanced Topic in Business Development Management	2	5
42	MGMT6357005	Multinational Corporation Management	4	5
43	BUSS6223005	Trade in Asia	2	5
44	BUSS6224005	Special Topics in International Business	4	5

No	Course Code	Course	SCU	Semester
45	DSGN6614008	Signage and Way Finding Design for Interior	2	5
46	ISYS6596003	User Experience Research and Design	4/2	5
47	ISYS6893003	Information Systems Analysis and Design	4/2	5
48	ISYE6067011	Global Supply Chain	2	5
49	ISYE6130011	Project Management	2	5
50	MGMT6304021	Organization Behavior in Hospitality	2	5
51	HTMN6145021	Revenue Management in Hospitality	2	5
52	HTMN6027021	Service Management	4	5
53	HTMN6146021	Food Safety Management	2	5
54	HTMN6018021	Consumer Behavior in Hospitality	2	5
55	HTMN6147021	Hospitality Management	4	5
56	HTMN6148021	Research Methodology in Hospitality	4	5
57	MKTG6321005	Marketing Data Analytics	4	5
58	MKTG6322005	Sales and Customer Relationship Management	4	5
59	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
60	MKTG6270005	Retail and Omni Channel	2	5
61	MKTG6631005	Marketing Research	3/1	5
62	MGMT6358005	Managing Business Information	2/2	5
63	GAME6085001	Object Oriented Game Programming	2	5
64	FINC6073020	Lab Trading Simulation	2	5
65	FILM6059009	Global Cinema	4	5
66	ENGL6262024	Presentation Skills	4	5
67	DTSC6014001	Machine Learning	2	5
68	COMP6542001	Computer Security Fundamental	2	5
69	DSGN6661007	Photography	4	5
70	COSC6108001	Mobile Programming	2	5
71	COMP6800001	Human and Computer Interaction	2/1	5
72	COMP6586001	Embedded Systems	2	5
73	COMP6590001	Geographical Information System	2/2	5
74	CPEN6232010	Cloud Technology Practice	2	5
75	MGMT6400005	Supply Chain Strategy	2	5
76	MGMT6459005	Retail Management	4	5
77	MGMT6460005	Retail Supply Chain Management	2	5
78	MKTG6324005	Retail Marketing Management	2	5
79	MGMT6461005	Category Management	2	5
80	LAWS6169028	Capital Market, Legal Audit, & Due Deligence	4	5
81	LAWS6171028	Business Competition & Consumer Protection Law	2	5
82	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
83	LAWS6052028	Bankruptcy Law	2	5
84	LAWS6172028	Environmental and Natural Resources Law	2	5
85	LAWS6174028	Contract & Legislative Drafting	2	5
86	LAWS6176028	Tax Law	2	5
87	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
88	ENPR6142005	Digital Business Transformation	4	5
89	ENPR6106005	Product Design & Branding	2	5

No	Course Code	Course	SCU	Semester
90	ENPR6107005	Business Communication & Strategy	4	5
91	ARCH6147014	Behavior in Architecture	4	5
92	DSGN6689007	Concept Art & Production Design	2	5
93	DSGN6690007	Animation Storytelling	2	5
94	ACCT6116020	Social and Environmental Accounting	2	5
95	ACCT6461020	Accounting Syariah	2	5
96	ACCT6462020	Audit Psychology	2	5
97	ACCT6313020	Public Sector Accounting	2	5
98	BTEC6020056	Current Issue in Biotechnology	2	5
99	FASH6186040	Contemporary Fashion	2	5
100	FASH6180040	Fashion Trend Forecasting	2	5

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
1	v							v						
2		v						v						
3			v					v						
4				v				v						
5					v			v						
6	v								v					
7		v							v					
8			v						v					
9				v					v					
10					v				v					
11	v									v				
12		v								v				
13			v							v				
14				v						v				
15					v					v				
16	v										v			
17		v									v			
18			v								v			
19				v							v			
20					v						v			
21	v											v		
22		v										v		
23			v									v		
24				v								v		
25					v							v		
26						v		v						

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

Note:

IN	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	FS	: Fast Track
CD	: Community Impact Internship	etc	: Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Company Internship Track

Code	Course Name	SCU	Total	
Enrichment Program I				
LAWS6184028	Internship A	8	20	
LAWS6185028	Legal Problem Identification and Case Analysis	8		
LAWS6186028	Teamwork & Communication at Workplace	4		
Enrichment Program II				
LAWS6187028	Internship B	8		
LAWS6188028	Legal Report and Documentation	8		
LAWS6189028	Collaborative Working Experience	4		

Research Fellowship Track

Code	Course Name	SCU	Total	
Enrichment Program I				
RSCH6241028	Research Experience I	8	20	
RSCH6543028	Academic Writing I	8		
RSCH6544028	Global EES I (Problem Identification, Problem Solving, Decision Making, Teamwork and Communication)	4		
Enrichment Program II				
RSCH6256028	Research Experience II	8		
RSCH6545028	Academic Writing II	8		
RSCH6264028	Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)	4		

Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6678028	Business and Innovation	8	
ENTR6679028	Legal Aspect in Business Start Up	8	
ENTR6680028	EES in New Business	4	
Enrichment Program II			
ENTR6351028	Growing a Business	8	
ENTR6681028	Legal Aspect In Business Strategy	8	
ENTR6362028	EES in Business Experience	4	

Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
CMDV6150028	Community Outreach Project Implementation	8	
CMDV6322028	Community Outreach Project Design	8	
CMDV6323028	Employability and Entrepreneurial Skills	4	
Enrichment Program II			
CMDV6182028	Community Development Project Implementation	8	
CMDV6324028	Community Development Project Design	8	
CMDV6325028	Employability and Entrepreneurial Skills in Community Development	4	

Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I			
GLOB6005028	Elective Course for Study Abroad 1	4	
GLOB6006028	Elective Course for Study Abroad 2	4	
GLOB6007028	Elective Course for Study Abroad 3	4	
GLOB6008028	Elective Course for Study Abroad 4	4	
GLOB6009028	Elective Course for Study Abroad 5	2	
GLOB6010028	Elective Course for Study Abroad 6	2	
GLOB6011028	Elective Course for Study Abroad 7	2	
GLOB6012028	Elective Course for Study Abroad 8	2	
GLOB6013028	Elective Course for Study Abroad 9	2	
GLOB6014028	Elective Course for Study Abroad 10	2	
GLOB6015028	Elective Course for Study Abroad 11	2	
GLOB6016028	Elective Course for Study Abroad 12	2	
GLOB6041028	Elective Course for Study Abroad 25	3	
GLOB6042028	Elective Course for Study Abroad 26	1	

Code	Course Name	SCU	Total
Enrichment Program II			
GLOB6017028	Elective Course for Study Abroad 13	4	20
GLOB6018028	Elective Course for Study Abroad 14	4	
GLOB6019028	Elective Course for Study Abroad 15	4	
GLOB6020028	Elective Course for Study Abroad 16	4	
GLOB6021028	Elective Course for Study Abroad 17	2	
GLOB6022028	Elective Course for Study Abroad 18	2	
GLOB6023028	Elective Course for Study Abroad 19	2	
GLOB6024028	Elective Course for Study Abroad 20	2	
GLOB6025028	Elective Course for Study Abroad 21	2	
GLOB6026028	Elective Course for Study Abroad 22	2	
GLOB6027028	Elective Course for Study Abroad 23	2	
GLOB6028028	Elective Course for Study Abroad 24	2	
GLOB6291028	Elective Course for Study Abroad 41	3	
GLOB6295028	Elective Course for Study Abroad 45	1	

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

Specific Independent Study

Code	Course Name	SCU	Total
For students who take Specific Independent Study Track in either odd or even semester, they should take these courses:			
CSIS6001028	Course Certification	3	20
CSIS6002028	Technical Skill Enrichment	4	
CSIS6003028	Industrial Project	9	
CSIS6004028	Soft Skill Enrichment	4	
CSIS6005028	Elective Course for Specific Independent Study 1	8	
CSIS6006028	Elective Course for Specific Independent Study 2	8	
CSIS6007028	Elective Course for Specific Independent Study 3	6	
CSIS6008028	Elective Course for Specific Independent Study 4	6	
CSIS6009028	Elective Course for Specific Independent Study 5	6	
CSIS6010028	Elective Course for Specific Independent Study 6	5	
CSIS6011028	Elective Course for Specific Independent Study 7	5	
CSIS6012028	Elective Course for Specific Independent Study 8	5	
CSIS6013028	Elective Course for Specific Independent Study 9	5	
CSIS6014028	Elective Course for Specific Independent Study 10	4	
CSIS6015028	Elective Course for Specific Independent Study 11	4	
CSIS6016028	Elective Course for Specific Independent Study 12	4	
CSIS6017028	Elective Course for Specific Independent Study 13	4	
CSIS6018028	Elective Course for Specific Independent Study 14	4	
CSIS6019028	Elective Course for Specific Independent Study 15	3	
CSIS6020028	Elective Course for Specific Independent Study 16	3	
CSIS6021028	Elective Course for Specific Independent Study 17	3	

Code	Course Name	SCU	Total
CSIS6022028	Elective Course for Specific Independent Study 18	3	
CSIS6023028	Elective Course for Specific Independent Study 19	3	
CSIS6024028	Elective Course for Specific Independent Study 20	3	
CSIS6025028	Elective Course for Specific Independent Study 21	2	
CSIS6026028	Elective Course for Specific Independent Study 22	2	
CSIS6027028	Elective Course for Specific Independent Study 23	2	
CSIS6028028	Elective Course for Specific Independent Study 24	2	
CSIS6029028	Elective Course for Specific Independent Study 25	2	
CSIS6030028	Elective Course for Specific Independent Study 26	2	
CSIS6031028	Elective Course for Specific Independent Study 27	2	
CSIS6032028	Elective Course for Specific Independent Study 28	2	
CSIS6033028	Elective Course for Specific Independent Study 29	1	
CSIS6034028	Elective Course for Specific Independent Study 30	1	
CSIS6035028	Elective Course for Specific Independent Study 31	1	
CSIS6036028	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 outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

The Table of Prerequisite for Business Law Program

There is no list of courses prerequisites in this curriculum

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

No	Course Code	Course	Minimal Grade	Semester
1	CHAR6013028	Character Building: Pancasila	B	1
2	ENPR6312005	Venture Creation	C	4
3	LAWS6080028	Introduction to Jurisprudence	C	1
4	LAWS6088028	Principles of Business Law	C	2
5	LAWS6164028	Legal Reasoning*	C	3
6	LAWS6180028	International Trade, Commerce & Multimoda Law	C	4
Stream: Cross-Border (Transnational) Business Law				
7	LAWS6173028	Business and Corporate Crime*	C	5
8	LAWS6182028	E-Commerce & Data Privacy Law*	C	5

*) Tutorial