

## English Literature

### Introduction

English has been widely accepted as one key element for success. Graduates with eloquence in English and well acquaintance in technology are coveted qualities for further victory in the global competition. With the strenuous ambition to prepare its graduates as key players in professional and academic endeavors, English Study Program at BINUS UNIVERSITY aims to provide best learning experience. Such experience is gained by equipping its students with language and literature studies while cultivating capability of thinking in an analytical, logical and creative manner.

In addition to academic activity, the English Study Program includes small-scale research and creative projects project. The department also takes an active part in writing articles for the Language and Literature Journal (published twice a year). The research conducted during the English Study Program includes investigation of Language, Literature, Culture, Linguistics, and Teaching.

Each student is prepared to become a person with high integrity and good character. To attain this, the English Study Program is designed to meet the demands of the market and industry for skilled and qualified English graduates. As such, the English Study Program aims to achieve the following objectives.

### Vision

A world class English Department for its language, literary, culture, and multidisciplinary studies for globally competitive graduates equipped with skills in technology and the ability to produce inspiring creative products and research.

### Mission

The mission of English Department is to foster and empower society by :

1. Providing creative, multidisciplinary, and innovative learning and teaching approaches, as well as enhancing global prudence, creative mindset, and academic virtues in creating leaders for the global community.
2. Widening students' and faculties' multidisciplinary perspectives on the current research in language, literary, and culture and practical knowledge to create creative works.
3. Preparing students for successful future careers in various academic, business-related and creative professions, with a focus on analytical thinking, entrepreneurial, empathy, technology use, innovative and collaborative mindsets.
4. Catering the needs of society in their pursue for skills and competence in English, multicultural communication, and professional development.

### Prospective Career of the Graduates

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

1. Educational sector (language instructor, education planner)
2. Translating and interpreting field
3. Creative and publishing industries (novelist, copywriter, content writer, travel writer)
4. Civil service and Government Departments (e.g. Department of Foreign Affairs; Post and Telecommunications; Department of Commerce; Department of Finance)
5. Private sector (Human Resources; Public Relations; Training; Advertising)

6. Diplomatic service (Cultural; Education; Public Relations)
7. Self-employment: (Entrepreneur in Language school; translation bureau; and hospitality industry)
8. Post-graduate studies (S2)
9. Media and Journalism

## Curriculum

In order to equip graduates with the above-mentioned skills, the English Study Program curriculum:

1. Combines an academic atmosphere with active study so that graduates have a solid knowledge and reliable skills in Language, Literature and Culture.
2. Develops the knowledge and skills of the students in a foreign language discipline.
3. Develops the attitude and critical reasoning of students.
4. Encourages the students to develop an attitude of independent learning which will continue into their professional lives and in their approach to life-long learning.
5. Provides students with the knowledge of research techniques so that those who wish to will have the skills to study at post-graduate level.
6. Provides choices for students to think, act, and research in interdisciplinary and multidisciplinary perspectives

In line with the above-mentioned skills, the English Study Program is responsive to the requirements of the global workplace. The curriculum of the English Study Program attempts to respond to the needs of industry and business, and as such it is categorized into groups.

### Core Group

This group is designed to equip the students with the ability to use English for communication purposes, and consists of grammar, listening, speaking, writing and reading from the basic to advanced level in order that the graduates have sufficient knowledge and skills to enter the world of work.

### Character Building Group

Character Building courses aim to build the character of the students in order that they will be able to interact properly in society and engage well in the workplace. In addition, the courses prepare the students to have the ability to analyze the needs of the market and their preferred profession. The graduates will also be provided with the ability to effectively and efficiently plan and organize their work well.

### Stream Group

The stream group that is often referred to as Professional Enrichment in Language Group comprises three main streams, namely: Creative Writing and Media, English as Foreign Language Learning, English for Business Professionals, and English for Specific Academic purposes. The students will specialize in one of the streams and will comprise portfolios in preparing for their future in the preferred field of professions. This way the students will not only have the knowledge but also the opportunities to apply that knowledge in their preferred field. This streaming pathway will align with the Internship program, provided for the students to prepare their portfolios.

### Minor and Free Electives Group

Students of the English department is given the opportunities to take minor and free electives courses offered by other departments at Binus university. Some of the minors that English department students can take are Digital Ecosystem, Human Digital in Workplace, Sustainable Development, Cross Cultural Communication, Interactive & Users Experience Design, Data Analytics, and Robotic Process Automation. The list of Free Elective courses

students can take is available as the appendix of this document. Students of the English department are allowed to take up to 20 credits for their Minor and Free Elective courses.

### Enrichment Programs + Final / Exit Project

As an integral process in the curriculum, students are required to implement their knowledge and skills, through Internship program. The Internship program has been deemed successful in shaping the qualification of the graduates while keeping them grounded to the needs of the wider community. Students can choose to do Internship, Study Abroad, Research, Community Service, and Business Start Up.

Foundations of research are provided since the first year of the study and are lead up to more focused and evidence-based small-scale research towards the later years of the study. In the final year, students are required to write an extensive research-based paper in the forms of Academic Article Publication, *Skripsi*, or a Creative Product, as final milestone toward the completion of the degree. It is possible for students to their final project independently or collaborative with other students.

### Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013024	Character Building: Pancasila	2	20
	ENGL6143024	Language in Use I	4	
	SOCS6006024	Western Culture and Society** (AOL)	4	
	ENGL6028024	Introduction to Linguistics (AOL)	2	
	SOCS6043024	Indonesian Culture and Society**	2	
	SOCS6044024	Literature and Event: The Nature of Fiction (AOL)	2	
	ENGL6228024	Essay Writing	2	
	ENGL6256024	Electronic Publishing** (AOL)	2	
2	CHAR6014024	Character Building: Kewarganegaraan	2	20
	ENGL6147024	Language in Use II	4	
	ENGL6257024	Language Usage** (AOL & AIE)	4	
	ENGL6027024	English Syntax	2	
	SOCS6045024	Survey of English Prose and Poetry** (AOL)	4	
	ENGL6229024	Academic Writing 101** (AOL & AIE)	2	
	ENTR6509005	Entrepreneurship: Ideation	2	
3	CHAR6015024	Character Building: Agama	2	20
	ENGL6231024	Drama Analysis and Performance	4	
	ENGL6230024	English Semantics and Pragmatics (AOL)	4	
	ENGL6151024	Projects in Language, Literature and Culture (AOL & AIE)	4	
	ENGL6232024	Translation** (AIE)	4	
	ENTR6510005	Entrepreneurship: Prototyping	2	
4	SOCS6009024	Literary Criticism (AOL)	4	20
	RSCH6009024	Methods in Language and Social Research (AOL & AIE)	4	
	RSCH6010024	Seminar on Research** (AIE)	2	
	ENGL6233024	Language in Society (AOL)	2	
	ISYS6202024	Social Informatics	4	

Sem	Code	Course Name	SCU	Total
	ENTR6511005	Entrepreneurship: Market Validation	2	
	LANG6027024	Indonesian	2	
	<b>Stream: Creative Writing and Media</b>			
	ENGL6234024	Fiction Writing (AOL)	4	
	ENGL6235024	Non-Fiction Writing (AOL)	2	
	SOCS6021024	Social and Digital Media Writing	2	
	ENGL6241024	Digital Innovations in Performing Arts	4	
	ENGL6158024	Writing for Children and Young Adults	2	
	SOCS6047024	Current Issues in Creative Writing	2	
	ENGL6243024	Popular Culture and Film Studies	4	
	<b>Stream: English as Foreign Language Learning</b>			
	EDUC6051024	English Language Learning Fundamentals (AOL)	4	
	EDUC8003024	English for Specific Purposes: Second Language Learning (AOL)	2	
	EDUC6053024	Print & Digital Literacy	2	
	EDUC6054024	Classroom Communication and Learning	4	
	EDUC6055024	Teaching BIPA	2	
	EDUC6056024	Current Issues in Foreign Language Learning	2	
	EDUC6057024	Language Testing	4	
5	<b>Stream: English for Business Professionals</b>			20
	ENGL6154024	English for Business Communications (AOL)	4	
	ENGL6258024	English for Global Leadership (AOL)	2	
	ENGL6169024	English for Professionals	2	
	MKTG6112024	Language Innovations in Marketing and Advertising	2	
	COMM6506024	Current Issues in Business Communications	2	
	ENGL6244024	Social Media Broadcasting	4	
	ENGL6245024	Business Rhetoric	4	
	<b>Stream: English for Specific Academic Purposes</b>			
	ENGL6259024	Reading Skills for Academic Study	4	
	ENGL6260024	Text Analysis for Paper Writing (AOL)	4	
	ENGL6261024	Style and Rhetoric	4	
	ENGL6262024	Presentation Skills (AOL)	4	
	ENGL6263024	Advanced Seminar and Poster Presentation	4	
	<b>Minor Program</b>		20	
	<b>Free Electives</b>		20	
6	<b>Enrichment Program I</b>		20	20
7	<b>Enrichment Program II</b>		20	20
8	ENGL6247024	Pre Thesis	2	6
	ENGL6248024	Thesis	4	
	ENGL6011024	Thesis	6	
<b>Total Credits 146 SCU</b>				

\*\* ) 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 6<sup>th</sup> and/or 7<sup>th</sup> semester by the students who meet the requirements from the Study Program/Program

**Foreign Language Courses:**

Students will take foreign language courses according to Beelingua Placement Test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

**Appendix Foreign Language Courses**

Foreign Language Courses		SCU
ENGL6253024	English for Frontrunners	0
ENGL6254024	English for Independent Users	0
ENGL6255024	English for Professionals	0
JAPN6190024	Basic Japanese Language*	0
CHIN6163024	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
<b>Minor @ Binus Kemanggisan</b>	
Blockchain Technology and Business	-
Creative Digital Storytelling	v
Cross Cultural Communication	v
Data Analytics	v
Digital Banking	-
Digital Ecosystem	v
English for Business Professionals	-
Event Business and Entertainment	v
Human Capital in Digital Workplace	v
Interactive & Users Experience Design	v
Sustainable Development	v

Minor Program	Semester 5
<b>Minor @ Binus Alam Sutera</b>	
Digital Transformation	v
<b>Minor @ Binus Bekasi</b>	
Culinary	v
Korean Culture and Creativity	v
<b>Minor @ Binus Malang</b>	
Chinese for Career Pathways	v
English for Business Professionals	-
Digital Technopreneur	v
<b>Minor @ Binus Bandung</b>	
DesignPreneur	v
Robotic Process Automation	-
<b>Minor @ Binus Semarang</b>	
Content Creation	-
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	v
<b>Minor @ Binus Medan</b>	
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: Creative Digital Storytelling

### Introduction

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

### Career Options

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

## Course Distribution

### Fundamental Courses

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

### Supporting Courses

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

### Additional Information

None

## 2. Minor Program: Cross Cultural Communication

### Introduction

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

### Career Options

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

### Course Distribution

#### Fundamental Courses

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

#### Supporting Courses

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

### Additional Information

None

## 3. 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
<b>Total SCU</b>	<b>10</b>

#### Supporting Courses

Course	SCU
ISYS6682003 Application of Predictive Analytics to Business Data	4
ISYS6683003 Prescriptive Analytics and Optimization	4
MKTG6312005 Digitalization of Markets and Consumption	2
<b>Total SCU</b>	<b>10</b>

### Additional Information

None

## 4. 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
<b>Total SCU</b>	<b>10</b>

### Supporting Courses

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

### Additional Information

None

## 5. Minor Program: Event Business and Entertainment

### Introduction

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

### Career Options

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

## Course Distribution

### Fundamental Courses

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

**Supporting Courses**

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

**Additional Information**

None

**6. Minor Program: Human Capital in Digital Workplace**
**Introduction**

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

**Career Options**

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

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

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

**Additional Information**

None

**7. Minor Program: Interactive & Users Experience Design**
**Introduction**

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

### Career Options

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

### Course Distribution

#### Fundamental Courses

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

#### Supporting Courses

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

### Additional Information

None

## 8. Minor Program: Sustainable Development

### Introduction

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

### Career Options

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

### Course Distribution

#### Fundamental Courses

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

**Supporting Courses**

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

**Additional Information**

None

**9. Minor Program: Digital Transformation**
**Introduction**

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

**Career Options**

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

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

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

**Supporting Courses**

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

**Additional Information**

None

## 10. Minor Program: Culinary

### Introduction

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

### Career Options

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

### Course Distribution

#### Fundamental Courses

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

*SCU for HTMN6008021, HTMN6128021 are practical*

#### Supporting Courses

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

*SCU for HTMN6155021, HTMN6125021 are practical*

### Additional Information

None

## 11. Minor Program: Korean Culture and Creativity

### Introduction

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

### Career Options

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

## Course Distribution

### Fundamental Courses

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

### Supporting Courses

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

### Additional Information

None

## 12. Minor Program: Chinese for Career Pathways

### Introduction

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

### Career Options

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

### Course Distribution

#### Fundamental Courses

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

### Supporting Courses

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

### Additional Information

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

## 13. 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
DSGN6839006	Interactive Design	4
COMM6504018	Digital Branding	2
ENPR6196002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
<b>Total SCU</b>		<b>20</b>

### Additional Information

None

## 14. Minor Program: Designpreneur

### Introduction

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

### Career Options

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

## Course Distribution

### Fundamental Courses

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

## Additional Information

None

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

### Introduction

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

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

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

### Career Options

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

## Course Distribution

### Fundamental Courses

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

**Supporting Courses**

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

**Additional Information**

None

**16. Minor Program: Metaverse in Business**
**Introduction**

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

**Career Options**

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

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

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

**Supporting Courses**

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

**Additional Information**

None

## 17. Minor Program: Global Business

### Introduction

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

### Career Options

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

### Course Distribution

#### Fundamental Courses

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

### Additional Information

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

### Appendix: Free Electives (5<sup>th</sup> Semester)

No	Course Owner Department	Course Code	Course	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	Management	MGMT6297005	Operations Management	4	5
5	Management	FINC6001005	Financial Management	4	5
6	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
7	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
8	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5

No	Course Owner Department	Course Code	Course	SCU	Semester
9	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
10	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
11	International Business Management	BUSS6223005	Trade in Asia	2	5
12	International Business Management	BUSS6224005	Special Topics in International Business	4	5
13	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
14	Food Technology	FOOD6094015	Nutrition & Health	4	5
15	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
16	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
17	Computer Science	COMP6144001	Web Programming	2/1	5
18	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
19	Marketing Communication	COMM6620019	Online Publishing	2/2	5
20	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
21	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
22	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
23	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
24	Marketing Communication	COMM6630019	Crisis Communication	2	5
25	Marketing Communication	COMM6631019	Public Affair	2	5
26	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
27	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
28	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
29	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
30	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
31	Marketing Communication	COMM6637019	Brand Activation	2/2	5
32	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
33	Tourism	TRSM6142022	Event Management	4	5
34	Tourism	TRSM6218022	Adventure Tourism Management	4	5
35	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
36	Tourism	TRSM6221022	Sport Tourism	2	5
37	Tourism	BUSS6137022	Tourism E-Business	4	5
38	Tourism	TRSM6216022	Guiding and Interpretation	2	5
39	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
40	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
41	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
42	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	5
43	Hotel Management	HTMN6027021	Service Management	4	5
44	Hotel Management	HTMN6147021	Hospitality Management	4	5
45	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
46	Hotel Management	HTMN6108021	Food and Beverage Management	2	5

No	Course Owner Department	Course Code	Course	SCU	Semester
47	Hotel Management	HTMN6131021	Catering Management	2	5
48	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
49	Data Science	DTSC6006001	Machine Learning	2/1	5
50	Mobile Application & Technology	MOBI6068001	Web Design	2	5
51	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
52	Statistics	STAT6157049	Data Mining and Visualization	2	5
53	Information Systems	ISYS6196003	Business Analytics	2	5
54	Information Systems	ISYS6199003	Data & Text Mining	4	5
55	Information Systems	ISYS8066003	Business Process Management	4	5
56	Animation	DSGN6689007	Concept Art & Production Design	2	5
57	Animation	DSGN6690007	Animation Storytelling	2	5
58	Creative Advertising	DSGN6661007	Photography	4	5
59	Film	FILM6059009	Global Cinema	4	5
60	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
61	International Relations	INTR6151029	Regional Integration in Europe	2	5
62	International Relations	INTR6152029	Regional Integration in America	2	5
63	International Relations	INTR6153029	Regional Integration in East Asia	2	5
64	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
65	International Relations	INTR6178029	Introduction to International Political Economy	2	5
66	International Relations	INTR6179029	Introduction to Security Studies	2	5
67	International Relations	INTR6180029	Introduction to International Media	2	5
68	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
69	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
70	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
71	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
72	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
73	English Literature	ENGL6169024	English for Professionals	2	5
74	English Literature	ENGL6244024	Social Media Broadcasting	4	5
75	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
76	Business Law	LAWS6017028	Intellectual Property Rights	4	5
77	Business Law	LAWS6159028	Legal Aspect in Business	2	5
78	Business Law	LAWS6170028	Investment Law	2	5
79	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
80	Business Law	LAWS6052028	Bankruptcy Law	2	5
81	Business Law	LAWS6176028	Tax Law	2	5
82	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5

No	Course Owner Department	Course Code	Course	SCU	Semester
83	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
84	Psychology	PSYC6130027	Human Performance Technology	4	5
85	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
86	Psychology	PSYC6138027	Lifespan Development	4	5
87	Primary Teacher Education	EDUC6015030	Educational Research Methodology	4	5
88	Primary Teacher Education	EDUC6041030	Current Issues in Primary Education	2	5
89	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
90	Primary Teacher Education	EDUC6073030	ICT for Distance Learning	4	5
91	Primary Teacher Education	EDUC8004030	School Based Management	2	5
92	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
93	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
94	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
95	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
96	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
97	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
98	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
99	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
100	Japanese Literature	JAPN6104025	Japanese Industry and Technology	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				

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

**Note:**

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

**Description:**

Student will take one of enrichment program tracks

**Certified Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
ENGL6186024	Internship	8	
ENGL6249024	Reflection on Language Performance at Work	8	
ENGL6250024	Communication Skills in Language and Culture	4	
<b>Enrichment Program II</b>			
ENGL6212024	Field Work Experience	8	
ENGL6251024	Reflection on Language Improvement at Work	8	
ENGL6215024	Problem Solving Skills in Language and Culture	4	

**Certified Research Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
RSCH6226024	Research Experience	8	
RSCH6540024	Language and Culture Inquiry	8	
RSCH6541024	EES for English Language and Culture	4	
<b>Enrichment Program II</b>			
RSCH6415024	Application of Research Theory	8	
RSCH6542024	Language and Culture Research Framework	8	
RSCH6417024	EES for English Research Practice	4	

**Certified Entrepreneurship Track**

Code	Course Name	SCU	Total
<i>For students who only take Entrepreneurship track in semester 6, should take these courses:</i>			
<b>Enrichment Program I</b>			20
ENTR6294024	Business Start Up	8	
ENTR6676024	Language and Culture Business Model	8	
ENTR6485024	English for EES in Start Up Business	4	
<i>For students who take Entrepreneurship track in semester 6 and 7, should take these courses:</i>			
<b>Enrichment Program I</b>			
ENTR6294024	Business Start Up	8	
ENTR6676024	Language and Culture Business Model	8	
ENTR6485024	English for EES in Start Up Business	4	
<b>Enrichment Program II</b>			
ENTR6481024	Growing a Business	8	
ENTR6677024	Language and Culture Business Plan	8	
ENTR6484024	English for EES in Business Experience	4	
<i>For students who only take Entrepreneurship track in semester 7, should take these courses:</i>			
<b>Enrichment Program II</b>			
ENTR6294024	Business Start Up	8	
ENTR6676024	Language and Culture Business Model	8	
ENTR6485024	English for EES in Start Up Business	4	

**Certified Community Development Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
CMDV6127024	Community Outreach Project Implementation	8	
CMDV6319024	Community Outreach Project Design in Language and Culture	8	
CMDV6320024	English Learning for Employability and Entrepreneurial Skills	4	

Code	Course Name	SCU	Total
<b>Enrichment Program II</b>			
CMDV6245024	Community Development Project Implementation	8	
CMDV6321024	Community Development Project Design in Language and Culture	8	
CMDV6247024	Comprehensive English for Employability and Entrepreneurial Skills	4	

**Certified Study Abroad Track**

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			
<b>Enrichment Program I</b>			
GLOB6005024	Elective Course for Study Abroad 1	4	
GLOB6006024	Elective Course for Study Abroad 2	4	
GLOB6007024	Elective Course for Study Abroad 3	4	
GLOB6008024	Elective Course for Study Abroad 4	4	
GLOB6009024	Elective Course for Study Abroad 5	2	
GLOB6010024	Elective Course for Study Abroad 6	2	
GLOB6011024	Elective Course for Study Abroad 7	2	
GLOB6012024	Elective Course for Study Abroad 8	2	
GLOB6013024	Elective Course for Study Abroad 9	2	
GLOB6014024	Elective Course for Study Abroad 10	2	20
GLOB6015024	Elective Course for Study Abroad 11	2	
GLOB6016024	Elective Course for Study Abroad 12	2	
GLOB6041024	Elective Course for Study Abroad 25	3	
GLOB6249024	Elective Course for Study Abroad 27	3	
GLOB6250024	Elective Course for Study Abroad 28	3	
GLOB6252024	Elective Course for Study Abroad 30	3	
GLOB6042024	Elective Course for Study Abroad 26	1	
GLOB6254024	Elective Course for Study Abroad 32	1	
GLOB6255024	Elective Course for Study Abroad 33	1	
GLOB6256024	Elective Course for Study Abroad 34	1	
<b>Enrichment Program II</b>			
GLOB6017024	Elective Course for Study Abroad 13	4	
GLOB6018024	Elective Course for Study Abroad 14	4	
GLOB6019024	Elective Course for Study Abroad 15	4	
GLOB6020024	Elective Course for Study Abroad 16	4	
GLOB6021024	Elective Course for Study Abroad 17	2	
GLOB6022024	Elective Course for Study Abroad 18	2	20
GLOB6023024	Elective Course for Study Abroad 19	2	
GLOB6024024	Elective Course for Study Abroad 20	2	
GLOB6025024	Elective Course for Study Abroad 21	2	
GLOB6026024	Elective Course for Study Abroad 22	2	
GLOB6027024	Elective Course for Study Abroad 23	2	
GLOB6028024	Elective Course for Study Abroad 24	2	

Code	Course Name	SCU	Total
GLOB6291024	Elective Course for Study Abroad 41	3	
GLOB6292024	Elective Course for Study Abroad 42	3	
GLOB6293024	Elective Course for Study Abroad 43	3	
GLOB6294024	Elective Course for Study Abroad 44	3	
GLOB6295024	Elective Course for Study Abroad 45	1	
GLOB6296024	Elective Course for Study Abroad 46	1	
GLOB6297024	Elective Course for Study Abroad 47	1	
GLOB6298024	Elective Course for Study Abroad 48	1	

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

### Certified 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:			
<b>Enrichment Program I/II</b>			
CSIS6001024	Course Certification	3	
CSIS6002024	Technical Skill Enrichment	4	
CSIS6003024	Industrial Project	9	
CSIS6004024	Soft Skill Enrichment	4	
CSIS6005024	Elective Course for Specific Independent Study 1	8	
CSIS6006024	Elective Course for Specific Independent Study 2	8	
CSIS6007024	Elective Course for Specific Independent Study 3	6	
CSIS6008024	Elective Course for Specific Independent Study 4	6	
CSIS6009024	Elective Course for Specific Independent Study 5	6	
CSIS6010024	Elective Course for Specific Independent Study 6	5	
CSIS6011024	Elective Course for Specific Independent Study 7	5	
CSIS6012024	Elective Course for Specific Independent Study 8	5	
CSIS6013024	Elective Course for Specific Independent Study 9	5	
CSIS6014024	Elective Course for Specific Independent Study 10	4	
CSIS6015024	Elective Course for Specific Independent Study 11	4	
CSIS6016024	Elective Course for Specific Independent Study 12	4	
CSIS6017024	Elective Course for Specific Independent Study 13	4	
CSIS6018024	Elective Course for Specific Independent Study 14	4	
CSIS6019024	Elective Course for Specific Independent Study 15	3	
CSIS6020024	Elective Course for Specific Independent Study 16	3	
CSIS6021024	Elective Course for Specific Independent Study 17	3	
CSIS6022024	Elective Course for Specific Independent Study 18	3	
CSIS6023024	Elective Course for Specific Independent Study 19	3	
CSIS6024024	Elective Course for Specific Independent Study 20	3	
CSIS6025024	Elective Course for Specific Independent Study 21	2	
CSIS6026024	Elective Course for Specific Independent Study 22	2	
CSIS6027024	Elective Course for Specific Independent Study 23	2	
CSIS6028024	Elective Course for Specific Independent Study 24	2	
CSIS6029024	Elective Course for Specific Independent Study 25	2	

Code	Course Name	SCU	Total
CSIS6030024	Elective Course for Specific Independent Study 26	2	
CSIS6031024	Elective Course for Specific Independent Study 27	2	
CSIS6032024	Elective Course for Specific Independent Study 28	2	
CSIS6033024	Elective Course for Specific Independent Study 29	1	
CSIS6034024	Elective Course for Specific Independent Study 30	1	
CSIS6035024	Elective Course for Specific Independent Study 31	1	
CSIS6036024	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 English Literature Study Program

Course	SCU	Sem.	Prerequisite Course	SCU	Sem.
ENGL6247024	2	8	RSCH6009024 Methods in Language and Social Research	4	4
ENGL6248024	4	8			
ENGL6011024	6	8			

Students should pass *Methods in Language and Social Research (RSCH6009024)* with minimum grade C

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

No	Course Code	Course	Minimal Grade	Semester
1	CHAR6013024	Character Building: Pancasila	B	1
2	ENTR6511005	Entrepreneurship: Market Validation	C	4
3	ENGL6230024	English Semantics and Pragmatics*	C	3
4	ENGL6229024	Academic Writing 101*	C	2
5	SOCS6009024	Literary Criticism	C	4
6	RSCH6009024	Methods in Language and Social Research*	C	4
7	ENGL6256024	Electronic Publishing	C	1
<b>Stream Course</b>				
8	ENGL6234024	Fiction Writing	C	5
8	EDUC6051024	English Language Learning Fundamentals	C	5
8	ENGL6154024	English for Business Communications	C	5
8	ENGL6260024	Text Analysis for Paper Writing	C	5

\*) Tutorial