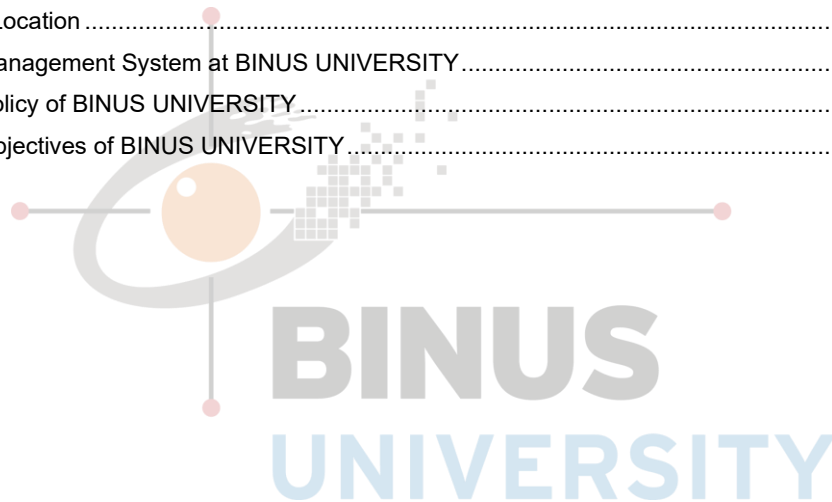


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1. General Information

1.1 History and Development of BINUS UNIVERSITY

BINUS UNIVERSITY was established on the 21st of October 1974 as a short-term Computer Education Institution called *Modern Computer Course (MCC)*. Due to its strong foundations, vision, and continual dedication, the institution continues to develop and grow.

The journey of Bina Nusantara University began on October 21, 1974. It originated from a short-term course named Modern Computer Course, which was then expanded because of its strong foundation and comprehensive vision. Due to the high demand and its rapid development, on July 1, 1981, Modern Computer Course developed into 'Akademi Teknik Komputer (ATK)' or Computer Technical Academy with 'Manajemen Informatika' or Informatics Management as the first major. The ATK obtained registration on July 13, 1984, and a year after that, exactly on July 1, 1985, the institution changed into AMIK Jakarta. On September 21, 1985, AMIK Jakarta changed its name to AMIK Bina Nusantara. The need for professional workers in the Information Technology area drove AMIK further into development, and on July 1, 1986, it was officially listed as 'Sekolah Tinggi Manajemen Informatika dan Komputer (STMIK)' or Institute of Information Management and Computer Science Bina Nusantara.

On the 9th of November 1987, a merger between AMIK Bina Nusantara and STMIK Bina Nusantara took place. The institution conducted the Diploma (D-3) and Undergraduate (S-1) programs. The accreditation status of 'Disamakan' or 'Equalized' for all majors and levels was earned on the 18th of March 1992. The following year, STMIK Bina Nusantara opened the first Masters (S-2) Program in Information System Management in Indonesia. The program was officially listed on the 10th of May 1993.

After going through years of perseverance and hard work, Bina Nusantara University (Universitas Bina Nusantara or BINUS UNIVERSITY) was officially listed and established on the 8th of August 1996. STMIK Bina Nusantara was then merged into Bina Nusantara University on the 20th of December 1998. At that time, BINUS UNIVERSITY established the Faculty of Computer Science (Fakultas Ilmu Komputer), Faculty of Economy (Fakultas Ekonomi), Faculty of Engineering (Fakultas Teknik), Faculty of Literature (Fakultas Sastra), Faculty of Mathematics and Natural Sciences (Fakultas MIPA) and Masters (S-2) Program in Information System Management.

However, BINUS UNIVERSITY did not stop there. It is continually expanding its reach in educational areas. On the 20th of April 2007, Bina Nusantara University added the Faculty of Psychology (*Fakultas Psikologi*) and Faculty of Communication & Multimedia (*Fakultas Komunikasi dan Multimedia*).

Due to the creation of a new organizational structure on the 19th of August 2008, Bina Nusantara University applied several substantial changes such as the Faculty of Technical Science name was changed into the Faculty of Science and Technology, the Faculty of Economy name was changed into Faculty of Business & Economy, and Faculty of Literature name was changed into Faculty of Language and Culture. Meanwhile, the Faculty of Mathematics and Natural Sciences was merged with the Faculty of Science and Technology. Later on, BINUS UNIVERSITY officially

added another program which was Masters of Computer Science (*Magister Teknik Informatika*), on 31st of August 2009.

On September 7, 2011, BINUS UNIVERSITY performed another structural change in the organization. Some of the changes were:

- Faculty of Economy and Business was changed into the Faculty of Economics and Communication.
- The faculty of Psychology and the Faculty of Language & Culture were merged into the Faculty of Humanities (Fakultas Humaniora)
- The Faculty of Science and Technology was changed into the Faculty of Engineering (Fakultas Teknik)
- Information Technic related programs were grouped under the School of Computer Science
- Information System related programs were grouped under the School of Information System
- Management-related programs were grouped under the School of Business Management
- The Faculty of Communication and Multimedia was changed into the School of Design
- Computer System Major, which was previously listed under the Faculty of Computer Science, was then listed under the Faculty of Science and Technology
- Mathematics and Statistic programs, which were previously listed under the Faculty of Science and Technology, were then listed under School of Information System
- Accounting Major was changed to the School of Accounting and Finance
- The Master's Program of Information System and Informatics Engineering was then under the coordination of the BINUS Graduate Program, which also supervises the Doctoral of Research in Management

The School continues to grow, placing a remarkable milestone and great journey in supporting the needs of the industry and addressing the challenges of national education. In 2017, BINUS UNIVERSITY initiated a consolidation of all academic degree levels of Business School there are undergraduate (Undergraduate Program (UP) and International Undergraduate Program (IUP)), Master Program (MP), and Doctorate Program (DP).

BINUS UNIVERSITY as an educational institution has shown its continuous commitment to being the best in delivering quality education and research that is relevant to industrial needs. In achieving an international quality standard, BINUS UNIVERSITY continuously makes its best effort to provide students with an excellent learning process, contemporary course materials, and professional human resources to deliver knowledge and skill. BINUS UNIVERSITY also put its endeavour into building strength in high-impact research and leveraging international programs. Additionally, BINUS UNIVERSITY applies the student-centred learning method, develops internationally recognized curricula with our industrial and international partners, and always measures and improves our quality as required by ISO 9001:2008 (since 1997).

With 41 years of exceptional experience in education, having more than 120.000 alumni, and currently enrolled more than 40.000 students, BINUS UNIVERSITY is ready to enter international education. BINUS International runs innovative and flexible programs conducted in a state-of-the-art facility, taught by internationally qualified lecturers.

BINUS UNIVERSITY International (BUI) is a part of BINUS UNIVERSITY that offers international programs in the format of double degree collaborations with overseas partners. In September 2001, BUI launched its first program, Computer

Science, with a double degree option with a university in Australia. This was among the first publicly offered double degree programs in Indonesia at that time. It gradually added its double degree programs and partnerships, and in 2010 it opened the first dual award degree programs with Northumbria University, UK, for Fashion and Graphic Design Programs. With growing student bodies, BUI expanded its program in the Joseph Wibowo Center (JWC) campus in Senayan and opened the FX Campus in 2013.

Having started with only one partner, BI currently offers eight partnership programs with over 30 different university partners in Australia, Europe, Asia, and New Zealand. Those eight programs that can be chosen by BI students are International Finance, International Business, Business Management and Marketing, Graphic Design and New Media, Fashion, Communication, Computer Science, and Business Information Systems. During their study at BI, students will gain international experience through various partnership programs, including studying abroad at a partner university, guest lecturers, visiting professors, or studying with international students on campus.

The rapid growth of BINA NUSANTARA has led to the establishment of a training centre for continuous education, namely, BINUS CENTER, in 2002. BINUS CENTER offers various training topics in ICT, Design & Animation, and Language. Up to this point, it has more than 15 branches all over Indonesia, and it's proliferating.

BINUS GRADUATE PROGRAM (BGP) was introduced in 2007. BGP is also a development from the Postgraduate Program at BINUS UNIVERSITY. The BGP focuses on a Master of Information Technology, Master of Information System Management, Master of Industrial Engineering, Master of Accounting, Master of Communication Science, and Doctor of Computer Science.

In 2010, BINUS SQUARE-Hall of Residence was a response to the need for BINUS student accommodation to support learning and to teach experience at the international level. The building with four halls and 17 floors and 1.500 rooms is a modern boarding complex, a home away from home that provides safety and comfort as well as educational values through integrated programs with BINUS UNIVERSITY for all its residents.

In fulfilling its vision of becoming a world-class university, fostering and empowering society in building and serving the nation, BINUS UNIVERSITY has implemented Performance Excellence based on Malcolm Baldrige Criteria since 2008. In 2011, BINUS UNIVERSITY applied for the Indonesian Quality Award which is managed by the Indonesian Quality Award Foundation (IQAF), and in 2017, and 2019 BINUS UNIVERSITY achieved the level of Emerging Industry Leader. The commitment of BINUS UNIVERSITY has been proved not only by obtaining the criteria of "*Unggul*" (Excellent) for the national accreditation from BAN-PT, and but also by being awarded Five Stars from QS-Star Rating System. As for study programs, BINUS UNIVERSITY has obtained the following international accreditations: *Accreditation Board for Engineering and Technology, Inc (ABET)* for Industrial Engineering (renewed in 2021), Computer Engineering (renewed in 2021), Civil Engineering (renewed in 2021), **TEDQUAL** (renewed in 2022) for Hotel Management, *Indonesian Accreditation Board for Engineering Education (IABEE)* for Industrial Engineering (2018), Computer Engineering (2019), Civil Engineering (2018), *ASEAN University Network (AUN)* for Computer Science (2019), Visual Communication Design (2019), Information Systems (2019), *The Association to Advance Collegiate Schools of Business (AACSB)* for Management S1 – S3 (2019), *Higher Education Evaluation and Accreditation Council of Taiwan*

(HEEACT) for International Relations program, Accounting for its undergraduate's and master's degree programs, and Visual Communication Design programs at Jakarta-Bandung-Malang campuses (2021).

The BINUS UNIVERSITY @Alam Sutera campus was established to cater to the needs of parents and students who reside in Tangerang and its surrounding areas to get high-quality education quality and facilities. This campus first commenced operating in September 2014 and it is located in Jl. Jalur Sutera Barat Kav.21 Alam Sutera with 18.410 m² building complex that can accommodate no less than 5.600 students. This new campus offers various study programs such as Computer Science, Information Systems, Management, International Marketing, International Business Management, Business Creation, Accounting, Finance, Marketing Communication, Mass Communication, Animation, New Media, Film, Chinese Literature, and Food Technology.

BINUS UNIVERSITY as an educational institution is committed to continually making an improvement and innovations to advance the quality of education and striving to get closer to the community. Therefore, BINUS UNIVERSITY expands its presence in Bekasi where the main campus is located in Jl. Lingkar Bulevar Blok WA No. 1 Summarecon Bekasi. BINUS Bekasi's main campus will focus on Business and Service Management which is based on Knowledge Innovation and ICT with two program options: online and regular. Binus Online Learning offers programs such as Management - Business Management, Information Systems - Corporate Information Systems, Accounting, Information Systems, Computer Science and BINUS UNIVERSITY and for regular programs majoring in Business Information Technology, Business Management, Accounting, Business Hotel Management, Psychology and Management.

In addition to the campuses in Greater Jakarta Area, BINUS UNIVERSITY also opens campuses in Bandung and Malang. BINUS @Bandung was officially established in 2017. It was initially named 'Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung (STTK Binus Bandung)' or School of Creative Technology Bina Nusantara Bandung. In the year 2019, it changed into BINUS UNIVERSITY BANDUNG or Binus @Bandung. The university is ideally located at 23 Paskal Shopping Center, Jalan Pasir Kaliki No.25-27, Bandung, Jawa Barat 40181.

Binus @Bandung offers four study programs, including Creativepreneurship, Computer Science, Interior Design, and Visual Communication Design. It also extends a minor program in Designpreneur for students who are interested in becoming product design and service entrepreneurs. The university provides well-equipped facilities, such as regular and creative classrooms and integrated libraries to bolster students' activities. Besides, it has various laboratories to support students learning during practica, such as computer, rendering, prototyping and 3D printing, drawing, audio-visual, photography, and graphic reproduction laboratories.

BINUS UNIVERSITY @Malang Campus (BINUS @Malang) started as an online learning community in 2015 with a bridging campus in Araya Business Center, Jl. Green Boulevard no. 1 before opening a regular undergraduate program in 2016. Starting in August 2019, BINUS @Malang relocated its operations to its main campus in Araya Mansion 8-22, Araya along with its increasing number of student intakes.

BINUS @Malang offers undergraduates six study programs as follows: Entrepreneurship, Computer Science, Visual Communication Design, Communication, Public Relations, and Interior Design. The campus also offers a minor program Digital Technopreneur for those interested in becoming an entrepreneur in the digital technology area or

looking to develop a business product based on digital technology. BINUS @Malang's main campus provides various facilities to support teaching-learning environments such as regular classes, creative classes, smart classes, an integrated laboratory, a comfortable library, and a co-working space.

BINUS UNIVERSITY @Semarang Campus (BINUS @Semarang) started as an online learning community in 2015. Starting in 2022, BINUS @Semarang operates in POJ Avenue Kav 3, Tawangsari – Semarang. BINUS @Semarang offers undergraduates four study programs as follows: Computer Science, Information Systems, Visual Communication Design, and Industrial Engineering. BINUS @Semarang main campus provides various facilities to support teaching-learning environments such as regular classes, creative classes, smart classes, integrated laboratory, comfortable library, and co-working space.

Since 2001, BINUS UNIVERSITY has implemented a multi-channel learning system by using Learning Management System (LMS), which is built by BINUS called Binusmaya. In 2008, BINUS UNIVERSITY prepared and organized BINUS Online Learning for individuals who want to learn and develop themselves without being bound by time and place. In June 2014, BINUS Online Learning received SK No. 146/E/O/2014 concerning the Implementation of Distance Education. At that time, BINUS UNIVERSITY was the first private university to get a distance education license.

BINUS has opened BINUS UNIVERSITY LEARNING COMMUNITY (BULC) in three cities in Indonesia; they are Palembang, Semarang and Malang. BULC is established to support Distance Learning programs (PJJ) or Online Learning. Online Learning will be beneficial for the students, who followed the plans because they need not leave their city to get a flexible and excellent education such as BINUS UNIVERSITY offered.

BINUS UNIVERSITY is committed to providing a comfortable environment for teaching and learning processes. All facilities such as classrooms are well-equipped with technologies to ensure students have an exciting learning experience.

Faculty, School, and Department / Program at BINUS UNIVERSITY

No	Faculty, School, and Department / Program	Program
1.	School of Computer Science @Greater Jakarta	
	• Computer Science*	S1
	• Mobile Application and Technology	S1
	• Mathematics & Computer Science	S1
	• Statistics & Computer Science	S1
	• Game Application and Technology	S1
	• Cyber Security	S1
	• Data Science	S1
	• Software Engineering	S1
	School of Computer Science @Bandung	
	• Computer Science	S1
	School of Computer Science @Malang	
	Computer Science	S1

No	Faculty, School, and Department / Program	Program
	School of Computer Science @Semarang • Computer Science	S1
2.	School of Information Systems @Greater Jakarta • Information Systems* • Information Systems Accounting & Auditing • Information Systems & Accounting • Information Systems & Management • Business Information Technology • Business Analytics School of Information Systems @Semarang • Information Systems	S1 S1 S1 S1 S1 S1 S1
3.	School of Design @Jakarta • Visual Communication Design: ○ New Media ○ Animation ○ Creative Advertising • Interior Design • Film School of Design @Bandung • Visual Communication Design • Interior Design School of Design @Malang • Visual Communication Design • Interior Design School of Design @Semarang • Visual Communication Design	S1 S1 S1 S1 S1 S1 S1 S1 S1
4.	Faculty of Engineering @Greater Jakarta • Architecture • Civil Engineering • Industrial Engineering • Computer Engineering • Food Technology • Professional Engineer Faculty of Engineering @Semarang • Industrial Engineering	S1 S1 S1 S1 S1 Professional S1
5.	BINUS ASO School of Engineering • Automotive & Robotics Engineering • Product Design Engineering • Business Engineering	S1 S1 S1

No	Faculty, School, and Department / Program	Program
6.	Faculty of Humanities - Chinese Literature - English Literature - Japanese Literature - Psychology - Business Law - International Relations - Primary Teacher Education	S1 S1 S1 S1 S1 S1 S1
7.	School of Accounting - Accounting: - Accounting* - Accounting Technology @Bekasi - Finance - Taxation - Master Program Accounting	S1 S1 S1 S1 S2
8.	Faculty of Digital Communication and Hotel & Tourism @Greater Jakarta - Hotel Management - Business Hotel Management - Tourism - Communication: - Marketing Communication - Mass Communication Faculty of Economics and Communication @Malang - Communication - Public Relations	DIV DIV S1 S1 S1 S1 S1 S1
9.	BINUS Business School (BBS) Undergraduate @Greater Jakarta - Undergraduate Program: - Management* - Global Business Marketing - International Business Management - Business Creation - Business Management - Undergraduate Program (International): - International Business - Business Management & Marketing BINUS Business School (BBS) Undergraduate @Bandung - Creativepreneurship	S1 S1 S1 S1 S1 S1 S1 S1

No	Faculty, School, and Department / Program	Program
	BINUS Business School (BBS) Undergraduate @Malang o Entrepreneurship Business Creation	S1
	BINUS Business School (BBS) Undergraduate @Semarang o Digital Business	S1
	BINUS Business School (BBS) Master Program - o MM Young Professional: - Business Management - Creative Marketing - o MM Professional Business Management - o MM Business Management – Blended Learning - o MM Executive Management	S2 S2 S2 S2 S2
	BINUS Business School (BBS) Doctorate Program o Doctor of Research in Management	S3
10.	Graduate Program • Master Program: - o Computer Science - o Information System Management - o Industrial Engineering - o Communication Science • Doctorate Program - o Doctor of Computer Science	S2 S2 S2 S2 S3
11.	International Programs • International Accounting & Finance • Computer Science • Business Information Systems • Fashion Design • Graphic Design & New Media • Communication	S1 S1 S1 S1 S1 S1
12.	Online Learning • Computer Science • Information System • Business Management • Accounting • Industrial Engineering	S1 S1 S1 S1 S1

*) Undergraduate also available for Double Degree program

1.2 Meaning of BINA NUSANTARA

The name BINA NUSANTARA originated when...

The founders desired to help the government to increase the potential of human resources across the whole archipelago.

Admiral R. Rudy Poerwana (posthumous) proposed the name as one of the founders of the BINA NUSANTARA Institute.

As the name indicates, the student body of BINA NUSANTARA UNIVERSITY is made up of high school graduates who come from the whole region of Indonesia, from Sabang to Merauke. This is reflected in hundreds of scholarships that are offered to high school graduates from the whole of Indonesia.

BINA NUSANTARA will always generate efforts and resources to develop the nation and the country.

1.3 The Tagline of BINUS UNIVERSITY

The tagline of BINUS UNIVERSITY is:

"People. Innovation. Excellence."

1.4 Vision & Mission of BINUS UNIVERSITY

Vision:

BINUS UNIVERSITY is committed to building the nation and to contributing in global community development by providing world class education that fosters and empowers the society.

Mission:

The mission of BINUS University is to build the nation and to contribute in global community development by providing world class education by means of:

- Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards
- Educating BINUSIAN to be leaders with multiple skills by providing a holistic approach using global standards and hands-on entrepreneurial learning experiences.

- Resolving the nation's issues through high impact research.

Guiding BINUSIAN to resolve the nation's issues through high impact and internationally recognized research by integrating the Nusantara's diversity and wisdom for enriching quality education.

- Fostering BINUSIAN as lifelong learners through self-enrichment.

Nourishing BINUSIAN spirit to develop exemplary character through personal and professional growth by leveraging best practices for lifelong learning.

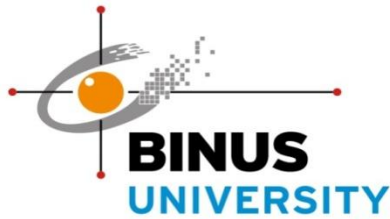
- Empowering BINUSIAN to continuously improve society's quality of life.

Transforming BINUSIAN to be empowering agents through community service programs that improve the quality of life needed for building and serving the nation.

- Being the main driver to enrich the BINUS Higher Education system.

Enriching the quality of Higher Education by utilizing the best practices to consolidate a world-class Education system with a unified spirit to foster and empower.

1.5 The Symbol of BINUS UNIVERSITY



The philosophical background of the symbol

The symbol consists of three parts with the following meanings:

- Eye symbol: Focus and ready to observe.
- Digital Image: Has the latest information technology as a base.
- Four lines stretch to the four directions: Global mindset.

The philosophical background of the colours

The colours used are yellow, grey and red with the following meanings:

- Orange represents the sharpness and brilliance of the mind.
- Grey reflects forward-thinking, modern and smart.
- Red symbolizes dynamic and innovative.

1.6 Hymne of BINUS UNIVERSITY

Perguruan tinggi bina nusantara
Wahana tuk semaikan benih harapan
Mendidik dan memberdayakan sesama
Membangun nusa berkiprah untuk bangsa

Berlambarkan kasih, cita dan karsa
Dengan rahmat tuhan berdasar pancasila
Menjunjung tinggi nilai kejujuran
Menghidupi keadilan

Binusian nyalakan api di dada
Rengkuh rasa hormat dan menghargai sesama
Tekun dan gigih raihlah yang terbaik
Kobarkan inovasi di penjuru semesta
Bulatkan tekad dan niat bersama

Teguhkan langkah arungi zaman
Perguruan tinggi bina nusantara
Wujudkan indonesia jaya

1.7 BINUSIAN

BINUSIAN refers to the BINA NUSANTARA community which consist of the whole academic community (*civitas academica*) at BINA NUSANTARA, including all those who contribute in some way, through managing or attending parts of the education and training process. They have a solid vision, become innovative in their fields, and keep one step ahead in Science and Technology, mainly when based on Information Technology.

BINUSIAN aims to be a part of the visionary community, as well as to be accepted as a leader in Information Technology (IT). BINUS UNIVERSITY prepares each BINUSIAN to be a successful professional or entrepreneur through Multi-Channel Learning (MCL) Method, independent learning and IT media, core competence and clear pathway in various study programs, and character-building program. To achieve BINUSIAN's aim, BINUS UNIVERSITY will always increase its quality as an education provider. To implement such a standard, BINUS UNIVERSITY is supported by an innovative, flexible and on-time lecturing program and high qualified lecturers.

BINUSIAN Mascot:



Meaning of BINUSIAN Mascot:

Why Bee?

- A bee is a hard-working insect, also known for its diligence, and loyalty to its community.
- A bee is highly creative and talented, as this is seen from its unusual geometric beehive.
- A bee produces something useful for itself and others (honey), by getting the flower's pollen without destroying it, also helping its pollination.
- A bee's ability to fly proves that a bee is highly flexible and mobile.

Human Features

- By having the shape and movement of a human, the mascot represents the character of a BINUSIAN with the qualities of a bee.
- The simplification of a bee's shape has been made to make it more friendly and intelligent.

Luminescent Antenna

The function of the antenna is to improve the bee's awareness of its surroundings and to improve its navigation system to guide its high mobility. In this mascot, the luminescent effect of the antenna is to illustrate the ability to absorb information and knowledge (and to distinguish this mascot from an ordinary bee).

Mascot colour is similar to BINUS colour

Yellow and Black are the distinctive colours of a bee which are also the colours of BINUS.

1.8 March of BINUSIAN

Dengar semua para BINUSIAN
Panggilan nusa dan bangsa telah menanti
Sambutlah dengan visi inovatif
Songsonglah dengan sikap positif
Dan selalu menjadi yang terdepan.
Ayo kita berjuang demi ibu pertiwi
Dengan karya bermanfaat
Ayo kita berbakti untuk sesama
Dengan karya nyata
Semuanya demi pembangunan bangsa.

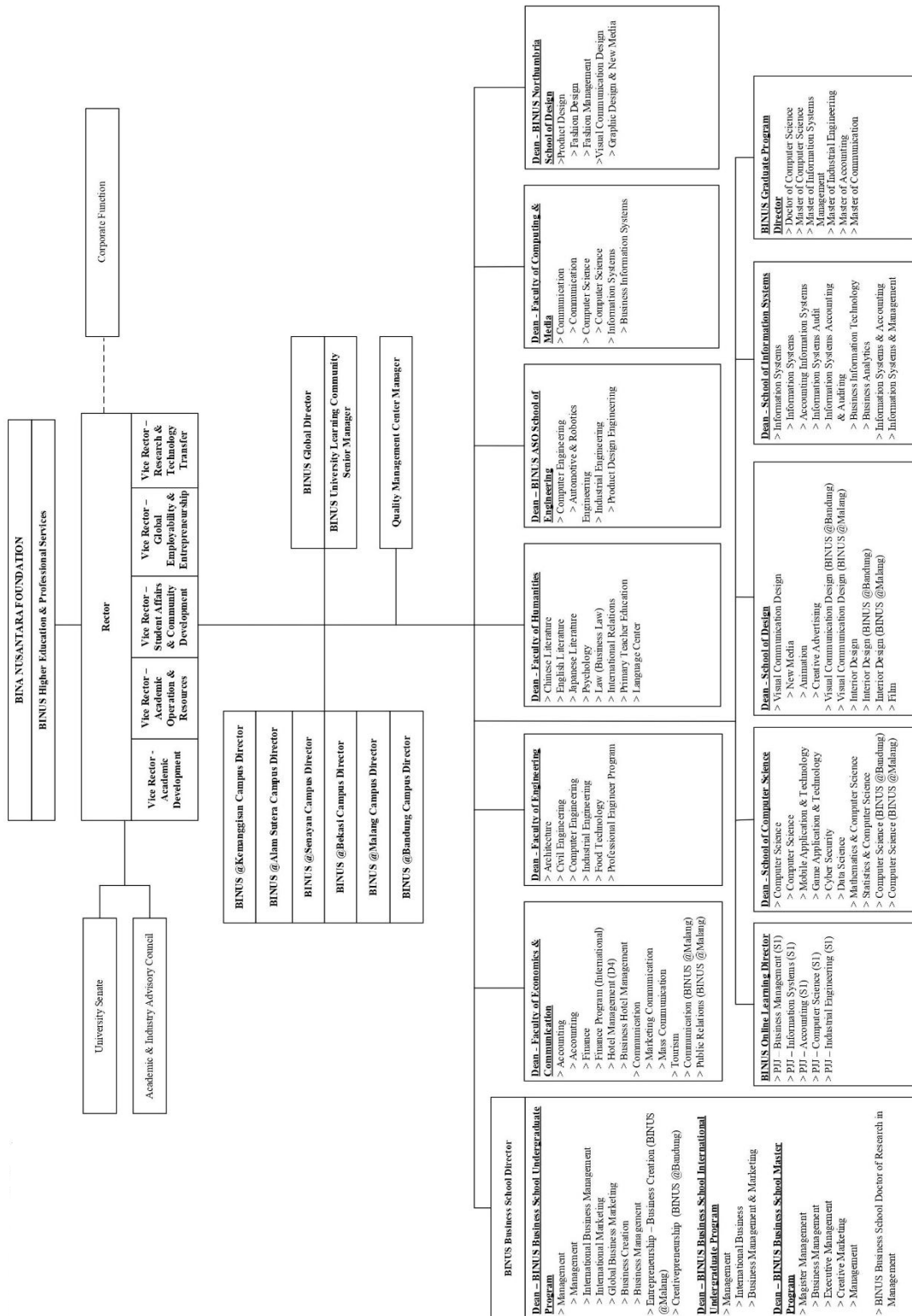
1.9 BINUS Value

Based on our belief in God, our passion for education, and our view of a bright future, we are committed to developing the nation and to building a global community through education and technology.

This commitment is reflected in the values of Bina Nusantara, which become the guidance of our actions:

- **Striving for excellence**
We continuously do our best to achieve high-quality results in every aspect of our work.
- **Perseverance**
We stay calm, focused, never give up, and quickly recover in overcoming challenges.
- **Integrity**
We are honest, transparent, sincere, and courageous in doing the right thing.
- **Respect**
We care for others; we value differences and contributions from every individual.
- **Innovation**
We encourage creative, breakthrough, and sustainable ideas to continuously improve processes to achieve better results.
- **Teamwork**
We believe in the importance of collaborative, effective, and trustful working relationships as one team.

1.10 Organizational Chart of BINUS UNIVERSITY



Supporting Units List

BINUS University > Quality Management Center Manager Vice Rector – Academic Development > Academic Development Senior Manager > Academic Resources Center Manager > Character Building Development Center Manager > Academic Development & Accreditation Specialist Vice Rector – Academic Operations & Resources > Lecturer Services Center Manager > Student Grading & Graduation Center Manager > Student Registration and Scheduling Center Manager > Student Services Center Manager > BINUS Graduate Program Office Manager > Library and Knowledge Center Manager > Software Laboratory Center Manager > Resources Management Senior Officer Vice Rector – Student Affairs and Community Development > Student Affairs Senior Manager > Student Advisory & Support Center Manager > Student Club & Activity Center Manager > Student Development Center Manager > Program Development Center Manager > Community Development Center (Academic) Manager > Community Development Center (IT) Manager Vice Rector – Global Employability & Entrepreneurship > Employability & Entrepreneurship Center Senior Manager > Employability & Entrepreneurship Center Manager – BINUS @Alam Sutera > Employability & Entrepreneurship Center Section Head – BINUS @Senayan > Employability & Entrepreneurship Center Section Head – BINUS @Bekasi > BINUS Entrepreneurship Center Manager > BINUS Career Center Manager > Internship Center Manager > Business Incubator Manager > Industry Relationship Specialist > BINUS Alumni Relation Center Specialist	Vice Rector – Research & Technology Transfer > Research & Development Manager > Technology Transfer & Commercialization Manager > Head of Bioinformatics & Data Science Research Center > Head of Social & Business Empowerment > Research Interest Group Leader BINUS @Alam Sutera Campus Director > Operations & Student Development Senior Manager > Lecturer Services Center Manager > Student Services Center Manager > Laboratory Center Manager > Student Advisory & Support Center Manager > Business Incubator Center Coach BINUS @Bekasi Campus Director > Academic & Student Development Senior Manager > Academic & Student Development Manager > Operations Manager BINUS @Senayan Campus Director > Operations & Student Development Senior Manager > Operations Manager > Overseas Program Manager > Student Advisory & Support Center Manager > Language Center Manager > Center for Innovation, Design, and Entrepreneurship Research (CIDER) Manager > Lecturer & Academic Development Specialist BINUS @Malang Campus Director > Campus Director's Office & Quality Assurance Section Head	BINUS @Bandung Campus Director > Campus Director's Office & Quality Assurance Section Head Deputy Campus Director – Academic, Research & Student Development > Academic & Lecturer Resources Section Head > Research & Community Development Section Head > Student Advisory & Development Section Head > Program Development Section Head Deputy Campus Director – Academic Operations & Resources > Student & Lecturer Services Associate Manager > Library & Knowledge Center Section Head > IT Operations Section Head > Software Laboratory Section Head Deputy Campus Director – Institutional Development & Collaboration > Global Employability & Alumni Section Head > Business Incubator Section Head > Business Entrepreneurship Center Section Head	BINUS Higher Education & Professional Services > Quality Assurance & Provost Director > Certification Specialist > Recognition of Prior Learning Specialist > System & Organization Learning Specialist > Assurance of Learning Specialist > President's Office Senior Manager > Rector's Office Manager > BINUS Institutional Development Center Manager > Data Analytics & Business Process Analyst Manager > Business Process Specialist > BINUS CREATES Director > Education Services Director > Apple Academy Program > Application Development Manager > Sales & Marketing Manager > Content Development Manager > BINUS Center Retail Manager > Executive Education Director > Content Development & Quality Assurance Manager > Operations Manager > Program Development Manager > GreatNusa > Content Management Manager > Operations Manager > Sales & Marketing Manager > Technology Manager > Professional Services Director > Operations Manager > Consulting Services Manager > Training Manager > Program Development Manager > Education Services Director > Business Development & Venturing Manager > BINUS Digital Senior Manager > Business Analyst > Instructional Design > IT Engineer > Knowledge Management & Innovation Director > Knowledge Multimedia Manager > Digital-Media Development Manager > Knowledge Innovation Manager > Knowledge System Manager > Knowledge Product Manager > Corporate Function Units (Division) > Corporate Strategic Management Director > Marketing Director > BINUS Corporate Learning & Development Director > Finance Director > Human Capital & Legal Director > General Affairs Director > Information Technology Director > Infrastructure Development & Optimization Director
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1.11 Campus Location

Syahdan Campus

Jl. K. H. Syahdan No. 9, Kemanggisan/Palmerah, Jakarta Barat 11480
Tel : (+62-21) 534-5830, (+62-21) 535-0660; Fax : (+62-21) 530-0244

Anggrek Campus

Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530
Tel : (+62-21) 53-69-69-69, (+62-21) 53-69-69-99; Fax : (+62-21) 535-0655

Kijang Campus

Jl. Kemanggisan Ilir III No. 45, Kemanggisan, Palmerah, Jakarta Barat 11480
Tel: (+62-21) 532-7630

BINUS @Senayan – fX Campus

fX Sudirman, F6, Jl. Jend. Sudirman, Pintu Satu Senayan, Jakarta Pusat 10270
Tel: (+62-21) 720-2222 ext. 7950 – 7953

BINUS @Senayan – The Joseph Wibowo Center for Advanced Learning (JWC) Campus

Jl. Hang Lekir I No. 6, Senayan, Jakarta Pusat 10270
Tel: (+62-21) 720-2222, 720-3333; Fax : (+62-21) 720-8569, (+62-21) 720-5555

Alam Sutra Campus

Jl. Jalur Sutera Barat Kav. 21, Alam Sutera, Serpong, Tangerang 15143
Tel : (+62-21) 53-69-69-19

BINUS @Bekasi

Jl. Lingkar Bulevar Blok WA No.1, Summarecon Bekasi
Kelurahan Marga Mulya, Kecamatan Medan Satria, Bekasi 17142
Tel: (+62-21) 2928-5598; Fax: (+62-21) 2928-5596

BINUS ASO School of Engineering (BASE)

Jl. Alam Sutera Boulevard No. 1, Alam Sutera - Serpong, Tangerang 15325
Tel : (+62-21) 53-69-69-69

BINUS @Bandung

Admissions office 4th Floor
Jl. Pasirkaliki No. 25-27, Paskal Hyper Square, Bandung, Jawa Barat 40181
Tel : (+62-22) 2056 8888

BINUS @Malang

Jl. Araya Mansion No. 8-22, Pandanwangi, Blimbing Kabupaten Malang, Jawa Timur 65154
Tel : (+62-341) 303-6969; Fax : (+62-341) 303 6868

BINUS @Semarang

BINUS Education Park - Gedung C
POJ Avenue Kav. 3 (POJ City)
Kel. Tawangsari, Kec. Semarang Barat, Kota Semarang
087831171515
081329679090

BINUS UNIVERSITY Learning Community (BULC) Palembang

Rukan Taman Harapan Indah, Jl. Letda A. Rozak No. B3 & B5, Palembang 30114
Tel : (+62-711) 562-6222; Fax : (+62-711) 562-6666

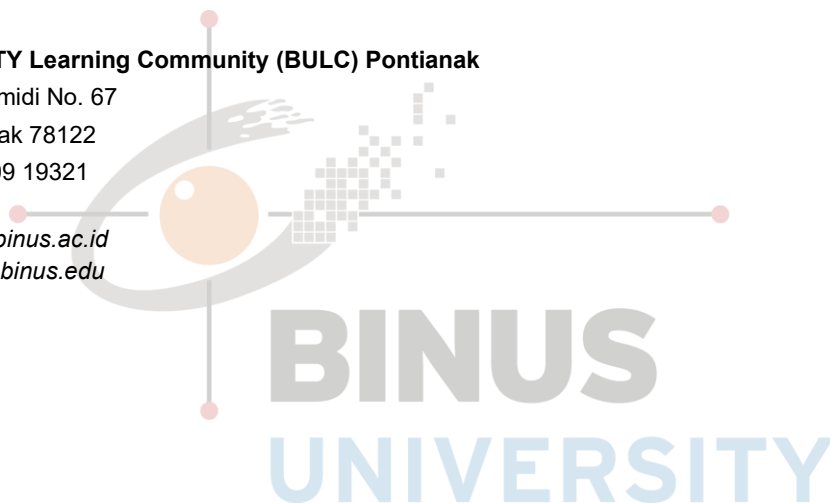
BINUS UNIVERSITY Learning Community (BULC) Medan

Wisma Bii, 4th Floor, Unit 409
Jl. Pangeran Diponegoro No. 18
Medan 20152
Tel : (+62-61) 453 3270; Fax : (+62-61) 453 3270

BINUS UNIVERSITY Learning Community (BULC) Pontianak

Jalan Putri Candramidi No. 67
(Optik 55), Pontianak 78122
Tel : (+62-895) 3409 19321

Homepage : www.binus.ac.id
E-mail: informasi@binus.edu



1.12 Quality Management System at BINUS UNIVERSITY

BINUS UNIVERSITY believes that the implementation of the internationally recognized standard in a quality management system for education institution is paramount. In this sense, the government regulation regarding the national standards based on Permendikbud 3/2020, and ISO 9001 certificate play a role as one of the ultimate international recognition of global quality.

BINUS UNIVERSITY is the first higher education institution in Indonesia that achieved ISO 9001 certification in November 1997, for its application and implementation of quality management system in the scope of design of curriculum and lecture materials, education, teaching, research, and community development.

BINUS UNIVERSITY's ability to consistently provide high-quality education services meets customers' demand and applicable regulatory requirements. It also aims to enhance customers' satisfaction through the effective application of the system, which includes processes for continuous improvement of the BINUS UNIVERSITY's system. With the vision of becoming a world-class university, BINUS UNIVERSITY has implemented Performance Excellence based on Malcolm Baldrige Criteria since 2008. In 2011, BINUS UNIVERSITY applied for the Indonesian Quality Award that is managed by Indonesian Quality Award Foundation (IQAF), and in 2017, and in 2019 BINUS UNIVERSITY achieved the level of Emerging Industry Leader. The commitment of BINUS UNIVERSITY to become a world-class university is also shown not only by obtaining grade A for the national accreditation from BAN – PT at the institutional level, but also by following international accreditations i.e:

- *Accreditation Board for Engineering and Technology, Inc (ABET)* for Industrial Engineering (2015), Computer Engineering (2015), Civil Engineering (2015);
- **TEDQUAL** (2018) for Hotel Management;
- *Indonesian Accreditation Board for Engineering Education (IABEE)* for Industrial Engineering (2018), Computer Engineering (2019), and Civil Engineering (2018);
- *ASEAN University Network (AUN)* for Computer Science (2019), Visual Communication Design (2019), Information Systems (2019);
- *The Association to Advance Collegiate Schools of Business (AACSB)* for Management S1 – S3 (2019).

1.13 Quality Policy of BINUS UNIVERSITY

BINUS UNIVERSITY is committed to building the nation and to contributing in global community development by providing world class education that fosters and empowers the society.

1.14 Quality Objectives of BINUS UNIVERSITY

To achieve the quality of high qualification and well-prepared graduates, BINUS UNIVERSITY is committed to applying the following quality objectives and targets in 2025:

1. Two out every three graduates work in the global companies or become entrepreneurs within six months upon graduation.
2. One out of every three graduates holds certificates of competence.
3. All Graduates have international experience.
4. One out of every three students participates in the activities of empowering the society which have high impacts.
5. All Faculty Members have International Papers.
6. 1000 Intellectual property rights have been legally registered.
7. One out of three study programs has been accredited internationally.
8. The Academic Satisfaction Index achieves 80%.
9. The Stakeholder Satisfaction Index achieves 80%.

