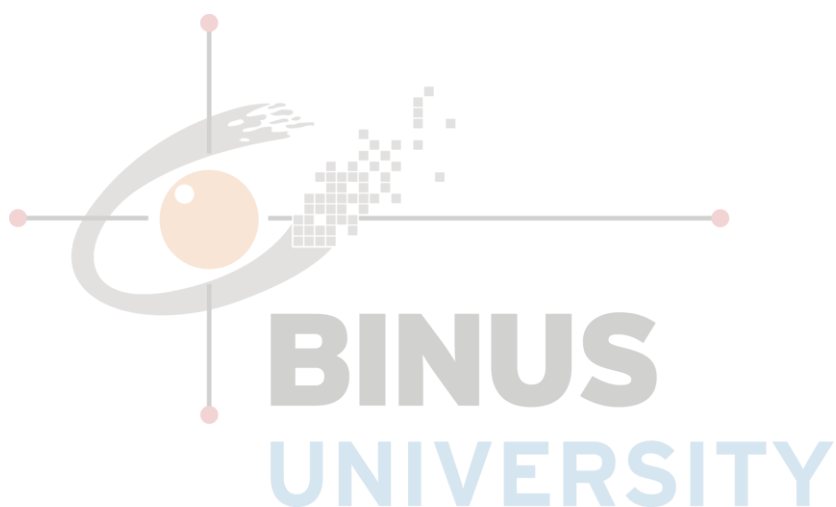


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3. BINUS UNIVERSITY INTERNATIONAL (BUI)

3.1 Introduction and Disclaimer

This catalog aims to help you make an informed decision about your studies. We make every effort to ensure that programs and courses are offered as described, and that any unpublished changes enhance your learning opportunities. However, circumstances may occasionally make this impossible, and we therefore reserve the right to add, alter or withdraw particular programs or courses, to adjust the level of fees and to review and amend other areas, for example, arrangements for the provision of financial help.

3.2 History of BINUS University International

BINUS University International (BI) is a part of BINUS University that offers international programs in the format of double degree collaborations with overseas partners. In September 2001, BI launched its first program, Computer Science, with a double degree option with an Australian university. This was among the first publicly offered double degree program in Indonesia at that time. It gradually added its double degree programs and partnerships, and in 2010 it opened the first dual award programs with Northumbria University, UK, for Fashion Design and Graphic Design. With a growing body of students, BUI expanded its programs 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 ten programs with over 30 different university partners in Australia, Europe, Asia, and New Zealand. BI students can choose to study International Finance, International Business, Business Management and Marketing, Graphic Design and New Media, Fashion Design, Fashion Management, Communication, Computer Science, Business Information Systems, and Digital Business. During their study at BI, students will gain international experience through various partnership programs, including study abroad to a partner university, guest lecturers, visiting professors, or study with international students on campus.

Vision

"A World-class university fostering and empowering the society in building and serving the nation."

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 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.

Values

- **Strive 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 in order to achieve better results

- **Teamwork**

We believe in the importance of collaborative, effective, and trustful working relationships as one team