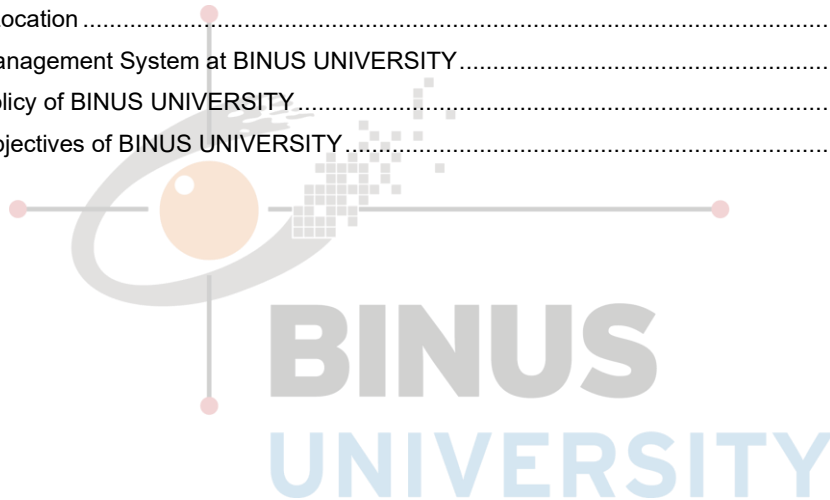


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1. General Information

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 continued 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. ATK obtained registration on July 13, 1984, and a year after that, exactly on July 1, 1985, the institution changed to 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 to further develop itself, 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 of Bina Nusantara.

On the 9th of November 1987, a merger between AMIK Bina Nusantara and STMIK Bina Nusantara took place. The institution established 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 Master's Degree (S-2) Program in Information Systems 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), the Faculty of Economy (Fakultas Ekonomi), the Faculty of Engineering (Fakultas Teknik), the Faculty of Literature (Fakultas Sastra), the Faculty of Mathematics and Natural Sciences (Fakultas MIPA), and a Master's Degree (S-2) Program in Information Systems Management.

However, BINUS UNIVERSITY did not stop there. It continued to expand its reach in educational areas. On the 20th of April 2007, Bina Nusantara University added the Faculty of Psychology (*Fakultas Psikologi*) and the 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 was renamed the Faculty of Science and Technology, the Faculty of Economy was renamed the Faculty of Business & Economy, and the Faculty of Literature was changed to the 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 a Master's Degree of Computer Science (*Magister Teknik Informatika*), on the 31st of August 2009.

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

- The Faculty of Economy and Business was changed to 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 to the Faculty of Engineering (*Fakultas Teknik*).
- Information Technic related programs were grouped under the School of Computer Science.
- Information Systems related programs were grouped under the School of Information Systems.
- Management-related programs were grouped under the School of Business Management.
- The Faculty of Communication and Multimedia was changed to the School of Design.
- The Computer System major, which was previously listed under the Faculty of Computer Science, was then listed under the Faculty of Science and Technology.
- The Mathematics and Statistics programs, which were previously listed under the Faculty of Science and Technology, were then listed under the School of Information Systems.
- The Accounting major was changed to the School of Accounting and Finance.
- The Master's Degree Program of Information Systems and Informatics Engineering was then under the coordination of the BINUS Graduate Program, which also supervises the Doctorate Degree of Research in Management.

The School continued to grow, making 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 the Business School. There are undergraduate program (Undergraduate Program (UP) and International Undergraduate Program (IUP)), Master's Degree Programs (MP), and Doctorate Degree Programs (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 disseminate knowledge and skills. BINUS UNIVERSITY also strives to build its strength in high-impact research and leverage international programs. Additionally, BINUS UNIVERSITY applies a student-centered learning method, develops internationally recognized curricula with its industrial and international partners, and always measures and improves its quality as required by ISO 9001 (since 1997).

With 44 years of exceptional experience in education, having more than 150,000 alumni, and currently more than 40,000 students enrolled, 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 form 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 to 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. The 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 center for continuous education, namely, the BINUS CENTER, in 2002. The 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 is proliferating.

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

In 2010, the BINUS SQUARE Residence Hall was established in response to the need for BINUS student accommodations to support learning and to provide 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.

BINUS UNIVERSITY continuously measure and enhance its quality through ISO 9001 (since 1997), the education criteria for performance excellence based on the Malcolm Baldrige National Quality Award (MBNQA). As part of its vision to become a world-class university that fosters and empowers society and contributes to national development, BINUS University has implemented Performance Excellence based on the Malcolm Baldrige Criteria since 2008. In 2011, BINUS University applied for the Indonesian Quality Award, managed by the Indonesian Quality Award Foundation (IQAF), and in both 2017 and 2019, the university achieved the level of Emerging Industry Leader. In 2022, BINUS participated in the Indonesia Performance Excellence Award (IPEA)—based on the Baldrige Excellence Framework and administered by the Indonesia Quality and Productivity Management Association (IQPMA)—and was awarded “the Best in Class” designation in 2023, BINUS University again attained the “Best in Class” recognition at the Global Performance Excellence Award, representing the Asia-Pacific region.

As part of its commitment to delivering world-class education, BINUS University strives to achieve national and international accreditations. At the national level, 18 study programs at BINUS University received “Unggul” (Excellent) accreditation, 1 study program received “Baik Sekali” (Very Good) accreditation, 8 study programs received “A” accreditation, 15 study programs received “Baik” (Good) accreditation, and 14 study programs received “B”

accreditation from the National Accreditation Board for Higher Education (BAN-PT) of the Republic of Indonesia in 2024. BINUS University is also recognized as “the Best Private University” from the Private Higher Education Coordinator (KOPERTIS) for Region III of DKI Jakarta in 2022. Most recently, in 2022, BINUS University received an “Unggul” (Excellent) rating for institutional accreditation (AIPT) from BAN-PT.

In addition to national accreditations, BINUS University actively pursues international recognition from reputable global accreditation boards. BINUS University first obtained full accreditation from ABET (Accreditation Board for Engineering and Technology) in 2015, which was renewed in 2021 for Industrial Engineering, Civil Engineering, and Computer Engineering programs. BINUS University also earned IABEE (Indonesian Accreditation Board of Engineering Education) accreditation for Computer Engineering in 2019, and for Industrial Engineering and Civil Engineering in 2018. As for the Hotel Management Program, BINUS University was awarded TEDQUAL accreditation- an international quality assurance system for tourism and hospitality education—in 2018, and this was renewed in 2022. In the same year (2018), BINUS University also achieved a QS 4-Star Rating. As part of its international recognition, BINUS University ranked in the 801-1000 position of the QS World University in both 2019 and 2020. In late 2019, BINUS Business School was rewarded with AACSB (The Association to Advance Collegiate Schools of Business) accreditation, one of the most reputable global business education networks and associations based in the USA. . Additionally, between 2022 and 2023, several programs—including Accounting (Bachelor’s and Master’s), International Relations, Visual Communication Design (Jakarta, Bandung, and Malang), Japanese Literature, Law, Food Technology, Psychology, Film, Interior Design, Hospitality, and Product Design—were accredited by HEEACT (Higher Education Evaluation and Accreditation Council of Taiwan). Most recently, In late 2023, all undergraduate and postgraduate Computer Science programs at BINUS University obtained ASIIN accreditation. Moreover, both undergraduate and master’s degrees in this field were awarded the Euro-Inf Seal.

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 on Jl. Jalur Sutera Barat Kav.21 Alam Sutera with an 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, Global Business Marketing, International Business Management, Business Creation, Accounting, Finance, Marketing Communication, Mass Communication, Animation, New Media, Film, Chinese Literature, Food Technology, Biotechnology and International Relations – Global Class.

BINUS UNIVERSITY as an educational institution is committed to continually making improvements and innovations to advance the quality of education and striving to get closer to the community. Therefore, BINUS UNIVERSITY has expanded its presence in Bekasi where the main campus is located on Jl. Lingkar Bulevar Blok WA No. 1 Summarecon Bekasi. BINUS Bekasi’s main campus focuses on Business and Service Management which is based on Knowledge Innovation and ICT with two program options: online and regular. In the online program option, Binus Online Learning offers distance learning with Management study programs – Business Management, Accounting, Information Systems – Corporate Information Systems, Informatics Engineering, and Industrial Engineering. Then for regular programs there are majors in Business Information Technology, Business Management, Accounting, Business Hotel Management, and Psychology and Management.

In addition to the campuses in the 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 the School of Creative Technology of Bina Nusantara Bandung. In 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 that, 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 at 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 in Digital Technopreneur for those interested in becoming entrepreneurs in the digital technology area or looking to develop business products 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 at POJ Avenue Kav 3, Tawangsari – Semarang. BINUS @Semarang offers undergraduates five study programs as follows: Computer Science, Information Systems, Visual Communication Design, Digital Business, and Industrial Engineering. The BINUS @Semarang 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.

Since 2001, BINUS UNIVERSITY has implemented a multi-channel learning system by using a Learning Management System (LMS), which was 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 the BINUS UNIVERSITY LEARNING COMMUNITY (BULC) in three cities in Indonesia; they are Palembang, Semarang, and Malang. BULC was established to support Distance Learning Programs (PJJ) or Online

Learning. Online Learning is beneficial for students who follow their study plans because they do not need to leave their cities to get a flexible and excellent education such as what BINUS UNIVERSITY offers.

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

Faculties, Schools, and Departments / Programs at BINUS UNIVERSITY

No	Faculties, Schools, and Departments / Programs	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
	• Artificial Intelligence	S1
	School of Computer Science @Bandung	
	• Computer Science	S1
	School of Computer Science @Malang	
2.	Computer Science	S1
	School of Computer Science @Semarang	
	• Computer Science	S1
	School of Computer Science @Medan	
	• Computer Science	S1
	School of Information Systems @Greater Jakarta	
	• Information Systems*	S1
	• Business Information Technology	S1
	• Business Analytics	S1
	• Digital Business Innovation	S1
3.	School of Information Systems @Semarang	
	Information Systems	S1
	School of Information Systems @Medan	
	• Information Systems	S1
	School of Design @Jakarta	
	• Visual Communication Design:	
	○ New Media	S1
	○ Animation	S1

No	Faculties, Schools, and Departments / Programs	Program
	- o Creative Advertising • Interior Design • Film • Fashion 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 School of Design @Medan • Visual Communication Design	S1 S1 S1 S1 S1 S1 S1 S1 S1 S1
4.	Faculty of Engineering @Greater Jakarta • Architecture • Civil Engineering • Industrial Engineering • Computer Engineering • Food Technology • Biotechnology • Professional Engineer Faculty of Engineering @Semarang • Industrial Engineering	S1 S1 S1 S1 S1 S1 Professional S1
5.	BINUS ASO School of Engineering • Automotive & Robotics Engineering • Product Design Engineering • Business Engineering	S1 S1 S1
6.	Faculty of Humanities • Global Business Chinese • Creative Digital English • Japanese Popular Culture • Psychology • Business Law • International Relations • Primary Teacher Education • Digital Psychology	S1 S1 S1 S1 S1 S1 S1 S1

No	Faculties, Schools, and Departments / Programs	Program
7.	School of Accounting - Accounting: - Accounting* - Accounting @Bekasi - Finance - Finance (International) - Taxation - Master Program Accounting	S1 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 - Creative 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 - Digital Business BINUS Business School (BBS) Undergraduate @Bandung - Creativepreneurship - Digital Business Innovation BINUS Business School (BBS) Undergraduate @Malang - Entrepreneurship Business Creation - Digital Business Innovation	S1 S1 S1 S1 S1 S1 S1 S1 S1 S1 S1 S1

No	Faculties, Schools, and Departments / Programs	Program
	BINUS Business School (BBS) Undergraduate @Semarang o Digital Business	S1
	BINUS Business School (BBS) Undergraduate @Medan o Digital Business	S1
	o International Trade	S1
	BINUS Business School (BBS) Master Program o MM International: - MM Executive – Strategic Management - MM Executive RPL Track – Strategic Management - MM Professional – Single/Double Degree - MM Applied Finance – Single Degree	S2 S2 S2 S2
	o MM Regular - Streaming in Creative Marketing - Streaming in Digital Business - Streaming in People and Leadership - Streaming in Innovation and Entrepreneurship - Streaming in Supply Chain Management	S2 S2 S2 S2 S2
	o MM Blended Learning - Streaming in Business Management - Streaming in Strategy and Execution	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 - o Design	S2 S2 S2 S2 S2
	• Doctorate Program o Doctor of Computer Science	S3
11.	International Programs • Computer Science • Business Information Systems • Graphic Design & New Media • Communication • Creative Digital Communication	S1 S1 S1 S1 S1

No	Faculties, Schools, and Departments / Programs	Program
12.	Online Learning	
	• Computer Science	S1
	• Information System	S1
	• Business Management	S1
	• Accounting	S1
	• Industrial Engineering	S1
	• Data Science	S1
	• Business Analytics	S1
	• Digital Business Management	S1
	• Finance	S1

*) Undergraduate degrees also available for a 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 potentials of human resources across the whole archipelago.

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

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

BINA NUSANTARA always strives 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:

To be a world-class university, fostering and empowering society in building and serving the nation.

Mission:

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

- Educating BINUSIANS to develop exemplary characters through a holistic approach that meets global standards. Educating BINUSIANS 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 BINUSIANS to resolve the nation's issues through high-impact and internationally recognized research by integrating the nation's diversity and wisdom in enriching the quality of the education.

- Fostering BINUSIANS as lifelong learners through self-enrichment.

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

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

Transforming BINUSIANS 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 semai 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 consists 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, are innovative in their fields, and keep one step ahead in Science and Technology, mainly when based on Information Technology.

BINUSIANs aim to be a part of the visionary community, as well as to be accepted as leaders in Information Technology (IT). BINUS UNIVERSITY prepares each BINUSIAN to be a successful professional or entrepreneur through a Multi-Channel Learning (MCL) Method, independent learning and IT media, core competences and clear pathways in various study programs, and a character-building program. To achieve BINUSIANs' aims, BINUS UNIVERSITY always improves 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 highly 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 building a global community through education and technology.

This commitment is reflected in the values of Bina Nusantara, which are the guidelines 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 and 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 the differences and contributions of every individual.

- **Innovation**

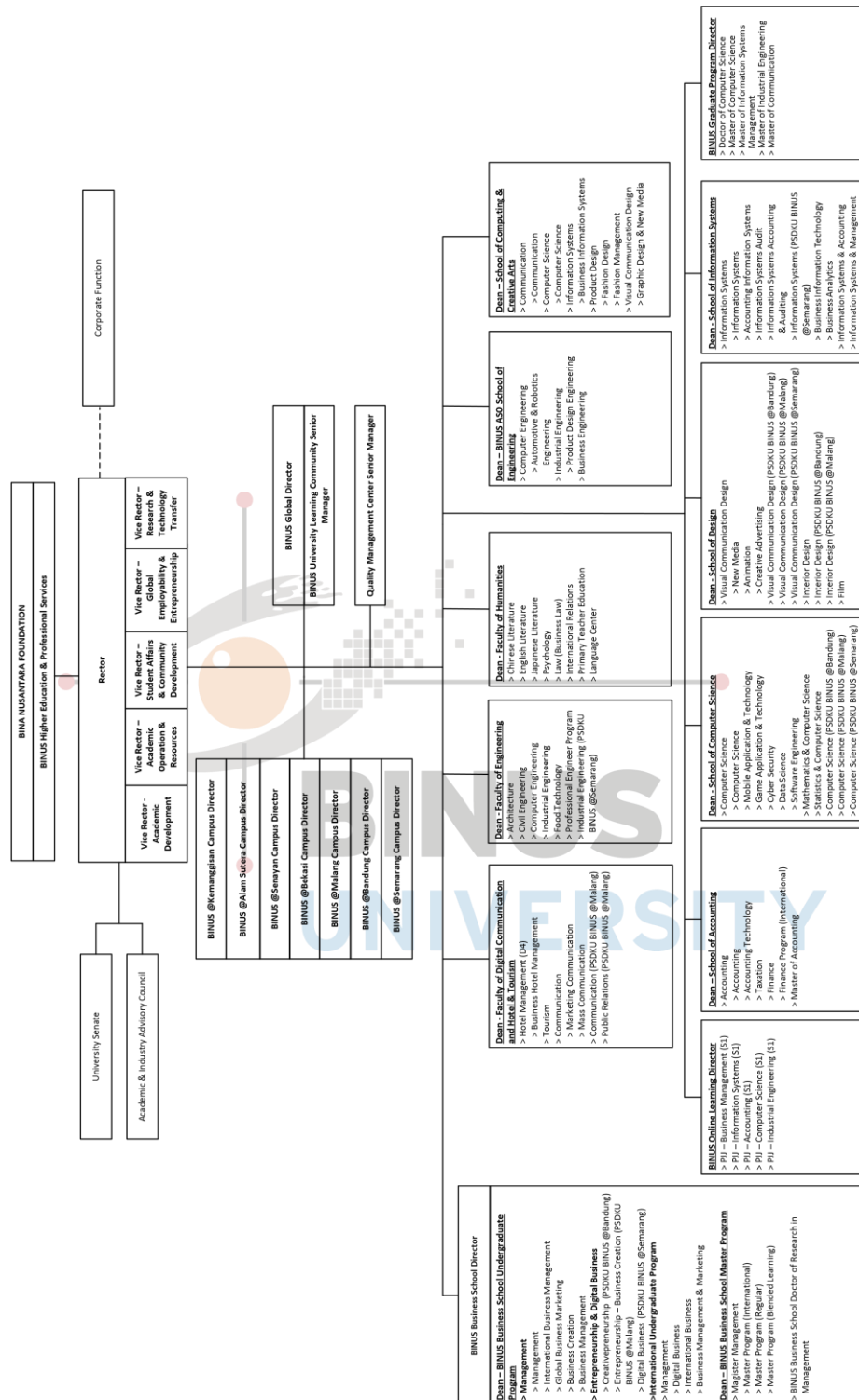
We encourage creative, breakthrough, and sustainable ideas to continuously improve processes to achieve better results.

- **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

<u>BINUS University</u> > Quality Management Center Senior Manager > Quality Design Manager > Quality Control Manager > Quality Improvement Manager > <u>Vice Rector - Academic Development</u> > Academic Development Senior Manager > Lecturer Resource Center Manager > Academic Resources Center Manager > Character Building Development Center Manager > Academic Development & Accreditation Specialist > <u>Vice Rector – Academic Operations & Resources</u> > Academic Operations Senior Manager > 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 > <u>Vice Rector – Student Affairs and Community Development</u> > Student Affairs Senior Manager > Student Support Office Manager/Associate Manager > Student Club & Activity Center Manager > Student Development Center Manager > Program Development Center Manager > Community Development Center (Academic) Manager > Community Development Center (TFI) Manager > Student Advisory & Support Center Manager > <u>Vice Rector – Global Employability & Entrepreneurship</u> > Employability Senior Manager > BINUS Career Center Manager > Internship Center 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 > Alumni Relations Office Manager > Business Incubator Manager > Industry Relationship Specialist > Industry Relationship Senior Officer > <u>Vice Rector – Research & Technology Transfer</u> > Research & Technology Transfer Office Senior Manager > Research Strategy & Policy Manager > Scientific Research Publication Manager > Research Data & Digitalization Specialist > Publication Specialist > Business & Technological Innovation Manager > Head of Bioinformatics & Data Science Research Center > Research Interest Group Leader > Research Interest Group Leader: Institute for Advanced Research	<u>BINUS @Alam Sutera Campus Director</u> > Deputy Campus Director – Academic Operations & Resources > Lecturer Services Center Manager > Student Services Center Manager > Laboratory Center Manager > Student Advisory & Support Center Manager > Business Incubator Center Coach <u>BINUS @Bekasi Campus Director</u> > Deputy Campus Director – Academic & Student Development > Academic & Student Development Manager > Student Advisory & Support Center Associate Manager > Deputy Campus Director – Academic Operations & Resources > Student & Lecturer Services Associate Manager > Laboratory Center Section Head > BINUS Online Operations Section Head > IT Section Head > Institutional Development & Collaboration Senior Lead <u>BINUS @Kemanggisan Campus Director</u> > Deputy Campus Director <u>BINUS @Senayan Campus Director</u> > Deputy Campus Director – Operations & Student Development > 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 <u>BINUS Global Director</u> > BINUS International Office Manager > BINUS Global Class Manager > BINUS Collaboration Center Manager > International Communication, Engagement, & Recognition Manager <u>BINUS University Learning Community Senior Manager</u> > BINUS University Learning Community Manager – Palembang <u>BINUS @Malang Campus Director</u> > Campus Director's Office & Quality Assurance Section Head > Deputy Campus Director – Academic, Research & Student Development > Student Development Associate Manager > Academic & Research Associate Manager > Deputy Campus Director – Academic Operations & Resources > Digital Content Section Head > Student & Lecturer Services Manager > Library & Knowledge Center Section Head > IT Operations > Digital Technopreneur Laboratory Section Head > Deputy Campus Director – Institutional Development & Collaboration > Business Development Section Head > Global Employability & Alumni Section Head > Business Incubator Section Head > Digital Technopreneur Section Head > Partnership Program Section Head	<u>BINUS @Bandung Campus Director</u> > Campus Director's Office & Quality Assurance Section Head > Deputy Campus Director – Academic, Research & Student Development > Academic & Lecturer Resources Section Head > Minor Program Section Head > Research & Community Development Section Head > Student Advisory & Support 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 Development Section Head > Business Incubator Section Head > Binus Entrepreneurship Center Section Head <u>BINUS @Semarang Campus Director</u> > Campus Director's Office & Quality Assurance Section Head > Global Employability & Entrepreneurship Section Head > Business Development & Partnership Section Head > Deputy Campus Director – Academic, Research & Student Development > Student Affairs Manager > Academic & Lecturer Resources Section Head > Research & Community Development Section Head > Deputy Campus Director – Academic Operations & Resources > Student & Lecturer Services Section Head (Regular) > Student & Lecturer Services Section Head (PIJ) > Library & Knowledge Center Section Head > Industrial Revolution 4.0 Laboratory Section Head > Digital Content Section Head <u>BINUS Business School Director</u> > Academic Accreditation & Recognition Manager > BINUS Case Center Manager > BBS Graduate Publication Associate Manager > Academic Development & Assurance Specialist <u>Dean – BINUS ASO School of Engineering</u> > Operations Associate Manager <u>Director - BINUS Online Learning</u> > Academic & Student Affairs Senior Manager > Student Affairs & Alumni Associate Manager > Operations Senior Manager > Operations Manager > Operations (Learning Community) Manager > Education Development Senior Manager > Education Program Development Manager > Content & Multimedia Manager > Partnership Manager > Business Process & Technology Manager	<u>BINUS Higher Education & Professional Services</u> <u>Quality Assurance & Provost Director</u> > Certification Specialist > Recognition of Prior Learning Specialist > System & Organization Learning Specialist > Assurance of Learning Specialist <u>President's Office Senior Manager</u> > Rector's Office Manager > BINUS Institutional Development Center Manager > Data Analytics & Business Process Analyst Manager > Business Process Specialist > Strategic Development Specialist <u>BINUS CREATES Director</u> > Education Services Director > Apple Academy Program > BINUS Center Retail Manager > Digital Content Manager > Sales & Marketing Manager > Technology & Operations Manager > Executive Education Director > Content Development & Quality Assurance Manager > Operations Manager > Program Development Manager > GreatNusa > Product Manager > Sales & Marketing Manager > Technology Manager > Professional Services Director > Operations Manager > Consulting Services Manager > Training Manager > Program Development Manager > Business Development & Venturing Manager <u>BINUS Digital Senior Manager</u> > Business Analyst Specialist > Educational Technology Specialist > Digital Technology Specialist > User Experience Branding Specialist > Visual Design Specialist <u>Knowledge Management & Innovation Director</u> > Digital Content Development Manager > Knowledge Innovation & Management Manager > Knowledge System & Learning Product Manager <u>Corporate Function Units (Division)</u> > 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

BINUS @Kemanggisan - Syahdan Campus

Jl. K. H. Syahdan No. 9, Kemanggisan/Palmerah, Jakarta Barat 11480

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Kemanggisan - Anggrek Campus

Jl. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta Barat 11530

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Kemanggisan - Kijang Campus

Jl. Kemanggisan Ilir III No. 45, Kemanggisan/Palmerah, Jakarta Barat 11480

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Senayan – JWC Campus

Jl. Hang Lekir I No. 6, Senayan, Jakarta Selatan 10270

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Senayan – FX Campus

FX Sudirman F6, Jl. Pintu Satu Senayan No. 3, Jakarta Pusat 10270

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Alam Sutera

Jl. Jalur Sutera Barat Kav. 21, Alam Sutera, Tangerang 15143

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS ASO School of Engineering (BASE)

Jl. Alam Sutera Boulevard No. 1, Alam Sutera, Tangerang 15325

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Bekasi

Jl. Lingkar Boulevar Blok WA No.1, Summarecon Bekasi, Bekasi 17142

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Bandung – Paskal Campus

Jl. Pasirkaliki No. 25-27, Paskal Hyper Square, Bandung 40181

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Bandung – Dago Campus

Jl. Sentra Dago Pakar Raya, Bandung 40191

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Semarang

POJ Avenue Kav. 3, POJ City, Semarang 50144

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Malang

Jl. Araya Mansion No. 8-22, Araya, Malang 65154

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS @Medan

Mall Delipark, Lantai LM, Podomoro City Deli Medan, Medan 20111

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS Learning Community (BLC) Palembang

Rukan Taman Harapan Indah, Jl. Letda A. Rozak No. B3 & B5, Palembang 30163

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

BINUS Learning Community (BLC) Makassar

Center Point of Indonesia (CPI), Business Park, Blok C5 No. 9, Makassar 90224

Tel : 0804 - 169 - 6969

WA : +62852 - 0869 - 6969

Homepage : www.binus.ac.id

Email : infobinus@binus.edu

1.12 Quality Management System at BINUS UNIVERSITY

BINUS UNIVERSITY believes that the implementation of internationally recognized standards in a quality management system for educational institutions is paramount. In this sense, the government regulation regarding the national standards based on National Standard for Higher Education, the criteria of the international standards, as well as ISO 9001 play a role in the ultimate international recognition of global quality.

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

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 the 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. In 2022, BINUS applied for the Malcolm Baldrige's excellence framework assessment which is managed by the Indonesia Quality and Productivity Association (IQPMA). This assessment was called the Indonesia Performance Excellence Award (IPEA), and BINUS University achieved the level of "Best in Class". The commitment of BINUS UNIVERSITY has been proven 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 the QS-Star Rating System. As for the study programs, BINUS UNIVERSITY has international accreditations i.e. Accreditation Board for Engineering and Technology (**ABET**), Tourism Education Quality (**TedQual**), Indonesian Accreditation Board for Engineering Education (**IABEE**), The Association to Advance Collegiate Schools of Business (**AACSB**), The Higher Education Evaluation and Accreditation Council of Taiwan (**HEEACT**), Foundation for International Business Administration Accreditation (FIBAA), and Accreditation Agency for Study Programmes in Engineering, Informatics, Natural Sciences and Mathematics (**ASIIN**).

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%.

