

Psychology – Business Psychology (Blended Learning)

Introduction

The Business Psychology Program - Binus Online is a blended learning program that focuses on the application of psychology to individual, team, and organizational development. This program will equip students with insights and skills related to talent management, leadership, work behavior, and decision-making to build organizations with a prosperous work culture.

This program addresses industry needs in the global era of digital advancement based on an understanding of human and organizational behavior as the key to business success. Students learn to systematically analyze and intervene at the individual, team, and organizational levels by applying psychological principles. Graduates are prepared to become professionals in talent and team management, lead and develop organizations, and create productive and humane work environments.

Vision

To become a center of excellence for digital psychology that fosters and empowers the community through the integration of caturdharma to democratize the use of technology to improve human dignity and well-being in the local to global scope

Mission

The mission of Psychology Study Program is to contribute to the global community through the provision of world-class education by:

1. Educating BINUSIAN from various backgrounds with knowledge, skills, and attitudes in the field of psychology supported by the latest technology, to prepare them for the world of careers and / or continue their education in psychology or other disciplines
2. Intensifying the ethos of data-based research to contribute positively in solutions to improve human dignity and well-being, both at local and global levels
3. Fostering BINUSIAN to become lifelong learners through critical and measurable self-enrichment activities
4. Developing and recognizing all BINUSIANS' talents to be involved in improving human dignity and welfare by prioritizing justice, equity, and a sustainable community
5. Enriching the BINUS Higher Education system based on a humanist perspective.

Program Objective

The objectives of the program are:

1. Making graduates competent in data-based studies & methodologies regarding human behavior and mental processes and their strategic application for improving community welfare at the local-global level
2. Making graduates ready for a career and/or continuing education in psychology or other fields of science, by having qualified skills in the use of the latest technology
3. To enable graduates to develop solution-based and responsible behavior, both ethically and socially, in a professional and personal sphere by embracing diversity

Student Outcomes

After completing the study, graduates are:

1. Able to use scientific reasoning based on an understanding of basic concepts and psychological theories, in order to describe and analyze psychological phenomena at the individual, group, organizational, and community levels
2. Able to conduct critical scientific research, including developing psychological assessment instruments, to explain psychological phenomena using the latest information and communication technology (ICT)
3. Able to ethically conduct data-driven/data-driven psychological interventions for urban communities
4. Able to plan self and career development in preparation for the challenges of the global world
5. Able to apply the principles of business psychology in managing individual behavior and organizational dynamics as a solution to increase organizational effectiveness and work welfare ethically and based on data.
6. Able to solve problems through the multidisciplinary approach

Prospective Career of the Graduates

With the above-mentioned skills and knowledge, graduates of the Business Psychology Program are able to pursue careers in the following fields::

1. Junior Researcher
2. Assistant Psychologist
3. Consumer Behaviour Analyst
4. Business & Organizational Consultant
5. Training & Development Specialist
6. Well-being & Positive Workplace Consultant
7. Writer/Content-creator/Influencer

Curriculum

This curriculum has been developed to provide a high-quality education. It is based on advances in science and practice related to government regulations, technological developments, and the Indonesian Psychological Association.

Course Structure

Sem	Course Code	Course	SCU	Total
1	PSYC6252027	Modern History of Psychology	4	20
	PSYC6253027	Biological Psychology	4	
	PSYC6254027	Learning and Cognitive Psychology	4	
	PSYC6255027	Statistics for Psychology	2/2	
	ENGL6163027	English Professional	4	
2	PSYC6259027	Research Methods: Science and Psychology	4	20
	PSYC6256027	Developmental Psychology	4	
	CHAR6019027	Character Building: Pancasila	2	
	PSYC6257027	Personality and Social Psychology	4	
	PSYC6258027	Psychological Assessment	4/2	

Sem	Course Code	Course	SCU	Total
3	PSYC6263027	Applied Psychology in Education and Work	4	20
	PSYC6262027	Clinical Psychology	4	
	LANG6031027	Indonesian	2	
	CHAR6020027	Character Building: Kewarganegaraan	2	
	PSYC6260027	Foundations of Psychological Intervention	4	
	PSYC6264027	Business Psychology	4	
4	PSYC6261027	Psychometrics and Test Construction	4/2	20
	PSYC6265027	Talent Management	4	
	COSC6012027	Foundations of Artificial Intelligence	2	
	CHAR6021027	Character Building: Agama	2	
	ENPR6253005	Entrepreneurship	2	
	PSYC6266027	Leadership and Organizational Behaviour	4	
5	PSYC6267027	Psychology of Learning, Training & Development	4	20
	PSYC6268027	Negotiation & Conflict Management	4	
	PSYC6269027	Workplace Wellbeing	4	
	PSYC6270027	Psychology of Decision Making	4	
	PSYC6271027	Organizational Development	4	
6	Minor Program			20
	Free Electives			
	Enrichment Program I			
7	Free Electives			20
	Enrichment Program II			
8	ACCT6187039	Thesis	6	6
			Total SCU	146

*Semester 6: Students are required to choose Minor Program or Free Electives or Enrichment Program.

*Semester 7: Students are required to choose Free Electives or one of enrichment program tracks. See appendix for the details

Appendix: Minor Program Minor Scheme

Minor Program	Semester 6
Minor @Binus Online	
Technopreneurship	v
Artificial Intelligence in Business	v

1. Minor Program: Technopreneurship

Course Code	Course	SCU
ACCT6384039	Accounting for Small Medium Enterprise	4
MKTG6296038	Digital Marketing for Manager	4
ISYS6619035	UX for Digital Business	4
COMP6725036	Big Data Technologies	4
ISYE6196037	Industrial Feasibility Analysis	4
Total SCU		20

2. Minor Program: Artificial Intelligence in Business

Course Code	Course	SCU
ISYS6776035	Managerial Support Systems	4
ACCT6473039	Artificial Intelligence for Audit, Forensic Accounting, and Valuation	4
COMP6936036	Machine Learning	4
MGMT6483038	AI Marketing and Predicting Consumer Experiences	4
ISYE6284037	Cognitive Ergonomics	4
Total SCU		20

Appendix: Free Electives

Free Elective

For students who take free electives track in the 6th semester, the following is a list of courses that students can take for 20 credits.

No	Program Studi	Course Code	Course	SCU	Semester
1	Management PJJ	ECON6095038	Business Economics	4	6
2	Management PJJ	MGMT6448038	Operations Management	4	6
3	Management PJJ	MKTG6117038	Entrepreneurial Marketing	4	6
4	Management PJJ	ENTR6053038	Entrepreneurial Finance	4	6
5	Management PJJ	COMM6092038	Business Communication	4	6
6	Management PJJ	MGMT6552038	Digital Logistic	4	6
7	Management PJJ	MGMT6551038	Ethics and Leadership in Digital Business	4	6
8	Accounting PJJ	FINC6221039	Financial Management	2/2	6
9	Information Systems PJJ	ISYS6879035	Information Systems Management, Planning and Innovation	4	6
10	Information Systems PJJ	ISYS6599035	Management Information Systems for Leader	4	6
11	Information Systems PJJ	ISYS6321035	Technology & Infrastructure of e-Business	4	6
12	Industrial Engineering PJJ	ISYE6098037	Supply Chain Risk & Negotiation	4	6
13	Industrial Engineering PJJ	ISYE6195037	Human Interaction in Service Systems	4	6

For students who take free electives track in the 7-semester, the following is a list of courses that students can take for 20 credits.

No	Program Studi	Course Code	Course	SCU	Semester
1	Management PJJ	ENPR6300038	Managing Entrepreneurial Organization and Leadership	4/2	7
2	Management PJJ	MGMT6562038	E-Corporate Strategy and Management	4/2	7
3	Management PJJ	MGMT6563038	E-Marketing and E-CRM	4/2	7
4	Management PJJ	MGMT6162038	Change Management	4	7
5	Management PJJ	BUSS6049038	Managing Innovation	4	7
6	Management PJJ	MGMT6553038	Digital Retail and Merchandising	4	7
7	Industrial Engineering PJJ	ISYE6287037	Industry 4.0 and Implementation	4	7
8	Industrial Engineering PJJ	ISYE6288037	Smart Manufacturing	4	7

Appendix: Enrichment Enrichment Track Scheme

Track scheme for semester 6 and 7. Student will take one of the tracks:

Enrichment Program Track									
Track	Semester 6	Semester 7							
	IS	IN	EN	RS	CD	SA	IS	FS	IDP
1	v	v							
2	v		v						
3	v			v					
4	v				v				
5	v					v			
6	v						v		
7	v								v

Students in semester 6 who take minor program or free electives, in semester 7 can take the enrichment track as follows:

Enrichment track as follows:

Track	Enrichment Program Track							
	Semester 7							
	IN	EN	RS	CD	SA	IS	FS	IDP
1	v							
2		v						
3			v					
4				v				
5					v			
6						v		
7								
8								v

Note:

IN : Certified Internship
 EN : Certified Entrepreneurship
 RS : Certified Research
 CD : Certified Community Development
 SA : Certified Study Abroad
 FS : Further Study
 IS : Certified Specific Independent Study
 IDP : Certified Individual Development Project

Certified Internship Track

Course Code	Course	SCU	Total SCU
PSYC6272027	Working Experience in Business Psychology	6	20
PSYC6273027	Business Psychology in Practice	4	
PSYC6274027	Industrial Experience in Business Psychology	6	
PSYC6275027	Employability and Entrepreneurial Skills in Business Psychology Industry	4	

Certified Entrepreneurship Track

Course Code	Course	SCU	Total SCU
PSYC6276027	Business Start Up in Business Psychology	6	20
PSYC6277027	Business Model & Validation in Business Psychology	4	
PSYC6278027	Launching New Venture in Business Psychology	6	
PSYC6279027	Entrepreneurship and Managing New Business in Business Psychology	4	

Certified Research Track

Course Code	Course	SCU	Total SCU
PSYC6280027	Business Psychology Research Experience	6	20
PSYC6281027	Scientific Writing in Psychology Research	4	
PSYC6282027	Academic Writing for Psychology Research	6	
PSYC6283027	Global Employability and Entrepreneurial Skills in Business Psychology Research	4	

Certified Community Development Track

Course Code	Course	SCU	Total SCU
PSYC6284027	Community Development Project Implementation in Business Psychology	6	20
PSYC6285027	Community Development Project Design in Business Psychology	4	
PSYC6286027	Business Psychology Program Execution for Community	6	
PSYC6287027	Employability and Entrepreneurial Skills in Business Psychology Community	4	

Certified Study Abroad Track

Course Code	Course	SCU	Total SCU
GLOB6415027	Elective Course for Study Abroad 1	4	20
GLOB6416027	Elective Course for Study Abroad 2	4	
GLOB6417027	Elective Course for Study Abroad 3	3	
GLOB6418027	Elective Course for Study Abroad 4	3	
GLOB6419027	Elective Course for Study Abroad 5	3	
GLOB6420027	Elective Course for Study Abroad 6	2	
GLOB6421027	Elective Course for Study Abroad 7	2	
GLOB6422027	Elective Course for Study Abroad 8	2	
GLOB6423027	Elective Course for Study Abroad 9	1	
GLOB6424027	Elective Course for Study Abroad 10	1	
GLOB6425027	Elective Course for Study Abroad 11	4	
GLOB6426027	Elective Course for Study Abroad 12	4	
GLOB6427027	Elective Course for Study Abroad 13	3	
GLOB6428027	Elective Course for Study Abroad 14	3	
GLOB6429027	Elective Course for Study Abroad 15	3	
GLOB6430027	Elective Course for Study Abroad 16	2	
GLOB6431027	Elective Course for Study Abroad 17	2	
GLOB6432027	Elective Course for Study Abroad 18	2	
GLOB6433027	Elective Course for Study Abroad 19	1	
GLOB6434027	Elective Course for Study Abroad 20	1	

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

**Certified Specific Independent Study Track
Enrichment Program I**

For students who take Specific Independent Study Track in the 6th semester, they should take these courses:

Course Code	Course	SCU
CSIS6037027	Course Certification	3
CSIS6038027	Technical Skill Enrichment	4
CSIS6039027	Industrial Project	9
CSIS6040027	Soft Skill Enrichment	4
CSIS6041027	Elective Course for Specific Independent Study 1	4
CSIS6042027	Elective Course for Specific Independent Study 2	4
CSIS6043027	Elective Course for Specific Independent Study 3	3
CSIS6044027	Elective Course for Specific Independent Study 4	3
CSIS6045027	Elective Course for Specific Independent Study 5	3
CSIS6046027	Elective Course for Specific Independent Study 6	2
CSIS6047027	Elective Course for Specific Independent Study 7	2
CSIS6048027	Elective Course for Specific Independent Study 8	2
CSIS6049027	Elective Course for Specific Independent Study 9	1
CSIS6050027	Elective Course for Specific Independent Study 10	1

Course Code	Course	SCU
CSIS6051027	Elective Course for Specific Independent Study 11	4
CSIS6052027	Elective Course for Specific Independent Study 12	4
CSIS6053027	Elective Course for Specific Independent Study 13	3
CSIS6054027	Elective Course for Specific Independent Study 14	3
CSIS6055027	Elective Course for Specific Independent Study 15	3
CSIS6056027	Elective Course for Specific Independent Study 16	2
CSIS6057027	Elective Course for Specific Independent Study 17	2
CSIS6058027	Elective Course for Specific Independent Study 18	2
CSIS6059027	Elective Course for Specific Independent Study 19	1
CSIS6060027	Elective Course for Specific Independent Study 20	1
CSIS6097027	Elective Course for Specific Independent Study 21	6
CSIS6098027	Elective Course for Specific Independent Study 22	6
CSIS6099027	Elective Course for Specific Independent Study 23	6
Total SCU		20

*) 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 23 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.

Enrichment Program II

For students who take Specific Independent Study track in the 7th semester, they should take these courses:

Course Code	Course	SCU
CSIS6037027	Course Certification	3
CSIS6038027	Technical Skill Enrichment	4
CSIS6039027	Industrial Project	9
CSIS6040027	Soft Skill Enrichment	4
CSIS6100027	Elective Course for Specific Independent Study 24	4
CSIS6101027	Elective Course for Specific Independent Study 25	4
CSIS6102027	Elective Course for Specific Independent Study 26	3
CSIS6103027	Elective Course for Specific Independent Study 27	3
CSIS6104027	Elective Course for Specific Independent Study 28	3
CSIS6105027	Elective Course for Specific Independent Study 29	2
CSIS6106027	Elective Course for Specific Independent Study 30	2
CSIS6107027	Elective Course for Specific Independent Study 31	2
CSIS6108027	Elective Course for Specific Independent Study 32	1
CSIS6109027	Elective Course for Specific Independent Study 33	1
CSIS6110027	Elective Course for Specific Independent Study 34	4
CSIS6111027	Elective Course for Specific Independent Study 35	4
CSIS6112027	Elective Course for Specific Independent Study 36	3
CSIS6113027	Elective Course for Specific Independent Study 37	3
CSIS6114027	Elective Course for Specific Independent Study 38	3
CSIS6115027	Elective Course for Specific Independent Study 39	2
CSIS6116027	Elective Course for Specific Independent Study 40	2
CSIS6117027	Elective Course for Specific Independent Study 41	2

Course Code	Course	SCU
CSIS6118027	Elective Course for Specific Independent Study 42	1
CSIS6119027	Elective Course for Specific Independent Study 43	1
CSIS6120027	Elective Course for Specific Independent Study 44	6
CSIS6121027	Elective Course for Specific Independent Study 45	6
CSIS6122027	Elective Course for Specific Independent Study 46	6
Total SCU		20

*) 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 24 to 46 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.

Individual Development Project Track

Course Code	Course	SCU	Total SCU
PSYC6288027	Industrial Project Planning in Business Psychology	6	20
PSYC6289027	Industrial Project Implementation in Business Psychology	4	
PSYC6290027	Industrial Project Evaluation and Reporting in Business Psychology	6	
PSYC6291027	Business Ethics in Business Psychology Industry	4	

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

No.	Course Code	Course	SCU	Minimal Grade	Semester
1	CHAR6019027	Character Building: Pancasila	2	B	2
2	ENPR6253005	Entrepreneurship	2	C	4
3	PSYC6254027	Learning and Cognitive Psychology	4	C	1
4	PSYC6259027	Research Methods: Science and Psychology	4	C	2
5	PSYC6258027	Psychological Assessment	4/2	C	2
6	PSYC6260027	Foundations of Psychological Intervention	4	C	3
7	PSYC6261027	Psychometrics and Test Construction	4/2	C	4
8	PSYC6264027	Business Psychology	4	C	3