

Business Creation

Introduction

Business Creation Program is designed in particular to shape future creative and innovative entrepreneurs. The curriculum is designed with a balance of theory and practice, so the graduates will be able to start a new business in the third year. Most of the courses are delivered by successful entrepreneurs and experienced venture capital expert. Students will meet and hear from entrepreneurs who have created successful ventures. Some of these entrepreneurs will be willing to offer ongoing support and advice. Students will also meet other potential entrepreneurs like themselves with whom they can share ideas.

Vision

A world-class business school, fostering and empowering the society in serving and building the nation.

Mission

Providing world class business education to build the nation and to contribute to community development by means of:

- **Educating BINUSIANS to develop exemplary characters through holistic approach.**

Educating BINUSIANS to be ethical & innovative graduates with multiple skills to deal with business challenges using holistic approach.

- **Resolving business and entrepreneurship issues with meaningful and relevant research.**

Encouraging BINUSIAN to advance knowledge and practices with high quality research for resolving business and entrepreneurship issues.

- **Fostering BINUSIANS through self-enrichment.**

Nourishing BINUSIANS' SPIRIT for improving personal and professional capabilities

- **Empowering BINUSIANS to continuously improve business community.**

Invigorating BINUSIANS to solve the business community challenges through academic and community service activities.

Program Objective

The objectives of the program are:

1. Provide students with business and managerial knowledge and skills for exploration and active participation in sustainable and digital business landscape.
2. Equip students with digital technology and analytical skills for entrepreneurial and ethical business and management practices finance and business organizations and provide tools used in business analysis.
3. Nurture students to be professional, creative, and forward looking in organization, community and global context.

Learning Goals

By the completion of our program

1. Management and Business Concepts

Each student should be able to comprehend management and business concepts.

2. Problem Solving and Entrepreneurial Skills

Each student should be able to systematically and innovatively solve problems and overcome challenges in businesses.

3. Global and Sustainability Mindsets

Each student should be able to perform global and sustainability mindsets in applying business concepts.

4. Professionalism and Ethical Competence

Each student should be able to apply ethical and professional values.

Prospective Career of the Graduates

There are many fields of career for graduates, including but not limited to:

- | | | |
|--------------|-----------------|---------------|
| 1. Analyst | 3. Entrepreneur | 5. Consultant |
| 2. Developer | 4. Manager | 6. Lecturer |

Curriculum

The Curriculum of Business Creation Program has a unique point and was designed to prepare graduate students' readiness to apply their entrepreneurial knowledge and to start a new business. The curriculum is designed based on the Entrepreneurial Process consist of Idea Generation & Opportunity Discovery; Designing Business Model & Business Plan; New Venture Creation and Business Development. Using experiential, action-based and project-based learning, students will learn about identifying opportunities that offer the potential to grow a business; evaluating opportunities, analysing the competition and minimising risk; and starting a new business. Students will understand how to design a business model & write business plan that generates strong revenue streams; how to protect intellectual property; how to make the best potential investment deals including how investment deals including how investment deals work and how to think and act in an entrepreneurial manner.

The student will gain access to mentoring expertise from both investors and entrepreneurs; networks and people who can help students make the dream to a reality; the opportunity to pitch to the investment community and gain feedback and the chance to submit your business plan to be considered for initial investment. In supporting the entrepreneurial learning, students are provided with a wide range of the entrepreneurial competition, which consists of Business Idea Competition, Creative Selling Competition, Business Model Competition, Business Plan Competition and Business Pitch Competition. In addition to the competition and mentoring, the students will also be facilitated by entrepreneurial activities such as speaking opportunities; sharing session; workshop & seminar; entrepreneur club; industrial visit; boot camp and exhibition. At the end of the study period, students are required to compile a thesis on the analysis of a business performance that has been run in the sixth and seventh semesters and design a business plan for the next five years.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013005	Character Building: Pancasila	2	20
	ACCT6351005	Accounting for Business	4	
	ENTR6101005	Introduction to Entrepreneurship ²	4	
	MGMT6011005	Introduction to Management and Business ¹	4	
	ENTR6102005	Creative & Innovative Thinking ² (AOL)	4	
	LANG6027005	Indonesian	2	
	Foreign Language Courses		0	
2	STAT6206005	Business Statistics I	2	20
	MKTG6318005	Marketing Management ^{1&2}	4	
	ENTR6532005	Business Plan I	4	

Sem	Code	Course Name	SCU	Total
	ECON6099005	Business Economics (AOL & AIE)	4	
	ISYS6181005	Management Information Systems for Leader	4	
	COSC6011005	Foundations of Artificial Intelligence	2	
	Foreign Language Courses		0	
3	CHAR6014005	Character Building: Kewarganegaraan	2	20
	MGMT6297005	Operations Management ²	4	
	STAT6207005	Business Statistics II (AOL)	2/2	
	BUSS6171005	Business Sustainability ² (AOL)	4	
	ENTR6533005	Business Plan II	4	
	MATH6176005	Business Mathematics	2	
	Foreign Language Courses		0	
4	CHAR6015005	Character Building: Agama	2	20
	ENPR6104005	Digital Marketing and Analytics ² (AOL & AIE)	4	
	FINC6001005	Financial Management	4	
	MGMT6012005	Human Resources Management (AIE)	4	
	ENPR6249005	Business Research Methodology	3/1	
	BUSS6066005	Business Ethics ² (AOL)	2	
	Foreign Language Courses		0	
5	ENPR6142005	Digital Business Transformation ² (AIE)	4	20
	ENPR6106005	Product Design & Branding ²	2	
	ENPR6107005	Business Communication & Strategy ²	4	
	Stream: International Business and Entrepreneurship⁽³⁾			
	ENPR6302032	International Business Environment ¹	2	
	ENPR6303032	Entrepreneurship: A Global Perspective ¹	2	
	MGMT6564032	Global Supply Chain Management	4	
	ENPR6304032	International Business through Exporting-Importing ²	4	
	ENPR6305032	International Licensing, Franchising & Strategic Alliances	4	
	ENPR6306032	International New Venture	4	
	Stream: Entrepreneurship in Emerging Economies⁽⁴⁾			
	ENPR6177002	Financing Innovative Ventures	4	
	ENPR6178002	Customer Engagement Strategy	4	
	ENPR6179002	Franchise Business	4	
	ENPR6180002	Disruptive Strategy & Innovation	4	
	ENPR6181002	Managing Innovation for Circular Economy	4	
	Free Electives		10	
	Minor Program		10	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	ENPR6235005	Pre-Thesis	2	6
	ENPR6238005	Thesis - Business Start Up Report	4	
	ENTR6032005	Thesis - Business Start Up Report	6	
TOTAL CREDIT 146 SCU				

- 1) This course is delivered in English
- 2) Global Learning System Course
- 3) Stream for Binus @Bandung
- 4) Stream for Binus @Malang

-) (AOL) - Assurance of Learning Process System
-) AIE – Artificial Intelligence Embedded Course

Streaming/Minor/Free Electives:

-) For 5th Semester: Students are required to choose one of the streamings/ minor program/free electives/ cross streaming.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program.

Appendix Foreign Language Courses

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelinguua. Students must pass with a minimum Grade of C.

The following are the provisions of the courses that must be taken by students:

Foreign Language Courses		SCU
ENGL6253005	English for Frontrunners	0
ENGL6254005	English for Independent Users	0
ENGL6255005	English for Professionals	0
JAPN6190005	Basic Japanese Language*	0
CHIN6163005	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Beelinguua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelinguua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelinguua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.

Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelinguua

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggis	
Blockchain Technology and Business	v
Creative Digital Storytelling	v
Cross Cultural Communication	v
Digital Banking	v
Digital Ecosystem	v
English for Business Professionals	v

Minor Program	Semester 5
Event Business and Entertainment	v
Human Capital in Digital Workplace	-
Interactive & Users Experience Design	v
Robotic Process Automation	v
Sustainable Development	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Culinary	v
Korean Culture and Creativity	v
Minor @ Binus Malang	
Chinese for Career Pathways	v
English for Business Professionals	v
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Minor @ Binus Semarang	
Content Creation	v
Data Analytics	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	-
Minor @ Binus Medan	
Global Business	-

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program: Blockchain Technology and Business

Introduction

Blockchain is currently one of the fastest-growing industries in the technology sector. Also, based on Gemini's 2022 outlook, Indonesia is the most crypto-adopting country in Asia. The blockchain minor program initiative at BINUS could facilitate the students to learn and explore the technology. The Blockchain minor program explores the concept and development of blockchain from the technology and business perspectives. Beyond the blockchain concept, students will learn how to develop smart contracts and understand the architectural needs of a blockchain-based application. Finally, students will apply their knowledge in a project-oriented capstone course, during which they will design and develop a practical application of blockchain technology.

Career Options

Blockchain Consultant, Blockchain Architect, Blockchain Security Auditor, Token Economy Consultant, Smart Contract Developer, Web3 Entrepreneur.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6826003 Introduction to Blockchain Technology	4
ISYS6827003 Blockchain Economy & Business	4
DTSC6016001 Basic Blockchain Programming	2
Total SCU	10

Additional Information

None

2. Minor Program: Creative Digital Storytelling

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

3. Minor Program: Cross Cultural Communication

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

4. Minor Program: Digital Banking

Introduction

A set of elective courses students can take from selected study programs at Binus University. This set aims to:

1. Comprehensive understanding of various concepts and practices in digital banking.
2. Critically Evaluate the implementation of digital banking for business optimization.
3. Apply relevant techniques of digital banking for business.
4. Develop solutions for various problems in digital banking.

Career Options

This minor would substantially contribute to the banking profession in Indonesia and its ecosystem (regulators, IT-Business Consultant, Financial Analysts, and other Finance Professions).

Course Distribution

Fundamental Courses

Course	SCU
ISYS6824003 Technology Innovation in Banking	2
FINC6217020 Bank Risk Management in the Digital Era	4
FINC6218020 Digital Finance and The Role of Central Bank	4
Total SCU	10

Additional Information

None

5. Minor Program: Digital Ecosystem

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital

ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course		SCU
COSC6196001	Immersive Technology	2
GAME6002001	Game Design	2
ISYS6549003	Digital Innovation	4
COMP6937001	Current Trends in Technology	2
Total SCU		10

Additional Information

None

6. Minor Program: English for Business Professionals

Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

Course		SCU
ENGL6154024	English for Business Communications	4
MKTG6112024	Language Innovations in Marketing and Advertising	2
ENGL6244024	Social Media Broadcasting	4
Total SCU		10

Additional Information

None

7. Minor Program: Event Business and Entertainment

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

8. Minor Program: Interactive & Users Experience Design

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

9. Minor Program: Robotic Process Automation

Introduction

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

Additional Information

None

10. Minor Program: Sustainable Development

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

11. Minor Program: Digital Transformation

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

12. Minor Program: Culinary

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

SCU for HTMN6008021, HTMN6128021 are practical

Additional Information

None

13. Minor Program: Korean Culture and Creativity

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

14. Minor Program: Chinese for Career Pathways

Introduction

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

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

15. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6336055	Content Marketing Analytics	4
DSIN6042053	Photography for Creators	2
Total SCU		10

Additional Information

None

16. Minor Program: Data Analytics

Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course		SCU
INFS6066052	Introduction to Data Analytics	2
INFS6067052	Data Management & Descriptive Analytics	4
ISYE6371054	Statistical for Decision Making	4
Total SCU		10

Additional Information

None

17. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

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

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

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

Career Options

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

Course Distribution

Fundamental Courses

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

Additional Information

None

Appendix: Free Electives (5th Semester)

No	Course Code	Course Name	SCU	Semester
1	ACCT6116020	Social and Environmental Accounting	2	5
2	DSGN6689007	Concept Art & Production Design	2	5
3	DSGN6690007	Animation Storytelling	2	5
4	ARCH6146014	Interior Architecture	4	5
5	ARCH6128014	Multimedia in Design Presentation	4	5
6	ARCH6147014	Behavior in Architecture	4	5

No	Course Code	Course Name	SCU	Semester
7	BTEC6020056	Current Issue in Biotechnology	2	5
8	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
9	LAWS6017028	Intellectual Property Rights	4	5
10	LAWS6110028	Cyber Law	2	5
11	LAWS6159028	Legal Aspect in Business	2	5
12	LAWS6170028	Investment Law	2	5
13	LAWS6171028	Business Competition & Consumer Protection Law	2	5
14	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
15	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
16	LAWS6174028	Contract & Legislative Drafting	2	5
17	LAWS6176028	Tax Law	2	5
18	MGMT6400005	Supply Chain Strategy	2	5
19	MGMT6459005	Retail Management	4	5
20	MGMT6460005	Retail Supply Chain Management	2	5
21	MKTG6324005	Retail Marketing Management	2	5
22	CPEN6232010	Cloud Technology Practice	2	5
23	COSC6108001	Mobile Programming	2	5
24	COMP6800001	Human and Computer Interaction	2/1	5
25	EDUC8003024	English for Specific Purposes: Second Language Learning	2	5
26	ENGL6262024	Presentation Skills	4	5
27	EDUC6054024	Classroom Communication and Learning	4	5
28	FASH6186040	Contemporary Fashion	2	5
29	FASH6180040	Fashion Trend Forecasting	2	5
30	FILM6059009	Global Cinema	4	5
31	GAME6085001	Object Oriented Game Programming	2	5
32	MKTG6321005	Marketing Data Analytics	4	5
33	MKTG6322005	Sales and Customer Relationship Management	4	5
34	MKTG6237005	Global Strategic Marketing: Asia Pasific Perspective	4	5
35	MKTG6270005	Retail and Omni Channel	2	5
36	MKTG6631005	Marketing Research	3/1	5
37	MGMT6358005	Managing Business Information	2/2	5
38	HTMN6027021	Service Management	4	5
39	HTMN6146021	Food Safety Management	2	5
40	HTMN6018021	Consumer Behavior in Hospitality	2	5
41	HTMN6147021	Hospitality Management	4	5

No	Course Code	Course Name	SCU	Semester
42	HTMN6148021	Research Methodology in Hospitality	4	5
43	ISYE6067011	Global Supply Chain	2	5
44	ISYE6165011	Supply Chain Risk & Negotiation	2	5
45	ISYE6130011	Project Management	2	5
46	ISYE6169011	Maintenance Management Systems	2	5
47	MGMT6357005	Multinational Corporation Management	4	5
48	BUSS6223005	Trade in Asia	2	5
49	BUSS6224005	Special Topics in International Business	4	5
50	INTR6151 029	Regional Integration in Europe	2	5
51	INTR6152029	Regional Integration in America	2	5
52	INTR6153029	Regional Integration in East Asia	2	5
53	INTR6154029	Regional Integration in Africa and Middle East	2	5
54	INTR6137029	Indonesia in Perspectives	2	5
55	JAPN6151025	Reflection of Japanese Experience (<i>Nihon Keiken no Han'ei</i>)	2	5
56	JAPN6162025	Japanese Literary Criticism (<i>Nihon Bungaku Hyouron</i>)	2	5
57	JAPN6111025	Introductory Japanese I	4	5
58	JAPN6150025	Ideas and Images of Japanese Culture (<i>Nihon Bunka Aidea to Imeeji</i>)	2	5
59	JAPN6116025	Japanese Corporate Culture and Management (<i>Nihon No Kigyou Bunka to Manejimento</i>)	2	5
60	MGMT6462005	Leadership Agility	4	5
61	MGMT6033005	Advanced Topics in Business and Organization	2	5
62	ISYS6744005	E-Business Strategy and Implementation	4	5
63	ISYS6085005	Advanced Topics in E-Business	2	5
64	BUSS6109005	Business Development	4	5
65	COMM6624019	Digital Creative Content	2/2	5
66	COMM6620019	Online Publishing	2/2	5
67	COMM6533019	Creative Program Design	2/2	5
68	COMM6510019	Reportage & Interview Technique	2/2	5
69	COMM6622019	Audio Journalism	2/2	5
70	COMM6410019	Digital Broadcasting Production	2/2	5
71	COMM6630019	Crisis Communication	2	5
72	COMM6631019	Public Affair	2	5
73	COMM6633019	Corporate Sustainability	4	5
74	COMM6632019	Writing for Corporate Communication	2/2	5
75	COMM6541019	Digital Corporate Communication	2/2	5
76	COMM6634019	Environmental Issues and Brand Activism	4	5

No	Course Code	Course Name	SCU	Semester
77	COMM6635019	Integrated Marketing Communication	2	5
78	COMM6637019	Brand Activation	2/2	5
79	COMM6638019	Social Media Planning & Engagement	2/2	5
80	DSGN6743007	Digital Graphic Reproduction	4	5
81	PSYC6145027	Urban Psychology	4	5
82	PSYC6191027	E-Learning Psychology	4	5
83	STAT6157049	Data Mining and Visualization	2	5
84	TRSM6142022	Event Management	4	5
84	TRSM6196022	Tourism Community Empowerment	2	5
86	TRSM6218022	Adventure Tourism Management	4	5
87	TRSM6220022	Rural Tourism Entrepreneurship	4	5
88	TRSM6221022	Sport Tourism	2	5
89	BUSS6137022	Tourism E-Business	4	5
90	TRSM6212022	Indonesian Culture	4	5
91	TRSM6159022	Anthropology of Travel and Tourism	2	5
92	TRSM6140022	Tourism Law and Regulation	2	5
93	MGMT6408022	Strategic Management for Tourism	2	5
94	TRSM6225022	Protected Area Planning & Management	4	5
95	TRSM6224022	Environmental Health and Safety in Tourism	2	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Scheme	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
1			v							v					
2			v					v							
3			v									v			
4			v											v	
5					v					v					

Note:

IN	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	FS	: Further Study
CD	: Community Impact Internship	etc	: Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

ENTREPRENEURSHIP TRACK

For students who only take Entrepreneurship track in semester 6, should take these courses

Enrichment Program I

Course Code	Course Name	SCU
ENTR6021005	Business Start Up	8
ENTR6603005	Launching New Business	8
ENTR6024005	EES in New Business I	4
Total SCU		20

For students who only take Entrepreneurship track in semester 6 dan 7, should take these courses:

Enrichment Program I

Course Code	Course Name	SCU
ENTR6021005	Business Start Up	8
ENTR6603005	Launching New Business	8
ENTR6024005	EES in New Business I	4
Total SCU		20

Enrichment Program II

Course Code	Course Name	SCU
ENTR6028005	Growing a Business	8
ENTR6604005	Business Funding	8
ENTR6031005	EES in New Business II	4
Total SCU		20

For students who only take Entrepreneurship track in semester 7, should take these courses:

Enrichment Program II

Course Code	Course Name	SCU
ENTR6021005	Business Start Up	8
ENTR6603005	Launching New Business	8
ENTR6024005	EES in New Business I	4
Total SCU		20

COMPANY INTERNSHIP TRACK

For students who only take Company Internship track in semester 7, should take these courses:

Enrichment Program II

Course Code	Course Name	SCU
ENPR6184005	Professional Experience for Business Development	8
ENPR6185005	Industry Experience for Business Sustainability	8
ENPR6186005	Entrepreneurial Business Development	4
Total SCU		20

STUDY ABROAD TRACK

For students who only take Study Abroad track in semester 6, should take these courses

Enrichment Program I

Course Code	Course Name	SCU
Elective courses list for study abroad*		
GLOB6005005	Elective Course for Study Abroad 1	4
GLOB6006005	Elective Course for Study Abroad 2	4
GLOB6007005	Elective Course for Study Abroad 3	4
GLOB6008005	Elective Course for Study Abroad 4	4
GLOB6009005	Elective Course for Study Abroad 5	2
GLOB6010005	Elective Course for Study Abroad 6	2
GLOB6011005	Elective Course for Study Abroad 7	2
GLOB6012005	Elective Course for Study Abroad 8	2
GLOB6013005	Elective Course for Study Abroad 9	2
GLOB6014005	Elective Course for Study Abroad 10	2
GLOB6015005	Elective Course for Study Abroad 11	2
GLOB6016005	Elective Course for Study Abroad 12	2
GLOB6251005	Elective Course for Study Abroad 29	4
Total SCU		20

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

For students who only take Study Abroad track in semester 7, should take these courses:

Enrichment Program II

Course Code	Course Name	SCU
Elective courses list for study abroad*		
GLOB6005005	Elective Course for Study Abroad 1	4
GLOB6006005	Elective Course for Study Abroad 2	4
GLOB6007005	Elective Course for Study Abroad 3	4
GLOB6008005	Elective Course for Study Abroad 4	4
GLOB6009005	Elective Course for Study Abroad 5	2
GLOB6010005	Elective Course for Study Abroad 6	2
GLOB6011005	Elective Course for Study Abroad 7	2
GLOB6012005	Elective Course for Study Abroad 8	2
GLOB6013005	Elective Course for Study Abroad 9	2
GLOB6014005	Elective Course for Study Abroad 10	2
GLOB6015005	Elective Course for Study Abroad 11	2
GLOB6016005	Elective Course for Study Abroad 12	2
GLOB6251005	Elective Course for Study Abroad 29	4
Total SCU		20

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

FURTHER STUDY TRACK

Students will receive information about Further Study Track during the registration period.

The Table of Prerequisite for Business Creation Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
FINC6001005	Financial Management	4	2	MGMT6011005	Introduction to Management and Business	4	1
ENTR6533005	Business Plan II	4	3	ENTR6532005	Business Plan I	4	2

*) The examination schedule will be a priority to be scheduled on the first day, the grade will also be processed as priority.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013005	Character Building: Pancasila	B
2.	MGMT6011005	Introduction to Management and Business	C
3.	ENTR6102005	Creative & Innovative Thinking	C
4.	MKTG6318005	Marketing Management	C
5.	ENTR6532005	Business Plan I	C
6.	BUSS6066005	Business Ethics	C
7.	MGMT6012005	Human Resources Management*	C
8.	ENPR6104005	Digital Marketing and Analytics	C

*) Tutorial