Primary Teacher Education

Introduction

The Primary Teacher Education Study Program of BINUS University has the aim to be the center of excellence in Primary Education which emphasizes on Literacy and Numeracy, Character Building, and Educational Technology based on Innovative Research.

Vision

To be a world class center of excellence in Primary Education, fostering and empowering the society which emphasizes on Literacy and Numeracy, Character Building, and Educational Technology based on Innovative Research.

Mission

The Mission of the Primary Teacher Education Department is to contribute to the Global Community in providing a World Class education service by:

1. Preparing professional primary school teachers who have global mindset, good characters with a sound knowledge in primary curricula.
2. Equipping primary school teachers with Literacy and Numeracy skills through learning media development based on technology.
3. Developing research culture in academic community which contributes to the society particularly in primary education through community service.

Prospective Career of the Graduates

Graduates of the Study Program are expected to be professional primary school teachers, tutors, trainers, multimedia developers or junior researchers who have strong passion in the primary education field.

Curriculum

Our curriculum is a blend of best practices of both national and international curricula such as IB and Cambridge with the emphasis on character education and ICT skills.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013030	Character Building: Pancasila	2	20
	CHAR6022030	Character Education for Primary*	2	
	EDUC6050030	Educational Philosophy and Teachers Ethics	2	
	PSYC6205030	Psychology of Child Development	2	
	LANG6035030	Bahasa Indonesia for Primary I	4	
	MATH6141030	Mathematics for Primary I	4	
	EDUC6047030	Introduction to Primary Curriculum*&**	2	
	EDUC6060030	ICT for Primary**	2	
	Foreign Language Courses		0	

Sem	Code	Course Name	SCU	Total
2	CHAR6014030	Character Building: Kewarganegaraan	2	20
	LANG6088030	Bahasa Indonesia for Primary II**	4	
	MATH6142030	Mathematics for Primary II **(AOL)**	4	
	SOCS6032030	Social Science for Primary I	2/2	
	SCIE6030030	Natural Science for Primary I	2/2	
	EDUC6010030	Class Management*&**	2	
	Foreign Language Courses		0	
3	CHAR6015030	Character Building: Agama	2	20
	SOCS6033030	Pancasila & Civics Education for Primary **(AOL)**	2	
	SOCS6017030	Social Science for Primary II** **(AOL)**	2/2	
	SCIE6039030	Natural Science for Primary II** **(AOL)**	2/2	
	MATH6210030	Mathematics for Primary III*	4	
	EDUC6017030	Curriculum and Instructional Development**	4	
	Foreign Language Courses		**0**	
4	SCIE6082030	Natural Science for Primary III*	2/2	20
	PSYC6115030	Introduction to Guidance & Counseling **(AOL)**	2	
	EDUC8004030	School Based Management**	2	
	EDUC6058030	Learning Evaluation and Assessment	2	
	EDUC6091030	Micro Teaching* **(AOL)**	2	
	EDUC6015030	Educational Research Methodology **(AOL)**	4	
	STAT6099030	Statistics for Education **(AOL)**	4	
	Foreign Language Courses		**0**	
5	**Stream: Science, Technology, Engineering and Mathematics in Primary Education**			20
	EDUC6106030	Action Research	2	
	MATH6228030	Mathematics in International Curricula*	4	
	SCIE6093030	Integrated STEM Learning **(AOL)**	2/2	
	EDUC6107030	Science Beyond the Classroom**	2	
	EDUC6108030	Coding for Children	2	
	MATH6229030	Advanced Problem Solving in Mathematics and Science**	2/2	
	EDUC6109030	Technology Literacy* **(AOL)**	2	
	Stream: Social Humanities in Primary Education			
	EDUC6106030	Action Research	2	
	EDUC6110030	Integrated Social Studies, Ethno Art and Craft** **(AOL)**	2/2	
	EDUC6111030	Language and Literacy in a Changing World* **(AOL)**	2	
	EDUC6112030	Teaching BIPA*	4	
	EDUC6113030	Children's Literature	2	
	EDUC6114030	Performing Arts	2	
	EDUC6115030	Entrepreneurship for Children**	4	
	Minor Program		20	
	Free Electives		20	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	EDUC6064030	Pre Thesis	2	6

Sem	Code	Course Name	SCU	Total
	EDUC6065030	Thesis	4	
	EDUC6042030	Thesis	6	
				Total Credits 146 SCU

*)This course is delivered in English
**) Global Learning System Course

-) **AOL** - *Assurance of Learning Process System*

-) ***AIE*** - *Artificial Intelligence Embedded Course*

Stream/Minor/Free Electives:
For 5th Semester: Students are required to choose Cross Stream or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

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.

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*

Foreign Language Courses:
Students will take foreign language courses according to Beelingua Placement Test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253030	English for Frontrunners	0
ENGL6254030	English for Independent Users	0
ENGL6255030	English for Professionals	0
JAPN6190030	Basic Japanese Language*	0
CHIN6163030	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua 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.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisan	
Blockchain Technology and Business	-
Creative Digital Storytelling	v
Cross Cultural Communication	v
Data Analytics	v
Digital Banking	-
Digital Ecosystem	v
English for Business Professionals	v
Event Business and Entertainment	v
Human Capital in Digital Workplace	v
Interactive & Users Experience Design	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	v
Minor @ Binus Bandung	
DesignPreneur	v
Robotic Process Automation	-
Minor @ Binus Semarang	
Content Creation	v
Immersive Journey to Japanese Language and Culture	v
Metaverse in Business	v
Minor @ Binus Medan	
Global Business	v

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: 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**

Supporting Courses

Course		SCU
ENGL6276024	Cultures, Language, and Arts Production	4
JAPN6212025	Anime and Manga as Storytelling	2
ENGL6277024	Music as Medium for Storytelling	4
	Total SCU	**10**

Additional Information

None

2. 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**

Supporting Courses

Course		SCU
CHIN6134026	Chinese Conversation in Business Communication	4
LAWS6158028	Private International Law	2
INTR6135029	Comparative Politics	4
	Total SCU	**10**

Additional Information

None

3. 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
ISYS6680003	Introduction to Data Analytics	2
ISYS6681003	Data Management & Descriptive Analytics	4
STAT6198049	Statistical for Decision Making	4
	Total SCU	**10**

Supporting Courses

Course		SCU
ISYS6682003	Application of Predictive Analytics to Business Data	4
ISYS6683003	Prescriptive Analytics and Optimization	4
MKTG6312005	Digitalization of Markets and Consumption	2
	Total SCU	**10**

Additional Information

None

4. 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
COMP6683001	Introduction to Artificial Intelligence	2/2
ISYS6549003	Digital Innovation	4
COMP6937001	Current Trends in Technology	2
	Total SCU	**10**

Supporting Courses

Course		SCU
COMM6501019	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	2
	Total SCU	**10**

Additional Information

None

5. 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**

Supporting Courses

Course		SCU
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
COMM6506024	Current Issues in Business Communications	2
ENGL6245024	Business Rhetoric	4
	Total SCU	**10**

Additional Information

None

6. 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**

Supporting Courses

Course		SCU
TRSM6233022	Event Sponsorship and Funding	2
TRSM6234022	Sport and Entertainment Event Management	4
TRSM6235022	Festival & Cultural Event	4
	Total SCU	**10**

Additional Information

None

7. Minor Program: Human Capital in Digital Workplace

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

Fundamental Courses

Course		SCU
PSYC6174027	Psychology in The Workplace	4
MGMT6349005	Digital Workplace Strategy	4
ISYS6551003	Digital Workplace and Technology	4
LAWS6157028	Legal Aspects in Digital Workplace	4
PSYC6175027	Human Resources Development	4
	Total SCU	**20**

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**

Supporting Courses

Course		SCU
ISYS6554003	Core Principles: Interactive Design	4
DSGN6837007	Digital Design Production	4
ISYS6556003	Information Architecture	2
	Total SCU	**10**

Additional Information

None

9. 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**

Supporting Courses

Course		SCU
ISYE6155011	Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008	Engineering Material	4
CIVL6118013	Engineering Economic	4
	Total SCU	**10**

Additional Information

None

10. 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**

Supporting Courses

Course		SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2
	Total SCU	**10**

Additional Information

None

11. 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

Supporting Courses

Course		SCU
HTMN6155021	Indonesian Cuisine	4
HTMN6125021	Restaurant Operation	4
HTMN6154021	Culinary Tourism	2
	Total SCU	**10**

SCU for HTMN6155021, HTMN6125021 are practical

Additional Information

None

12. 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**

Supporting Courses

Course		SCU
FILM6135009	K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019	K-Pop Culture and Performance	4
MKTG6339005	K-Pop and K-Drama Marketing and Promotion	2
	Total SCU	**10**

Additional Information

None

13. 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**

Supporting Courses

Course		SCU
CHIN6199026	Chinese Digital Technology	2
CHIN6200026	Traveling to China	2
CHIN6201026	Special Topics in Chinese Business	2
CHIN6202026	Global Strategic Marketing: Chinese Perspective	4
	Total SCU	**10**

Additional Information

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

14. Minor Program: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

Course Distribution

Fundamental Courses

Course		SCU
ENTR6528002	The Entrepreneurial Innovator	4
DSGN6839006	Interactive Design	4
COMM6504018	Digital Branding	2
ENPR6196002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
	Total SCU	**20**

Additional Information

None

15. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

Fundamental Courses

Course		SCU
ENTR6525032	Fundamental of Designpreneur	4
COMP6688031	UI/UX Development	4
DSGN6797034	Surface Packaging Design	4
ENTR6526032	Hospitality and Service Design	4
DSGN6843033	Project Design	4
	Total SCU	**20**

Additional Information

None

16. 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**

Supporting Courses

Course		SCU
DSIN6094053	Content Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	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 (*Yoku Tsukaeru Bunpou*)	4
JAPN6222025	Survival Japanese in Various Situations (*Nihon E Ikou, Yasashii Kaiwa De*)	4
JAPN6223025	Ideas and Images of Japan (*Nihon Jijou*)	2
	Total SCU	**10**

Supporting Courses

Course		SCU
JAPN6224025	Japanese Reading Comprehension (*Tanoshiku Yomou*)	4
JAPN6225025	Understanding Native Japanese Speakers (*Tanoshiku Kikou*)	2
JAPN6226025	Japanese N5 Level Certification Preparation (*Nihongo Charenji N5*)	4
	Total SCU	**10**

Additional Information

None

18. Minor Program: Metaverse in Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
	Total SCU	**10**

Supporting Courses

Course		SCU
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
	Total SCU	**10**

Additional Information

None

19. Minor Program: Global Business

Introduction

The Global Business minor program is designed for students who aspire to integrate creativity, business acumen, and technological expertise in a global context. This program equips students with essential knowledge and skills in digital business innovation, creative industry management, and emerging technologies. Students will explore topics such as digital entrepreneurship, creative content monetization, business model innovation, and the application of advanced technologies like artificial intelligence, blockchain, and immersive media in creative industries. By combining business strategy with technological advancements, this minor prepares students to become agile professionals capable of navigating and leading in the evolving global marketplace. This program is ideal for students from various disciplines who wish to enhance their competencies in creative business and technology, fostering interdisciplinary innovation and international competitiveness.

Career Options

Digital Business Strategist, Creative Entrepreneur, Digital Marketing Specialist, UX/UI Designer, Tech-Driven Product Manager, Creative Industry Manager, E-commerce & Content Monetization Expert, Brand & Digital Experience Manager, Creative Technologist.

Course Distribution

Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Data Analytics for Global Business	4
TRDE6001065	Global Regulatory Environment	4
	Total SCU	**10**

Additional Information

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

Appendix: Free Electives (5th Semester)

No	Course Code	Course	SCU	Semester
1	MKTG6322005	Sales and Customer Relationship Management	4	5
2	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
3	COMP6800001	Human and Computer Interaction	2/1	5
4	COMP6144001	Web Programming	2/1	5
5	ISYS6197001	Business Application Development	2/2	5
6	GAME6085001	Object Oriented Game Programming	2	5
7	COMM6624019	Digital Creative Content	2/2	5
8	COMM6620019	Online Publishing	2/2	5
9	COMM6533019	Creative Program Design	2/2	5
10	COMM6510019	Reportage & Interview Technique	2/2	5

No	Course Code	Course	SCU	Semester
11	COMM6622019	Audio Journalism	2/2	5
12	COMM6410019	Digital Broadcasting Production	2/2	5
13	COMM6630019	Crisis Communication	2	5
14	COMM6631019	Public Affair	2	5
15	COMM6633019	Corporate Sustainability	4	5
16	COMM6634019	Environmental Issues and Brand Activism	4	5
17	COMM6635019	Integrated Marketing Communication	2	5
18	COMM6638019	Social Media Planning & Engagement	2/2	5
19	TRSM6142022	Event Management	4	5
20	TRSM6212022	Indonesian Culture	4	5
21	HTMN6146021	Food Safety Management	2	5
22	HTMN6108021	Food and Beverage Management	2	5
23	COMP6542001	Computer Security Fundamental	2	5
24	MOBI6068001	Web Design	2	5
25	MOBI6070001	Embedded System and Internet of Things	3	5
26	MOBI6059001	Mobile Programming	2	5
27	ISYS6196003	Business Analytics	2	5
28	ISYS6199003	Data & Text Mining	4	5
29	ISYS6202003	Social Informatics	4	5
30	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
31	DSGN6689007	Concept Art & Production Design	2	5
32	DSGN6690007	Animation Storytelling	2	5
33	DSGN6661007	Photography	4	5
34	FILM6059009	Global Cinema	4	5
35	DSGN6743007	Digital Graphic Reproduction	4	5
36	DSGN6612008	Design Trend	2	5
37	INTR6137029	Indonesia in Perspectives	2	5
38	INTR6180029	Introduction to International Media	2	5
39	CHIN6158026	Chinese Business in Daily Communication	4	5
40	SOCS6021024	Social and Digital Media Writing	2	5
41	ENGL6169024	English for Professionals	2	5
42	ENGL6244024	Social Media Broadcasting	4	5
43	EDUC6054024	Classroom Communication and Learning	4	5
44	LAWS6017028	Intellectual Property Rights	4	5
45	LAWS6110028	Cyber Law	2	5
46	LAWS6174028	Contract & Legislative Drafting	2	5
47	PSYC6124027	Psychology of Early Childhood Education	4	5
48	PSYC6125027	Psychology of Special Needs Education	4	5
49	PSYC6145027	Urban Psychology	4	5
50	PSYC6191027	E-Learning Psychology	4	5
51	PSYC6215027	Leadership and Organizational Behaviour	4	5
52	EDUC6074030	Art & Craft	4	5
53	EDUC6073030	ICT for Distance Learning	4	5
54	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5

BINUS UNIVERSITY

No	Course Code	Course	SCU	Semester
55	JAPN6148025	Japanese Letter I (Kanji I)	2	5
56	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
57	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
58	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
59	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
60	JAPN6071025	Japanese Drama (Nihon no Geki)	2	5

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	etc
1	v							v						
2		v						v						
3				v				v						
4					v			v						
5						v		v						
6	v												v	
7		v											v	
8				v									v	
9					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

Company Internship Track

Code	Course Name	SCU	Total
For students who take only Internship track in semester 6, should take these courses:			20
Enrichment Program I			
EDUC6066030	Internship Report I	8	
EDUC6067030	Digital Literacy in Education	8	
EDUC6068030	Soft Skills for Educators I	4	
For students who take Internship track in semester 6 and 7, should take these courses:			
Enrichment Program I			
EDUC6066030	Internship Report I	8	
EDUC6067030	Digital Literacy in Education	8	

Code	Course Name	SCU	Total
EDUC6068030	Soft Skills for Educators I	4	
Enrichment Program II			
EDUC6069030	Internship Report II	8	
EDUC6070030	Teaching & Learning in Primary Education	8	
EDUC6071030	Soft Skills for Educators II	4	
For students who only take Certified Internship track in semester 7, should take these courses:			
Enrichment Program II			
EDUC6066030	Internship Report I	8	
EDUC6067030	Digital Literacy in Education	8	
EDUC6068030	Soft Skills for Educators I	4	

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6585030	Research Project Report	8	
RSCH6586030	Educational Research Writing Skills	8	
RSCH6587030	Critical Thinking and Problem Solving Skills	4	

Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6358030	Learning Community Project Report	8	
CMDV6359030	Learning Community and Tutorial Skills	8	
CMDV6360030	Learning Community for Teamwork and Leadership Skills	4	

Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005030	Elective Course for Study Abroad 1	4	
GLOB6006030	Elective Course for Study Abroad 2	4	
GLOB6007030	Elective Course for Study Abroad 3	4	
GLOB6008030	Elective Course for Study Abroad 4	4	
GLOB6009030	Elective Course for Study Abroad 5	2	
GLOB6010030	Elective Course for Study Abroad 6	2	20
GLOB6011030	Elective Course for Study Abroad 7	2	
GLOB6012030	Elective Course for Study Abroad 8	2	
GLOB6013030	Elective Course for Study Abroad 9	2	
GLOB6014030	Elective Course for Study Abroad 10	2	
GLOB6015030	Elective Course for Study Abroad 11	2	
GLOB6016030	Elective Course for Study Abroad 12	2	
GLOB6041030	Elective Course for Study Abroad 25	3	

Code	Course Name	SCU	Total
GLOB6042030	Elective Course for Study Abroad 26	1	

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

Specific Independent Study

Code	Course Name	SCU	Total
For students who take Specific Independent Study Track in either odd or even semester, they should take these courses:			
Enrichment Program I/II			
CSIS6001030	Course Certification	3	
CSIS6002030	Technical Skill Enrichment	4	
CSIS6003030	Industrial Project	9	
CSIS6004030	Soft Skill Enrichment	4	
CSIS6005030	Elective Course for Specific Independent Study 1	8	
CSIS6006030	Elective Course for Specific Independent Study 2	8	
CSIS6007030	Elective Course for Specific Independent Study 3	6	
CSIS6008030	Elective Course for Specific Independent Study 4	6	
CSIS6009030	Elective Course for Specific Independent Study 5	6	
CSIS6010030	Elective Course for Specific Independent Study 6	5	
CSIS6011030	Elective Course for Specific Independent Study 7	5	
CSIS6012030	Elective Course for Specific Independent Study 8	5	
CSIS6013030	Elective Course for Specific Independent Study 9	5	
CSIS6014030	Elective Course for Specific Independent Study 10	4	
CSIS6015030	Elective Course for Specific Independent Study 11	4	
CSIS6016030	Elective Course for Specific Independent Study 12	4	
CSIS6017030	Elective Course for Specific Independent Study 13	4	20
CSIS6018030	Elective Course for Specific Independent Study 14	4	
CSIS6019030	Elective Course for Specific Independent Study 15	3	
CSIS6020030	Elective Course for Specific Independent Study 16	3	
CSIS6021030	Elective Course for Specific Independent Study 17	3	
CSIS6022030	Elective Course for Specific Independent Study 18	3	
CSIS6023030	Elective Course for Specific Independent Study 19	3	
CSIS6024030	Elective Course for Specific Independent Study 20	3	
CSIS6025030	Elective Course for Specific Independent Study 21	2	
CSIS6026030	Elective Course for Specific Independent Study 22	2	
CSIS6027030	Elective Course for Specific Independent Study 23	2	
CSIS6028030	Elective Course for Specific Independent Study 24	2	
CSIS6029030	Elective Course for Specific Independent Study 25	2	
CSIS6030030	Elective Course for Specific Independent Study 26	2	
CSIS6031030	Elective Course for Specific Independent Study 27	2	
CSIS6032030	Elective Course for Specific Independent Study 28	2	
CSIS6033030	Elective Course for Specific Independent Study 29	1	
CSIS6034030	Elective Course for Specific Independent Study 30	1	
CSIS6035030	Elective Course for Specific Independent Study 31	1	
CSIS6036030	Elective Course for Specific Independent Study 32	1	

*) *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 32 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.*

The Table of Prerequisite for Primary Teacher Education Study Program

There is no list of courses prerequisites in this curriculum

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

No	Course Code	Course	Minimal Grade	Semester
1	CHAR6013030	Character Building: Pancasila	B	1
2	SOCS6033030	Pancasila & Civics Education for Primary	C	3
3	LANG6088030	Bahasa Indonesia for Primary II*	B	2
4	MATH6142030	Mathematics for Primary II*	B	2
5	SCIE6039030	Natural Science for Primary II*	B	3
6	SOCS6017030	Social Science for Primary II	C	3
Stream: Science, Technology, Engineering and Mathematics in Primary Education				
7	SCIE6093030	Integrated STEM Learning	C	5
Stream: Social Humanities in Primary Education				
7	EDUC6111030	Language and Literacy in a Changing World	C	5

*) Tutorial

BINUS UNIVERSITY