Psychology

Introduction

As long as human exist, the discipline of psychology can be applied in broad ranging aspects of life. Equipped with a good understanding of basic theories of psychology, individuals may be expected to work in variety of milieus. Traditional wise, psychology focuses 'only' on the study of normal and abnormal human's functioning as well as provides treatment to patients with mental and behavioural problems. Without leaving its traditional root, psychology nowadays has also touched on more practical areas, including the mental function of healthy individuals such as athletes, space explorers, stage performers, and employees, even the effect on interaction between human and computer. Department of Psychology offers an undergraduate (*Sarjana*) degree program. According to the existing National Regulation, the undergraduate psychology curriculum focuses on the basic scientific knowledge of human behaviour and mental process alongside with the basic skill to design and conduct psychological intervention. Par excellence, at BINUS UNIVERSITY, students of Psychology will be strengthened by the understandings of urban communities' life and the use of technology to improve human performance, as the exclusive advantages to contributing in their working community.

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 the Department of Psychology is to contribute to the society by organizing a digital psychology center through:

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.

Prospective Career of the Graduates

After finishing the study, the graduates have an ideal foundation to enter many career opportunities, such as in:

1. Human Resource, Educational, or Community Development Personnel
2. Assistant Psychologist
3. Consultant in various areas of psychology, such as education and human performance
4. Junior Researcher
5. Counselor
6. Writer/Content-Creator/Influencer
7. Entrepreneur/Start-Up Developer

Curriculum

The curriculum of undergraduate degree of Psychology in BINUS UNIVERSITY is based on the National Curriculum and mutual agreement among the members of Indonesian Psychology Colloquium Forum. To cope with the global trend of the discipline of psychology, the Department of Psychology of BINUS UNIVERSITY also expands its curriculum by incorporating the ten areas of development of psychology as defined by the American Psychological Associations. To strengthen our students' skills and understanding of the application of psychological theories in working and social life, we designed a curriculum and academic environment that give students the opportunity to choose independently the area they want to study more deeply, either through Streaming, Minor, or Free-elective courses.

On Free-elective, students can take any courses from any departments, as per their interest. While on the Minor programmes, students can take one of the minors which is a collaboration across departments, such as:

1. Human Capital Digital Workplace
2. Interactive & User Experience Design
3. Sustainable Development
4. Virtual Services
5. Cross Cultural Communication
6. Culinary
7. Digital Business
8. Digital Ecosystems

The Minor programs that been provided can be added along with the development in the university and society. Besides Free-elective or Minor, students can choose one of three Streaming on Psychology that focuses on the human performance intervention:

1. Educational Psychology: focuses on the application of psychological principles in the areas of education and instructional design
2. Community Psychology: focuses on the application of psychological principles in designing social intervention programs to improve communities' quality of life
3. Industrial & Organizational Psychology: focuses on the application of psychological principles in designing intervention programs to improve team and individual performance in organizational context.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013027	Character Building: Pancasila	2	20
	PSYC6120027	Biological Psychology	2	
	STAT6109027	Statistics for Psychology** **(AOL)**	2/2	
	PSYC6213027	The Origins of Psychology	4	
	PSYC6211027	Philosophical Anthropology **(AOL)**	2	
	PSYC6065027	Learning and Cognitive Psychology **(AOL)**	4	
	PSYC6133027	Logic and Scientific Writing	2	
	Foreign Language Courses		0	
2	CHAR6014027	Character Building: Kewarganegaraan	2	20
	PSYC6136027	Theories of Developmental Psychology** **(AOL)**	2	
	PSYC6177027	Personality Psychology I	4	
	PSYC6122027	Social Psychology** **(AOL)**	4	

Sem	Code	Course Name	SCU	Total
	PSYC6178027	Methods of Observation and Interview **(AOL)**	2	
	PSYC6121027	Methodology of Psychological Research: Quantitative Approach** **(AOL)**	4	
	ENTR6509005	Entrepreneurship: Ideation	2	
	Foreign Language Courses		0	
3	CHAR6015027	Character Building: Agama	2	18
	PSYC6180027	Personality Psychology II **(AOL)**	2	
	PSYC6138027	Lifespan Development	4	
	PSYC6140027	Counseling Psychology**	2	
	PSYC6179027	Experimental Methods in Psychology**	2	
	PSYC6137027	Psychometrics **(AOL)**	2	
	LANG6027027	Indonesian	2	
	ENTR6510005	Entrepreneurship: Prototyping	2	
	Foreign Language Courses		0	
4	PSYC6141027	Introduction to Psychodiagnostics	2	22
	PSYC6030027	Clinical Psychology**	4	
	PSYC6123027	Educational Psychology	2	
	PSYC6167027	Industrial and Organizational Psychology **(AOL)**	4	
	PSYC6206027	Psychological Intervention **(AOL & AIE)**	4	
	PSYC6049027	Psychological Test Construction **(AOL & AIE)**	4	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Foreign Language Courses		0	
5	**Stream: Educational Psychology**			20
	PSYC6184027	Innovative Teaching Strategies* **(AOL)**	4	
	PSYC6124027	Psychology of Early Childhood Education** **(AOL)**	4	
	PSYC6125027	Psychology of Special Needs Education	4	
	PSYC6191027	E-Learning Psychology** **(AOL)**	4	
	PSYC6192027	School Psychology **(AOL)**	4	
	Stream: Community Psychology			
	PSYC6185027	Social Cognition **(AOL)**	4	
	PSYC6145027	Urban Psychology** **(AOL)**	4	
	PSYC6186027	Psychology of Public Policy* **(AOL)**	4	
	PSYC6127027	Indigenous Psychology*	4	
	PSYC6193027	Psychoethics**	4	
	Stream: Industrial & Organizational Psychology			
	PSYC6216027	Talent Management**	4	
	PSYC6215027	Leadership and Organizational Behaviour** **(AOL)**	4	
	PSYC6214027	Psychology of Learning, Training & Development **(AOL)**	4	
	PSYC6162027	Assessment Center Method **(AOL)**	4	
	PSYC6130027	Human Performance Technology* **(AOL)**	4	
	Minor Program		20	
	Free Electives		20	
6	**Enrichment Program I**		20	20

Sem	Code	Course Name	SCU	Total
7	**Enrichment Program II**		20	20
8	PSYC6207027	Pre Thesis	2	6
	PSYC6208027	Thesis	4	
	PSYC6196027	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
ENGL6253027	English for Frontrunners	0
ENGL6254027	English for Independent Users	0
ENGL6255027	English for Professionals	0
JAPN6190027	Basic Japanese Language*	0
CHIN6163027	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	-
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: 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

7. 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

8. 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

9. 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

10. 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

11. 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

12. 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.

13. 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

14. 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

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**

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

16. 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

17. 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

18. 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 Owner Department	Course Code	Course	SCU	Semester
1	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
2	Business Management	MGMT6400005	Supply Chain Strategy	2	5
3	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
4	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
5	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
6	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
7	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
8	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
9	International Business Management	BUSS6223005	Trade in Asia	2	5
10	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
11	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
12	Hotel Management	HTMN6146021	Food Safety Management	2	5
13	Hotel Management	HTMN6132021	Gastronomy Study	2	5
14	Hotel Management	HTMN6147021	Hospitality Management	4	5
15	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
16	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	5

No	Course Owner Department	Course Code	Course	SCU	Semester
17	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
18	Hotel Management	HTMN6027021	Service Management	4	5
19	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
20	Marketing Communication	COMM6637019	Brand Activation	2/2	5
21	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
22	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
23	Marketing Communication	COMM6630019	Crisis Communication	2	5
24	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
25	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
26	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
27	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
28	Marketing Communication	COMM6631019	Public Affair	2	5
29	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
30	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
31	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
32	Tourism	TRSM6218022	Adventure Tourism Management	4	5
33	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
34	Tourism	TRSM6142022	Event Management	4	5
35	Tourism	TRSM6216022	Guiding and Interpretation	2	5
36	Tourism	TRSM6212022	Indonesian Culture	4	5
37	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
38	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
39	Architecture	ARCH6147014	Behavior in Architecture	4	5
40	Architecture	ARCH6129014	Urban Housing	4	5
41	Civil Engineering	CIVL6030013	Environmental Engineering	2	5
42	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
43	Food Technology	FOOD6092015	Molecular Gastronomy	2	5
44	Food Technology	FOOD6094015	Nutrition & Health	4	5
45	Industrial Engineering	ISYE6167011	Decision Support System	2	5
46	Industrial Engineering	MKTG6128011	Market Research	2	5
47	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
48	Business Law	LAWS6110028	Cyber Law	2	5

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No	Course Owner Department	Course Code	Course	SCU	Semester
49	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
50	Business Law	LAWS6159028	Legal Aspect in Business	2	5
51	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
52	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
53	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
54	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
55	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
56	English Literature	ENGL6244024	Social Media Broadcasting	4	5
57	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
58	International Relations	INTR6137029	Indonesia in Perspectives	2	5
59	International Relations	INTR6180029	Introduction to International Media	2	5
60	International Relations	INTR6178029	Introduction to International Political Economy	2	5
61	International Relations	INTR6179029	Introduction to Security Studies	2	5
62	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
63	International Relations	INTR6152029	Regional Integration in America	2	5
64	International Relations	INTR6153029	Regional Integration in East Asia	2	5
65	International Relations	INTR6151029	Regional Integration in Europe	2	5
66	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
67	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
68	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
69	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
70	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	5
71	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
72	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5
73	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	5
74	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
75	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
76	Primary Teacher Education	EDUC6041030	Current Issues in Primary Education	2	5
77	Primary Teacher Education	EDUC6073030	ICT for Distance Learning	4	5

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No	Course Owner Department	Course Code	Course	SCU	Semester
78	Primary Teacher Education	EDUC6018030	Micro Teaching	4	5
79	Primary Teacher Education	EDUC6075030	Teaching English for Young Learners	4	5
80	Psychology	PSYC6191027	E-Learning Psychology	4	5
81	Psychology	PSYC6130027	Human Performance Technology	4	5
82	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
83	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5
84	Psychology	PSYC6145027	Urban Psychology	4	5
85	Accounting	ACCT6462020	Audit Psychology	2	5
86	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
87	Data Science	DTSC6006001	Machine Learning	2/1	5
88	Mobile Application & Technology	MOBI6070001	Embedded System and Internet of Things	3	5
89	Statistics	STAT6157049	Data Mining and Visualization	2	5
90	Animation	DSGN6690007	Animation Storytelling	2	5
91	Animation	DSGN6689007	Concept Art & Production Design	2	5
92	Creative Advertising	DSGN6661007	Photography	4	5
93	Film	FILM6059009	Global Cinema	4	5
94	Interior Design	DSGN6612008	Design Trend	2	5
95	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
96	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
97	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
98	Information Systems	ISYS6196003	Business Analytics	2	5
99	Information Systems	ISYS6199003	Data & Text Mining	4	5
100	Information Systems	ISYS6202003	Social Informatics	4	5

Enrichment Track Scheme

Track	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			
6		v						v							
7		v							v						
8		v								v					
9		v									v				
10		v										v			
11				v				v							

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Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
12				v					v						
13				v						v					
14				v							v				
15				v								v			
16			v					v							
17			v						v						
18			v							v					
19			v								v				
20			v									v			
21					v			v							
22					v				v						
23					v					v					
24					v						v				
25					v							v			
26	v														v
27		v													v
28			v												v
29				v											v
30					v										v
31							v	v							
32							v		v						
33							v			v					
34							v				v				
35							v					v			
36						v		v							
37						v			v						
38						v				v					
39						v					v				
40						v						v			
41	v												v		
42		v											v		
43			v										v		
44				v									v		
45					v								v		
46	v													v	
47		v												v	
48			v											v	
49				v										v	
50					v									v	
51						v								v	
52							v							v	

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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
Enrichment Program I			20
PSYC6142027	Psychology in Practice	8	
PSYC6209027	Current Issues in Psychology	8	
PSYC6197027	Employability and Entrepreneurial Skill: Team Work, Communication, Planning & Organizing	4	
Enrichment Program II			
PSYC6198027	Internship in Psychology	8	
PSYC6210027	Project Development in Psychology	8	
PSYC6164027	Employability and Entrepreneurial Skill: Self-Management, Initiative & Enterprise, Problem Solving & Decision Making	4	

Research Fellowship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
RSCH6231027	Research Experience	8	
RSCH6563027	Scientific Writing	8	
RSCH6456027	Global EES: Team Work, Communication, Planning & Organizing	4	
Enrichment Program II			
RSCH6349027	Research Assistantship	8	
RSCH6564027	Scientific Report Writing	8	
RSCH6430027	Global EES: Self-Management, Initiative & Enterprise, Problem Solving & Decision Making	4	

Entrepreneurship Track

Code	Course Name	SCU	Total
For students who only take Entrepreneurship track in semester 6, should take these courses:			20
Enrichment Program I			
ENTR6299027	Business Start Up	8	
ENTR6933027	Psychology & Entrepreneurship: Business Model & Validation and Launching New Venture	8	
ENTR6308027	EES in New Business	4	
For students who take Entrepreneurship track in semester 6 and 7, should take these courses:			
Enrichment Program I			
ENTR6299027	Business Start Up	8	

Code	Course Name	SCU	Total
ENTR6933027	Psychology & Entrepreneurship: Business Model & Validation and Launching New Venture	8	
ENTR6308027	EES in New Business	4	
Enrichment Program II			
ENTR6313027	Growing a Business	8	
ENTR6934027	Psychology & Entrepreneurship: Lean Start Up & Business Plan and Venture Capital	8	
ENTR6314027	EES in Business Experience	4	
For students who only take Entrepreneurship track in semester 7, should take these courses:			
Enrichment Program II			
ENTR6299027	Business Start Up	8	
ENTR6933027	Psychology & Entrepreneurship: Business Model & Validation and Launching New Venture	8	
ENTR6308027	EES in New Business	4	

Community Impact Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6133027	Community Outreach Project Implementation	8	
CMDV6341027	Community Outreach Project Design	8	
CMDV6256027	Employability and Entrepreneurial Skills in Community	4	20
Enrichment Program II			
CMDV6143027	Community Development Project Implementation	8	
CMDV6342027	Community Development Project Design	8	
CMDV6145027	Employability and Entrepreneurial Skills in Community Development	4	

Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005027	Elective Course for Study Abroad 1	4	
GLOB6006027	Elective Course for Study Abroad 2	4	
GLOB6007027	Elective Course for Study Abroad 3	4	
GLOB6008027	Elective Course for Study Abroad 4	4	
GLOB6009027	Elective Course for Study Abroad 5	2	
GLOB6010027	Elective Course for Study Abroad 6	2	20
GLOB6011027	Elective Course for Study Abroad 7	2	
GLOB6012027	Elective Course for Study Abroad 8	2	
GLOB6013027	Elective Course for Study Abroad 9	2	
GLOB6014027	Elective Course for Study Abroad 10	2	
GLOB6015027	Elective Course for Study Abroad 11	2	
GLOB6016027	Elective Course for Study Abroad 12	2	
GLOB6041027	Elective Course for Study Abroad 25	3	

Code	Course Name	SCU	Total
GLOB6042027	Elective Course for Study Abroad 26	1	
Elective courses list for study abroad*			20
Enrichment Program II			
GLOB6017027	Elective Course for Study Abroad 13	4	
GLOB6018027	Elective Course for Study Abroad 14	4	
GLOB6019027	Elective Course for Study Abroad 15	4	
GLOB6020027	Elective Course for Study Abroad 16	4	
GLOB6021027	Elective Course for Study Abroad 17	2	
GLOB6022027	Elective Course for Study Abroad 18	2	
GLOB6023027	Elective Course for Study Abroad 19	2	
GLOB6024027	Elective Course for Study Abroad 20	2	
GLOB6025027	Elective Course for Study Abroad 21	2	
GLOB6026027	Elective Course for Study Abroad 22	2	
GLOB6027027	Elective Course for Study Abroad 23	2	
GLOB6028027	Elective Course for Study Abroad 24	2	
GLOB6291027	Elective Course for Study Abroad 41	3	
GLOB6295027	Elective Course for Study Abroad 45	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:			20
CSIS6001027	Course Certification	3	
CSIS6002027	Technical Skill Enrichment	4	
CSIS6003027	Industrial Project	9	
CSIS6004027	Soft Skill Enrichment	4	
CSIS6005027	Elective Course for Specific Independent Study 1	8	
CSIS6006027	Elective Course for Specific Independent Study 2	8	
CSIS6007027	Elective Course for Specific Independent Study 3	6	
CSIS6008027	Elective Course for Specific Independent Study 4	6	
CSIS6009027	Elective Course for Specific Independent Study 5	6	
CSIS6010027	Elective Course for Specific Independent Study 6	5	
CSIS6011027	Elective Course for Specific Independent Study 7	5	
CSIS6012027	Elective Course for Specific Independent Study 8	5	
CSIS6013027	Elective Course for Specific Independent Study 9	5	
CSIS6014027	Elective Course for Specific Independent Study 10	4	
CSIS6015027	Elective Course for Specific Independent Study 11	4	
CSIS6016027	Elective Course for Specific Independent Study 12	4	
CSIS6017027	Elective Course for Specific Independent Study 13	4	
CSIS6018027	Elective Course for Specific Independent Study 14	4	
CSIS6019027	Elective Course for Specific Independent Study 15	3	
CSIS6020027	Elective Course for Specific Independent Study 16	3	
CSIS6021027	Elective Course for Specific Independent Study 17	3	

Code	Course Name	SCU	Total
CSIS6022027	Elective Course for Specific Independent Study 18	3	
CSIS6023027	Elective Course for Specific Independent Study 19	3	
CSIS6024027	Elective Course for Specific Independent Study 20	3	
CSIS6025027	Elective Course for Specific Independent Study 21	2	
CSIS6026027	Elective Course for Specific Independent Study 22	2	
CSIS6027027	Elective Course for Specific Independent Study 23	2	
CSIS6028027	Elective Course for Specific Independent Study 24	2	
CSIS6029027	Elective Course for Specific Independent Study 25	2	
CSIS6030027	Elective Course for Specific Independent Study 26	2	
CSIS6031027	Elective Course for Specific Independent Study 27	2	
CSIS6032027	Elective Course for Specific Independent Study 28	2	
CSIS6033027	Elective Course for Specific Independent Study 29	1	
CSIS6034027	Elective Course for Specific Independent Study 30	1	
CSIS6035027	Elective Course for Specific Independent Study 31	1	
CSIS6036027	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.*

Futher Study Track

Code	Course Name	SCU	Total
Enrichment Program II (Master of Management: Creative Marketing)			20
ENTR6561027	Design Thinking for Innovation	4	
MKTG6299027	Business Negotiation	4	
MKTG6300027	Marketing Strategy	4	
ACCT6496027	Basic Accounting and Financial Management	4	
MGMT6420027	Human Resources Management Strategy	4	
Enrichment Program II (Master of Management: Business Management)			20
ENTR6561027	Design Thinking for Innovation	4	
MKTG6299027	Business Negotiation	4	
MKTG6300027	Marketing Strategy	4	
ACCT6496027	Basic Accounting and Financial Management	4	
MGMT6420027	Human Resources Management Strategy	4	

The Table of Prerequisite for Psychology Study Program

Course		SCU	Sem.	Prerequisite Course		SCU	Sem.
PSYC6207027	Pre Thesis	2	8	PSYC6121027	Methodology of Psychological Research: Quantitative Approach	4	2
PSYC6208027	Thesis	4	8				
PSYC6196027	Thesis	6	8				

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

No	Course Code	Course	Minimal Grade	Semester
1	CHAR6013027	Character Building: Pancasila	B	1
2	ENTR6511005	Entrepreneurship: Market Validation	C	4
3	PSYC6121027	Methodology of Psychological Research: Quantitative Approach*	C	2
4	PSYC6065027	Learning and Cognitive Psychology	C	1
5	PSYC6178027	Methods of Observation and Interview	C	2
6	PSYC6049027	Psychological Test Construction*	C	4
7	PSYC6206027	Psychological Intervention*	C	4
Stream: Educational Psychology				
8	PSYC6184027	Innovative Teaching Strategies	C	5
Stream: Community Psychology				
8	PSYC6186027	Psychology of Public Policy	C	5
Stream: Industrial & Organizational Psychology				
8	PSYC6214027	Psychology of Learning, Training & Development	C	5

*) Tutorial

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