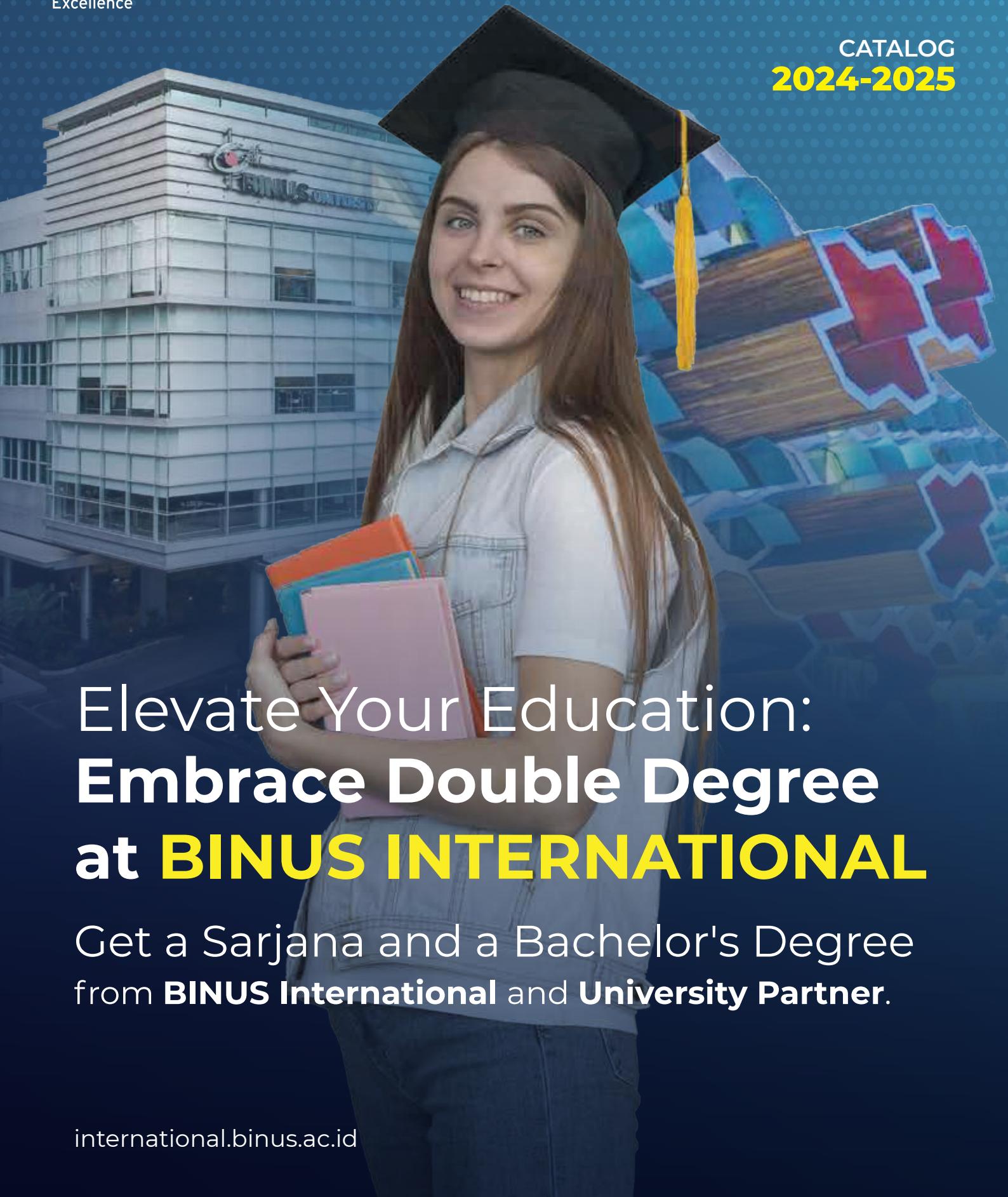




People
Innovation
Excellence



CATALOG
2024-2025



Elevate Your Education: Embrace Double Degree at **BINUS INTERNATIONAL**

Get a Sarjana and a Bachelor's Degree
from **BINUS International** and **University Partner**.





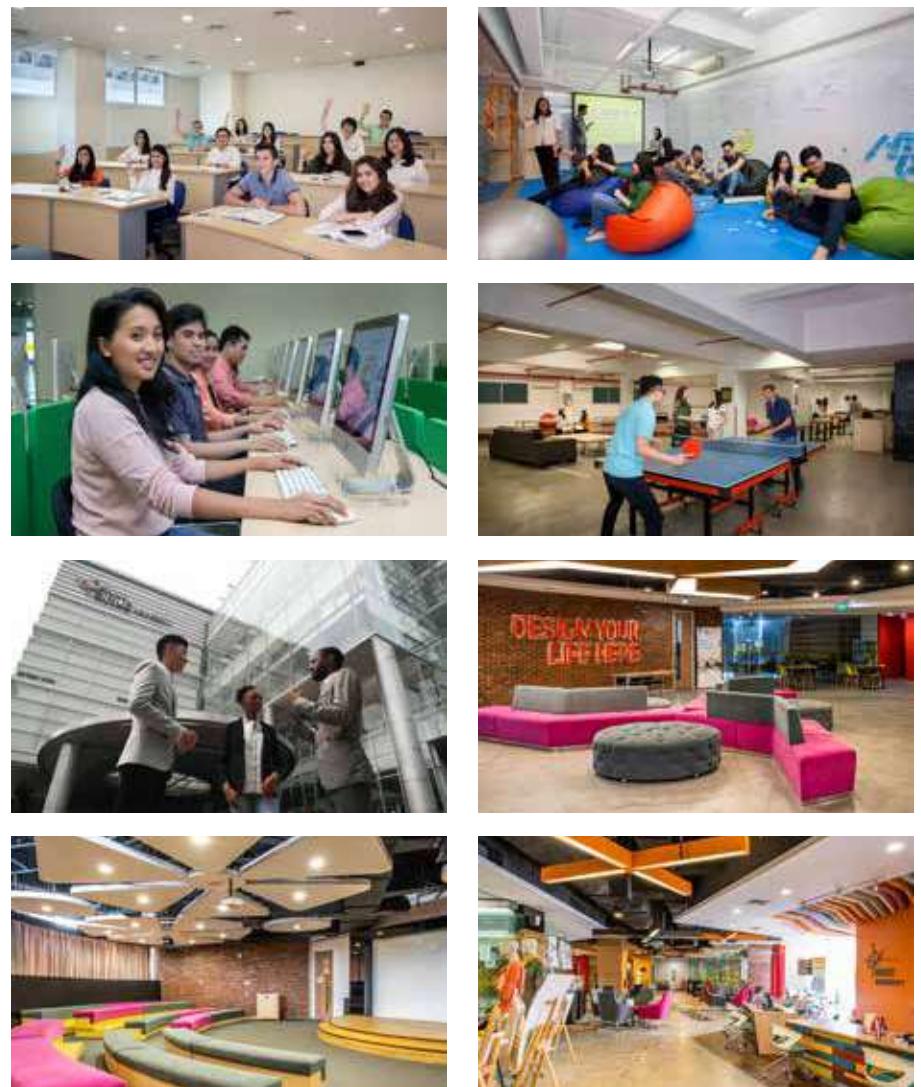
BINUS INTERNATIONAL AT A GLANCE

BINUS INTERNATIONAL, established in 2001, understands the future needs and the pressure of globalization on businesses and the job market.

BINUS UNIVERSITY, our sister university, has more than 40 years of experience in providing leading education. BINUS INTERNATIONAL adds an international flavor to that experience and can serve as an alternative to studying abroad.

It provides high quality education by combining BINUS UNIVERSITY's industry-relevant teaching with international education through partnerships with reputable overseas universities. By immersing in our culturally diverse education environment, our students gain memorable and valuable learning experiences to carry them forward in their careers for many years to come.

With a dual-degree system, BINUS INTERNATIONAL enables students to obtain two undergraduate titles at the end of their programs (a Sarjana qualification from BINUS INTERNATIONAL and a Bachelor's degree from our university partners).



WHY CHOOSE BINUS INTERNATIONAL

★ TOP RANKED UNIVERSITY

BINUS University has been awarded the World's 5-Star University by QS and also Top World's Ranking University by QS World Rankings and Times Higher Education.

★ 'EXCELLENT' ACCREDITATION

The institution is accredited 'EXCELLENT' from the National Accreditation Agency for Higher Education of the Republic of Indonesia and has a 5-Star Rating for Excellence.

★ AACSB ACCREDITED

AACSB is the highest accreditation recognition for international business study programs. Only 5% of all business schools have received this, while in Indonesia only two have received it.

★ JOINT/DOMESTIC DEGREE

All programs at BINUS International have a joint/double degree with a sarjana from BINUS and a bachelor's degree. We offer the two-degree and double-degree as a BINUS International uniqueness.

★ CBD LOCATION

Located in the safe CBD area of Jakarta as the capital city and hub for digital and commercial business, BINUS International is the right place for a global network.

★ STUDENT-CENTERED LEARNING

With a small class arrangement, BINUS International prides itself on engaging in a concept for personalized teaching with a global mindset.

★ GLOBAL EMPLOYABILITY

It is consistently recognized for having the best graduates for the global employability ranking.

★ GLOBAL PARTNER UNIVERSITIES

BINUS has a strong and diverse network with many top-ranking universities in the world. There are more than 70 partner universities around the world. BINUS International is not only partnered with other universities but it also provides students with the chance to have the same experience of studying abroad.

4,611 BINUSIAN graduate

73% are already working

26% at Global Companies or Top Nationals

14% become entrepreneurs, and

3% pursuing further studies.



GET YOUR NATIONAL AND INTERNATIONAL DEGREE IN 4 YEARS WITH OUR PROGRAMS

DOUBLE DEGREE PROGRAM (3+1 or 2+2)

The double degree program is a program offered by BINUS International, where students can get a double degree at once in a short time period by two different universities.

This program gives students the opportunity to take two degrees at the same time based on their individual preferences, with a study duration of one or two years studying abroad, so that the students will graduate with a double degree: a national degree (sarjana) from BINUS International and an international degree (bachelor's degree) from a partner university. These BINUS partners come from various countries, namely Australia, the UK, Germany, New Zealand, South Korea, and France. Students will gain new experiences and knowledge from other countries and of course could get the opportunity to work in other countries.



TWO-DEGREE PROGRAM (DA)

The two-degree program is a collaboration program between La Trobe University, BINUS University, and Nurture Higher Education (UK), which have partnered to offer a unique joint teaching program for Indonesian students.

This initiative enables students to complete business and commerce subjects and receive bachelor's degrees from both universities, delivered entirely in English at the BINUS University campus in Jakarta.

This program is better known as the Dual Awards program, where the students shall earn their two-degree, national, and international degrees by studying for four full years in Indonesia.



WHY LA TROBE UNIVERSITY?

For over 50 years, La Trobe University has been transforming people and societies.

Striving for excellence in everything we do, we've risen to the top one percent of universities worldwide as we address the major issues of our time – with all our broad areas of research rated 'at', 'above' or 'well above world standard'. In the latest QS World University Rankings, we moved up by 46 places – the strongest improver in Australia.



5 star rating

for teaching, employability, research, online learning, arts and culture, and more.



Top-rated globally

La Trobe is in the top 1% of universities worldwide.



Career ready

We offer a leading career-ready program that develops the professional skills that employers want.



Top 50 in the Asia-Pacific Region

La Trobe is ranked as one of the best 50 universities across East Asia, Southeast Asia, and Oceania.



The strongest improver in Australia

for work to advance the UN's Sustainable Development Goals.

ALL IN DOUBLE DEGREE

(a Sarjana + a Bachelor's Degree program)

BINUS International is the right path for international school students to continue their studies. The international school curriculum is an appropriate and consistent bridge for students in completing undergraduate degree programs at BINUS International, without diminishing the experience and excellence of international education.

BINUS International is a specially designed program that offers the same international educational experience. Learning at BINUS International is designed with the use of English, an international curriculum, an international learning environment, lecturers with foreign experience, and student-centered learning. It is the place of choice for international students from abroad to continue their studies in Indonesia.



Lecturers teach well taking the extra time to guide our individual and group work.

Junha (South Korea)

International Accounting and Finance



The comprehensive global curriculum of BINUS exposes me to a great variety of projects and wide industrial connections.

Jasmine Hanny Sukatty

Graphic Design and New Media



BINUS happens to be well-known for its Computer Science program.

Deth (Cambodia)

Computer Science



The best design campus experience and lifestyle of BINUS supports my wildest creative inspirations.

Liem Benigna Marybeth

Fashion Design Program

Accreditations



Major in BUSINESS INFORMATION SYSTEMS

In today's businesses, Business Information Systems play a pivotal role. The Business Information Systems program is developed to equip students with competencies in developing and managing computer technology to support the business world.

It is a unique combination of computing knowledge and business skills that has been developed to provide the students with competencies of managing enterprise information systems, cloud-based technology, database, programming, business processes, project management, and IT (information technology) auditing.

Its graduates will possess the skills and insights needed to understand both business processes and the technologies available to support them. They will play an important role in delivering technology solutions to the market place by systematically recognizing and translating business needs into technology-based solutions.

CAREER OPPORTUNITIES

- Cloud Storage Certified Programmer
- Social Media Strategist
- Data Scientist
- Digital Business Technopreneur
- Enterprise Resource Planning Analyst (SAP Certified)
- E- Commerce Developer / Programmer (Mobile : IOS, Android)
- Digital Media Technopreneur

Excellent for you who enjoy working with computers and technology, you will study how to utilize information systems and technology to improve the flow of business and business decision-making.

UNIVERSITY PARTNER OPTIONS

Dual Awards (Jakarta)



3+1



Master Track



STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Academic English I • Information Systems Concept • Introduction to Programming 	<ul style="list-style-type: none"> • Information Systems Analysis and Design 	Pancasila Course* <ul style="list-style-type: none"> • Character Building: Pancasila • Pancasila and Indonesian Culture
	Semester 2	<ul style="list-style-type: none"> • Advanced Information Systems Analysis and Design • Introduction to Financial Accounting 	<ul style="list-style-type: none"> • Project Hatchery • Research Methods in Information Systems 	<ul style="list-style-type: none"> • Programming Mastery
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Entrepreneurship Hatchery • Cloud Technology • Information Technology Infrastructure 	<ul style="list-style-type: none"> • Introduction to Database Systems • Academic English II • Business Application Development 	<ul style="list-style-type: none"> • Testing and System Implementation • Character Building: Kewarganegaraan
	Semester 4	<ul style="list-style-type: none"> • Indonesian • Business Process Fundamental 	<ul style="list-style-type: none"> • Knowledge Management • User Experience Research and Design 	<ul style="list-style-type: none"> • Character Building: Agama • Advances in Business Application Development
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Data and Information Management • Information System Project Management 	<ul style="list-style-type: none"> • Enterprise Systems • Technology Consulting in the Community 	
	Semester 6	<ul style="list-style-type: none"> • Enrichment Program I 		
YEAR 4	Semester 7	<ul style="list-style-type: none"> • Enrichment Program II 		
	Semester 8	<ul style="list-style-type: none"> • Thesis 		

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SAT Points and Social Hours can be acquired from Semester 1 to 5
Enrichment Program will be given at Semester 6 and 7

Major in BUSINESS MANAGEMENT & MARKETING

At the strategic level, marketing is responsible for spotting opportunities by understanding consumers and the competition, in order to develop appropriate offerings for the market. At the tactical level, marketing is responsible for designing the right product, price, distribution, and communication strategy to ensure business success in meeting the market's needs. Studying business management and marketing provides a powerful tool for any aspiring business owners, CEOs, and CMOs to be leaders in their industry.

As one of the fastest growing digital economies in the world, Indonesia has been a haven and will continue to be the next hotspot for digital business start-ups. The Business Management and Marketing program emphasizes the digital aspects of business and marketing to respond to the thriving and dynamic startup scene in Indonesia, as we prepare our students to have an entrepreneurial mindset and agility in welcoming global competition.

CAREER OPPORTUNITIES

- Commercial Manager
- Business Development Assistant
- Business / Finance Analyst
- Brand Specialist
- Business / Marketing Consultant
- Entrepreneur
- Business Start-Up Owner
- Chief Marketing Officer (CMO)
- Market Research / Digital Marketing Analyst
- Product and Brand Manager
- Brand / Marketing Executive

UNIVERSITY PARTNER OPTIONS

3+1



2+2



Master Track



Studying business management and marketing will give you a unique insight into how organizations are managed, and how marketing can be used to highlight the quality and value of products, brands, and services.

STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Business Economics • Business Mathematics • Introduction to Management and Business 	<ul style="list-style-type: none"> • Indonesian • Legal Aspects in Business • Management Information Systems for Leader 	Pancasila Course*
	Semester 2	<ul style="list-style-type: none"> • Academic English I • Character Building: Kewarganegaraan • Marketing Management 	<ul style="list-style-type: none"> • Project Hatchery • Accounting for Business • Business Statistics I 	<ul style="list-style-type: none"> • Managing Business Information
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Academic English II • Entrepreneurship Hatchery • Human Resources Management 	<ul style="list-style-type: none"> • Character Building: Agama • Business Statistics II • Consumer Psychology and Behavior 	<ul style="list-style-type: none"> • Business Communication
	Semester 4	<ul style="list-style-type: none"> • Operations Management • Financial Management 	<ul style="list-style-type: none"> • Business Sustainability • Research Methodology 	<ul style="list-style-type: none"> • Business and Commerce in Australia
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Cross Cultural Management and Negotiations • Decision Making Under Uncertainty 	<ul style="list-style-type: none"> • Ideation • Leadership and Ethics • Marketing Channels 	<ul style="list-style-type: none"> • Products and Brand Management
	Semester 6	<ul style="list-style-type: none"> • Business Venturing • Advanced Innovation Management 	<ul style="list-style-type: none"> • Social Entrepreneurship • Business Development and Growth 	<ul style="list-style-type: none"> • Digital Business and Analytics • Pricing Management and Strategy
YEAR 4	Semester 7	<ul style="list-style-type: none"> • International Marketing • Industry Placement 	<ul style="list-style-type: none"> • Innovation and Entrepreneurial Strategy • Digital and Social Media Marketing 	<ul style="list-style-type: none"> • Applied Marketing Research
	Semester 8	<ul style="list-style-type: none"> • Thesis 		

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Enrichment Program will be given at Semester 6 and 7

Major in COMMUNICATIONS

Communications has three streamings programs: Journalism, Public Relations, and Entertainment Communications. Each provides an extensive knowledge of communication theories, practices, and technologies in the growing media industries. We focus on student-centered learning to explore students' individual potentials.

The students will be taught by distinguished figures in media and communications during guest lectures. They will also get the chance to work with experts in the industries of entertainment, public relations, and journalism. The abilities that students learn can be used to the media and communication fields in various businesses.

JOURNALISM

The program provides theories and practices in all aspects of journalism: writing, interviewing, reporting, editing, broadcasting, basic photography and videography to learn to plan, create, and publish content in various media platforms.

CAREER OPPORTUNITIES

- Content Specialist
- Social Media Specialist
- Digital Content Writer
- Event / Media Planner
- Public Relations Specialist
- Copywriter
- Digital Journalist
- Entrepreneur

UNIVERSITY PARTNER OPTIONS

2½+1½



The program provides an extensive knowledge of digital and non-digital communication skills, practices, and technologies as an integral part of creating an efficient message to the target audience.

PUBLIC RELATIONS

The program covers all aspects of public relations theory and practice; writing for public relations, creating campaigns and projects, and conveying messages to the public for media monitoring and negotiation skills and knowledge to be applied for different stakeholders.

ENTERTAINMENT COMMUNICATIONS

The program provides theories and practices in all aspects of entertainment communications: planning and creating events, writing for the entertainment industry, and doing event promotions.

STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> Academic English I Interpersonal Communication Introduction to Communication Science 	<ul style="list-style-type: none"> Photography and Basic Videography Public Speaking Writing Fundamentals 	Pancasila Course*
	Semester 2	<ul style="list-style-type: none"> Academic English II Project Hatchery Statistics 	<ul style="list-style-type: none"> Society and Digital Culture Theory of Communication Contemporary Content Production 	<ul style="list-style-type: none"> Introduction to Journalism and Interview Technique
YEAR 2	Semester 3	<ul style="list-style-type: none"> Character Building: Kewarganegaraan Intercultural Communication Introduction to Public Relations and Creative Advertising 	<ul style="list-style-type: none"> Philosophy and Ethics of Communication Psychology of Communication 	<ul style="list-style-type: none"> Social Media Content Strategies and Analytics Theory of Mass Communications
	Semester 4	<ul style="list-style-type: none"> Character Building: Agama Communication Research Methodology 	<ul style="list-style-type: none"> Political Communication Organizational Communication and Professional Practice 	<ul style="list-style-type: none"> Social Design Thinking Indonesian for Media Writing
YEAR 3	Semester 5	<ul style="list-style-type: none"> Entrepreneurship Hatchery Communication Data and Technology Digital Information Management <p>Streaming Choices: Journalism</p> <ul style="list-style-type: none"> New Media and Newsroom Management 	<ul style="list-style-type: none"> Broadcast Journalism and Reporting Investigative Journalism <p>Public Relations</p> <ul style="list-style-type: none"> Crisis Communication and Media Relations Public Relations Publication Creative Agency Industry 	Entertainment Communications <ul style="list-style-type: none"> Entertainment Networking Management Design and Promotion Entertainment Business
	Semester 6	<ul style="list-style-type: none"> Enrichment Program I 		
YEAR 4	Semester 7	<ul style="list-style-type: none"> Enrichment Program II 		
	Semester 8	<ul style="list-style-type: none"> Thesis 		

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Enrichment Program will be given at Semester 6 and 7

Major in COMPUTER SCIENCE

This program has been dedicated to offer the highest standard of Computer Science education since its establishment in 2001. Boasting an "A" grade accreditation – the highest level of accreditation that can be given to a private higher education program in Indonesia – it is designed to provide graduates with a thorough understanding of the theories, methods, and systems used by the computing industry. It produces graduates who are knowledgeable and creative, who have excellent programming skills, who are capable of designing, implementing, and maintaining innovative software systems, and who are readily adaptable to new advances in the rapidly changing IT environment.

It also provides the students with the technical, entrepreneurial, and specialized skills needed to develop and design applications across modern platforms, such as Cloud, the Web, and mobile, in a rapidly changing IT environment, on top of that, students benefit from having an internationally recognized curriculum in an internationally diverse environment, get an opportunity to work on international projects, and attain professional certifications in major areas of the IT industry that will enable them to be successful.

CAREER OPPORTUNITIES

- Web or Mobile Application Developer
- Software Engineer
- Network Administrator
- Computer Security Professional
- Multimedia Systems Developer
- Games Developer
- Database Administrator
- IT Sales Engineer
- Data Scientist
- Artificial Intelligence Engineer

UNIVERSITY PARTNER OPTIONS

Dual Awards (Jakarta)



3+1



Master Track



By studying computer science, you will gain experience with the theory and practice of computer science as they explore algorithms, programming languages, and operating systems.

STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Program Design Methods • Human and Computer Interaction • Algorithm and Programming 	<ul style="list-style-type: none"> • Discrete Mathematics • Scientific Computing 	Pancasila Course*
	Semester 2	<ul style="list-style-type: none"> • Data Structures • Academic English I 	<ul style="list-style-type: none"> • Project Hatchery • Object Oriented Programming 	<ul style="list-style-type: none"> • Calculus • Linear Algebra
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Academic English II • Character Building: Kewarganeraan • Algorithm Design and Analysis 	<ul style="list-style-type: none"> • Fundamentals of Data Science • Basic Statistics • Entrepreneurship Hatchery 	<ul style="list-style-type: none"> • Database Technology
	Semester 4	<ul style="list-style-type: none"> • Indonesian • Character Building: Agama • Computer Networks • Operating Systems 	<ul style="list-style-type: none"> • Computational Physics • Web Application Development and Security 	Elective Courses <ul style="list-style-type: none"> • Ethical Hacking and Penetration Testing • Games Design and Programming
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Computational Biology • Data Visualization • Project Management • Distributed Systems 	<ul style="list-style-type: none"> • Research Methodology in Computer Science • System Analysis and Design • Academic Integrity Module 	<ul style="list-style-type: none"> • Wominjeka La Trobe: Indigenous Cultural Literacy for Higher Education
	Semester 6	<ul style="list-style-type: none"> • Computational Intelligence for Data Analytics 	<ul style="list-style-type: none"> • Professional Software Development • Mobile Application Development 	<ul style="list-style-type: none"> • Artificial Intelligence Fundamentals
YEAR 4	Semester 7	<ul style="list-style-type: none"> • Software Measurement and Testing • Cloud-Based Web Application 	<ul style="list-style-type: none"> • Capstone Project • Professional Practices and 	Entrepreneurship in Information Technology
	Internship Program	<ul style="list-style-type: none"> • Industry Experience A 	<ul style="list-style-type: none"> • Software Development Practice • Information Technology in Industry 	

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SAT Points and Social Hours can be acquired from Semester 1 to 5, Enrichment Program will be given at Semester 6 and 7

Major in DIGITAL BUSINESS

The Finance program will provide students with an international academic environment with skills and knowledge in innovative finance strategies for business creation and financial solutions with data analytics.

Our degree offers international exposure through a double degree program, student exchange, and master track program from international partners. Besides degrees, we also expose students to the international environment by engaging them with students from around the world as well as in multinational and international firms through simulation classes and internship opportunities.

Students will also learn from world-class faculty with rich industry experience and have easy access to the financial industry.

Due to the rapid growth of fintech trends, our degree focuses on expertise in specific functional areas of finance that align with the digitalization of business.

CAREER OPPORTUNITIES

- Business Consultant
- Financial and Investment Advisor
- Business Development Manager
- Start-Up Founder
- CFO
- Innovative Finance Specialist

UNIVERSITY PARTNER OPTIONS

3+1



Studying international finance is a good opportunity to learn about the latest developments in the finance industry, because many of them impact directly on international transactions and markets.

STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none">- Digital Technology in Business- Design Thinking in Digital Business- Business Mathematics	<ul style="list-style-type: none">- Digital Economy- Introduction to Management and Business	Pancasila Course*
	Semester 2	<ul style="list-style-type: none">- Character Building: Kewarganegaraan- Current Digital Business, Disruption, and Future Trends	<ul style="list-style-type: none">- Accounting and Finance for Digital Business- Introduction to Database Systems	<ul style="list-style-type: none">- Academic English I- Legal Aspect in Business- Business Statistics
YEAR 2	Semester 3	<ul style="list-style-type: none">- Character Building: Agama- Indonesian- Academic English II	<ul style="list-style-type: none">- User Experience Research and Application Design- Marketing Management	<ul style="list-style-type: none">- Digital Banking and Fintech
	Semester 4	<ul style="list-style-type: none">- Financial Management- Data Analytics with Business Application- Digital Retail and Merchandising	<ul style="list-style-type: none">- Digital Business Operations and Supply Chain Management- Big Data for Business Development	
YEAR 3	Semester 5	<ul style="list-style-type: none">- Sustainable Digital Business Model- Ethics and Leadership in Digital Business- Digital Marketing	<ul style="list-style-type: none">- Research Methodology- Start-up and Product Launching	
	Semester 6	<ul style="list-style-type: none">- Enrichment Program I		
YEAR 4	Semester 7	<ul style="list-style-type: none">- Enrichment Program II		
	Semester 8	<ul style="list-style-type: none">- Thesis		

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Enrichment Program will be given at Semester 6 and 7

Major in FINANCE INTERNATIONAL

The Finance program will provide students with an international academic environment with skills and knowledge in innovative finance strategies for business creation and financial solutions with data analytics.

Our degree offers international exposure through a double degree program, student exchange, and master track program from international partners. Besides degrees, we also expose students to the international environment by engaging them with students from around the world as well as in multinational and international firms through simulation classes and internship opportunities. Students will also learn from world-class faculty with rich industry experience and have easy access to the financial industry.

Due to the rapid growth of fintech trends, our degree focuses on expertise in specific functional areas of finance that align with the digitalization of business.

CAREER OPPORTUNITIES

- Business Consultant
- Financial and Investment Advisor
- Business Development Manager
- Start-Up Founder
- CFO
- Innovative Finance Specialist

Studying international finance is a good opportunity to learn about the latest developments in the finance industry, because many of them impact directly on international transactions and markets.

UNIVERSITY PARTNER OPTIONS

3+1



2+2



Master Track



STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Principles of Accounting • Academic English I • Microeconomics 	<ul style="list-style-type: none"> • Macroeconomics • Introduction to Management and Business 	Pancasila Course*
	Semester 2	<ul style="list-style-type: none"> • Project Hatchery • Character Building: Kewarganegaraan • Academic English II 	<ul style="list-style-type: none"> • Finance Ecosystems and Technology • Indonesian • Managerial Accounting 	
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Intermediate Accounting • Marketing Management • Business Statistics and Analysis 	<ul style="list-style-type: none"> • Character Building: Agama • Accounting Information Systems and Internal Control 	<ul style="list-style-type: none"> • Entrepreneurship Hatchery
	Semester 4	<ul style="list-style-type: none"> • Ethics and Corporate Governance • International Business Law and Taxation • Financial Modelling 	<ul style="list-style-type: none"> • Financial Audit • Theory and Research Methodology in Accounting and Finance 	<ul style="list-style-type: none"> • Business and Commerce in Australia
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Advanced Accounting • Business Finance • Business Venturing 	<ul style="list-style-type: none"> • Cross Cultural Management and Negotiations • Leadership and Ethics 	<ul style="list-style-type: none"> • Quantitative Data Analysis
	Semester 6	<ul style="list-style-type: none"> • Corporate Finance • International Finance 	<ul style="list-style-type: none"> • Financial Institutions Risk Management • Derivative Securities 	
YEAR 4	Semester 7	<ul style="list-style-type: none"> • Financial Analysis and Valuation • Portfolio Management 	<ul style="list-style-type: none"> • Industry Placement • Innovation and Entrepreneurial Strategy 	
	Semester 8	<ul style="list-style-type: none"> • Thesis 		

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SAT Points and Social Hours can be acquired from Semester 1 to 5

Enrichment Program will be given at Semester 6 and 7

Major in GRAPHIC DESIGN & NEW MEDIA

The Graphic Design Program offers a variety of opportunities in the creative industries. It is for any student who wants to enhance their creativity and knowledge in challenging the competition of professional designers and the global creative industry.

The four-year study program is dual award; it dedicates the first year building a solid foundation, and the remaining three years for enhancing students' skills in creative product development. In this program, the students learn how to integrate technical skills, theoretical knowledge and imagination in art and design to meet industry standards.

CAREER OPPORTUNITIES

- Graphic Designer
- Publication Design
- Branding Consultant
- Illustrator
- Photographer
- Web Designer
- Television and Broadcast Studio
- Corporate and Retail Industry
- Government Institutions

UNIVERSITY PARTNER OPTIONS

4+0



3+1



The Graphic Design and New Media Program offers a variety of opportunities in the creative industries. It is for any students who want to enhance their creativity and knowledge in challenging the competition of professional designers and the global creative industry.

STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Academic English I • Design and Materials • Computer Graphic I 	<ul style="list-style-type: none"> • Eastern Art Review • Sketching for Design • Color Study 	Pancasila Course* • Character Building: Pancasila • Pancasila and Indonesian Culture
	Semester 2	<ul style="list-style-type: none"> • Academic English II • Western Art Review • Fundamental Principle of Design 	<ul style="list-style-type: none"> • Drawing for Design • Basic Photography • Character Building: Kewarganegaraan 	
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Fundamental Principles of Typography • Advanced Photography • Illustration Design 	<ul style="list-style-type: none"> • Design Studies I • Creative Design Research Skills 	Pancasila Course* • Character Building: Pancasila • Pancasila and Indonesian Culture
	Semester 4	<ul style="list-style-type: none"> • Character Building: Agama • Project Hatchery • Design Studies II 	<ul style="list-style-type: none"> • Audio Visual • Digital Typography • Global Design Contexts 	
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Indonesian • Design and Digital Media • Visual Communication Design Reviews 	<ul style="list-style-type: none"> • Design Studies III • Typography for Publishing • Global Design Concepts 	
	Semester 6	<ul style="list-style-type: none"> • Internship • Visual Making Project 	<ul style="list-style-type: none"> • Aesthetic • Experimental Research 	
YEAR 4	Semester 7	<ul style="list-style-type: none"> • Global Design Perspectives • Critical Reflection 	<ul style="list-style-type: none"> • Literature Design Review 	
	Semester 8	<ul style="list-style-type: none"> • Graphic Design Final Project 	<ul style="list-style-type: none"> • Advanced Creative Practice 	

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SAT Points and Social Hours can be acquired from Semester 1 to 5

Enrichment Program will be given at Semester 6 and 7

Major in INTERACTIVE DIGITAL MEDIA

The Interactive Digital Media program offers a variety of opportunities in the creative industry. It is for any student who wants to enhance their creativity and knowledge in the challenging competition of professional designers and the global creative industry. It is a four-year study program, during which the foundation courses in art and design are offered in the first year program.

In this program, the students will learn how to integrate technical skills and theoretical knowledge in art and design to meet industry standards. This program also integrates skills of visual design, experience design and new media design. Interactive Digital Media is focuses on producing a meaningful experience for people in new digital media such as web pages, smart phones, UI devices and screen based interface designs. Within four years our students will have a multitude of experience in learning and practicing to produce their own project that will be related to the current Digital Design industry development.

CAREER OPPORTUNITIES

- Multimedia Designer
- Motion Designer
- Game Designer
- UI/UX Designer
- Game Artist

UNIVERSITY PARTNER OPTIONS

4+0



3+1



It focuses on producing a meaningful experiences for people in new digital media such as web pages, smart phones, UI devices, and screen-based interface designs. Our students will have a multitude of experiences in learning and practicing to produce their own projects.

STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Academic English I • Design and Materials • Computer Graphic I 	<ul style="list-style-type: none"> • Eastern Art Review • Sketching for Design • Color Study 	
	Semester 2	<ul style="list-style-type: none"> • Academic English II • Western Art Review • Fundamental Principle of Design 	<ul style="list-style-type: none"> • Drawing for Design • Basic Photography • Character Building: Kewarganegaraan 	
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Fundamental Principles of Typography • Advanced Photography • Illustration Design 	<ul style="list-style-type: none"> • Interactive Design Studies I • Creative Design Research Skills 	Pancasila Course* <ul style="list-style-type: none"> • Character Building: Pancasila • Pancasila and Indonesian Culture
	Semester 4	<ul style="list-style-type: none"> • Character Building: Agama • Project Hatchery • Interactive Design Studies II 	<ul style="list-style-type: none"> • Audio Visual • Screen Design Development I • Global Design Contexts 	
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Indonesian • Design and Digital Media • Visual Communication Design Reviews 	<ul style="list-style-type: none"> • Interactive Design Studies III • Screen Design Development II • Global Design Concepts 	
	Semester 6	<ul style="list-style-type: none"> • Internship • Visual Making Project 	<ul style="list-style-type: none"> • Aesthetic • Experimental Research 	
YEAR 4	Semester 7	<ul style="list-style-type: none"> • Global Design Perspectives • Critical Reflection 	<ul style="list-style-type: none"> • Literature Design Review 	
	Semester 8	<ul style="list-style-type: none"> • Graphic Design Final Project 	<ul style="list-style-type: none"> • Advanced Creative Practice 	

* **Pancasila Course for Character Building:** Pancasila course is offered for Indonesian students, while Pancasila and Indonesian Culture course is offered for foreign students.

SAT Points and Social Hours can be acquired from Semester 1 to 5

Enrichment Program will be given at Semester 6 and 7

Major in INTERNATIONAL BUSINESS

The International Business (IB) program focuses on implementing student-centered learning where the young minds are fostered not only through theories learned but also by providing a supportive environment for practice and discovery. As part of the Binus Business School International Undergraduate Program as the first private university in Indonesia to receive AACSB accreditation, IB aspires to be a purveyor of tomorrow's leaders and entrepreneurs, thus evolving and adapting to the current business environment.

The IB program collaborates with prestigious partner universities that specialize in Entrepreneurship and Innovation and International Business and Trade. With eight double degree programs as an option of study abroad, exchange programs or immersion trips are offered to IB students for them to gain international exposure. Students are exposed to practical experience by partaking in the enrichment track offered by the program: internships, research, entrepreneurship, and community development, where hands-on learning experience cultivates not only hard skill competency but also hones students' soft-skills.

CAREER OPPORTUNITIES

- International Brand Manager
- Assistant Export / Import Manager
- Assistant International Marketing Development
- Trade Development Officer
- International Account Executive
- Supply Chain Management Officer
- International Purchasing Officer
- International Business Analyst
- Diplomat
- Education Abroad Counselor
- Foreign Sales Representative
- International Program Coordinator
- Entrepreneur

UNIVERSITY PARTNER OPTIONS

3+1



2+2



Master Track



Studying international business allows you to see how globalization has brought about an increasing 'connectedness' of businesses, markets, people, and information across countries.

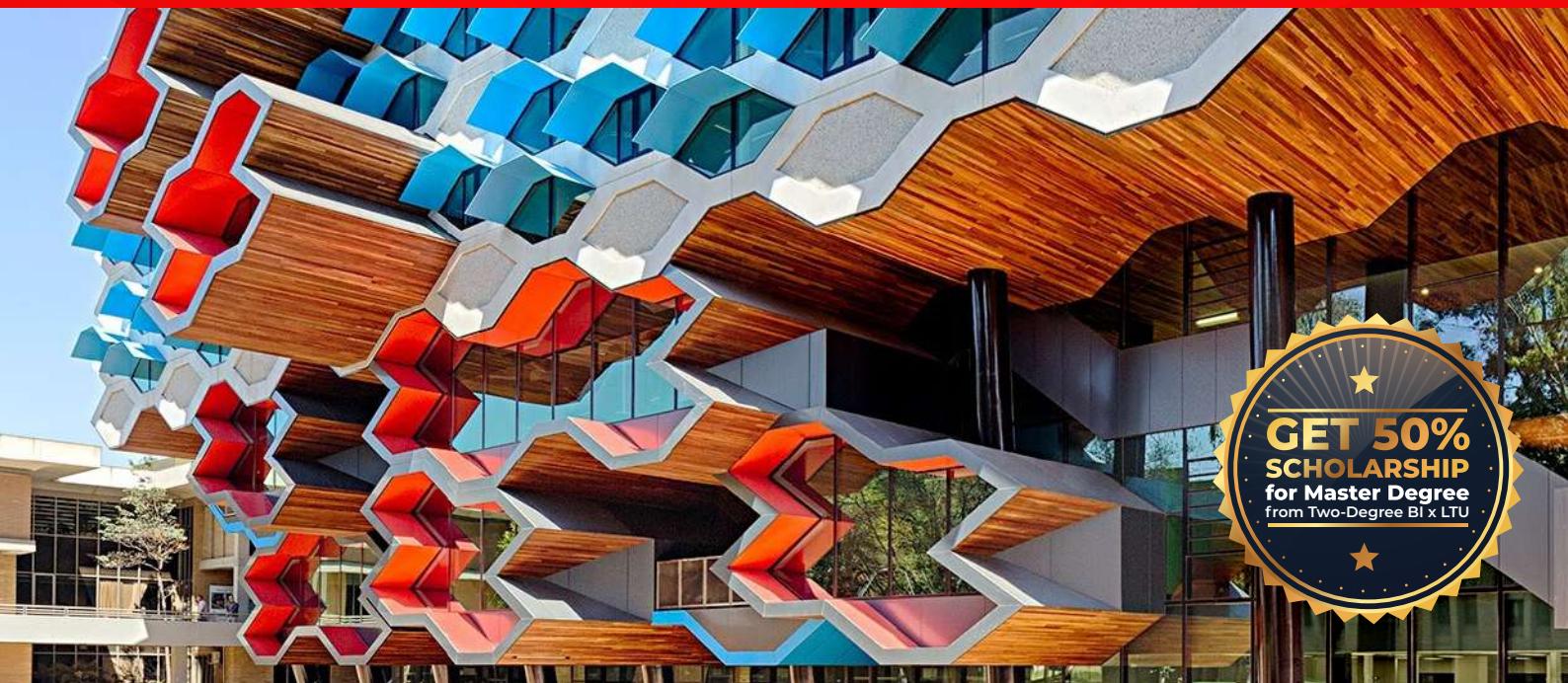
STUDY PLAN

YEAR 1	Semester 1	<ul style="list-style-type: none"> • Business Economics • Business Statistics I • Business Mathematics • Indonesian 	<ul style="list-style-type: none"> • Introduction to Management and Business • Management Information Systems for Leader 	Pancasila Course*
		<ul style="list-style-type: none"> • Academic English I • Character Building: Kewarganegaraan • Marketing Management 	<ul style="list-style-type: none"> • Project Hatchery • Global Business Environment • Legal Aspect in Business 	<ul style="list-style-type: none"> • Business Statistics II
YEAR 2	Semester 3	<ul style="list-style-type: none"> • Human Resources Management • Academic English II • Character Building: Agama 	<ul style="list-style-type: none"> • Entrepreneurship Hatchery • Managing Business Information • Business Communication 	<ul style="list-style-type: none"> • Accounting for Business
	Semester 4	<ul style="list-style-type: none"> • Business Sustainability • Research Methodology 	<ul style="list-style-type: none"> • Financial Management • Operations Management 	<ul style="list-style-type: none"> • Business and Commerce in Australia
YEAR 3	Semester 5	<ul style="list-style-type: none"> • Ideation • Leadership and Ethics • Contemporary Business in Indonesia 	<ul style="list-style-type: none"> • Cross Cultural Management and Negotiations • Decision Making Under Uncertainty 	<ul style="list-style-type: none"> • Project Management
	Semester 6	<ul style="list-style-type: none"> • Business Venturing • Social Entrepreneurship 	<ul style="list-style-type: none"> • Advanced Innovation Management • Business Development and Growth 	
YEAR 4	Semester 7	<ul style="list-style-type: none"> • International Marketing • Industry Placement 	<ul style="list-style-type: none"> • Innovation and Entrepreneurial Strategy • Digital and Social Media Marketing 	
	Semester 8	<ul style="list-style-type: none"> • Strategic Management 	<ul style="list-style-type: none"> • Thesis 	

* Pancasila Course for Character Building: Pancasila course is offered for Indonesian students, while Pancasila and Indonesian Culture course is offered for foreign students.

SAT Points and Social Hours can be acquired from Semester 1 to 5

Enrichment Program will be given at Semester 6 and 7



ENTRY REQUIREMENTS			
Major	High School Diploma*	General Requirements	Entrance Test
• Computer Science	High School - Science, Vocational High School**	• Pass the BINUS International Entrance Test • TOEFL score of 550 or better OR • Official IELTS of 6.5 overall or better WITH 5.5 for the Writing Module or better • Official iBT (Internet based TOEFL) of 79 overall or better WITH 18 for the Writing Module or better - English Plus Stage One 150 hours if the TOEFL scores are between 450 - 549 and/or TWE between 2.5 - 3.9	• Aptitude test • BINUS International English Proficiency Test (BIEPT) • Drawing Test • Interview***
• Business Information Systems • Business Management & Marketing • Communications • Digital Business • Fashion Design • Fashion Management • Finance • Graphic Design & New Media • Interactive Digital Media • International Business	All Majors of High School		

* International & Overseas High School Diploma needs to be legalized by the Department of National Education of Indonesia.

** Details for Vocational High School: Technology, Computing, and Design (other majors will be reviewed by the Faculty of Computer Science).

*** Only for candidates who are came from BINUS International's partner schools.

SCHOLARSHIP				
Requirements	Academic Achievement Scholarship	Binusian Community Scholarship	Binusian Scholarship (BINUS School only)	Widia Scholarship
Pass the entrance test	✓	✓	✓	✓
Complete secondary education	✓	✓	✓	✓
Recommendation letter from the principal	✗	✗	✗	✓
BINUS high school alumni	✗	✗	✓	✗
One of the main family members is a student or alumni of BINUS University	✗	✓	✗	✗
Final interview with the Dean of the Program	✗	✗	✗	✓
Win any international olympiad	✗	✗	✗	✓
Benefit	Partial deduction based on the result for the Development Fee 1st semester	25% off for the Development Fee	50-100% off for the Development Fee	Free for All of the Investment Tuition Fee

Note: 1. The Academic achievement scholarship will be applied only in the 1st semester.

2. The Binusian community scholarship and Binusian scholarship will be applied in the 1st to 5th semesters for development fee.

3. The Widia scholarship will be applied in the 1st to 8th semesters based on GPA score minimum requirement.

UNIVERSITY PARTNERS



Students taking the Double Degree track abroad need to pay **BINUS annual fixed fee of USD 1,850 while studying abroad + partner's tuition fees**. The costs at BINUS University's Double Degree partners depend on the amount of credits taken. Please see below for the indicative annual Double Degree tuition fees at BINUS University's partner universities:

*The partner universities might charge different fees for students who opt for Study Abroad track (not Double Degree track). Please refer to the partner university for the updated Study Abroad fees.



Boston University (MET College)

City, Country	Boston, US
Living Cost	USD 32,000/year
Tuition Cost	USD 44,080/year
MT	
BMM	IB
CS	BIS
FIN	

S.E & M.Sc
S.Kom & M.Sc
S.Ak & M.Sc



Bournemouth University

City, Country	Bournemouth, UK
Living Cost	GBP 15,000/year
Tuition Cost	GBP 16,250/year
3+1	Study Abroad at Semester 7-8
BMM	IB

S.E & BA (Hons)



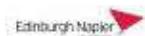
CBS Int'l. Business School

City, Country	Cologne, DE
Living Cost	EUR 11,000/year
Tuition Cost	EUR 11,532/year
3+1	Study Abroad at Semester 7-8
BMM	IB
FIN	

S.E & BA
S.Ak & BA

Legend

- Business Information Systems
- Business Management and Marketing
- Finance
- Communications
- Computer Science
- International Business
- Graphic Design and New Media
- Interactive Digital Media



Edinburgh Napier University



City, Country	Edinburgh, UK
Living Cost	GBP 15,000/year
Tuition Cost	GBP 15,160/year

3+1	Study Abroad at Semester 7-8
IB	S.E & BA (Hons) Business Mgt



Northumbria University



City, Country	Newcastle, UK
Living Cost	GBP 15,000/year
Tuition Cost	GBP 17,500/year

3+1	Study Abroad at Semester 7-8
CDNM	S.Sn & BA (Hons.)
IDM	S.Sn & BA (Hons.)



SolBridge Int'l. School of Business



City, Country	Daejeon, KR
Living Cost	USD 18,000/year
Tuition Cost	USD 16,000/year

2+2	Study Abroad at Semester 5-8
BMM	S.E & B.BA



La Trobe University

City, Country	Melbourne, AU
Living Cost	AUD 30,000/year

La Trobe University offers a double degree program – the Two-Degree Program 4+0. Through it, students can simply by studying for four full years in Indonesia to receive two bachelor certificates.

BIS	CS
	S.Kom & B.CompSc

Tuition Cost	AUD 19,800/year
SA	BIS CS

Tuition Cost	AUD 19,800/year
MT	BIS CS

City, Country	Sydney, AU
Living Cost	AUD 38,000/year
Tuition Cost	AUD 40,800/year

2½+1½	Study Abroad at Semester 6-7
BMM	S.E & B.Comm

Tuition Cost	AUD 40,800/year
MT	

BMM S.E & M.Comm / M.Mgt

BIS S.Kom & M.Comm / M.of IT in Cyber Security

BIS S.Kom & M.Mgt / M.InfSystMngt

FIN S.Ak & M.Comm / M.Fin



Queensland Univ. of Technology

City, Country	Brisbane, AU
Living Cost	AUD 30,000/year
Tuition Cost	AUD 37,100/year

3+1	Study Abroad at Semester 6-7
BIS	S.Kom & B.I.T

Tuition Cost	AUD 32,100/year
2½+1½	Study Abroad at Semester 6-7

2½+1½	Study Abroad at Semester 6-7
BMM	S.E & B.Bus



RMIT University

City, Country	Melbourne, AU
Living Cost	AUD 30,000/year
Tuition Cost	AUD 37,440/year

2½+1½	Study Abroad at Semester 7-8
CS	S.Kom & B.I.T

City, Country	Enschede, NL
Living Cost	EUR 11,000/year
Tuition Cost	EUR 8,800/year

3+1	Study Abroad at Semester 7-8
BMM	S.E & B.BA



Univ. of New South Wales

City, Country	Sydney, AU
Living Cost	AUD 38,000/year
Tuition Cost	AUD 47,760/year

2+2	Study Abroad at Semester 5-8
IB	S.E & B.Comm

FIN	S.Ak & B.Comm
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University of Wollongong

City, Country	Wollongong, AU
Living Cost	AUD 30,000/year
Tuition Cost	AUD 35,568/year

3+1	Study Abroad at Semester 7-8
CS	S.Kom & B.Comp.Sc

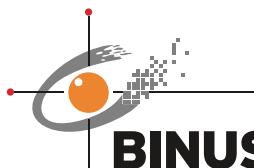


Victoria University of Wellington

City, Country	Wellington, NZ
Living Cost	NZD 26,000/year
Tuition Cost	NZD 32,450/year

2½+1½	Study Abroad at Semester 5-8
FIN	S.Ak & B.Comm

IB	S.E & B.Comm
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BINUS UNIVERSITY INTERNATIONAL

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Top University Partners



For more info, visit link below:



linktr.ee/binusinternational



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