Communication

Introduction

The Bachelor program in Communication at BINUS UNIVERSITY INTERNATIONAL offers three streamings: Journalism, Public Relations, and Entertainment Communications. 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 in an expanding new media, as well as social, cultural, and ethical knowledge to create responsible communication methods. The program works closely with some of the most prominent companies in their fields, partnering with local and international organizations, to offer students maximal exposure to a real work environment. Students will receive extensive opportunities to develop their presentation and consultancy skills and gradually become increasingly exposed to partner organizations. Additionally to cooperate communications, students will also be able to explore the creative arts surrounding the entertainment business.

The program is completed over the course of four years, during which basic communication skills courses are offered in the first year. During the first year, all students will have a multitude of opportunities to meet industry specialists from Public Relations, Journalism, or the Entertainment business. They will have the opportunity to explore a variety of businesses and creative work spaces, in order to orient themselves in their industry and their prospective job choices. Students' works will serve as their future portfolios and be showcased across a variety of social media, with the aim to gain prominence and a community following in their field of interest. In the following three years, students will build on their prior knowledge to develop creative, critical, and contextual thinking, as well as social, cultural, and media business knowledge.

With our flexible 3+1 program, students from their 6th semester onwards will have the option to choose from our enrichment study tracks conducted outside of campus, to immerse in a 'real world' study experience. Options include study abroad, internship, community development, research and entrepreneurship.

Vision

BINUS UNIVERSITY INTERNATIONAL's Communication Program strives to create the most prominent students in their field in Asia, producing innovative and creative leaders in this fast growing industry worldwide.

Mission

Communication program endeavours to educate creative, innovative and passionate student from diverse background by providing international quality education and internship in order to generate highly level skilled communication specialist for various communication position in the industry.

Program Objectives

The objectives of this program are:

1. **Analytical expertise**

   Each student should be able to analyse, apply, organize and explain different forms and elements in the media industry.

2. **Effective Communicator**

   Each student should be able to produce journalism piece in all forms (print, online, broadcast) and speak confidently in front of public.

3. **Innovative and Creative**

   Each student should be able to develop new ideas and be creative in producing work in the media industry.

4. **Adaptable to new technologies**

   Each student should be able to apply new technologies in media.

Student Outcomes

Upon completion of the 4-year program, students should be able to:

1. Analyze cases in communication in order to provide a solution with the communication science approach.
2. Conduct communications research by implementing the theories and concepts of communication science.
3. Design solutions in communication science approach in order to deal with communication crisis both internally, externally, or community using a various media.
4. Demonstrate professional ethics of communication that are appropriate with the context and relevant purposes.
5. Demonstrate the leadership skills and teamwork in media industry.
6. Execute innovative and creative ideas efficiently through strategic collaborative partnership within the media industry.
7. Apply current technologies in media industry.

Prospective Careers for Graduates

A wide range of career opportunities in the media industry are introduced, in which students will be prepared throughout their four years of study. Many graduates have received jobs in prominent publishing agencies, often securing their positions already during their internship periods, or being employed within the first three months after graduation. Even in the first year of study, students will have weekly guest speakers, many of whom are prominent in the Public Relations, Journalism, or Entertainment industries. The integrated curriculum is designed and developed to support students in building on their knowledge in communication theories as well as the practice of communication while keeping engaged in the expanding media and communication industry.

Most of all, the first year of study is designed for students to be exposed to such a large number of guests and a variety of locations, so consequently students can form opinions about what their future careers might be, early on. Assignments are generally designed to mimic real life work projects and prepare students to network, pitch, and consult confidently in their chosen disciplines.

The program develops the students' ability to be involved in professional practices, and possess ethical and organizational responsibilities. The course provides students with real projects from the Media and Communications industry which teaches them to cope with their future work environment. In addition, a series of study/field trips to visit professionals and industries will be conducted to give good grounds for having a broad overview of the industry. These experiences support individual career aspirations and may provide social and professional networks.

The graduates of the Communication Program are expected to be ready to work in the media, or gain positions in corporate or entrepreneurial public relations and entertainment industries. The graduates will be able to work for television, radio, Internet news agencies, public relations, and advertising agencies. BINUS UNIVERSITY INTERNATIONAL also provides career support for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Awards/Degree

- *Sarjana Ilmu Komunikasi* (S.Ikom. – Bachelor of Communication)
- Bachelor Degree from a partner university

Major and Stream

Study Program	Degree				Partner
	Single	Title	Double	Title	
Journalism	√	S.Ikom.	√	S.Ikom.& BA. (HONS)	Northumbria
Public Relations	√	S.Ikom.	√	S.Ikom.& BA. (HONS)	Northumbria
Entertainment Communications	√	S.Ikom.			

Title: S.Ikom.(Sarjana Ilmu Komunikasi)
B.A (Hons) (Bachelor of Arts (Honors))

The three programs provide 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 leading names in media and communications. They will also have the opportunity to collaborate with industry professionals in journalism, public relations, and entertainment fields. Students will develop skills that they can use in the media industries or elsewhere. Our recent graduates are now working as journalists in television, in print and online media, as PR and advertising practitioners, as communication consultants, as photographers, as social media strategists, and as entrepreneurs.

Journalism

The program provides theories and practices in all aspects of journalism: writing, interviewing, reporting, editing, broadcasting, basic photography, and videography. The students who take this program will receive a Bachelor's Degree upon completing their studies in the Journalism stream.

Public Relations

The program provides theories and practices in all aspects of public relations; writing for public relations, creating campaigns and projects, and conveying messages to the public. Students who take this program will receive a Bachelor's Degree upon completing their study in the Public Relations stream.

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. The students who take this program will receive a Bachelor's Degree upon completing their study in the Entertainment Communications stream.

Teaching, Learning, and Assessment Strategies

The teaching and learning processes are conducted through creative lectures, which encompass creating real life projects (such as working on consultancy problems for real companies), practical demonstrations and workshops by industry experts, as well as field trips and public presentations. Assignments are in many cases produced by using write-ups, as well as audio tapes and self-produced videos, which will be posted to a variety of social media platforms. The program relies heavily on teamwork between students and often other programs, requiring students

to mimic real life work environments. Some of the assignments may be evaluated partially through peer assessments.

It is the responsibility of the lecturer of a particular course to facilitate all students' learning in the course, which can be assisted by a tutor, if necessary. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through an in-depth analysis of communication studies, studio works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities, such as a state of the art auditorium, screening room, and editing lab facilities. With our supporting entrepreneurial and research divisions, the students will be able to have access to personalized mentorships by professionals related to their fields of interest.

Much of the course-work is assessed through a variety of assessment tasks such as reports, presentations, assignments, examinations, individual and group projects, and the final thesis. The feedback of a given assessment is given in the class/tutorial, embedded in the scoring rubric/assessment criteria sheet, and/or separate feedback forms. The complexity of the course content in designing problem-solving methods is introduced at different levels of the students' studies.

Study Completion Requirements

Students are expected to part-take in our internationalization activities before graduation. As part of the BINUS Community, students will also need to invest some of their time to community work, as well as industrial exposure. A written thesis report must be submitted in the 4th year of study (semester 8).

Major in Communication

To complete a major in Communication at BINUS UNIVERSITY INTERNATIONAL, students must complete a minimum of 146 SCUs (academic credits).

Course Structure

Sem	Code	Course Name	SCU	Total
1	ENGL6171	Academic English I	3	20
	ENTR6091	Project Hatchery	2	
	COMM6100	Introduction to Communication Science	4	
	COMM6451	Photography and Basic Videography	3	
	COMM6389	Public Speaking	4	
	COMM6386	Writing Fundamentals	4	
2	ENGL6172	Academic English II	3	20
	CHAR6013	Character Building: Pancasila	2	
	COMM6382	Introduction to Sociology	2	
	COMM6385	Interpersonal Communication	4	
	COMM6012	Theory of Communication*	4	
	COMM6388	Contemporary Writing	2	
	COMM6452	Introduction to Journalism & Interview Technique	3	
3	CHAR6014	Character Building: Kewarganegaraan	2	22

Sem	Code	Course Name	SCU	Total
	COMM6453	Introduction to PR and Creative Advertising	4	
	COMM6383	Philosophy and Ethics of Communication	2	
	COMM8108	Psychology of Communication	2	
	COMM6014	Theory of Mass Communications	4	
	COMM6390	Workplace Ethics & Behavior*	4	
	COMM6099	Intercultural Communication	4	
4	CHAR6015	Character Building: Agama	2	22
	COMM6460	Political Communication	2	
	COMM6019	Public Opinion	2	
	COMM6387	Social Design Thinking*	4	
	LANG6030	Indonesian	4	
	COMM6129	Organizational Communication	4	
	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context*	4	
5	ENTR6486	Entrepreneurship Hatchery	3	22
	COMM6464	Communication Technology*	4	
	Stream: Journalism			
	COMM6247	Broadcast Journalism and Reporting	6	
	COMM6248	New Media & Newsroom Management	6	
	COMM6172	Investigative Journalism	3	
	Stream: Public Relations			
	COMM6449	Creative Agency Industry	3	
	COMM6251	Crisis Communication and Media Relations	6	
	COMM6252	Public Relations Publication	6	
	Stream: Entertainment Communication			
	COMM6505	Entertainment Networking Management	6	
	COMM6254	Design and Promotion	6	
	COMM6450	Social Media Content Strategies and Analytics	3	
6	**Enrichment Program II**		16	16
7	**Enrichment Program II**		16	16
8	RSCH6067	Mass Communication Research Methods	2	8
	COMM6188	Thesis	6	
			TOTAL CREDITS 146SCU	

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

-) *Students will take one of the enrichment program tracks (off campus).*

Enrichment Track Scheme

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	Other	I	RS	ENTR	CD	SA	Other
1	V						V					
2	V							V				
3	V									V		
4	V										V	
5		V					V					
6		V								V		

No											
7		V								V	
8			V						V		
9				V		V					
10				V						V	
11				V			V				
12					V	V					
13					V		V				
14					V				V		

Note:

I   : Internship
RS   : Research
ENTR : Entrepreneurship
CD   : Community Development
SA   : Study Abroad
Other : Program's specific needs

Note:
Students can choose one of the existing tracks.

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
COMM6256	Media Industry	8	
COMM6257	Communication and New Technology	4	16
COMM6258	Event and Networking Management	4	
Code	**Course Name**	**SCU**	**Total**
Enrichment Program II			
COMM6475	Applied Communication Management	8	
COMM6476	Creative Content Writing	4	16
COMM6477	Leadership Skills and Principles	4	

Enrichment Research Track

Code	Course Name	SCU	Total
RSCH6063	Research Exposure	8	
RSCH6253	Communication Research in Media	4	16
RSCH6254	Scientific Writing in Communication	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6092	Business Model Innovation	8	
ENTR6096	Creative Business Planning	4	16
ENTR6097	Managing Team and Cultures	4	
Code	**Course Name**	**SCU**	**Total**

Enrichment Program II			
ENTR6093	Sustainable Startup Creation	8	
ENTR6098	Business Networking	4	16
ENTR6099	Business Story Telling	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
CMDV6020	Community Development	8	
COMM6260	Cultural Studies	4	16
COMM6242	Digital Publication	4	

Enrichment Study Abroad Track*

Course Name		SCU	Total
GLOB6085	Elective Course for Study Abroad 1	4	
GLOB6086	Elective Course for Study Abroad 2	4	
GLOB6087	Elective Course for Study Abroad 3	4	
GLOB6088	Elective Course for Study Abroad 4	4	
GLOB6047	Elective Course for Study Abroad 5	2	
GLOB6048	Elective Course for Study Abroad 6	2	
GLOB6049	Elective Course for Study Abroad 7	2	16
GLOB6050	Elective Course for Study Abroad 8	2	
GLOB6051	Elective Course for Study Abroad 9	2	
GLOB6052	Elective Course for Study Abroad 10	2	
GLOB6053	Elective Course for Study Abroad 11	2	
GLOB6054	Elective Course for Study Abroad 12	2	

*)*The elective courses for study abroad will be transferred to Binus University International's SCU systems based on credit transfer policies.*

The Table of Prerequisite Courses for Communication Program

Subject		SCU	Smt	Prerequisite		SCU	Smt
COMM6099	Intercultural Communication	4	3	COMM6100	Introduction to Communication Science	4	1
RSCH6067	Mass Communication Research Methods	2	5	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	4	4
LANG6030	Indonesian	4	4	COMM6452	Introduction to Journalism & Interview Technique	3	2
Streaming: Journalism							
COMM6247	Broadcast Journalism and Reporting	6	5	COMM6452	Introduction to Journalism & Interview Technique	3	2
COMM6248	New Media and Newsroom Management	6	5	COMM6452	Introduction to Journalism & Interview Technique	3	2
COMM6172	Investigative Journalism	3	5	COMM6452	Introduction to Journalism & Interview Technique	3	2
Streaming: Public Relation							

Subject		SCU	Smt	Prerequisite		SCU	Smt
COMM6251	Crisis Communication and Media Relations	6	5	COMM6453	Introduction to PR & Creative Advertising	4	3
COMM6252	Public Relations Publication	6	5	COMM6453	Introduction to PR & Creative Advertising	4	3
COMM6449	Creative Agency Industry	3	5	COMM6453	Introduction to PR & Creative Advertising	4	3
Streaming: Entertainment Communication							
COMM6505	Entertainment Networking Management	6	5	COMM6453	Introduction to PR & Creative Advertising	4	3
COMM6254	Design and Promotion	6	5	COMM6453	Introduction to PR & Creative Advertising	4	3
COMM6450	Social Media Content Strategies and Analytics	3	5	COMM6453	Introduction to PR & Creative Advertising	4	3

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: *Pancasila*	B
2.	ENTR6486	Entrepreneurship Hatchery	C
3.	COMM6012	Theory of Communication	B
4.	COMM6390	Workplace Ethics and Behavior	B
5.	COMM6387	Social Design Thinking	B
6.	RSCH6008	Quantitative and Qualitative Research Methods in Communication Context	B
7	COMM6464	Communication Technology	B
Journalism			
8.	COMM6172	Investigative Journalism	C
9.	COMM6248	New Media and Newsroom Management	C
Stream: Public Relations			
8.	COMM6251	Crisis Communication and Media Relations	C
9.	COMM6252	Public Relations Publication	C
Stream: Entertainment Communication			
8.	COMM6505	Entertainment Networking Managemnet	C
9.	COMM6254	Design and Promotion	C