



People  
Innovation  
Excellence



**SCHOOL OF  
CREATIVE TECHNOLOGY**

# KATALOG 2017-2018



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## Kata Pengantar

Dalam perjalanan 36 tahun berkarya, BINA NUSANTARA (BINUS) terus berkomitmen dan bekerja keras untuk memberikan pendidikan berkualitas untuk nusantara. Berbagai penghargaan nasional dan internasional telah diterima oleh BINUS. Hal ini merupakan pengakuan dari masyarakat terhadap karya nyata BINUS dan menjadi pemicu semangat untuk mencapai visi BINUS untuk menjadi lembaga pendidikan berkelas dunia di tahun 2020.

Semangat untuk memberikan layanan pendidikan berkelas dunia di seluruh wilayah Indonesia terus digelorakan dan dilaksanakan sesuai dengan cita-cita perintis BINUS dalam membangun dan membina Nusantara melalui pendidikan dan teknologi. Setelah sebelumnya hadir di Jakarta, Tangerang, Bekasi, Malang, Palembang dan Semarang, kini BINUS hadir di Bandung. Sebagai kota terbesar di Provinsi Jawa Barat, Bandung yang dikenal sebagai kota pendidikan dan kota kreatif merupakan tempat yang cocok untuk menimba ilmu pengetahuan bagi masyarakat local maupun pendatang. Ini juga didukung dengan dideklarasikannya Bandung sebagai UNESCO Creative City Network oleh UNESCO pada Desember 2015 lalu.

Kehadiran BINUS @Bandung merupakan wujud komitmen BINUS dalam menjawab permintaan pemangku kepentingan pendidikan tanah air, khususnya Jawa Barat dengan menyediakan pendidikan berkelas dunia dalam bidang Teknologi Kreatif. Program Akademik BINUS @Bandung disiapkan dengan baik dan serius untuk diimplementasikan mengikuti standar pendidikan global yang sudah dijalankan BINUS saat ini. Kualitas pendidikan BINUS @Bandung akan sama dengan kampus BINUS lainnya.

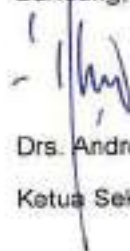
Untuk menghadapi persaingan global, BINUS @Bandung membekali mahasiswa dengan *hard skills* (atau *technical competence*) dan *soft skills* berimbang. Melalui program 2+1+1, BINUS @Bandung mempersiapkan mahasiswa untuk mendapatkan pengalaman belajar multikampus dan pengalaman profesional di luar kampus.

Katalog ini disusun untuk memberikan informasi yang komprehensif mengenai BINUS @Bandung, sejarahnya, tujuan, visi dan misi, struktur organisasi dan sistem manajemen mutu. Ini juga menjelaskan sistem pendidikan yang diterapkan pada program Sarjana. Kompetensi dan kurikulum dari setiap program studi yang terdiri dari distribusi mata pelajaran dan prasyarat, silabus masing-masing mata pelajaran, dijelaskan dalam katalog ini. Ada informasi singkat di bagian akhir katalog ini tentang perkembangan siswa BINUS @Bandung.

Kami berharap katalog ini dapat menjadi informasi yang bermanfaat untuk semua "pemangku kepentingan" dari BINUS @Bandung pada umumnya dan civitas academia pada khususnya, sehingga dapat digunakan sebagai prinsip dalam membimbing dan memberikan layanan kepada siswa dan kandidat sekaligus sebagai media komunikasi bagi masyarakat Indonesia secara keseluruhan.

Akhir kata, saya ingin mengucapkan terima kasih sebesar-besarnya kepada semua pihak yang terlibat dalam mempersiapkan dan menyelesaikan katalog.

Bandung, September 2017



Drs. Andreas Chang, MBA.

Ketua Sekolah Tinggi Teknologi Kreatif BINA NUSANTARA Bandung





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# 1. Informasi Umum

## 1.1 Sejarah dan Pengembangan SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG

Guna menjawab tantangan dan terus membina Nusantara lebih khususnya masyarakat Jawa Barat, maka Yayasan Bina Nusantara mendirikan sebuah perguruan tinggi di Kota Bandung yang bernama Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung atau disingkat dengan STTK BINUS Bandung yang resmi mendapatkan izin pendirian dan operasional sesuai Keputusan Menteri Riset, Teknologi, dan Pendidikan Tinggi Nomor 117/KPT/2017 tertanggal 6 Februari 2017. Kehadiran Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung merupakan wujud komitmen Yayasan Bina Nusantara dalam menjawab permintaan pemangku kepentingan pendidikan tanah air, khususnya Jawa Barat dengan menyediakan pendidikan berkelas dunia dalam bidang Teknologi Kreatif. Program akademik Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung disiapkan dengan baik dan senus untuk diimplementasikan mengikuti standar pendidikan global yang sudah dijalankan Yayasan Bina Nusantara saat ini. Kualitas pendidikan Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung akan sama dengan kampus BINUS lainnya yaitu BINUS University dan Institut Teknologi Kreatif Bina Nusantara Malang (BINUS @Malang).

Untuk menghadapi persaingan global, Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung membekali mahasiswa dengan hard skills (atau technical competence) dan soft skills berimbang. Melalui program 2+1+1, Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung mempersiapkan mahasiswa untuk mendapatkan pengalaman belajar multikampus dan pengalaman profesional di luar kampus. Semoga informasi ini dapat memberikan gambaran kepada calon mahasiswa, orang tua, dan masyarakat umum tentang komitmen Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung dalam mempersiapkan lulusan yang berdaya saing global.

Berikut adalah program studi yang ada di SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG:

No	Program Studi	Jenjang	Mulai	Gelar Akademik
1	Kewirausahaan	S1	2017	S.Bns.
2	Teknik Informatika	S1	2017	S.Kom.
3	Desain Komunikasi Visual	S1	2017	S.Ds.



## 1.2 Arti Nama BINA NUSANTARA

Nama Bina Nusantara mempunyai arti : *"Keinginan dan niat para pendiri untuk membantu pemerintah dalam meningkatkan sumber daya manusia di seluruh wilayah Nusantara."* Pemberian nama ini diusulkan oleh Bapak Laksamana Madya R. Rudy Poerwana (anumerta), salah satu pendiri Yayasan Bina Nusantara.

Sesuai dengan arti namanya, mahasiswa Bina Nusantara terdiri dari para lulusan tingkat SMU yang berasal dari seluruh wilayah di Indonesia, dari Sabang hingga Merauke. Hal ini tercermin pula pada ratusan beasiswa yang ditawarkan bagi para lulusan SMU, yang berasal dari seluruh wilayah Indonesia. Segala usaha telah dan selalu akan diusahakan oleh Bina Nusantara untuk memajukan bangsa dan negara Indonesia.

## 1.3 Semboyan SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG

"Membangun dan meningkatkan kualitas hidup bangsa Indonesia dan masyarakat internasional melalui Ilmu Pengetahuan dan Teknologi"

## 1.4 Visi & Misi SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG

Visi SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG adalah:

"Menjadi Perguruan Tinggi yang unggul dan diakui secara nasional dalam pengembangan dan penerapan teknologi kreatif berbasis nilai-nilai budaya nasional dan budaya Sunda"

Misi SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG adalah:

1. Menyelenggarakan program pendidikan yang mampu mengembangkan dan menghasilkan sumberdaya manusia yang berpolensi tinggi, kreatif dan inovatif, serta berwawasan global.
2. Mengembangkan dan menerapkan teknologi kreatif untuk kemajuan bisnis berbasis nilai-nilai budaya nasional dan budaya Sunda.
3. Memberikan kontribusi nyata dalam kesejahteraan masyarakat melalui kegiatan tri dharma perguruan tinggi, dan pengelolaan sistem berbasis Teknologi Informasi dan Komunikasi (TIK).



## 1.5 Lambang SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG



### Dasar Pemikiran

Filosofi logo mengacu pada visi dari suatu target pencapaian ilmu dalam bidang teknologi kreatif.

### Filosofi Visual

Visual terdiri dari tiga bagian dengan makna sebagai berikut:

- Lingkaran tengah menyiratkan visi dan pemikiran yang maju serta memiliki tujuan / target yang jelas, yakni menghasilkan tenaga profesional yang sekaligus dapat mencipta sistem dan rancang bangun.
- Empat garis yang berpotongan melukiskan bahwa pemikiran tersebut memiliki arah yang jelas (fokus) sehingga dalam pengaplikasiannya dapat lebih tepat-guna.
- Sapuan kuas berbentuk elips dinamis mencerminkan kurikulum Bina Nusantara yang selalu up-to-date dan relevan dengan kemajuan teknologi. Kotak – kotak / pixel menggambarkan bahwa program pendidikan dan sarana di Bina Nusantara berbasis Teknologi Informasi.

### Filosofi Warna

Warna yang digunakan adalah kuning, abu - abu, dan merah dengan makna sebagai berikut:

- Warna kuning mewakili ketajaman dan kecemerlangan pemikiran
- Warna abu-abu mencerminkan kemajuan pemikiran, kemodernan, dan keintelegensian
- Warna merah melambangkan kedinamisan dan keberanian melakukan terobosan - terobosan baru

## 1.6 HIMNE Perguruan Tinggi BINA NUSANTARA

Do = F, 4/4

Maestoso

*mp*

0 5 | 1 2 3 3 | 2 1 1 7 1 0 1 |  
 Per - gu - ru - an ting - gi Bi - na Nu - san - ta - ra Wa -

1 6 7 1 6 5 1 5 | 6 7 1 2 6 5 |  
 ha - na tuk se - mat - kan be - nih ha - ra - pan Men -

1 1 7 1 2 3 3 2 | 1 1 7 1 0 1 |  
 di - dik dan mem - ber - da - ya - kan se - sa - ma Mem -

1 4 3 2 3 1 3 | 2 6 7 2 1 0 |  
 ba - ngun nu - sa ber - ki - prah un - tuk bang - sa

*mp*

1 6 1 6 5 3 5 | 4 3 4 5 3 0 3 3 |  
 Ber - lam - bar - kan ka - sih, ci - ta dan kar - sa de - ngan

1 2 2 2 2 3 3 4 2 1 3 4 5 0 |  
 rah - mat Tu - han ber - da - sar Pan - ca - si - la

1 6 6 1 6 5 5 | 4 3 4 5 3 0 1 |  
 Men - jun - jung ting - gi ni - lai ke - ju - jar - an

1 2 2 2 2 4 5 6 | 7 1 2 0 |  
 Meng - hi - dup - i ke - a - di - lan

*mf*

1 3 3 2 1 2 2 | 1 7 1 2 7 5 |  
 Bi - nu - si - an nya - la - kan a - pi di da - da

1 6 6 7 2 1 5 5 | 6 6 7 1 3 2 |  
 Reng - kuh ra - sa hor - mat dan har - ga - i se - sa - ma

1 3 2 1 2 2 7 | 1 7 1 2 7 5 5 |  
 Te - kun dan gi - gi ra - ih - lah yang ter - ba - ik Ko -

1 6 7 1 6 5 1 1 5 | 6 7 1 2 3 |  
 har - kan i - no - va - si di pen - ju - ru se - mes - ta

1 1 2 7 1 2 7 | 1 2 3 1 6 5 5 |  
 Bu - lat - kan te - kad dan ni - at ber - sa - ma Te - guh -

1 6 7 1 4 3 2 1 | 1 . . 0 5 |  
 kan lang - kah a - rung - i za - man. Per -

*f*

1 1 7 1 2 3 3 | 2 1 1 7 1 0 1 |  
 gu - ru - an ting - gi Bi - na Nu - san - ta - ra Wu -

1 6 7 1 1 4 3 2 1 | 5 . . . |  
 ju - d - kan In - du - ne - sia ja - ya!

## 1.7 BINUSIAN

BINUSIAN adalah insan Bina Nusantara yang terdiri dari seluruh sivitas akademika Bina Nusantara, yang pernah atau sedang terlibat di dalam proses pengajaran, penelitian dan pengabdian masyarakat di lingkungan lembaga Bina Nusantara. Mereka memiliki visi mantap, selalu inovatif dalam bidangnya dan selangkah lebih maju dalam IPTEK, terutama yang berbasis Teknologi Informasi.

Lebah merupakan maskot yang digunakan Binusian. Pemilihan lebah sebagai maskot dilatarbelakangi beberapa faktor yaitu:

- Lebah adalah serangga pekerja keras, rajin, dan setia pada kelompok.
- Selalu bekerja dalam tim (*team work*).
- Mempunyai kreativitas yang tinggi dan cerdas, ini dibuktikan atas kemampuannya untuk mendesain sarangnya dalam bentuk geometris yang mengagumkan.
- Menghasilkan buah karya yang bermanfaat bagi dirinya dan orang lain (madu).
- Menghisap sari bunga tanpa merusaknya, namun membantu menyerbukkannya.
- Kemampuannya terbang membuktikan lebah mempunyai mobilitas yang tinggi dan fleksibel.
- Bentuk dan Gerak seperti Manusia.
- Lebih memudahkan dalam aplikasinya. Dengan bentuk dan gerak manusia, maskot ini diharapkan mampu mewakili sosok BINUSIAN yang diharapkan berperilaku seperti lebah.
- Penyederhanaan bentuk lebah ke bentuk yang lebih bersahabat dan pandai.

**BINUSIAN Mascot:**



### Antena yang Berpendar

Fungsi antena sebetulnya sebagai salah satu indera dari sang lebah dalam membantu sistem navigasinya. Sehingga membuatnya waspada terhadap hal-hal yang ada di sekitarnya. Di dalam maskot ini, efek berpendar adalah suatu ilustrasi tambahan dimana memperjelas fungsi dari antena yang lebih kuat daya pancar dan tangkapnya dalam menerima segala informasi dan ilmu pengetahuan (yang membedakan bahwa maskot ini adalah bukan lebah biasa).

### Warna BINUS

Warna kuning dan hitam adalah warna khas dari seekor lebah yang sesuai dengan warna BINUS.

## 1.8 Mars BINUSIAN

Dengar semua para BINUSIAN  
Panggilan nusa dan bangsa telah menanti  
Sambutlah dengan visi inovatif  
Songsonglah dengan sikap positif  
Dan selalu menjadi yang terdepan.  
Ayo kita berjuang demi ibu pertiwi  
Dengan karya bermanfaat  
Ayo kita berbakti untuk sesama  
Dengan karya nyata  
Semuanya demi pembangunan bangsa.



## 1.9 NILAI BINA NUSANTARA

Berdasarkan keyakinan kepada Tuhan, semangat dalam pendidikan, dan pandangan tentang masa depan yang cemerlang, kami berkomitmen untuk membangun nusantara dan komunitas global melalui pendidikan dan teknologi.

**S**elalu berusaha untuk menjadi unggul (*Striving for excellence*)

Kami terus melakukan yang terbaik untuk mencapai hasil yang berkualitas tinggi pada setiap aspek pekerjaan. Kita semua percaya bahwa komitmen untuk membangun nusantara dan untuk menjadi bagian dari masyarakat global tentu tidak akan terjadi bila tidak diiringi oleh keinginan dan tindakan secara konsisten dan bertanggungjawab untuk selalu memberikan yang terbaik melalui perbaikan terus menerus demi menghasilkan pengalaman, layanan dan produk yang berkualitas tinggi.

**P**enuh kegigihan (*Perseverance*)

Kami tetap tenang, fokus, pantang menyerah, dan cepat bangkit dalam mengatasi tantangan.

Tantangan dan kesempatan adalah fakta dalam hidup dan pekerjaan. Oleh karenanya, kita sebagai BINUSIAN harus selalu siap menghadapi dan mengatasinya. Kita harus selalu menghadapi tantangan yang ada dengan penuh ketenangan, tetap fokus, tidak mudah menyerah, dan belajar dari kegagalan serta cepat bangkit kembali apabila mengalami *setback*/kegagalan.

**I**ntegritas yang tinggi (*Integrity*)

Kami jujur, transparan, tulus dan berani melakukan hal yang benar.

Seperti yang kita ketahui, tidak ada individu atau organisasi yang dapat menjadi besar, tanpa memiliki integritas yang tinggi. Terbukti di dalam catatan sejarah bahwa individu atau organisasi yang berani melakukan hal yang benar, mereka akan dihormati dan berkembang. Untuk itu setiap dari kita sebagai BINUSIAN, tidak akan pernah berkompromi mengenai hal ini. Kita sebagai BINUSIAN harus selalu berani secara tulus dan konsisten melakukan hal yang benar, berkata benar dan terbuka kepada siapapun karena hal yang benar.

**R**asa saling menghormati (*Respect*)

Kami peduli terhadap sesama dan menghargai perbedaan serta kontribusi dari setiap individu.

BINUS tidak akan lahir tanpa sikap peduli akan sesama agar meraih masa depan yang lebih baik. Untuk itu, kita senantiasa menumbuhkan rasa kepedulian dengan sesama kita, baik kepada sesama BINUSIAN, maupun juga dengan semua pihak yang berelasi dengan kita. Kita percaya bahwa setiap individu memiliki keunikan. Kita melihat keragaman latar belakang dan pandangan dari setiap individu BINUSIAN bukanlah sebagai penghalang untuk kita bersatu, saling percaya dan bekerja sama. Kita memandang keberagaman ini sebagai aset penting, karena dengan menghormati perbedaan dan berdiskusi secara terbuka, maka ide-ide dan prestasi serta pencapaian cemerlang akan lahir. Selain itu, kita juga senantiasa mengakui, dan menghormati kontribusi baik berupa pemikiran, upaya, prestasi dan pencapaian yang diraih oleh masing-masing BINUSIAN dan terus mengembangkan potensi atas keunikan dari setiap individu. Selain daripada itu, kita juga selalu merayakan dan membanggakan keberagaman yang ada, kontribusi yang diberikan, serta pencapaian yang diraih dengan penuh syukur dan segala kerendahan hati.

**I**novasi berkelanjutan (*Innovation*)

Kami mendorong ide-ide yang kreatif, penuh terobosan, dan berkelanjutan, untuk terus memperbaiki proses agar mencapai hasil yang lebih baik.

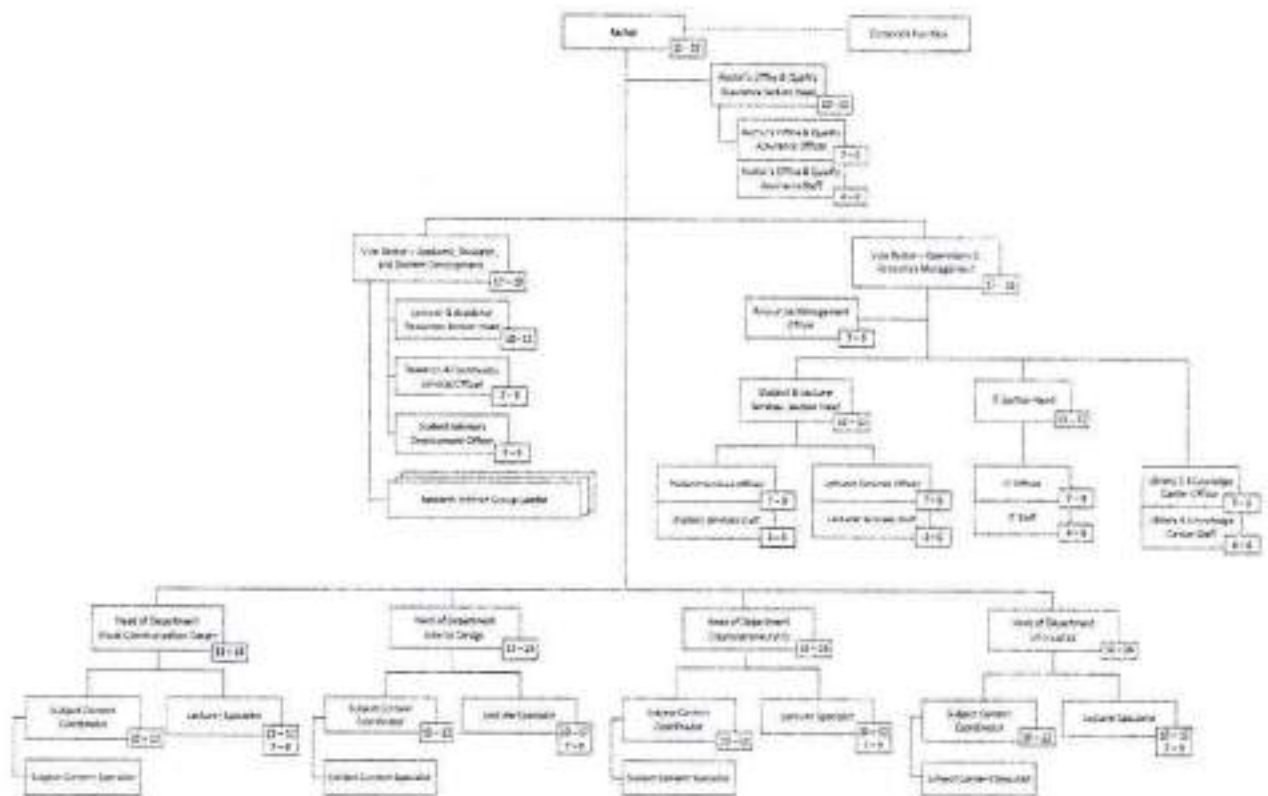
Menciptakan teknologi dan pendidikan yang lebih baik demi masa depan cemerlang tentu memerlukan terobosan-terobosan dalam cara berpikir dan berproses. Untuk itu kita senantiasa menciptakan kondisi yang mendorong individu untuk berkreasi dan berinovasi.

**T**erus bekerja sebagai satu tim (*Teamwork*)

Kami percaya pada pentingnya bekerja sebagai satu tim yang saling berkolaborasi, efektif dan saling percaya.

Kita percaya bahwa kesuksesan hanya dapat diraih karena kita bekerjasama dan berkolaborasi sebagai satu tim. Tim di sini tidak hanya sebagai tim kecil di departemen atau unit, tapi juga tim besar sebagai satu BINUS. Tidak ada satu tim/unit yang dapat bekerja dan sukses sendiri, tanpa ada kontribusi dan kerja sama dari tim lain yang terkait di sekitarnya. Agar tim dapat berfungsi secara baik, maka kerja yang *smart/efektif* dan rasa saling percaya yang tinggi antar sesama BINUSIAN menjadi dasar kita dalam bekerjasama.

## 1.10 Struktur Organisasi SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG



**Supporting Units List**

<b>Sekolah Tinggi</b> Rector's Office and Quality Assurance
<b>Akademik, Penelitian, dan Pengembangan Kemahasiswaan</b> Lecturer and Academic Resources Center Research and Community Services Student Advisory Development Center Research Interest Group
<b>Operasi dan Manajemen Sumberdaya</b> Student and Lecturer Services Center IT Support Operation Library and Knowledge Center
<b>Finance</b>
<b>Marketing</b>
<b>General Affairs</b>
<b>Human Capital and Legal</b>

## 1.11 Lokasi Kampus

Kampus Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung di Jl. Pasirkaliki No.25-27, Paskal Hyper Square, Kota Bandung, Jawa Barat 40181.

Homepage : [www.binus.ac.id/bandung](http://www.binus.ac.id/bandung)

## 1.12 Sistem Manajemen Mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG

Implementasi Sistem Manajemen Mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG dimonitor oleh Quality Management Center (QMC) dan Rector's Office & Quality Assurance (ROQA). Proses monitor dilakukan melalui audit mutu internal yang dilaksanakan sekali dalam setahun oleh auditor internal yang berada di bawah kendali QMC dan ROQA. Hasil implementasi Sistem Manajemen Mutu diukur berdasarkan kriteria audit yang sudah ditetapkan dan hasilnya disampaikan melalui Rapat yang melibatkan Pimpinan dan Rapat Tinjauan Manajemen. Proses – proses untuk menopang Sistem Manajemen Mutu yang sudah ditentukan, akan didokumentasikan, ditinjau dan diawasi penerapannya oleh QMC dan ROQA. Hasil dari penerapan ini akan dijadikan sebagai tolak ukur pelaksanaan *Continuous improvement* di SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG.



Proses-proses yang ada di dalam Sistem Manajemen Mutu saling berhubungan satu sama lain. Hubungan antar proses didokumentasikan di dalam peta keterkaitan proses yang menjadi bagian dari manual mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG.

### **1.13 Kebijakan Mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG**

"Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung berkomitmen untuk menyediakan pendidikan yang berkualitas dan memberi kontribusi positif bagi masyarakat dengan pengembangan dan penerapan teknologi kreatif berbasis nilai-nilai budaya Nasional dan budaya Sunda."

### **1.14 Sasaran Mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG**

Sasaran Mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG terdiri dari 8 hal yaitu:

- 85% Mahasiswa lulus tepat waktu
- 85% Lulusan bekerja 6 bulan setelah Wisuda
- 1 dari 3 Lulusan bekerja di Institusi Nasional/Global atau menjadi Wirausaha
- 100% Mahasiswa masing-masing memiliki paling sedikit 1 (satu) sertifikat pelatihan Teknologi Informasi dan Komunikasi (TIK)
- 100% Dosen memiliki publikasi per tahun
- Indeks kepuasan akademik mencapai 80%
- Indeks kepuasan Pemangku Kepentingan mencapai 80%
- Memiliki 80 Karya Inovasi

Sasaran mutu SEKOLAH TINGGI TEKNOLOGI KREATIF BINA NUSANTARA BANDUNG bertaku selama 5 tahun dan ditinjau kembali menjelang akhir tahun kelima untuk pembuatan sasaran mutu yang baru. Seluruh data dan dokumen yang berkaitan dengan sasaran mutu disimpan sebagai informasi dokumentasi dan merupakan bagian dari daftar catatan mutu.



## 2. Program Pendidikan

### 2.1 Sistem Pendidikan

#### 2.1.1 Cara Penyelenggaraan Pendidikan

Pelaksanaan pendidikan pengajaran melalui satuan kredit semester (sks), sebagai takaran penghargaan terhadap pengalaman belajar mahasiswa dengan mengikuti peraturan-peraturan yang berlaku. Sistem Kredit Semester (SKS) adalah takaran waktu kegiatan belajar yang dibebankan pada mahasiswa per minggu per semester dalam proses pembelajaran melalui berbagai bentuk pembelajaran atau besarnya pengakuan atas keberhasilan usaha mahasiswa dalam mengikuti kegiatan kurikuler di suatu program studi.

**Tujuan khusus adalah :**

1. Memberikan kemampuan kepada mahasiswa yang cakap dan giat belajar agar dapat menyelesaikan studi dalam waktu yang sesingkat-singkatnya.
2. Memberi kesempatan kepada mahasiswa agar dapat mengambil/menempuh mata kuliah yang sesuai dengan minat, bakat dan kemampuan.
3. Memberikan kemungkinan agar sistem pendidikan dengan masukan dan keluaran jamak dapat dilaksanakan.
4. Mempermudah penyesuaian kurikulum dengan perkembangan ilmu dan teknologi yang sangat pesat dewasa ini.
5. Untuk memberikan kemungkinan agar sistem evaluasi kemajuan belajar mahasiswa dapat diselenggarakan dengan sebaik-baiknya.

**Ciri dasar sks adalah:**

Dalam system kredit tiap-tiap mata kuliah diberi bobot yang dinamakan nilai kredit. Banyaknya nilai kredit untuk mata kuliah yang berlainan tidak selalu sama. Banyaknya nilai kredit untuk masing-masing mata kuliah ditentukan atas besarnya usaha untuk menyelesaikan tugas-tugas yang dinyatakan dalam program perkuliahan, praktikum, kerja lapangan maupun tugas-tugas lainnya.

Dalam system kredit semester tiap mata kuliah diselesaikan dalam kurun waktu satu semester yang berlangsung selama 16 minggu.

1 (satu) sks pada proses pembelajaran berupa kuliah, response, atau tutorial terdiri atas : Kegiatan tatap muka 50 (lima puluh) menit perminggu persemester; kegiatan penugasan terstruktur 60 (enam puluh) menit perminggu persemester; kegiatan mandiri 60 (enam puluh) menit per minggu per semester.

1 (satu) sks pada proses pembelajaran berupa seminar atau bentuk lain yang sejenis, terdiri atas : Kegiatan tatap muka 100 (seratus) menit per minggu per semester; Kegiatan mandiri (tujuh puluh) menit per minggu per semester.

1 (satu) sks pada proses pembelajaran berupa praktikum, praktik studio, praktik bengkel, praktik lapangan, penelitian, pengabdian kepada masyarakat, dan/atau proses pembelajaran lain yang sejenis, 170 (seratus tujuh puluh) menit per minggu per semester.

Cara penyelenggaraan pendidikan pada Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung dilaksanakan dengan cara pemberian kuliah teori, diskusi, ceramah, pemecahan studi kasus, dan kuliah kerja nyata serta praktikum di laboratorium.

## 2.1.2 Ujian

Ujian di Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung terdiri dari ujian mata kuliah, ujian tugas ujian skripsi dan ujian pengewasan mutu.

### Ujian Mata Kuliah

Ujian untuk setiap mata kuliah terdiri dari dua bentuk yaitu Ujian Tengah Semester dan Ujian Akhir Semester. Ujian Tengah dan Akhir Semester dilaksanakan hanya satu kali tiap semester yang bersangkutan. Perlu diketahui bahwa bentuk ujian adalah baku untuk semua kelas paralel.

### Ujian Skripsi

Ujian Skripsi dilakukan terhadap mahasiswa yang telah menyelesaikan penyusunan laporan Tugas Skripsi. Mekanisme ujian Skripsi diatur dalam buku pedoman Skripsi masing-masing jurusan.

### Hak mengikuti ujian

Hak untuk mengikuti ujian diberikan kepada:

- Mahasiswa Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung yang terdaftar secara administratif pada semester atau tahun perkuliahan yang berjalan dan terdaftar untuk mata kuliah atau ujian yang bersangkutan.
- Mahasiswa yang tidak terkena skorsing, dan tidak sedang cuti kuliah.
- Memenuhi persyaratan akademis lainnya misal syarat kehadiran di, yang ditetapkan kemudian.
- Telah menyelesaikan semua kewajiban administrasi/keuangan.

## 2.1.3 Sistem Evaluasi

### Perhitungan Nilai Akhir Teori (NAT)

Tabel 1. Perhitungan Nilai Akhir Teori (NAT)

Element				
Nilai Kehadiran Kelas (NRK)	Nilai Tugas Mandiri Kelas (TMK)	Nilai Ujian Tengah Semester (NMS)	Nilai Ujian Akhir Semester (NUS)	Nilai Akhir Teori (NAT)
0 %	20 %	30 %	50 %	100 %

#### Catatan:

Untuk matakuliah tertentu di beberapa Jurusan bobot (persentase) per komponen dapat berbeda sesuai dengan yang tertulis pada Course Outline (CO).



## PERHITUNGAN NILAI AKHIR SEMESTER (NAS) SECARA UMUM

Perhitungan Nilai Akhir Semester ada 2 (dua) macam, yaitu:

1. Untuk mata kuliah yang ada praktikum:

$$\text{NAS} = (\text{NAT} \times \% \text{ Bobot Nilai Teori}) + (\text{NAP} \times \% \text{ Bobot Nilai Praktikum})$$

2. Untuk mata kuliah yang tidak ada praktikum:

$$\text{NAS} = \text{NAT}$$

**NAS = Nilai Akhir Semester**

**NAT = Nilai Akhir Teori**

Sistem penilaian yang sesuai dengan maksud dan tujuan program pendidikan di STTK Bina Nusantara Bandung adalah Sistem Penilaian Absolut. Pada dasarnya dalam memberikan prestasi Nilai Akhir Semester mahasiswa dikelompokkan dalam golongan nilai huruf sebagai berikut:

Table 2. Ketentuan Sistem Penilaian

Grade	Bobot	KISARAN NILAI
A	4	90 – 100
A-	3.67	85 – 89
B+	3.33	80 – 84
B	3	75 – 79
B-	2.5	70 – 74
C	2	65 – 69
D	1	50 – 64
E	0	0 – 49
F*	0	0 – 49

Keterangan :

- \*) didapatkan mahasiswa apabila:
- Tidak berhak mengikuti Ujian Akhir Semester (syarat kehadiran tidak terpenuhi)
  - Tidak atau terlambat hadir pada saat Ujian Akhir Semester
  - Melakukan kecurangan pada saat Ujian Akhir Semester

### 2.1.4 Beban Studi dalam Semester

Beban studi untuk satu semester ditentukan dapat dilihat pada sebaran jumlah SKS yang ada pada distribusi mata kuliah masing-masing Program Studi. Keberhasilan mahasiswa dapat diukur dengan perhitungan Indeks Prestasi Semester (IPS), atau pada seluruh semester dengan Indeks Prestasi Kumulatif (IPK).

Indeks Prestasi Semester (IPS) dapat dihitung sebagai berikut:

$$IPS = \frac{\sum (KN)}{\sum K} = \frac{\sum M}{\sum K}$$

Indeks Prestasi Kumulatif (IPK) dapat dihitung sebagai berikut:

$$IPK = \frac{\sum M}{\sum L}$$

K = Jumlah sks mata kuliah yang diambil pada semester yang bersangkutan

N = Nilai bobot masing-masing mata kuliah yang diambil

M = Mutu Kredit (K x N)

L = Jumlah sks mata kuliah yang lulus

Tabel berikut menjelaskan sks jumlah sks yang diambil oleh mahasiswa di setiap semesternya

Tabel 3. Jumlah SKS yang diambil mahasiswa

Semester	Jumlah SKS
1	20 SKS
2	SKS yang diambil mengikuti jumlah sks yang tercantum pada distribusi mata kuliah di setiap program studi
3	
4	
5	
6	
7	
8	
Total SKS	146 SKS

Tabel 4. Cara Perhitungan Indeks Prestasi Semester dan Indeks Prestasi Kumulatif

SUBJECT	FINAL POINT	WEIGHT	CREDIT	CONVERSION
English	A	4	2	8
Character Building	A-	3.67	2	7.34
Linear Algebra	B+	3.33	2	6.66
Discrete Mathematics	B	3	2	6
Entrepreneurship	B-	2.5	2	5
Algorithm and Programming	C	2	4	8
General Management	D	1	2	2
Introduction to Financial Accounting	E	0	4	0
<b>TOTAL</b>			<b>20</b>	<b>43</b>
Jumlah SKS mata kuliah yang lulus : 18 credits IPS yang diperoleh adalah : $43 / 20 = 2.15$ IPK yang diperoleh adalah : $43 / 18 = 2.39$				

### 2.1.5 Skema Bahasa Inggris MKU di Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung

Skema bahasa Inggris MKU di STTK Bina Nusantara Bandung dibuat berdasarkan Business English (Speaking), Academic English (Writing) dan TOEFL-based preparation (Internet-based TOEFL/iBT for Reading and Listening). Untuk tes masuk yang digunakan adalah berdasarkan paper-based TOEFL (PBT).

Program terdiri dari 2 mata kuliah:

- English In Focus (2 SKS), secara spesifik ditujukan untuk mahasiswa level beginner (397-463 PBT/30-39 iBT) dengan tujuan agar mahasiswa dapat meningkatkan kemampuannya dan mencapai skor minimum level lower-intermediate (460 PBT/55 iBT). Hal ini merupakan pra-syarat mata kuliah English Savvy.
- English Savvy (2 SKS), secara spesifik ditujukan untuk mahasiswa level lower-intermediate (467-497 PBT/51-60 iBT) dengan tujuan agar mahasiswa dapat meningkatkan kemampuannya dan mencapai skor minimum level intermediate (497 PBT/60 iBT).
- Syarat kelulusan untuk mata kuliah English Savvy adalah grade C untuk semua mahasiswa.

COURSE	GRADE	IBT Score (PBT Score)	Binus Score
ENGLISH IN FOCUS	A	66 (520) – 120 (677)	90 – 100
	A-	65 (513) – 67 (517)	85 – 89
	B+	63 (503) – 64 (507-510)	80 – 84
	B	60 (497) – 62 (503)	75 – 79
	B-	58 (493) – 59 (497)	70 – 74
	C	55 (480) – 57 (487-490)	65 – 69
	D	47 (457) – 54 (480)	50 – 64
	E	0 (310) – 46 (453)	0 – 49
ENGLISH SAVVY	A	73 (533) – 120 (677)	90 – 100
	A-	70 (523) – 72 (533)	85 – 89
	B+	68 (520) – 69 (523)	80 – 84
	B	65 (513) – 67 (517)	75 – 79
	B-	63 (503) – 64 (507-510)	70 – 74
	C	60 (497) – 62 (503)	65 – 69
	D	47 (457) – 59 (497)	50 – 64
	E	0 (310) – 46 (453)	0 – 49



## 2.1.6 Evaluasi Keberhasilan Studi

Tabel berikut dapat digunakan oleh mahasiswa untuk mengevaluasi keberhasilan studi

Syarat minimum IPK dan SKS Kumulatif			Tindak lanjut jika tidak dapat memenuhi syarat minimum
Akhir Semester	IPK	SKS dengan grade A/B/C/D/L	
1	≥ 2,00	≥ 15	Surat Peringatan
2	≥ 2,00	≥ 30	Surat Peringatan
3	≥ 2,00	≥ 45	Surat Peringatan
4	≥ 2,00	≥ 60	Surat Peringatan
5	≥ 2,00	≥ 75	Surat Peringatan
6	≥ 2,00	≥ 90	Surat Peringatan

### Catatan:

Jika mahasiswa selama tiga semester berturut-turut tidak aktif (tidak mengajukan permohonan cuti akademik), maka akan langsung dianggap mengundurkan diri.

Mahasiswa dinyatakan telah menyelesaikan jenjang studi apabila memenuhi persyaratan sebagai berikut :

#### Syarat Umum:

1. IPK ≥ 2,00.
2. Lulus ujian Skripsi.
3. Telah memenuhi persyaratan Pengawasan Mutu (PM) yang tercantum dalam kurikulum yang berlaku bagi angkataannya.
4. Telah mengumpulkan Hard Cover Skripsi.
5. Telah memenuhi minimal 120 poin *Student Activity Transcript (SAT)*\*.
6. Telah memenuhi minimal 30 jam kerja kegiatan sosial\*.
7. Telah melunasi semua kewajiban pembayaran termasuk biaya wisuda.

#### Syarat Khusus:

No	Persyaratan	Jenjang S1
1.	SKS Kumulatif	Minimal 146 (termasuk Skripsi)
2.	Lulus semua mata kuliah wajib	<ul style="list-style-type: none"> <li>• Harus lulus semua mata kuliah wajib termasuk :                             <ol style="list-style-type: none"> <li>a. Mata Kuliah Pengembangan Kepribadian (MPK)</li> <li>b. Mata Kuliah Berkehidupan Bermasyarakat (MBB)</li> <li>c. Mata Kuliah Keilmuan dan Keterampilan (MKK)</li> <li>d. Mata Kuliah Keahlian Berkarya (MKB)</li> <li>e. Mata Kuliah Perilaku Berkarya (MPB)</li> </ol> </li> </ul>

Mahasiswa yang telah dinyatakan layak wisuda dalam Rapat Yudisium tidak diijinkan lagi mengikuti perkuliahan (seluruh transaksi kuliah dibatalkan), kecuali perkuliahan di Semester Pendek yang sudah atau sedang dijalankan.

### 2.1.7 Program 2+1+1

Program 2+1+1 disiapkan Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung untuk memberikan pengalaman belajar multikampus dan pengalaman *professional* di luar kampus.

Selama 2 tahun mahasiswa akan menjalani perkuliahan di Kampus BINUS @Bandung, 1 tahun mengikuti perkuliahan di BINUS @Jakarta atau BINUS @Malang (optional). 1 tahun berikutnya adalah program **ENRICHMENT** untuk menyiapkan mahasiswa menjadi tenaga *professional* siap kerja.

Program *Enrichment* dijabarkan untuk semua program sejenis, yang memungkinkan mahasiswa untuk memiliki program pengayaan selama satu tahun. Program ini terdiri dari 2 semester dengan masing-masing 16 sks. Siswa dapat memilih 5 jalur (*tracks*) untuk setiap semester, yaitu 1) Jalur Magang (*Internship*); 2) Jalur Kewirausahaan (*Entrepreneurship*); 3) Jalur Pengembangan Masyarakat (*Community Development*); 4) Jalur Penelitian (*Research*); 5) Jalur Studi di Luar Negeri (*Study Abroad*). Pada akhir setiap semester, setiap siswa akan menyerahkan laporan program pengayaan ini dan beberapa makalah yang berkaitan dengan kompetensi teknis dalam bidang dan *soft skills* mereka.

#### **Internship Track :**

Tujuan dari jalur magang atau pengalaman industri ini adalah untuk memfasilitasi mahasiswa dalam berkarya dalam industri nyata. Dengan mengikuti jalur ini, siswa akan bekerja penuh waktu dan memiliki pengalaman industri di perusahaan multinasional atau perusahaan nasional teratas dengan tugas pekerjaan sesuai dengan bidang dan program studi mereka. Penilaian untuk jalur ini akan melibatkan pengawas industri dan supervisor dari dosen (FM) untuk memberikan penilaian bagi mahasiswa tersebut. Melalui program ini, mahasiswa juga akan memiliki kesempatan untuk mendapatkan pekerjaan di masa depan / tawaran pekerjaan, juga pengembangan karir dan bakat (misalnya, Program *Management Trainee* atau *Program Leadership Development*).

#### **Entrepreneurship Track :**

Jalur ini memberikan mahasiswa pengalaman nyata untuk menjadi wirausaha melalui *start-up* bisnis. Mahasiswa akan berkonsultasi dan mendapatkan pembinaan (*coaching*) oleh *Coaches, Content & Administration officers, and Program Officers*. Pada jalur Kewirausahaan ini, mahasiswa yang siap dengan produk prototipe untuk dimonetisasi dan akan didukung secara internal dengan tautan ke industri dalam program ini. Dukungan eksternal akan diberikan oleh Mentor dari industri yang terkait dengan *Start Up* bisnis.

#### **Community Development Track :**

Jalur Pengembangan Masyarakat atau *Community Development* adalah program yang dilakukan oleh mahasiswa untuk mencapai misi ke-5 STTK BINUS Bandung yaitu memberikan kontribusi nyata dalam kesejahteraan masyarakat melalui kegiatan tri dharma perguruan tinggi, dan pengelolaan sistem berbasis Teknologi Informasi dan Komunikasi (TIK). Inisiatif ini meliputi: 1) Layanan Sukarela Terjadwal yang tergabung dalam Tanggung Jawab Sosial Perusahaan (CSR) Perusahaan atau Program Yayasan Sosial; dan 2) Kegiatan Pengembangan Masyarakat untuk meningkatkan ekosistem masyarakat. Selain memanfaatkan pengetahuan mereka untuk merancang dan menerapkan sistem di masyarakat (disertai dan kompetensi teknis dan *soft skills* mereka), mahasiswa juga akan memiliki interaksi langsung dengan penduduk setempat serta menikmati kesempatan untuk tinggal bersama mereka.

**Research Track :**

Jalur ini memungkinkan mahasiswa untuk terlibat dalam proses penelitian yang terkait dengan ruang lingkup bidang dan program studi mereka. Mahasiswa akan diikutsertakan dalam tim yang melakukan penelitian sebagai peneliti junior. Penelitian itu sendiri dapat dilakukan di BINUS atau di luar BINUS (misalnya lembaga riset pemerintah, unit R & D di sebuah perusahaan). Mahasiswa dapat memulai dengan menulis proposal penelitian atau terlibat langsung ke dalam kegiatan penelitian yang sedang berlangsung di lembaga itu (tidak perlu mengembangkan proposal penelitian).

**Study Abroad Track :**

Jalur ini memberikan mahasiswa kesempatan untuk memiliki pengalaman belajar di luar negeri. Mata kuliah yang diambil oleh mahasiswa dapat ditransfer langsung ke mata kuliah pada semester terkait dalam transkrip Binus. Melalui jalur ini, mahasiswa akan dapat merasakan secara langsung pengalaman internasional, seperti pengembangan pribadi, pengembangan akademik, dan nilai budaya.

## 2.1.8 Skripsi

Untuk menyelesaikan jenjang pendidikan di Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung, seorang mahasiswa harus mampu menyusun dan mempresentasikan serta mempertahankan Skripsi di depan dewan penguji. Penyusunan Skripsi yang dilakukan oleh mahasiswa harus relevan dengan ketentuan Program Studi. Penyusunan Skripsi dilakukan secara perorangan yang dibantu oleh seorang dosen pembimbing yang ditunjuk oleh Ketua Program Studi.

## 2.1.9 Gelar Akademik

Mahasiswa berhak menyanggah gelar keserjanaan dari Sekolah Tinggi Teknologi Kreatif Bina Nusantara apabila telah memenuhi persyaratan untuk mengikuti wisuda.

Table 9. Table of Academic Title

Program Studi	Gelar Akademik
Kewirausahaan	Sarjana Bisnis (S.Bns)
Teknik Informatika	Sarjana Komputer (S.Kom)
Desain Komunikasi Visual	Sarjana Desain (S.Ds)



## 2.2 Kompetensi Jurusan

### Program Studi Kewirausahaan

#### Pengantar

Program Kewirausahaan menyiapkan generasi muda sebagai Sarjana Bisnis dengan fokus pada industri kreatif, yang memiliki kemampuan analisa, menciptakan peluang (kreatif dan inovatif), membangun dan menjalankan bisnis baru dalam menghadapi persaingan global dengan mengangkat kearifan lokal.

#### Visi

Menjadi Program Studi S1 Kewirausahaan yang unggul dan diakui secara nasional dalam pengembangan bisnis dan penerapan teknologi kreatif berbasis nilai-nilai budaya nasional dan budaya Sunda.

#### Misi

1. Menyelenggarakan pendidikan yang mampu mengembangkan dan menghasikan wirausahawan kreatif dan inovatif serta berwawasan global.
2. Mengembangkan dan menerapkan teknologi kreatif untuk memajukan bisnis wirausahawan yang terampil dan tangguh berbasis nilai pasar, serta berbudaya nasional dan budaya Sunda
3. Memberikan kontribusi nyata dalam kesejahteraan masyarakat melalui penelitian berdampak dan pengabdian pada masyarakat, berbasis penerapan ilmu kewirausahaan dan pengelolaan sistem teknologi informasi dan komunikasi

#### Sasaran Program Studi

1. Memperkaya bidang keilmuan Kewirausahaan di Sekolah Tinggi Teknologi Kreatif Bina Nusantara sebagai lembaga pendidikan yang mengutamakan kreatifitas dan inovasi dalam pengembangan ilmunya.
2. Membekali mahasiswa dengan ilmu, keterampilan dan riset bidang kewirausahaan yang terpadu dengan teknologi informasi dan komunikasi.
3. Mengembangkan keilmuan dan praktek kewirausahaan di Indonesia yang berbasis pada kearifan lokal dengan menghasilkan lulusan yang berkualitas, kreatif, inovatif, mampu menjalankan bisnis baru dan mengembangkannya agar dapat berkontribusi pada kesejahteraan masyarakat luas

#### Kompetensi Lulusan

1. Kemampuan Berfikir Kritis dan design yang inovatif :  
Menghasilkan *entrepreneurs* yang mampu menghasilkan gagasan-gagasan inovatif yang kreatif, berpikir kritis, berpikir desain dan mengidentifikasi peluang yang muncul melalui validasi pasar dan rancangan kelayakan sumber daya modal.
2. Penciptaan Perusahaan :  
Menghasilkan *entrepreneurs* yang mampu merancang business model dan business plan yang kreatif , eksploitasi jejaring, hasil analisa pasar, mengeksplorasi rumusan sumber daya yang efektif & efisien, dan memulai bisnis

3. Implementasi ICT berbasis Bisnis :  
Menghasilkan *entrepreneurs* yang mampu mengintegrasikan ICT untuk menjalankan dan mengembangkan kinerja bisnis
4. Pengelolaan Bisnis dan Perubahan :  
Menghasilkan *entrepreneurs* yang mampu mengimplementasikan teori-teori terapan dalam bidang manajemen bisnis, keuangan, organisasi, operasional dan pemasaran untuk menciptakan perubahan yang berdampak pada pencapaian pertumbuhan organisasi yang berkelanjutan
5. Pengetahuan dan Penciptaan Nilai :  
Menghasilkan *entrepreneurs* yang mampu untuk mengkreasikan pengetahuan tacit dan eksplisit bernilai pasar, mampu beradaptasi dengan hukum bisnis, dan melakukan penelitian terapan.
6. Kemampuan Soft Skill Kewirausahaan :  
Menghasilkan *entrepreneurs* yang mampu meningkatkan keterampilan kewirausahaan dalam konteks bisnis profesional dan berwawasan global.
7. Peningkatan Kegigihan dalam Berwirausaha :  
Menghasilkan *entrepreneurs* yang mampu secara gigih memimpin dan mengelola bisnis baru sesuai dengan rumusan ide awal dan model rencana bisnis, untuk mencapai pertumbuhan bisnis yang berkelanjutan
8. Penciptaan Lapangan Kerja :  
Menghasilkan *entrepreneurs* yang mampu menciptakan lapangan pekerjaan dalam industri kreatif dengan mengkalkulasikan risiko, membuat keputusan efektif dan menjalankan bisnis secara efektif dan etis.
9. Penciptaan Pertumbuhan :  
Menghasilkan *entrepreneurs* yang mampu secara mandiri menumbuhkan bisnis baru atau yang telah ada.
10. Terus Berupaya Menggapai Kesejahteraan :  
Menghasilkan *entrepreneurs* yang mampu secara terus menerus berupaya menggapai bisnis yang sukses, yang ditandai dengan pertumbuhan laba, sumberdaya dan kesejahteraan, serta secara aktif berkontribusi pada kemakmuran masyarakat luas.

#### **Peluang Karir**

- *Creativepreneur*
- *Business Developer*
- *Intrapreneur*
- *Business Planner*
- *Small Business Consultant*



## Distribusi Mata Kuliah

## SEMESTER 1

Kelompok	Mata Kuliah	SKS	
MKK	ACCT6274 Accounting Principles	2	
	ISYS6450 MIS: Managing Digital Firm	4	
	MGMT6282 Introduction to Management and Business	4	
	ENTR6411 Introduction to Entrepreneurship	4	
	ENTR6412 Idea Generation and Opportunity Discovery	2	
	ENTR6413 Business Model	2	
MKB	<b>English Courses I</b>		
	ENGL6204 English in Focus	2	
	ENGL6206 English for Business Presentation	2	
		<b>SKS Total</b>	<b>20</b>
		<b>SKS Kumulatif</b>	<b>20</b>

For English Courses I, student with English Proficiency Test score less than 500, have to take English in Focus, and student with greater score than or equal to 500 will take English for Business Presentation.

## SEMESTER 2

Kelompok	Mata Kuliah	SKS	
MPK	CHAR6034 Character Building: Pancasila	2	
MKK	ECON6079 Economics	4	
	MKTG6223 Marketing Management	4	
	ENTR6423 Design Thinking for Business and Innovation	2/2	
	ENTR6424 e-Business Start Up and Cyberpreneur	2	
	MGMT6286 Entrepreneurial Financial Management	2/2	
MKB	<b>English Courses II</b>		
	ENGL6216 English Savvy	2	
	ENGL6217 English for Written Business Communication	2	
		<b>SKS Total</b>	<b>22</b>
		<b>SKS Kumulatif</b>	<b>42</b>

For English Courses II, student with English Proficiency Test score less than 500, have to take English Savvy, and student with greater score than or equal to 500 will take English for Written Business Communication.

**SEMESTER 3**

Kelompok	Mata Kuliah	SKS
MPK	CHAR6035 Character Building: Kewarganegaraan	2
MKB	ENTR6428 Business Risk Analysis	2
	ENTR6425 Entrepreneurship in Creative Industries	4
	ENTR6426 Effective Business Plan	4/2
	ENTR6427 Innovative Product Design and Development	2/2
	RSCH6408 Research Methodology	2
	MGMT6289 Applied Business Statistics	2/2
<b>SKS Total</b>		<b>24</b>
<b>SKS Kumulatif</b>		<b>66</b>

**SEMESTER 4 : Teaching and Learning conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS
MPK	CHAR6036 Character Building: Agama	2
MKK	LAWS6141 Legal Aspect in Economics	2
MKB	ENTR6431 Creative & Innovative Thinking	2
	MGMT6290 Operational Management	4
	ENTR6429 Startup Fundraising, VC, PE and Banks	2
	COMM6376 Business Communication	2
MKB	<b>Elective Courses for Multi-Campus and Non Multi-Campus*</b>	
	BUSS6118 International Business	4
	ENTR6460 New Venture Creation	4
	HTMN6069 Hospitality & Service Excellent	2
	MKTG6252 International Marketing	2
	MKTG6253 Retail and Merchandising	4
<b>SKS Total</b>		<b>22</b>
<b>SKS Kumulatif</b>		<b>88</b>

\*) Student takes 8 sks from the list of courses

**SEMESTER 5 : Teaching and Learning conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS
MKB	LANG5057 Indonesian	2
MKK	MGMT6291 Human Resources Management	4
MKB	ENTR6432 Entrepreneurial Strategy	2
	ENTR6430 Managing Growing Business	4
	MKTG6225 Digital Marketing	2/2
MKB	Elective Courses for Multi-Campus and Non Multi-Campus*	
	BUSS6149 International Trade	4
	MKTG6226 Marketing Research	4
	MKTG6224 Integrated Marketing Communication	2
	MGMT6294 Cross Cultural Management	2
<b>SKS Total</b>		<b>20</b>
<b>SKS Kumulatif</b>		<b>108</b>

\* ) Student takes 4 sks from the list of courses.

**SEMESTER 6 : Enrichment program conducted in Non Multi-Campus (except : Study Abroad track)**

Kelompok	Mata Kuliah	SKS
MKB	Enrichment Program I	16
<b>SKS Total</b>		<b>16</b>
<b>SKS Kumulatif</b>		<b>124</b>

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

**SEMESTER 7 Enrichment program conducted in Non Multi-Campus**

Kelompok	Mata Kuliah	SKS
MKB	Enrichment Program II	16
<b>SKS Total</b>		<b>16</b>
<b>SKS Kumulatif</b>		<b>140</b>

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

**SEMESTER 8**

Kelompok	Mata Kuliah	SKS
MKB	ENTR6445 Thesis	6
<b>SKS Total</b>		<b>6</b>
<b>SKS Kumulatif</b>		<b>146</b>

**Keterangan :**

MKK = Mata kuliah Keilmuan & Keterampilan

MKB = Mata kuliah Keahlian Berkarya

MPK = Mata kuliah Pengembangan Kepribadian

MPB = Mata kuliah Priilaku Berkarya

MBB = Mata kuliah Berkehidupan Bermasyarakat

*Multi – Campus* : Mahasiswa dapat memilih lokasi perkuliahan atau pengayaan antara kota Jakarta, Bandung dan Malang (*Students have an option to study among Jakarta, Bandung or Malang city*)

*Non – Multi Campus* : Mahasiswa mengikuti perkuliahan atau pengayaan di kota awal melakukan pendaftaran (*Students have to study at the first admission city*)

### Skema Pilihan Track

Track	Semester 6			Semester 7
	Internship	Entrepreneurship	Study Abroad	Entrepreneurship
1	v			v
2		v		v
3			v	v

### Enrichment Internship Track

Kelompok	Mata Kuliah	SKS
MKB	ENTR6433 Business Start Up and Grow Up	8
	ENTR6470 Developing Business Model	2
	ENTR6435 Risk Management	2
	MGMT6309 Strategic Management	4
<b>SKS Total</b>		<b>16</b>

### Enrichment Entrepreneurship Track

#### Enrichment Program I

Kelompok	Mata Kuliah	SKS
MKB	ENTR6437 Business Startup, Launching and Formation	8
	ENTR6438 Business Ethics	2
	ENTR6439 Business Risk Management	2
	ENTR6434 Entrepreneurial Management	4
<b>SKS Total</b>		<b>16</b>

#### Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	ENTR6441 Growing a Business	8
	ENTR6442 Entrepreneurial Leadership	2
	ENTR6443 Lean Enterprise	2
	ENTR6444 Colloquium on Growing Enterprise	4
<b>SKS Total</b>		<b>16</b>



Daftar mata kuliah yang diambil oleh mahasiswa yang mengambil *Entrepreneurship track* hanya di semester

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Kelompok	Mata Kuliah	SKS
MKB	ENTR6441 Growing a Business	8
	ENTR6442 Entrepreneurial Leadership	2
	ENTR6443 Lean Enterprise	2
	ENTR6444 Colloquium on Growing Enterprise	4
<b>SKS Total</b>		<b>16</b>

#### Enrichment Study Abroad Track

Kelompok	Mata Kuliah	SKS
MKB	MGMT6309 Strategic Management	4
	MGMT6292 Management and Organization	4
	ENTR6438 Business Ethics	2
	ENTR6435 Risk Management	2
	ENTR6434 Entrepreneurial Management	4
<b>SKS Total</b>		<b>16</b>

Mahasiswa wajib lulus mata kuliah Pengawasan Mutu dibawah ini

No	Kdmtk	Mata Ujian	Grade minimal	Semester
1	CHAR6034	Character Building: Pancasila (2)	B	2
2	ENTR6413	Business Model (2)	B	1
3	ENTR6412	Idea Generation and Opportunity Discovery (2)	B	1
4	ENTR6424	e-Business Start Up and Cyberpreneur (2)	B	2
5	ENTR6426	Effective Business Plan (4/2)	B	3
6	ENTR6425	Entrepreneurship in Creative Industries (4)	B	3
7	LAWS6141	Legal Aspect in Economics (2)	B	4
8	ENTR6431	Creative & Innovative Thinking (2)	B	4



## Program Studi Teknik Informatika

### Pengantar

Program studi Teknik Informatika membekali generasi muda dengan pengetahuan dan keahlian dalam bidang *applied computing* yang mampu memahami, mengembangkan, dan menciptakan berbagai aplikasi perangkat lunak berbasis *mobile* dan *web*.

### Visi

Menjadi Program Studi S1 Informatika unggulan di Indonesia dan diakui secara global dalam bidang Teknologi Kreatif yang mengusung kearifan lokal sunda dan kebudayaan nasional Indonesia

### Misi

1. Untuk menyediakan pendidikan tinggi di bidang Informatika yang berfokus pada teknologi kreatif di area kecerdasan buatan, multimedia, jaringan dan pengembangan game dengan menyediakan suasana belajar yang kreatif dan inovatif dengan berbagai kolaborasi dengan perguruan tinggi dan industri global
2. Untuk mengembangkan ilmu Informatika melalui layanan profesional berbasis ICT (Information and Communications Technology) dengan penekanan pada pengetahuan terapan dalam ilmu komputer (computer science) dan kearifan lokal
3. Untuk mendorong pengembangan karakter yang kreatif dan inovatif dengan memanfaatkan ilmu pengetahuan dan teknologi menjadi digitalpreneur atau tenaga kerja terampil dan terdepan yang dapat berkompetisi di level nasional dan global
4. Untuk memberikan kontribusi penelitian di area Informatika yang dapat menghasilkan paten dan produk kreatif dan inovasi unggulan
5. Untuk melakukan pengabdian dan pengembangan pada masyarakat Indonesia dan area Jawa Barat khususnya yang memanfaatkan teknologi kreatif dan kearifan lokal

### Sasaran Program Studi

1. Untuk memberikan landasan yang kokoh kepada mahasiswa dalam bidang matematika, prinsip-prinsip algoritma, pengetahuan Teknik Informatika dan etika yang dibutuhkan dalam praktek IT.
2. Untuk memberikan kemampuan untuk menerapkan prinsip-prinsip perancangan dan pengembangan kepada mahasiswa dalam membangun sistem perangkat lunak terapan dalam teknologi database, sistem kecerdasan, jaringan dan pengembangan multimedia
3. Untuk mempersiapkan mahasiswa dengan kemampuan untuk selalu mengikuti perubahan terkini dalam tren IT, pengembangan IT dan industri.
4. Untuk mempersiapkan mahasiswa dengan kemampuan dalam memecahkan masalah dan memiliki kemampuan berkomunikasi yang baik agar dapat bekerja secara individu atau dalam sebuah team pada lingkungan IT.

**Kompetensi Lulusan**

1. Mampu menggunakan pemahaman intelektual dan kemampuan komputasi untuk menerapkan matematika dasar dan teori ilmu komputer.
2. Mampu menggunakan perspektif kritis dan kreatif dalam mengidentifikasi dan memecahkan masalah dengan menggunakan pemikiran komputasi.
3. Mampu menggunakan kemampuan yang relevan dalam mempelajari area ilmu komputer untuk meningkatkan produktivitas.
4. Mampu menunjukkan komitmen terhadap etika dan perilaku profesional di tempat kerja dan kehidupan sehari-hari.
5. Mampu berkomunikasi dengan para pemangku kepentingan (stakeholder) dari beragam latar belakang dengan kualitas yang efektif.
6. Mampu menerapkan model baru, teknik, teknologi dan peralatan untuk menerapkan efektivitas dalam meningkatkan kualitas diri seumur hidup.
7. Mampu menunjukkan keterampilan antar-pribadi sebagai bagian dari tim dalam setiap peraturan termasuk kepemimpinan dalam menyampaikan hasil/hasil yang berkualitas.
8. Mampu menerapkan keterampilan kewirausahaan di bidang teknologi informatika.
9. Mampu melakukan pengkajian trend teknologi informasi dan komunikasi terbaru untuk memberikan alternative solusi pengembangan piranti lunak bagi dunia industri.
10. Mampu membuat rancangan piranti lunak dengan menerapkan prinsip-prinsip perancangan sistem untuk memecahkan masalah terstruktur dan semi terstruktur.
11. Mampu merancang solusi piranti lunak berdasarkan analisis permasalahan dalam bidang informatika dengan penerapan pada pengetahuan tarapan dan kearifan lokal.

**Peluang Karir**

- *Game Developer*
- *Mobile Apps Developer*
- *Multimedia Developer*
- *Software Engineer*
- *Programmer*
- *DigitalPreneur*
- *Network Designer*
- *Network Administrator*

## Distribusi Mata Kuliah

### SEMESTER 1

Kelompok	Mata Kuliah	SKS
MPK	CHAR6034 Character Building: Pancasila	2
MKK	MATH6128 Discrete Mathematics	4
	MATH6129 Linear Algebra	2
	COMP6421 Algorithm and Programming	4/2
	COMP6422 Application and Design of Virtual and Augmented Reality	4
	DSGN6480 2D & 3D Design	2
<b>SKS Total</b>		<b>20</b>
<b>SKS Kumulatif</b>		<b>20</b>

### SEMESTER 2

Kelompok	Mata Kuliah	SKS
MPK	CHAR6035 Character Building: Kewarganegaraan	2
MKK	COMP6457 Multimedia & Mixed Reality	2/2
	COMP6458 Data Structures	4/2
	STAT6137 Probability and Statistics	2
MKB	COMP6459 Object Oriented Programming	2/2
	COMP6460 User Experiences	2
MKB	<b>English Courses I</b>	
	ENGL6204 English in Focus	2
	ENGL6205 English for Business Presentation	2
<b>SKS Total</b>		<b>22</b>
<b>SKS Kumulatif</b>		<b>42</b>

*For English Courses I, student with English Proficiency Test score less than 500, have to take English in Focus, and student with greater score than or equal to 500 will take English for Business Presentation.*

### SEMESTER 3

Kelompok	Mata Kuliah	SKS
MPK	CHAR6036 Character Building: Agama	2
MKB	COMP6461 Research Methodology	2
	ISYS6465 Database System	2/2
	COMP6463 Game Engine Programming	4/2
	COMP6467 Computer Networks	2/2
	ENTR6446 Entrepreneurship I	2
MKB	<b>English Courses II</b>	
	ENGL6216 English Savvy	2
	ENGL6217 English for Written Business Communication	2
<b>SKS Total</b>		<b>22</b>
<b>SKS Kumulatif</b>		<b>64</b>

For English Courses-II, student with English Proficiency Test score less than 500, have to take English Savvy, and student with greater score than or equal to 500 will take English for Written Business Communication.

**SEMESTER 4 : Teaching and Learning conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS	
MKB	COMP6464 Agile Software Development	2	
	COMP6466 Software Engineering	4	
	COMP6462 Human and Computer Interaction	2/2	
	COMP6468 Artificial Intelligence	4	
MPK	LANG8097 Indonesian	2	
MKB	<b>Streaming: Multimedia &amp; Animation</b>		
	COMP6465 Game Design	2	
	COMP6469 Multimedia Programming Foundation	2/2	
	<b>Streaming: Network</b>		
	COMP6471 Network Design	2	
	COMP6474 Network Programming	2/2	
		<b>SKS Total</b>	<b>22</b>
		<b>SKS Kumulatif</b>	<b>86</b>

**SEMESTER 5 : Teaching and Learning conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS	
	ENTR6447 Entrepreneurship II	2	
	COMP6470 Compilation Techniques	4	
	MKTG8255 Market Research Methodologies	2	
	COMP6472 Algorithm Design and Analysis	4	
	COMP6473 Object Oriented Analysis & Design	2/2	
MKB	<b>Streaming: Multimedia &amp; Animation</b>		
	GAME6074 Storyboarding & Concept Art	2	
	COMP6475 Game Programming	4	
	<b>Streaming: Network</b>		
	LAWS8147 Cyber Law	2	
	COMP6478 Server Technology	4	
		<b>SKS Total</b>	<b>22</b>
		<b>SKS Kumulatif</b>	<b>108</b>

**SEMESTER 6 Enrichment program conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS	
MKB	Enrichment Program I	16	
		<b>SKS Total</b>	<b>16</b>
		<b>SKS Kumulatif</b>	<b>124</b>

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



**SEMESTER 7** *Enrichment program conducted in Non Multi-Campus (except: Study Abroad track)*

Kelompok	Mata Kuliah	SKS
MKB	Enrichment Program II	16
<b>SKS Total</b>		<b>16</b>
<b>SKS Kumulatif</b>		<b>140</b>

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

**SEMESTER 8**

Kelompok	Mata Kuliah	SKS
MKB	COMP6501 Thesis	6
<b>SKS Total</b>		<b>6</b>
<b>SKS Kumulatif</b>		<b>146</b>

**Keterangan :**

MKK = Mata kuliah Keilmuan & Keterampilan,

MKB = Mata kuliah Keahlian Berkarya.

MPK = Mata kuliah Pengembangan Kepribadian,

MPB = Mata kuliah Priaku Berkarya.

MBB = Mata kuliah Berkehidupan Bermasyarakat.

*Multi – Campus : Mahasiswa dapat memilih lokasi perkuliahan atau pengayaan antara kota Jakarta, Bandung dan Malang (Students have an option to study among Jakarta, Bandung or Malang city)*

*Non – Multi Campus : Mahasiswa mengikuti perkuliahan atau pengayaan di kota awal melakukan pendaftaran (Students have to study at the first admission city)*

**Skema Pilihan Track**

Skema pengambilan program pada semester 6 dan semester 7

No	Semester 6		Semester 7
	Enrichment Multi-Campus	Enrichment Non – Multi Campus	Enrichment Non – Multi Campus
1	v		v
2		v	v



Track	Semester 6					Semester 7				
	I	RS	ENTR	CD	SA	I	RS	ENTR	CD	SA
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

## Keterangan:

I : Internship

RS : Research

ENTR : Entrepreneurship

CD : Community Development

SA : Study Abroad

*Multi – Campus* : Mahasiswa dapat memilih lokasi perkuliahan atau pengayaan antara kota Jakarta, Bandung dan Malang (*Students have an option to study among Jakarta, Bandung or Malang city*)

*Non – Multi Campus* : Mahasiswa mengikuti perkuliahan atau pengayaan di kota awal melakukan pendaftaran (*Students have to study at the first admission city*)

## Enrichment Internship Track

## Enrichment Program I

Kelompok	Mata Kuliah	SKS
MKB	COMP6479 Industry Experience I	8
	COMP6480 EES in Industry I	4
	COMP6481 IT Practice in Industry I	4
<b>SKS Total</b>		<b>16</b>

## Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	COMP6487 Industry Experience II	8
	COMP6488 EES in Industry II	4
	COMP6489 IT Practice in Industry II	4
<b>SKS Total</b>		<b>16</b>

Daftar mata kuliah yang diambil oleh mahasiswa yang mengambil *Internship track* hanya di semester 7

**Enrichment Program II**

Kelompok	Mata Kuliah	SKS
MKB	COMP6490 Industry Experience	8
	COMP6491 EES in Industry	4
	COMP6492 IT Practice in Industry	4
<b>SKS Total</b>		<b>16</b>

**Enrichment Entrepreneurship Track**

**Enrichment Program I**

Kelompok	Mata Kuliah	SKS
MKB	ENTR6452 Business Start Up	8
	ENTR6453 IT Business Model & Validation	2
	ENTR6454 Launching New IT Venture	2
	ENTR6455 EES in New Computer Science Business	4
<b>SKS Total</b>		<b>16</b>

**Enrichment Program II**

Kelompok	Mata Kuliah	SKS
MKB	ENTR6456 Growing a Business	8
	ENTR6457 Lean IT Start Up & Business Plan	2
	ENTR6458 Venture Capital in IT Industry	2
	ENTR6451 EES in Computer Science Business Experience	4
<b>SKS Total</b>		<b>16</b>

**Enrichment Study Abroad Track**

**Enrichment Program I**

Kelompok	Mata Kuliah	SKS
MKB	COMP6482 Computer Vision	4
	COMP6483 Cyberpreneur	2
	COMP6484 Mobile Programming	4
	COMP6485 Information Retrieval	2
	COMP6486 Operating System	4
<b>SKS Total</b>		<b>16</b>

## Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	COMP6497 Natural Language Processing	4
	COMP6498 Multicore Programming	4
	COMP6499 Automata, Computability, and Complexity	4
	COMP6500 Machine Learning	4
<b>SKS Total</b>		<b>16</b>

Daftar mata kuliah yang diambil oleh mahasiswa yang mengambil *Study Abroad track* hanya di semester 7

## Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	COMP6497 Natural Language Processing	4
	COMP6498 Multicore Programming	4
	COMP6499 Automata, Computability, and Complexity	4
	COMP6500 Machine Learning	4
<b>SKS Total</b>		<b>16</b>

## Enrichment Community Development Track

## Enrichment Program I

Kelompok	Mata Kuliah	SKS	
MKB	CMDV6232 Community Outreach Project Implementation	8	
	CMDV6233 Community Outreach IT Project Design	4	
	Employability and Entrepreneurial Skills in Computer Science Community		4
<b>SKS Total</b>		<b>16</b>	

## Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	CMDV6235 Community Development Project Implementation	8
	CMDV6236 Community Development IT Project Design	4
	Employability and Entrepreneurial Skills in Computer Science Community Development	4
<b>SKS Total</b>		<b>16</b>

Daftar mata kuliah yang diambil oleh mahasiswa yang mengambil *Community Development track* hanya di semester 7

## Enrichment Program II

Kelompok	Mata Kuliah	SKS	
MKB	CMDV6232 Community Outreach Project Implementation	8	
	CMDV6233 Community Outreach IT Project Design	4	
	Employability and Entrepreneurial Skills in Computer Science Community		4
<b>SKS Total</b>		<b>16</b>	

### Enrichment Research Track

#### Enrichment Program I

Kelompok	Mata Kuliah	SKS
MKB	RSCH6389 Research Experience I	8
	RSCH6390 Scientific Writing I in Computer Science	4
	RSCH6391 Global EES I (Team Work, Communication, Problem Solving & Decision Making)	4
<b>SKS Total</b>		<b>16</b>

#### Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	RSCH6392 Research Experience II	8
	RSCH6393 Scientific Writing II in Computer Science	4
	RSCH6394 Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)	4
<b>SKS Total</b>		<b>16</b>

Daftar mata kuliah yang diambil oleh mahasiswa yang mengambil *Research track* hanya di semester 7

#### Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	RSCH6395 Research Experience	8
	RSCH6396 Scientific Writing in Computer Science	4
	RSCH6397 Global EES (Team Work, Communication, Problem Solving & Decision Making)	4
<b>SKS Total</b>		<b>16</b>

### Mahasiswa wajib lulus mata kuliah Pengawasan Mutu dibawah ini

No	Kdmtk	Mata Ujian	Grade minimal	Semester
1	CHAR6034	Character Building: Pancasila (2)	B	1
2	ENTR6447	Entrepreneurship II (2)	B	5
3	COMP6421	Algorithm and Programming (4/2)	B	1
4	COMP6458	Data Structures (4/2)	B	2
5	COMP6457	Multimedia & Mixed Reality (2/2)	B	2
6	COMP6467	Computer Networks (2/2)	B	3
<b>Streaming : Multimedia and Animation</b>				
7	COMP6469	Multimedia Programming Foundation (2/2)	B	4
8	COMP6475	Game Programming (4)	B	5
<b>Streaming: Network</b>				
7	COMP6474	Network Programming (2/2)	B	4
8	COMP6476	Server Technology (4)	B	5



## Desain Komunikasi Visual

### Visi

Menjadi Program Studi S1 Desain Komunikasi Visual yang menghasilkan tenaga perancang komunikasi visual yang diakui secara nasional dan global, menguasai keahlian dalam teknologi kreatif, dengan tetap mengangkat nilai-nilai kearifan lokal (khususnya Jawa Barat) sebagai ciri khasnya.

### Misi

1. Mendidik calon perancang komunikasi visual yang memiliki semangat kreatif dan komitmen terhadap sikap profesional dengan tetap berpihak pada nilai-nilai kearifan lokal budaya sunda dan Jawa Barat pada umumnya.
2. Mempersiapkan mahasiswa agar dapat menempati posisi strategis dan dikenal dalam dunia industri/profesi dengan tetap menjunjung tinggi etika profesional dan dapat memberikan sumbangsih bagi masyarakat Indonesia dan internasional.
3. Membina hubungan kerjasama dengan berbagai pihak baik di dalam atau luar negeri untuk selalu memelihara kemutakhiran ilmu yang diajarkan kepada mahasiswa
4. Membangun komunitas Bihusan yang memiliki semangat kreatif, ber-etika dan peduli terhadap masyarakat.
5. Memberikan sumbangsih kepada masyarakat Indonesia dan internasional melalui karya rancang komunikasi visual yang berkualitas tinggi.

### Sasaran Program Studi

1. Membekali mahasiswa dengan ilmu pengetahuan lokal dan global dan komunikasi visual yang kreatif, teknologi dan kewirausahaan sebagai dasar yang kuat dari industri kreatif.
2. Membekali mahasiswa dengan dasar-dasar ilmu pengetahuan dan ketrampilan multimedia dan animasi agar mampu berkarya dan diterima industri kreatif.
3. Mendorong para mahasiswa agar dapat memanfaatkan dan menerapkan ilmu pengetahuan, teknologi, ketrampilan yang dimiliki guna membangun bangsa, negara dan dunia sebagai perwujudan kontribusi dan sumbangsih Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung.

### Kompetensi Lulusan

1. Mampu membuat karya desain komunikasi visual tercetak dan digital yang memiliki nilai tambah dan estetika untuk mengatasi permasalahan identitas, komunikasi massa, dan kompetisi yang dihadapi oleh pemangku kepentingan
2. Mampu melakukan riset dan eksplorasi ide untuk menetapkan tujuan, sasaran komunikasi, dan prototipe solusi desain komunikasi visual yang dapat mengatasi permasalahan identitas, komunikasi massa, dan kompetisi dengan mempertimbangkan aspek etika, sejarah, budaya, konsekuensi sosial dan regulasi
3. Mampu melakukan analisis terhadap tingkat efisiensi pemanfaatan material dan waktu dalam proses produksi setiap alternatif prototipe solusi desain komunikasi visual yang dipilih, tanpa mengubah esensi dan estetika desain.
4. Mampu mengkomunikasikan alternatif prototipe solusi desain komunikasi visual secara mandiri ataupun kelompok dalam bentuk verbal, grafis, tulisan, dan model yang komunikatif dengan teknik manual maupun digital berdasarkan pilihan kaidah komunikasi yang tepat
5. Mampu merintis usaha mandiri di sektor komunikasi visual



6. Mampu merancang karya DKV dengan mengedepankan nilai-nilai budaya dan kearifan lokal (local indigenous) sebagai identitas karya anak bangsa.
7. Mampu melakukan perancangan model bisnis dengan menerapkan keahlian di desain komunikasi visual dalam industri kreatif berskala kecil menengah (UKM).
8. Mampu menentukan Teknologi Informasi (digital dan perancangan tata suara) dan Komunikasi yang sesuai dengan kebutuhan kerjanya sehingga dapat meningkatkan kinerja organisasi.
9. Terampil berbahasa Inggris sebagai bahasa pendukung dalam berkomunikasi dan berkorespondensi dalam lingkungan global.
10. Mampu menghasilkan karya desain komunikasi visual yang menjunjung tinggi nilai Pancasila yang mendasari proses berkreasi, meliputi proses dalam mencari solusi, menemukan kebutuhan komunikasi visual, dan dalam menerapkan tampilan karya komunikasi visual.

#### Peluang Karir

- *Creative Consultant*
- *Art Director*
- *Creative in Production House*
- *Publication Design*
- *Illustrator*
- *Branding Consultant*
- *Web Design and Development*

#### Distribusi Mata Kuliah

##### SEMESTER 1

Kelompok	Mata Kuliah	SKS
MPK	CHAR6034 Character Building: Pancasila	2
MKK	DSGN5482 Drawing I	2/1
	DSGN5483 Design and Materials	2/2
	ARTS6021 Western Art Review	2
	ARTS6022 Eastern Art Review	2
	ARTS6020 Aesthetics	2
	DSGN5484 Color Theory	2/1
MKB	English Courses I	
	ENGL6204 English in Focus	2
	ENGL6205 English for Business Presentation	2
<b>SKS TOTAL</b>		<b>20</b>
<b>SKS KUMULATIF</b>		<b>20</b>

*For English Courses I, student with English Proficiency Test score less than 500, have to take English in Focus, and student with greater score than or equal to 500 will take English for Business Presentation.*

## SEMESTER 2

Kelompok	Mata Kuliah	SKS
MPK	CHAR6035 Character Building: Kewarganegaraan	2
MKK	DSGN6526 Drawing II	2/1
	DSGN6527 Typography I	2/1
	MDIA6031 Computer Graphic I	2/1
	MDIA6032 Photography I	2/1
	DSGN6528 Visual Communication Design I	4/2
MKB	English Courses II	
	ENGL6216 English Savvy	2
	ENGL6217 English for Written Business Communication	2
<b>SKS TOTAL</b>		<b>22</b>
<b>SKS KUMULATIF</b>		<b>42</b>

For English Courses II, student with English Proficiency Test score less than 500, have to take English Savvy, and student with greater score than or equal to 500 will take English for Written Business Communication.

## SEMESTER 3

Kelompok	Mata Kuliah	SKS
MPK	CHAR6036 Character Building: Agama	2
MKK	DSGN6529 Visual Communication Design Reviews	2
MKB	DSGN6530 Typography II	2/2
	MDIA6033 Computer Graphic II	2/1
	MDIA6034 Photography II	2/1
	DSGN6531 Visual Communication Design II	2/2
	ENTR8416 Entrepreneurship I	2
<b>SKS TOTAL</b>		<b>20</b>
<b>SKS KUMULATIF</b>		<b>62</b>

**SEMESTER 4 : Teaching and Learning conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS
MKB	LANG6097 Indonesian	2
MKB	<b>Streaming : Digital Media</b>	
	DSGN6539 Illustration Design	3
	DSGN6532 Graphic Reproduction Methods I	3
	DSGN6538 Typography III	4
	DSGN6540 Surface Packaging Design	6
	MDIA6043 New Media I	6
	<b>Streaming : Creative Advertising</b>	
	DSGN6579 Copy Writing	3
	DSGN6580 Graphic Reproduction Method	3
	MDIA6037 Audio Visual	4
	MKTG6254 Marketing and Consumer Behaviour	3
	MDIA6042 Media Digital	2
	DSGN6581 Ideation and Art Direction	4
	MDIA6035 Advertising Media	2
	<b>SKS TOTAL Digital Media</b>	
<b>SKS TOTAL Creative Advertising</b>		<b>23</b>
<b>SKS KUMULATIF Digital Media</b>		<b>86</b>
<b>SKS KUMULATIF Creative Advertising</b>		<b>85</b>

**SEMESTER 5 : Teaching and Learning conducted both in Multi-Campus and Non Multi-Campus**

Kelompok	Mata Kuliah	SKS
MKB	ENTR6447 Entrepreneurship II	2
	DSGN6534 Visual Communication Design III	6
	DSGN6537 Design Methods	3
	DSGN6582 Guest Lecturer	2
	<b>Streaming : Digital Media</b>	
	MDIA6038 New Media II	6
	DSGN6583 Graphic Reproduction Methods II	3
	<b>Streaming : Creative Advertising</b>	
	MDIA6039 Digital Advertising	3
	MDIA6041 New Media	4
	DSGN6584 Illustration Design	3
	<b>SKS TOTAL Digital Media</b>	
<b>SKS TOTAL Creative Advertising</b>		<b>23</b>
<b>SKS KUMULATIF</b>		<b>108</b>

## SEMESTER 6

Kelompok	Mata Kuliah	SKS
MKB	Enrichment Program I	16
<b>SKS Total</b>		<b>16</b>
<b>SKS Kumulatif</b>		<b>124</b>

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

## SEMESTER 7

Kelompok	Mata Kuliah	SKS
MKB	Enrichment Program II	16
<b>SKS Total</b>		<b>16</b>
<b>SKS Kumulatif</b>		<b>140</b>

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

## SEMESTER 8

Kelompok	Mata Kuliah	SKS
MKB	DSGN6545 Thesis	6
<b>SKS Total</b>		<b>6</b>
<b>SKS Kumulatif</b>		<b>146</b>

**Keterangan :**

MKK = Mata kuliah Keilmuan & Keterampilan.

MKB = Mata kuliah Keahlian Berkarya.

MPK = Mata kuliah Pengembangan Kepribadian.

MPB = Mata kuliah Prilaku Berkarya.

MBB = Mata kuliah Berkehidupan Bermasyarakat

*Multi – Campus* : Mahasiswa dapat memilih lokasi perkuliahan atau pengayaan antara kota Jakarta, Bandung dan Malang (*Students have an option to study among Jakarta, Bandung or Malang city*)

*Non – Multi Campus* : Mahasiswa mengikuti perkuliahan atau pengayaan di kota awal melakukan pendaftaran (*Students have to study at the first admission city*)

**Skema Pilihan Track**

Skema pengambilan program pada semester 6 dan semester 7

No	Semester 6		Semester 7	
	Enrichment Multi-Campus	Enrichment Non – Multi Campus	Enrichment Multi-Campus	Enrichment Non – Multi Campus
1	v		v	
2	v			v
3		v	v	
4		v		v



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

Keterangan:

I : Internship

RS : Research

ENTR : Entrepreneurship

CD : Community Development

SA : Study Abroad

*Multi – Campus* : Mahasiswa dapat memilih lokasi perkuliahan atau pengayaan antara kota Jakarta, Bandung dan Malang (*Students have an option to study among Jakarta, Bandung or Malang city*)

*Non – Multi Campus* : Mahasiswa mengikuti perkuliahan atau pengayaan di kota awal melakukan pendaftaran (*Students have to study at the first admission city*)

### Enrichment Internship Track

#### Enrichment Program I

Kelompok	Mata Kuliah	SKS
MKB	DSGN6585 Project on Industry	8
	DSGN6586 Creative Process in Graphic Design	4
	DSGN6587 EES in Graphic Design Process	4
<b>SKS Total</b>		<b>16</b>

#### Enrichment Program II

Kelompok	Mata Kuliah	SKS
MKB	DSGN6535 Project on Creative Industry	8
	DSGN6536 Creative Process in Creative Industry Experience	4
	DSGN6541 EES in Creative Industry Experience	4
<b>SKS Total</b>		<b>16</b>

Daftar mata kuliah yang diambil oleh mahasiswa yang mengambil *Internship track* hanya di semester 7

#### Enrichment Program

Kelompok	Mata Kuliah	SKS
MKB	DSGN6542 Project on Industry and/or NGO	8
	DSGN6543 Creative Process in Graphic Design Industry and/or NGO	4
	DSGN6544 EES in Industry and/or NGO	4
<b>SKS Total</b>		<b>16</b>

## Enrichment Entrepreneurship Track

Kelompok	Mata Kuliah	SKS
MKB	ENTR6448 Project on Design and/or Creative Business	8
	ENTR6449 Business Model, Validation, and Launching for Design and/or Creative Business	4
	ENTR6450 Global Employability and Entrepreneurial Skills in New Visual Communication Design Business	4
<b>SKS Total</b>		<b>16</b>

## Enrichment Study Abroad Track

Kelompok	Mata Kuliah	SKS
MKB	DSGN6568 Project Workshop	4
	DSGN6569 Applied Visual	4
	DSGN6570 Applied Concept	4
	DSGN6571 Theoretical Visual	2
	DSGN6572 Theoretical Concept	2
<b>SKS Total</b>		<b>16</b>

## Enrichment Community Development Track

Kelompok	Mata Kuliah	SKS
MKB	CMDV6229 Community Outreach Project Implementation	8
	CMDV6230 Visual Communication Project Design in Community Outreach	4
	CMDV6231 Global Employability and Entrepreneurial Skills in Design Community	4
<b>SKS Total</b>		<b>16</b>

## Enrichment Research Track

Kelompok	Mata Kuliah	SKS
MKB	RSCH6386 Research Experience	8
	RSCH6387 Scientific Writing in Visual Communication Design Research	4
	RSCH6388 Global Employability and Entrepreneurial Skills in Visual Communication Design Research	4
<b>SKS Total</b>		<b>16</b>

Mahasiswa wajib lulus mata kuliah Pengawasan Mutu dibawah ini

No	Kdmtk	Mata Ujian	Grade minimal	Semester
1	CHAR6034	Character Building: Pancasila (2)	B	1
2	ENTR6447	Entrepreneurship II (2)	B	4
3	DSGN6483	Design and Materials (2/2)	B	1
4	DSGN6526	Drawing II (2/1)	B	2
5	DSGN6531	Visual Communication Design II (2/2)	B	3
6	MDIA6033	Computer Graphic II (2/1)	B	3
<b>Streaming : Digital Media</b>				
7	DSGN6539	Illustration Design (3)	B	4
8	MDIA6038	New Media II (6)	B	5
<b>Streaming : Creative Advertising</b>				
7	DSGN6581	Ideation and Art Direction (4)	B	4
8	MDIA6039	Digital Advertising (3)	B	5

## 2.3 Silabus Mata Kuliah

### Kode Mata Kuliah : ACCT

#### ACCT6274 – Accounting Principles

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the accounting concepts and principles as a basis in the preparation of financial statements, and the stages in the accounting cycle; Explain the operations of merchandising company and the accounting cycle for merchandising company; Explain the concept and methods relating to inventories, cash, accounts receivable, plant assets, liabilities, and equity of a company; Analyze the company's financial condition by using the information in cash flow statement; Analyze the information stated in the financial statement.

**Topics:** Accounting in Action; The Recording Process; Adjusting the Accounts; Completing The Accounting Cycle; Accounting for Merchandising Operations; Inventories; Fraud, Internal Control, and Cash; Accounting for Receivables; Plant Assets, Natural Resources, and Intangible Assets; Liabilities, Corporations, Organization, Share Transactions, Dividends, and Retained Earnings; Statement of Cash Flows; Financial Statement Analysis.

### Kode Mata Kuliah : ARTS

#### ARTS6020 – Aesthetics

**Learning Outcomes :** On successful completion of this course, students will be able to: Explain basic concepts in traditional and modern aesthetic theories; Discover specific aesthetic concepts within any given artwork; Relate theoretical elaborations of aesthetics to visual art experiences.

**Topics :** What is Aesthetics 1; What is Aesthetics 2; Imitation Theory 1; Imitation Theory 2; Imitation Theory 3; Expression Theory 1; Expression Theory 2; Expression Theory 3; Formalism 1; Formalism 2; Formalism 3; Formalism 4; Beyond Formalism.

#### ARTS6021 – Western Art Review

**Learning Outcomes :** On successful completion of this course, student will be able to: Describe the fundamental knowledge and information; Identify western culture and civilization that become the background of art development; Illustrate basic knowledge of art development based on timeline review; Interpret the relation of western art between theoretical perspective with practical knowledge.

**Topics :** Stone Age; Mesopotamia; Aegean Art; Ancient Egypt; Ancient Greece; Roman Art; Christian Art; Renaissance and Mannerism; The 17th – 18th Century Art; The 19th Century Art; The 20th Century Art; Contemporary Art.

#### ARTS6022 – Eastern Art Review

**Learning Outcomes :** On successful completion of this course, student will be able to: identify works of art based on its visual characteristic and historical periods; Explain works of art based on its belief systems and cultural development; Produce a critical analysis of interpreting works of art in form, content and context structure.



**Topics :** The Origin of Civilization of East Asia, The Formative Era, The Age of Cosmopolitanism, The Creation of a Community : China, Korea, And Japan (Seventh-tenth Century), Mature Independent Trajectories (Tenth – Sixteenth Centuries), Early Modern East Asia (Seventh – Eighteenth Centuries), The 19<sup>th</sup> Century-Encounter of Civilizations, The Age Of Westernization (1900-1945).

## Kode Mata Kuliah : BUSS

### **BUSS6118 – International Business**

**Learning Outcomes:** Upon successful completion of this course, students are expected to be able to: describe the different challenges businesses face when firms operate in an international environment; examine the various cultural, political and legal issues that impact international business activity; describe trade and investment theory, foreign exchange and determination of foreign exchange rates, legal aspects, and interaction of business and government; and identify and explain theories, policies and actors of laws in international/Indonesia perspective, the strategy to encounter risks, challenges and opportunities in international business.

**Topics:** After completing MGMT6011 Introduction to Management and Business, the students are expected to learn and understand the 'macro' perspective of business, including the economic, political, and legal environment of international business. Also, this course illustrates how firms must adapt their strategies and operations as they internationalize. Risks, challenges and opportunities in international business will be discussed here. This course will focus on the environment in which international business and trade are conducted. Providing a macro view of commercial law, ethics and logistics, students will initially discuss the international business and trade in general. There will be a number of case studies and one guest lecturer to enhance the variety of teaching methods.

### **BUSS6149 – International Trade**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain principal and supporting theories in international trade; Apply theoretical models of international trade in analysing real-world trade problems through qualitative and quantitative analysis; Apply theoretical models of international trade in implementing trade policies through qualitative and quantitative analysis.

**Topics:** Introduction : What is international economics about?; International Trade : Patterns of Trade; World Trade: An Overview – Who Trades with Whom?; World Trade: An Overview – What Do We Trade?; Labor Productivity and Comparative Advantage: The Ricardian Model-1; Labor Productivity and Comparative Advantage: The Ricardian Model-2; Specific Factors and Income Distribution : Introduction; Specific Factors and Income Distribution : International Labor Mobility; Resources and Trade: The Heckscher-Ohlin Model : Introduction; Resources and Trade: The Heckscher-Ohlin Model : Resources and Output; The Standard Trade Model - Preview; The Standard Trade Model : The Welfare Effects of Changes in the Terms of Trade; The Standard Trade Model : Import Tariffs and Export Subsidies; The Standard Trade Model : International Borrowing and Lending, External Economies of Scale and the International Location of Production-1; External Economies of Scale and the International Location of Production-2; Firms in the Global Economy: Export Decisions, Outsourcing, & MNE-1; Firms in the Global Economy: Export Decisions, Outsourcing, & MNE-2; Firms in the Global Economy: Export Decisions, Outsourcing, & MNE-3; Firms in the Global Economy: Export Decisions, Outsourcing, & MNE-4; The Instruments of Trade Policy: Preview; The Instruments of Trade Policy: Import Quota; The Political

Economy of Trade Policy : Preview; The Political Economy of Trade Policy : Median Voter; Trade Policy in Developing Countries : Developing countries, Trade Policy in Developing Countries : Trade Liberalization.

## Kode Mata Kuliah : CHAR

### CHAR6034 - Character Building: Pancasila

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain Pancasila as the fundamental, state ideology, and system of philosophy and ethics; Apply the values of Pancasila in actions concern; Analyze the ethical issues related to the development of science and technology; Analyze the issues of tolerance and diversity; Analyze the problems of democratic leadership and social justice.

**Topics:** Introduction: Pancasila as the Source of Character Education, Pancasila as the State Ideology; Pancasila in Indonesia Nation History Studies, Pancasila as the Ethical Basic in Developing Science and Technology; Faith in God; Tolerance and Cooperation Among the Religious; Justice and Civilized Humanity; Human Rights; Multiculturalism; Cultures Interaction; Democratic Leadership; Pancasila Democracy; Social Justice.

### CHAR6035 - Character Building: Kewarganegaraan

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the meaning of citizens; Explain the meaning of social values and norms; Explain the meaning of constitution, rights and obligation of citizen; Analyze the relation of Archipelago, Diversity and national integration; Describe the challenges of globalization on national resilience, national identity and nationalism; Describe how to participate in global community.

**Topics:** Introduction to Civics Education; The Others as Fellow Citizens; Social Values and Norms; State and Constitution; The Rights of Citizens; The Archipelago of Indonesia; Diversity and Social Conflict; Local Autonomy; National Integration; National Resilience; National Identity of Indonesia; Nationalism; Participation in Global Citizen.

### CHAR6036 - Character Building: Agama

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the nature of religions; Explain the roles of religions for the world peace; Explain the consciousness of human; Analyze the influence of secularism to the religion; Describe the meaning of rituals of religion; Apply the values of religion in the daily life.

**Topics :** Introduction to CB Religion; The Religion in General; Recognizing God Based on the Holy Scriptures; Recognizing God by Nature; Recognizing God by Human Being; The Role of Religion for World Peace; Criticism to the Religious Formalism; Conscience; Religion and Secularism; Religious Rituals; Being Humble and Forgiving; Being a Religious Person; The Religious Meaning of Work.



## Kode Mata Kuliah : CMDV

### **CMDV6229 - Community Outreach Project Implementation**

**Learning Outcomes:** On successful completion of this course, the student will be able to get a real work experience where the students can apply the theories in the course directly in the real world through completion of a project or work. Thus, student's hard skills will increase. Also, students also have valuable experience that can be used to help the progress and development of the quality of life of the community.

**Topics:** Project Management; Project Implementation; Project Evaluation.

### **CMDV6232 - Community Outreach Project Implementation**

**Learning Outcomes:** On successful completion of this course, the student will be able to get a real work experience where the students can apply the theories in the course directly in the real world through completion of a project or work. Thus, student's hard skills will increase. Also, students also have valuable experience that can be used to help the progress and development of the quality of life of the community.

**Topics:** Project Management; Project Implementation; Project Evaluation.

### **CMDV6233 - Community Outreach IT Project Design**

**Learning Outcomes :** On successful completion of this course, the student will obtain the ability to design a project for community outreach.

**Topics:** Problem Definition; Project management; Project Design Methods.

### **CMDV6234- Employability and Entrepreneurial Skills in Computer Science Community**

**Learning Outcomes:** On Successful completion of this course, the student will obtain: The ability to understanding and have experience in implementing three soft skills (Problem Solving & Decision Making; Teamwork; Initiative & Enterprise).

**Topics:** Problem Solving & Decision Making; Teamwork; Initiative & Enterprise.

## Kode Mata Kuliah : COMM

### **COMM6376– Business Communication**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain building block for effective messages and creating goodwill in business communication; Create letters, memos, web writing; Demonstrate some basic concepts and processes in interpersonal communication; Analyze business research, writing research reports, conduct a visual presentation of research results, and job hunting.

**Topics:** Building Blocks for Effective Messages (1); Building Blocks for Effective Messages (2); Creating Goodwill; Letters, Memocs, Email, and Web Writing (1); Letters, Memos, Email, and Web Writing (2); Polishing Your Writing;

Interpersonal Communication (1); Interpersonal Communication (2); Interpersonal Communication (3); Research, Reports, and Visuals; Job Hunting (1); Job Hunting (2); Presentation

## Kode Mata Kuliah : COMP

### COMP6421 - Algorithm and Programming

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe types of the algorithm in problem-solving; Use various data type in Python to solve problems; Apply syntax and function in Python to solve problems; Design a program by exploiting file processing in Python; Apply the best algorithm to solve the problem.

**Topics:** Introduction to Algorithm; Introduction to Programming with Python; Formatted Input Output; Selection; Iteration I; Iteration II; Quiz; List, Tuple, and Dictionary; Function and Recursion; Modules and Packages; Material Review; Error Handling; Files Input and Output; Sorting; Searching; Python Tips and Tricks; Progress Report Work Group Project; Material Review; Sorting; Searching; Python Tips and Tricks; Progress Report Work Group Project; Material Review; Material Review.

### COMP6422 Application and Design of Virtual and Augmented Reality

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the differences between Augmented Reality and Virtual Reality; List the mechanics of Augmented Reality and Virtual Reality; Create Augmented Reality and Virtual Reality; Apply the appropriate methods to design Augmented Reality and Virtual Reality application; Analyze human, social, and legal factors in Augmented Reality and Virtual Reality application

**Topics:** Computer Generated Worlds; Understanding Virtual Space; The Mechanics of Sight; Component Technology of Head-Mounted Displays; Augmenting Displays; Fully Immersive Displays; The Mechanics of Hearing; Audio Displays; The Mechanics of Feeling; Tactile and Force Feedback Devices; Sensors for Tracking Position, Orientation, and Motion; Devices to Enable Navigation and Interaction; Before Mid Review; Applications: Gaming and Entertainment; Applications: Architecture and Construction; Applications: Science and Engineering; Applications: Health and Medicine; Applications: Aerospace and Defence; Applications: Education; Applications: Information Control and Big Data Visualization; Application: Tele Robotics and Telepresence; Human Factor Considerations; Legal and Social Considerations; The Future; Final Review

### COMP6457 - Multimedia & Mixed Reality

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the theories about designing Mixed Reality and multimedia in Unity Software; List the input and output of mixed reality; Analyze all interactions with 3D tangible and intangible in mixed reality and gamification; Analyze all methods to design mixed reality application; Create the virtual reality or mixed reality application.

**Topics:** Introduction to Mixed Reality; UX for Virtual and Mixed Reality; Visualization of 3D Content in Cultural Heritage; Gamified AR/VR Character; Future Functions Around the Principles of Interaction; Experiencing the Multisensory; Multimodal serious games technologies; Interaction for cultural heritage; Tangible Heritage; Intangible Heritage; Modeling of static and moving object; Digital Cultural heritage Experience in Ambient Intelligence; The High-Value Areas of Mixed Reality



**COMP6458 Data Structures**

**Learning Outcomes:** On Successful completion of this course, the student will be able to: Explain the concept of data structure and its usage in the application; Apply data structure in the application; Illustrate the usage of the data structure in the application.

**Topics:** Pointer, Array, and Introduction to Data Structures; Introduction to Linked List; Linked List Implementation; Pointer & Array; Introduction to Data Structure; Linked List Implementation II; Linked List I; Linked List II; Introduction to Tree, Binary Tree, and Expression Tree; Stack and implementation; Queue and implementation; Tree and Binary Tree; Introduction to Binary Search Tree and Threaded Binary Tree; Binary Search Tree; Material Review 1.1; Material Review 1.2; Material Review I; Quiz I; Quiz I Review; AVL Tree; 2-3 Tree; Balanced Binary Search Tree; 2-3 Tree and B Tree; B Tree I; B Tree II; Heap, Tries & Hashing; Red Black Tree I; Red Black Tree II; Graph; Heap; Tries & Hashing; Review 2.1; Graph I; Material Review; Material Review 2.2; Quiz 2; Quiz 2 Review.

**COMP6459 - Object Oriented Programming**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Differentiate between conventional programming and OOP; Describe the main features of OOP; Describe the additional features of OOP; Construct a program using additional features of OOP.

**Topics:** Introduction; C++; Constructor and Destructor; I/O Stream; Data and Function Specifiers; Reference, Pointer, and Passing parameters; Overloading Operators; Inheritance & Composition; String Class; Generic Programming; Polymorphism; Review.

**COMP6460 - User Experiences**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Explain the concept and the principle of user experience design; Create a user experience design for application and games; Apply user experience best practices to be part of game design.

**Topics:** Introduction to User Experience; Aesthetic of User Experience; Playful Interaction; Subtle Interaction; Gamified Interaction; Good UX Design; Information Architecture; Emotional Design; Approaches to User Experience Design (Look and Ask); Approaches to User Experience Design (Learn & Try); Experience Prototyping; Evaluating User Experience. UX Review.

**COMP6461 - Research Methodology**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe the basics of research methodology and research report; Choose appropriate sampling and research design; Construct questionnaires, measurement and scaling, and research proposal; Interpret the result of statistical calculation.

**Topics:** Introduction to Research Methodology; Problem Definition; The Foundation of Business Research; Qualitative Research Tools; Measurement and Scaling; Concepts; Survey Research; Sampling Design and Sampling Procedures; Determination of Sample Size; Basic Data Analysis; Communicating Research Results.

**COMP6462 - Human and Computer Interaction**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe the concept of interaction design; Use principles, guidelines, models related with interaction design; Choose the data gathering

techniques from user to develop successful interaction design; Design the user requirements with interaction styles; Evaluate the user interfaces of interactive software.

**Topics:** Introduction to Interaction Design; Cognitive Aspect; Social Interaction; Emotional Interaction; Interfaces; Data Gathering, Analysis, Interpretation, and Presentation; Material Review; Establishing Requirements; Design, Prototyping, and Construction; Interaction Design in Practice; Evaluation: From Controlled to Natural Settings; Evaluation; Inspections, Analytics, and Models; Project Presentation; Introduction to Web Design; HTML Markup I; HTML Markup II; Introduction to CSS I; Introduction to CSS II; Animation with CSS; Introduction to JavaScript; Using JavaScript; Animation with JavaScript; Introduction to jQuery; Introduction to HTML 5; Creating Web Graphics.

#### COMP6463 - Game Engine Programming

**Learning Outcomes:** On successful completion of this course, students will be able to: Identify fundamental component system underlying everything in Unity Software; Describe the environment of game development; Describe interactive devices and items within the game; Analyze feature and technique to develop the game in Unity Software; Create a game using Unity Software.

**Topics:** Introduction to Game Development; Getting to know Unity; Building a Demo in 3D space; Adding Enemies and projectiles to the 3D game; Developing graphics for the game; Building a Memory game using Unity's new 2D functionality; Putting a 2D GUI in 3D game; Creating a third-person 3D game: player movement and animation; Adding interactive devices and items within the games; Connecting game to the internet; Playing audio: sound effects and music; Putting the parts together into a complete game; Deploying the game to players devices.

#### COMP6464 - Agile Software Development

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe Agile Principles in Scrum ways; Create a holistic Scrum Planning; Use Scrum Tools on software development.

**Topics:** Introduction to Agile Approach; Agile Principles; Sprint, Requirement and User Stories; Product Backlog; Estimation and Velocity; Technical Debt; Scrum Roles; Planning; Sprint Planning; Sprint Executions; Sprint Review; Sprint Retrospective; Scrum Path Forward.

#### COMP6465 - Game Design

**Learning Outcomes:** On successful completion of this course, the student will be able to: Explain general game theories; Explain game development process; Create game design documentation; Create an appropriate game design.

**Topics:** Designing and Developing Games; Understanding Player and Machine; Concept and World; Core Mechanics; Gameplay; Game Balancing; General Principles of Level Design; Character Development; Creative and Expressive Play; Storytelling; Design issues for Online Gaming; User Experience; Money from Game.

#### COMP6466 - Software Engineering

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the concepts of software process models and the opportunity for the potential business project; Explain the software engineering practices and business environment; Demonstrate the quality assurances and the potential showcase business project; Analyze the software project management and the proposed potential business project.

**Topics:** The Nature of Software and Software Engineering; The Software Process; An Introduction to Software Engineering; Requirement Engineering and Modeling; Customer Insight and Market Analysis; Design Concepts and Engineering; Understanding Requirements; Requirements Modeling; Business Model Environment; Design Process;



Quality Concepts and Review Techniques; Design Engineering and Quiz; Software Quality Assurance and Software Testing Strategies; New Product / Service Development; Testing Applications and Security Engineering; Prototyping Products or Services; Software Quality Assurance and Software Testing Strategies; Formal Modeling and Software Configuration Management; Project Management Concepts, Product and Project Metrics; Software Testing and Software Configuration Management; Estimation for Software Projects and Project Scheduling; Software Project Management and Software Metrics; Risk Management, Maintenance, and Reengineering; Estimation and Software Projects Scheduling; Evaluating Product/ Services Prototype; Evaluating Product/ Services Prototype.

#### **COMP6467 - Computer Networks**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe basic structures of the network; Explain basic concepts of the network; Explain concepts of creating network environment.

**Topics:** Introduction to Network; TCP/IP Model; Networking Media; Intranet; IP Addressing; Subnetting; Routing; Internetworking; Network Protocols; Transport Layer; DNS; Application Layer; Security; Computer Network Introduction; Basic Subnetting; Advanced Subnetting; Routing Techniques; Access List; Quiz I; VLAN; Routing Techniques – Dynamic Routing; DHCP Server Concept & Wireless LAN; Internetworking; Review; Quiz II.

#### **COMP6468 - Artificial Intelligence**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Describe what is AI and identify the concept of intelligent agent; Explain various intelligent search algorithms to solve problems; Explain how to use knowledge representation in reasoning purpose; Demonstrate how to achieve a goal through a sequence of actions called planning; Apply various techniques to an agent when acting under certainty; Apply how to process natural language and other perceptual signs in order that an agent can interact intelligently with the world.

**Topics:** Introduction to Artificial Intelligence; Uninformed Search Strategies; Informed Search Strategies; Local Search Algorithm & Optimization Problems; Adversarial Search; Constraint Satisfaction Problems; Logical Agents; First Order Logic (FOL) & Inference in FOL I; First Order Logic (FOL) & Inference in FOL II; Classical Planning; Planning and Acting in the Real World; Knowledge Representation; Quantifying Uncertainty; Probabilistic Reasoning; Probabilistic Reasoning over Time; Making Simple Decisions; Making Complex Decisions; Learning from Examples I; Learning from Examples II; Knowledge of Learning; Learning Probabilistic Models; Reinforcement Learning; Natural Language Processing; Natural Language for Communication; Perception; Robotics.

#### **COMP6469 - Multimedia Programming Foundation**

**Learning Outcomes:** On successful completion of this course, students will be able to: Use formats in multimedia elements; Select multimedia elements builder; Compare formats in multimedia elements.

**Topics:** Introduction to Multimedia; Multimedia Authoring and Tools; Popular Image File Format; Color in Image and Video; Multimedia Data Compression; Introduction to Graphics 2D; The animation in Graphics 2D; Fundamental Concepts in Video; Digital Video; Basics of Digital Audio; Popular Audio File Format; Current Popular Multimedia; Introduction to 3D Objects.

**COMP6470 - Compilation Techniques**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the basic concepts of compilation techniques that include the functions, stages of compilation, the components of the compilation and compiler tool-making, the theory of automata and grammar in a formal language; Apply the theory of automata, formal language, and the grammar, the concept of compilation techniques to translate a programming language input strings; Construct simple compiler types of compiler in the market.

**Topics:** introduction to the compiler; Introduction Automata: The Methods and The Madness; Regular Expression; Lexical Analysis; DFA, NFA (Lexical Analysis); Epsilon-NFA, RE conversion (Lexical Analysis); DFA Minimize (Lexical Analysis); Context Free Language (Syntax Analysis); Syntax Analysis; Non-Deterministic Push-Down Automata and Push Down Automata; Top-Down Parsing; Bottom-up parsing; Syntax-Directed Translation; Semantic Analyzer; Run Time Environments; Intermediate code Generator; Code Optimization; Code Generation.

**COMP6471 - Network Design**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe Business and Technical goals and constraints, identify Existing Network and its traffic, Design a Network Topology and Addressing models; Select Network Devices and Technologies; Describe Network Security and Management Strategies.

**Topics:** Analyzing Business Goals and Constraints; Analyzing Technical Goals and Tradeoffs; Characterizing the Existing internetwork, Characterizing Network Traffic; Designing a Network Topology; Designing Models for Addressing and Numbering; Selecting Switching and Routing Protocols; Developing Network Security Strategies; Developing Network Management Strategies; Selecting Technologies and Devices for Campus Networks; Selecting Technologies and Devices for Enterprise Networks; Testing the Network Design; Optimization and Documentation.

**COMP6472 - Algorithm Design and Analysis**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Explain the fundamental concept of analysis algorithms; Apply algorithm techniques and methods; Solve a problem using specific algorithm; Compare several algorithm design methods.

**Topics :** Introduction of design and analysis of algorithms; Mathematical induction and recursive function; Algorithms and complexity functions; The complexity of algorithms analysis; Stack and queue; Tree and binary tree; Priority queue and heap; Graph; Divide and conquer; Greedy methods; Dynamic Programming; Fibonacci Sequence Problem; Dynamic Programming; Coin Change Problem; Dynamic Programming; Multistage Graph; Dynamic Programming; Travelling Salesman; Dynamic Programming; Knapsack Problem; String Matching; Huffman Code; Graph Colouring; Basic Search and Traversal; Backtracking; Branch and Bound; Strongly Connected Components.

**COMP6473 - Object-Oriented Analysis & Design**

**Learning Outcomes:** On successful completion of this course, students will be able to: Conceive the basics concepts of object-oriented software engineering. Use the knowledge to develop documentation for object-oriented software engineering using Unified Modelling Language. Analyze any problem in any software application and find out the alternative solutions using object-oriented software engineering approach; Manage the software process and build software engineering teams based on object-oriented software engineering approach.

**Topics:** Software and Software Engineering; Review on Object Orientation; Developing Requirements; Object-Oriented Analysis; Modeling with Classes; Reusable Design Patterns; Users and their tasks with User Interface; Modeling



interactions sequence; Architecting and Designing Software; Testing to Ensure High Quality of Software; Inspecting to Ensure High Quality of Software Product; Managing the Software Process; Building Software Engineering Teams.

#### **COMP6474 - Network Programming**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of network programming techniques; Demonstrate some programs with common protocols used in the computer network; Select network programming techniques and protocols for solving a problem.

**Topics:** Network System Overview; Socket Introduction; Elementary TCP Sockets; Multiprocessing Server; Multithreading Server; I/O Multiplexing Server; UDP Sockets; Java Socket Programming I; Java Socket Programming II; C++ Socket Programming; Winsock Programming; Unicast, Multicast, and Broadcast; Review.

#### **COMP6475 - Game Programming**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain game development in Unity Programming; Apply techniques in 2D and 3D game programming; Design User Interface for Game Development; Deploy game application using Unity.

**Topics:** Introduction to Unity Programming; 3D space; Sound Effects and Music; Graphics; Design 2D GUI in a 3D Game; Third Person 3D Game; Memory Game; Interactive Devices and Items; Workshop; Enemies and Projectiles to the 3D Game; Connect Game to the Internet; Creative and Expressive Play; Deploy to players' device; Game Play; Game Prototype.

#### **COMP6476 - Server Technology**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain Computer Network and Server Concept and Technique; Identify Services in a Server; Demonstrate Installing, Configuring, and Administering a Server.

**Topics:** Install Windows Server 2012 R2; Configure Network Service; Plan and Install Active Directory; Configure Windows Server 2012 R2; Administer Active Directory; Manage GPOs; Manage Security; Configure TCP/IP; Use Virtualization in Windows Server 2012; Review 1; Manage and Maintain Server; Manage File Service; Configure DNS; Configure Routing and Remote Access; Configure a Network Policy Server Infrastructure; Configure and Manage Active Directory; Configure and Manage Group Policy; Configure and Manage High Availability; Configure File and Storage Solutions; Review 2; Implement Business Continuity and Disaster Recovery; Configure Advanced Network Services; Configure the Active Directory Infrastructure; Configure Access and Information Protection Solutions; Review 3; Review 4.

#### **COMP6479 - Industry Experience I**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real field work to apply the theory given in the class, so they will be more ready to apply the theory for the job. They will be able to acquire highly marketable knowledge, specific skills, and experience to innovative and creative software development.

**Topics:** Field of Information Technology workplace

**COMP6480 - EES in Industry I**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real field work to apply soft skills.

**Topics:** Teamwork; problem-solving; interpersonal skill.

**COMP6481 - IT Practice in Industry I**

**Learning Outcomes:** On successful completion of this course, students obtain working experience in the real field work to generalize in at least one current technology; to explain the latest technologies.

**Topics:** The internship will give the students the opportunity to start directly as a junior programmer, a junior analyst, junior developer, junior IT Network/IT infrastructure, junior database.

**COMP6482 - Computer Vision**

**Learning Outcome:** On successful completion of this course, students will be able to: Describe the computational principles underlying various application of Computer Vision Systems; Understand the various standard procedures of image preprocessing prior to image analysis; Capable to identify and extract different image features required for various application of Computer Vision Systems; Capable of developing reliable and accurate Computer Vision Systems for solving various image-based industrial problems.

**Topics:** Introduction to Computer Vision (CVS); Image Formabon and Representation; Grayscale Transformations and Image Filtering (Spatial Domain); Grayscale Transformabons and Image Filtering (Fsequency Doman); Edge Detection; Feature Tracking and Binary Image Analysis; image Segmentation; Stereo Correspondence; 3D Reconstruction; Structures From Motion; Recognition.

**COMP6483 – Cyberpreneur**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the concepts of cyberpreneur and cyberpreneurship; Apply the concepts of innovation and creativity in cyberpreneurial setting; Explain the basics of cyberpreneurial management, financing and marketing; Generate the importance of business plan; Describe the business plan components and design; Apply real-life problems of cyberpreneurs through case study analysis; Apply the concepts learned for an advanced course on cyberpreneurship; Employ the concepts learned in the real-life situations.

**Topics:** Creativity and innovation and their Commercialization; Establishing New Venture; The Business Plan Development; Financing Business; Marketing Products; Case Studies, Mentoring and Coaching.

**COMP6484 - Mobile Programming**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Explain the Java Programming Language concept on Android; Describe the main features of Android Programming and Android Software Development; Produce simple Mobile Application using the main features of Android; Construct Mobile Application based on Android platform.

**Topics:** Introduction to Mobile Programming; Activity Lifecycle; Multiple Activities; The User Interface; ListView and Adapter; The menu, Themes, and Setting; Data Persistence; Services; Location Based Service; Web Services; Fragment; Action Bar; Publishing App.

**COMP6485 - Information Retrieval**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Explain a variety of fundamental principles, techniques and modern advances for searching, managing, and mining information; Describe basic and advanced techniques for building text-based information systems; Capable of developing an application using information retrieval techniques.

**Topics:** Introduction to Information Retrieval; Search Engine Architecture; Efficient text indexing; Boolean and vector-space retrieval models; Evaluation and interface issues; IR techniques for the web, including crawling, link-based algorithms, and metadata usage; Document clustering and classification; Traditional and machine learning-based ranking approaches.

**COMP6486 - Operating System**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Develop and Design IR Models & Tokenizing, Indexing, and Implementation of Vector-Space Retrieval as a field of research; Define and Characterized with the concept of information and the relationship between information and knowledge; The intellectual foundation for and theoretical perspective of the subject's core areas; Create the Framework of information science's platform.

**Topics:** Introduction; Basic Tokenizing, Indexing, and Implementation of Vector-Space Retrieval; Experimental Evaluation of IR; Performance metrics: recall, precision, and F-measure; Evaluations on benchmark text collections; Query Operations and Languages; Text Representation; Web Search; Text Categorization; Language-Model Based Retrieval; Text Clustering; Collaborative filtering and content-based recommendation of documents and products; Information Extraction and Integration.

**COMP6487 - Industry Experience II**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real field work to apply the theory given in the class, so they will be more ready to apply the theory for the job. They will be able to have experience using a programming language to create a real project.

**Topics:** Field of Information Technology workplace.

**COMP6488 - EES in Industry II**

**Learning Outcomes:** On successful completion of this course, students will obtain working experience in the real fieldwork to enhance the soft skills.

**Topics:** Teamwork; problem-solving; interpersonal skill.

**COMP6489 - IT Practice in Industry II**

**Learning Outcomes:** On successful completion of this course, students obtain working experience in the real field work to build a solution using current technologies; summarize the futura technologies.

**Topics:** The internship will give the students the opportunity to start directly as junior programmer/engineer, a junior analyst, junior developer, junior IT Network/IT infrastructure, junior database specialist.



**COMP6492 - IT Practice in industry**

**Learning Outcomes:** On successful completion of this course, students obtain working experience in the real field work to generalize in at least one current technology, to explain the latest technologies.

**Topics:** The internship will give the students the opportunity to start directly as a junior programmer, a junior analyst, junior developer, junior IT Network/IT infrastructure, junior database.

**COMP6497 - Natural Language Processing**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe the fundamental NLP problems, tasks and methods; Produce essential programming tools for NLP; Apply the algorithms for effectively solving the problems; Evaluate the performance of algorithms for solving NLP problems.

**Topics :** Introduction and Overview to NLP; Regular Expressions; Programming in Python; String Edit Distance and Alignment; Context Free Grammars; Non-probabilistic Parsing; Probability Parsing; Information Theory; Language modeling and Naive Bayes; Speech Tagging and Hidden Markov Models; Viterbi Algorithm for Finding Most Likely HMM Path; Probabilistic Context-Free Grammars; Parsing with PCFGs; Maximum Entropy Classifiers; Maximum Entropy Markov Models; Conditional Random Fields; Lexical Semantics; Multinomial Distributions; Machine Translation; Unsupervised Language Discovery; Topic Models and Language in Social Networks; Pragmatics; Information Extraction and Reference Resolution.

**COMP6498 - Multicore Programming**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe terminology commonly used in parallel computing, such as efficiency and speed up; Describe different multicore architectures and programming models; implement efficient algorithms for common application kernels, such as matrix multiplication, on conventional multicore processors, GPUs, and the Cell processor.

Develop an efficient parallel algorithm to solve it; Analyze the time complexity as a function of the problem size and number of processors.

**Topics :** Introduction to Multicore Programming; Review of multicore architectures, including Cell and GPUs; Parallel programming using Open MP and threads; Parallel programming using MPI; CUDA programming model; CUDA memory model; Introduction to Cell programming; A Cell programming framework; Single core optimization; Profiling code on conventional processors; Profiling code on the Cell and GPU; SIMD intrinsic; Optimizing for memory on a single core; Cache issues on multicore processors; Performance models and common communication patterns; Common parallel algorithm design patterns; Techniques for optimizing parallel algorithms; Cell optimization case studies; GPU: Hardware and performance; GPU: Memory performance; Understanding assembly to identify bottlenecks; The cell assembly and PTX code; Floating point and control flow on GPUs.

**COMP6499 - Automata, Computability, and Complexity**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Explain the basics of theory of computation; Apply the results of computation theory to real-world computational problems; Generate an application in advanced automata theory to a current problem in computer science.

**Topics :** Logic, Math, and Machines; Ancient computational thinking; Finite automata; Turing machines and the halting problem; Oracles and computability; Gödel's completeness and incompleteness theorems; Philosophical considerations (Penrose and "strong AI"); Computational Complexity; Decision trees and circuits; Polynomial time and its justification; Nontrivial examples of polynomial-time algorithms; The concept of a reduction; P, NP, and NP-completeness; the Cook-



Levin Theorem; The P versus NP problem and why it is hard; Randomness, Adversaries, and the Physical World; The power of probabilistic algorithms; Private-key cryptography and one-way functions; Public-key cryptography and trapdoor functions; Pseudorandom number generators; Zero-knowledge proofs; Computational learning theory; Quantum computing; The ultimate physical limits of computation.

#### **COMP6500 – Machine Learning**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Describe the machine learning techniques and statistical pattern recognition; Generate an application using machine learning, such as robotic control, data mining, autonomous navigation, bioinformatics, speech recognition, and text and web data processing.

**Topics :** Supervised learning; Generative/discriminative learning; Parametric/non-parametric learning; Neural networks; Support Vector Machines; Unsupervised learning; Clustering; Dimensionality reduction; Kernel methods; Learning theory (bias/variance tradeoffs; VC theory; large margins); Reinforcement learning and adaptive control.

#### **COMP6501 – Thesis**

**Learning Outcomes:** On successful completion of this course, students will be able to: Produce an operational plan of study designed to lead to the successful completion of the thesis; Perform a comprehensive literature review of the topic under investigation and write a comprehensive and logical evaluation of the significant and relevant aspects; Design and implement an appropriate research methodology taking full account of the range of alternative techniques and approaches; Write Thesis Proposal and write a thesis, which demonstrates both a detailed understanding of the selected topic and a logical consistency in approach.

**Topics:** Introduction; Topic Presentation; Thesis Proposal; Doing Research; Experiments, Ethics; Final Presentation.

## **Kode Mata Kuliah – DSGN**

#### **DSGN6480 - 2D & 3D Design**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Apply 2D and 3D design for multimedia production; Apply the concept of design in multimedia production; Creating 2D and 3D objects.

**Topics :** Fundamentals of Game Art; The Thumbnail Sketch; Storyboard; Drawing Storyboard; Quick Character Sketches; Creating Character Illustrations; Creating Character Mode Sheets; Introduction to 3ds Max; "Unwrapping & Creating Object", Alpha Maps; Low-Poly Vehicle; LOD.

#### **DSGN6482 - Drawing I**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the perspective view drawing; Use drawing knowledge and technique in drawing application; Demonstrate drawing by direct observation; Create human figure drawing in ideal proportion.

**Topics :** Basic Perspective 1 : One Point perspective View; Basic Perspective 2 : Two Point perspective View; Perspective View from Observed Reality 1; Perspective View from Observed Reality 2; Fundamental of Drawing; Human Figure Close Up and Detail; Human Figure Proportions; Human Figure in Perspective Views; Human Figure in Poses.

**DSGN6483 – Design and Materials**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the fundamental elements and principles in art and design; Use design elements and principles in creating a design work; Create a visual composition in relationship with specific environment/sensation; Experiment the use of design elements and principles.

**Topics :** Introduction to Visual Perception; Points and Lines; Shape and Space; Texture; Unity and Harmony; Scale and Proportion; Contrast and Emphasis; Balance and Rhythm; Sensory Sensation Experiment.

**DSGN6484 - Color Theory**

**Learning Outcomes :** On successful completion of this course, student will be able to: Describe the science of color and color theories in visual arts; Identify colors and standardized color systems and combinations; Apply color composition based on color properties & function, psychological & emotional aspect and context of color; Explore the use of colors in a visual project using color theory

**Topics :** What is Color?; Color Through the Ages; Properties of Color; Color Schemes and Perception; Color Composition; Color Culture and Identity; Working with Color – Color Through the Ages (target market) – According Industrial Standard; Working with Color – Properties of Color (mixing) – According Industrial Standard; Working with Color – Color Schemes (mood) – According Industrial Standard; Working with Color – Color Perception – According Industrial Standard; Working with Color – Color Composition – According Industrial Standard; Working with Color – Color and Culture – According Industrial Standard; Working with Color – Identity – According Industrial Standard.

**DSGN6526 - Drawing II**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Describe the human figure in gesture drawing; Create the natural word drawing; Use human figure drawing knowledge in drawing application; Create drawings which illustrate a composition a story.

**Topics :** Figure Drawing and Portraiture; Variations of Human Figure; Human and Natural Environment; Human Interaction; Composition.

**DSGN6527 - Typography I**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Identify typefaces according to historical classification; Draw major typefaces inside the historical classification; Differentiate major typefaces inside the historical classification.

**Topics :** Historical Classification of Typeface; Type Classification 1: the Serif; Type Classification 2: the Sans Serif; Type Classification 3: beyond the Serif & the Sans Serif.

**DSGN6528 - Visual Communication Design I**

**Learning Outcomes :** On successful completion of this course, students will be able to: Identify the problem and find how to solve creatively; Apply graphic design basic principles for creative works; Classify the graphic style and relate with the graphic design works.

**Topics :** Brainstorming; Self Visual Expression; Metaphor; Visual Sequence; Graphic Style.



**DSGN6529 - Visual Communication Design Reviews**

**Learning Outcomes :** On successful completion of this course, student will be able to: Summaries key ideas within the history of visual communication design; Distinguish one design from another based on their respective historical ideas and techniques; Interpret historical design ideas and techniques into current practical contexts; Relate design ideas and techniques from different historical contexts.

**Topics :** Prologue; The Origins; The Industrial Revolution; The Twentieth Century; The Contemporaries.

**DSGN6530 - Typography II**

**Learning Outcomes :** On successful completion of this course, student will be able to: Depict typographic form-space in amplifying messages; Manipulate typographic form-space in its dynamic relationship with content; Relate typographic form-space to function and expression.

**Topics :** Typographic communication; Syntax in typographic communication; Function & expression of typefaces.

**DSGN6531 - Visual Communication Design II**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain graphic design basic principles in a layout; Apply graphic design basic principles in a good, effective, and aesthetic layout; Design a systemic and structurally layout in various formats of the media.

**Topics :** Introduction to Layout; Graphic Design Principles; Hierarchy in Layout; Developing the Grid; Gestalt in Graphic Design; From Concept to Visual; The Use and Characteristics of the Media; Editorial Design; Playing with Size and Format; Working with Experimental Grid

**DSGN6532 - Graphic Reproduction Methods I**

**Learning Outcomes :** On successful completion of this course, student will be able to: Define the business model and explain the defined business model; Choose the right steps to prepare printed materials; Create reference to print with standard techniques; Apply the basics of printing techniques.

**Topics :** History and scope of the process of printing; Market Segment; Ideation; Visual Thinking; Relief print techniques; Prototyping; Printed edition; Story Telling; Creating Scenarios; Relief print technique types; Relief print method classification; Relief print media exploration techniques; Engraving technique principles; Work in print media process; Screen Printing technique principles; Screen printing technique to print.

**DSGN6534 - Visual Communication Design III**

**Learning Outcomes :** On successful completion of this course, student will be able to: Designing the system integration of brand identity with the concept; Apply the brand identity system to every subject according the goal; Rearrange the preparation stages of building the organization's image, categories, symbols and impressions caused according the concept; Identify the image and brand identity system with the concept; Explain the concept planning of image and brand identity system.

**Topics :** The Introduction and History of Branding, Image and Brand Identity, and the Response Generated Target Market/Audience, Indication of the Importance of Brand Identity Program and the Kinds of Categories of Symbols, The Basics in the Selection of Names, The Terms of Brand Brief, Phase I: Analysis, Phase II: Design Exploration 1, Phase II: Design Exploration 2, Phase II: Design Exploration 3, Phase II: Design Exploration 4, Phase III: Completion Design, Phase IV: Implementation 1, Phase IV: Implementation 2.

**DSGN6535 - Project on Creative Industry**

**Learning Outcomes :** On successful completion of this course, student will be able to: Identify the problem from the creative briefs; Classify the campaign programs related with visual strategies; Apply creative campaign principles and communication strategies for creative works; Design a series of visual social campaign design works in a structured and integrated.

**Topics :** Introduction to Social Campaign, Data Gathering, Data Analysis & Conclusion, Identify the issues & Objective of the Campaign, Communication strategy, Concept Review, Design Strategy, Design Process, Design Implementation, Visual Review.

**DSGN6537 - Design Methods**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain basic concepts and approaches of design; Demonstrate key concepts and approaches of design; Analyze general design problems within particular context; generate design solution based on conceptual approaches.

**Topics :** Understanding design, Functional approach 1, Functional approach 2, Experimental approach 1, Experimental approach 2, Meaning & interpretation 1, Meaning & interpretation 2, The design process 1, The design process 2, The design process 3, The design process 4, The design process 5, The design proposal.

**DSGN6538 - Typography III**

**Learning Outcomes :** On successful completion of this Course, students will be able to: Describe basic problems in typographic design; Demonstrate typographic methods in structuring pages; Discover various possible relation of type-image-space; Construct cohesive structure of type-image-space.

**Topics :** Defining Typographic Design Problems; Typographic Design 1: Low Complexity; Typographic Design 2: Medium Complexity; Typographic Design 3: High Complexity.

**DSGN6539 - Illustration Design**

**Learning Outcomes :** On successful completion of this course, student will be able to: Evaluate demonstrate the creative process to create good illustration; Apply choose form of imagery and visual language style to be applied on illustration for certain purpose; Apply create illustration that communicate the message; Apply create illustration that combining traditional technique with digital media.

**Topics :** Fundamentals of Illustration, Visual Metaphor I; Visual Metaphor II; Literal Representation I; Literal Representation II; Sequential Imagery.

**DSGN6540 - Surface Packaging Design**

**Learning Outcomes :** On successful completion of this course, student will be able to: Design packaging that takes into account the benefits of creativity and solutions to community activities; Produce surface packaging design strategic and comprehensive; Relate quality of the creative process with the end result object surface packaging design; Identify the meanings and functions of packaging design objects; Explain the meanings and functions of packaging design objects.

**Topics :** Introduction Definition, Benefits, Packaging Design and Format; The introduction of the concept of Identity Packaging Design; Role of Packaging in Marketing Design and Corporate Identity Formation/Corporate; The process of Creative Thinking in Packaging Design; Definition and Role of Research in Packaging Design; Definition and Implementation Strategies in Packaging Design; Definition and Role of Visualization in Packaging Design; Role of



Structural Design in Packaging Design; Study of the Role of Branding Packaging Design; Study the role of Extension/Extensions Product & Brand (Product & Brand Extension) in packaging design; Relationship between Interaction Design Packaging and Brand Experience (Brand Experience); Role of Creativity manufacture strategies and concepts in designing packaging; Packaging design as a solution to problems of today's society.

DSGN6541 - EES in Creative Industry Experience

**Learning Outcomes** : On successful completion of this course, student will be able to: Design review by Industry; Student submit Final Project Proposal.

**Topics** : Internship II report writing approval, Dissemination (selected by Program).

#### **DSGN6545 – Thesis**

**Learning Outcomes** : On successful completion of this course, student will be able to: Define the research problems, purpose and scope of research, basic theories and concept of designs; Analyze the problems, gather and compile data; Create a design solution of the problems.

**Topics** : Topics discussion (selected three proposal topics), Data Gathering, Data review and discuss the problem, Concept development, Concept Review (100% of chapter 1-3 submitted and individual presentation), Visualizing the idea, Visualizing the idea 2, Visualizing the idea 3, media selection and theories review, Visualizing the idea 4, media selection and theories review, Visualizing the idea 5, media selection and theories review, 75% of chapter 4 and 5 submitted and discussion, Visual Review (100% of chapter 4 and 5 submitted and individual presentation), Final Project approval.

#### **DSGN6579 - Copy Writing**

**Learning Outcomes** : On successful completion of this course, student will be able to: Explain the role of copywriting in advertising; Generate idea through creative thinking in copywriting; Create ads through creative copywriting.

**Topics** : Introduction to Advertising; Are You a Copywriter?; Effective Copywriting; The Art of Copywriting; The Idea of Copywriting; Wording Strategy; Copywriting in Advertising

#### **DSGN6580 - Graphic Reproduction Method**

**Learning Outcomes** : On successful completion of this course, student will be able to: Choose the right steps to prepare printed materials; Apply the basics of printing techniques; Combine the process graphic reproduction methods; Create reference to print with standard techniques; Define the business model and the business process and propose a project for a company

**Topics** : Printmaking introduction; Relief printing; Market Segment – Persona; Relief Printing Methods; Relief Printing Technique; Ideation; Intaglio Printmaking 1; Intaglio Printmaking 2; Visual Thinking; Prototyping the Business; Story Telling; Scenarios in Business; Screen Printing Reference (Manual); Screen Printing Reference (Digital); Screen Printing Emulsion Exposure; Screen Printing Technique; Multicolor Screen Printing; Offset Printing; Final Artwork for Offset Printing.

**DSGN6581 - Ideation and Art Direction**

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain how idea in advertising purposed, Apply the creative thinking process to generate ideas trough brain storming and exercises; Create ads trough comprehensive art direction.

**Topics :** Introduction to Idea; How did creative department work?; Understanding The Brief; Creative Thinking; The Big Idea; Creative Approach; Art Drection; Creative Presentation.

**DSGN6582 - Guest Lecturer**

**Learning Outcomes :** On successful completion of this course, student will be able to: Define the rules, purpose and scope of the course given by moderator; Discuss the problems and the information with group discussion; Rewrite the information in report writing.

**Topics :** Course rules discussion (conducted by moderator), Internal guest lecturer (Binus Career), Internal guest lecturer (Binus), External guest lecturer.

**DSGN6583 - Graphic Reproduction Methods II**

**Learning Outcomes :** On successful completion of this course, student will be able to: Choose the right steps to prepare printed materials; Create reference to print with standard techniques; Apply the basics of printing techniques; Calculate the needs of print production costs properly; Propose business plan and the showcased potential business project, design and evaluate Business Plan.

**Topics :** Screen printing referencé application, Screen printing reference application, New Media Business Customer Profiles, Screen printing techniqua to print, Who are Our Next 10 Customers?, Variety of Screen Printing Processes, Making a polychromatic print, High Specifications in of New Media Business, Final Artwork for offset printing, Color Management, Quantifying the Value Propositions in of New Media Prods/Services, Various types of offset machines, Where is Your Positions? (Chan Competitive Position), Various types of paper, The Art of Finishing, Knowledge and Efficiency, Designing Business Model of New Media Business, Calculation of printing costs.

**DSGN6584 - Illustration Design**

**Learning Outcomes :** On successful completion of this course, student will be able to: Demonstrate the creative process to create good ilustrason, Choose form of imagery and visual language style to be applied on illustration for certain purpose; Create illustration that communicate the message.

**Topics :** Introduction, The mechanics of visualizing, The mechanics of communications, The Advertising Brief, Future pathways in illustration.

**DSGN6586 - Creative Process in Graphic Design**

**Learning Outcomes :** On successful completion of this course, student will be able to: Demonstrate capability as creative person in certain technical skill; Create in-depth and comprehensive project, using the particular technical skill.

**Topics :** Introduction to the Trend Competency Concept, About Technical Skill, Technical Skill Review.

**DSGN6587 - EES in Graphic Design Process**

**Learning Outcomes :** On successful completion of this course, student will be able to: Design review by NGO; Student submit Research Proposal to Dikti.

**Topics :** Exhibition, Internship I report writing approval.



## Kode Mata Kuliah : ECON

### ECON6079 – Economics

**Learning Outcome:** On successful completion of this course, student will be able to: Describe basic concept of principles economic, Introduction of Macroeconomics; Explain Supply Demand, Price Control and Elasticity, Individual and Markets, Decision Making, The Consumer, The Production Decision, Classical Theory, Inflation and The Open Economic, Growth Theory, Business Cycle, Aggregate Demand and Aggregate Supply, The Open Economy; Analyze market structures in Microeconomics markets, Monopolistic Competition, Microeconomic and Public Policy, Public Goods and Economic Welfare, Factor Market and Risk, Uncertainty, , Macroeconomic Theory, Understanding Consumer Behavior, Understanding Consumer, The Theory of Investment, Macroeconomic Policy, The Financial System.

**Topics:** What is Economics; Supply and Demand; Price control and Elasticity; Individual and Markets; Economics; Decision Making; The Consumer; The Production Decision; Market Structure; Monopolistic Competition; Microeconomics and Public Policy; Public Goods and Common Resources; Factor Markets and Risk; Uncertainty, Risk, and Price Information; Introduction Macroeconomics; National Income and Monetary Policy; Inflation; The Open Economy; Unemployment and the Labour Market; Economic Growth; Introduction to Economic Fluctuation; Aggregate Demand; The Open Economic Revisited; Aggregate Supply and The Short Run Trade Off Between Inflation and Un employment; A Dynamic Model of Economic Fluctuations; Understanding Consumer Behavior; The Theory of Investment; Macroeconomic Policy; The Financial System

## Kode Mata Kuliah : ENGL

### ENGL6204– English in Focus

**Learning Outcome:** On successful completion of this Course, students will be able to: Demonstrate the Lower-intermediate-level Academic English Listening skills of Basic Comprehension, Pragmatic Understanding, and Connecting Information (a minimum of iBT TOEFL Listening scaled score of 14 of scale 30); Demonstrate the Lower-intermediate-level Academic English Reading skills in Finding Information, Basic Comprehension, and Reading to Learn (a minimum of iBT TOEFL Reading scaled score of 14 of scale 30); Demonstrate the Lower-intermediate-level Business English speaking skills in terms of Delivery, Clarity and Appropriacy (a minimum of BINUS English Speaking scaled score of 13 of scale 30); Demonstrate the Lower-intermediate-level Academic English writing skills in terms of Introduction, Middle and Conclusion (a minimum of BINUS English Writing scaled score of 14 of scale 30).

**Topics:** Course Overview & Error Correction; Basic Comprehension & Travel; Error Correction & Vocabulary/Reference; Vocabulary/Reference; Basic Comprehension & Trade; Error Correction & Pragmatic Understanding; Pragmatic Understanding & Essay Writing; Pragmatic Understanding & Innovation; Details & Inferences; Error Correction & Details; Error Correction & Advertising; Reading to Learn; Error Correction & Essay Writing.

### ENGL6205 – English for Business Presentation

**Learning Outcome:** On successful completion of this Course, students will be able to: Design a business English presentation (by using some types of tool), Create their own style of performing a business English presentation; Perform a business presentation fluently.

**Topics:** Course Overview and Opening; Individual Presentation: Opening & Theory; Individual Presentation: Opening & Body language; The Importance of Hook; Individual Presentation: Middle; Individual Presentation: Middle; Individual Presentation: Closing; Individual Presentation: All content without visual; How to handle Q & A Session; Individual Presentation: All content without visual & Designing elements of presentation; Individual Presentation: All content with visual aids; How to handle Questions and Interruptions; Individual Presentation: All content with visual aids & Final Checklist.

#### **ENGL6216 - English Savvy**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Demonstrate the Intermediate-level Academic English Listening skills of Basic Comprehension, Pragmatic Understanding, and Connecting Information (a minimum of iBT TOEFL Listening scaled score of 15 of scale 30); Demonstrate the Intermediate-level Academic English Reading skills in Finding Information, Basic Comprehension, and Reading to Learn (a minimum of iBT TOEFL Reading scaled score of 15 of scale 30); Demonstrate the intermediate-level Business English speaking skills in terms of Delivery, Clarity and Appropriacy (a minimum of BINUS English Speaking scaled score of 15 of scale 30); Demonstrate the Intermediate-level Academic English writing skills in terms of Introduction, Middle and Conclusion (a minimum of BINUS English Writing scaled score of 15 of scale 30).

**Topics:** Course Overview & Error Correction; Basic Comprehension; Error Correction; Vocabulary/Reference; Pragmatic Understanding & International Marketing; Error Correction & Risk; Connecting Information & Essay Writing; Listening Review & e-commerce; Details & Inferences; Error Correction & takeovers/mergers; Error Correction and Crisis Management; Inferences & Reading to learn; Error Correction & Essay Writing.

#### **ENGL6217 - English for Written Business Communication**

**Learning Outcomes:** On successful completion of this Course, students will be able to: Identify routine Business Documents (Letters, Emails, Memos, etc.); Compose creative/persuasive Business Documents (Reports, Proposals, Ads, Leaflets, and so on); Demonstrate presentations on a Website (leaflet or advertisement about product or services).

**Topics:** Course Overview of Business Documents; Functions and Types of Business Documents and Business Letters; Business Letters: Composing Effective Email; Introduction to Business Report; Guide to write Business Report; Advertisement and Online Web Overview; Leaflets and Online web Presentation; Letters of Complaints and Apology; Business Plans & Online Web Presentation; Business Proposal & Online web Presentation; Sales letters 1; Sales letters 2.

#### **ENTR6411 - Introduction to Entrepreneurship**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the process of successfully launching and growing an entrepreneurial venture; the impact of entrepreneurial firms on economies and societies; Apply the concept of business model and business plan; ethical and legal foundation; intellectual property; marketing issues; financing; franchising; Analyse the entrepreneurial process; business feasibility; industry and competitor; new venture financial strength; challenges of growth.

**Topics:** Introduction to Entrepreneurship; Recognizing Opportunities and Generating Ideas; Feasibility Analysis; Writing a Business Plan; Industry and Competitor Analysis; Developing an Effective Business Model; Preparing the Proper Ethical and Legal Foundation; Assessing a New Venture's Financial Strength and Viability; Building a New Venture Team; Getting Financing or Funding; Unique Marketing Issues; The Importance of Intellectual Property; Preparing for and Evaluating the Challenges of Growth; Strategies for Firm Growth; Franchising.



**ENTR6412 - Idea Generation and Opportunity Discovery**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the process of business idea generation and opportunities discovery. Apply the business idea concept in building a business plan. Analyze the business idea in connection with market and industry, business risk, competition, financing and legal aspect; Formulate the business idea to compete in business idea pitch competition.

**Topics:** Opportunities for Inventor-Entrepreneurs in the Twenty-First Century; The Second Right Answer Unlearning the Rules of School; A Teaspoon of Baking Soda; Guest Lecturer: Entrepreneur: Born or Made?; Do You Have What It Takes?; Keep It Simple; Smart Questions Forerunners to Innovation; Watch Your Back; Guest Lecturer: Entrepreneur: How to Win Business Competition?; Ready, Set, Launch!; Flip The Switch; Visible Ideas Selling Your Ideas; Power Marketing Made Simple; Invisible Ideas Managing Your Ideas; Winning and Losing at Retail; Managing the Monster.

**ENTR6413 - Business Model**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain lean start-up method and each 9 blocks in business model canvas with the example of the real existing start-up business; Analyse the concept of business model canvas in real business; Design visible business model canvas and how they fill each block in business model canvas based on real business; Perform the business model canvas in real business.

**Topics:** The Lean startup; Introduction and understanding of business process; Introduction and understanding of business model canvas; Business model canvas; Understanding the most crucial elements of business model: value proposition; Innovation; Marketing; Operation; Finance; Designing the innovative business; Understanding the importance of business model in real business; Understanding the SWOT analysis for business to define strategy; Interpreting strategy through the lens of the business model canvas; Business model design process; Field trip; Guest lecturing; Business mentoring.

**ENTR6423 - Design Thinking for Business and Innovation**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the design thinking process; Explain the importance of design thinking in business and strategy; Apply design thinking in a new business concept, product concept and the business model based on real business; Create innovative ideas that can be applied in real business through design thinking process

**Topics:** There's No More Business As Usual; Getting Under Your Skin- How Design Thinking Is About More Than Style; Design Thinking Process; Converting need into demand (Putting People First); Empathize; Finalize the key insight and Create your design challenges; Start to Work on the Solution; Embrace Experimentation; Let's get REAL; Branding and Packaging (DKV); The chance to refine our solutions and make them better; Let's Start an iterative process; Designing Digital Customers Experiences and Designing; Digital Marketing

**ENTR6424 - e-Business Start Up and Cyberpreneur**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the concept and theory of e-business startup; Analyze the e-business implementation; Demonstrate the e-business startup project implementation

**Topics:** Introduction to e-business; e-Business characteristic and organization; Develop Your E-Business Implementation Plan; e-Business strategy; Know your customers and products; Business model and objective of your website; Built your own website; Review and test your website; Manage resources and track your e-business effort;

Using social media as strategic tools; Measure social media performance ; Define and Select your performance indicators

#### **ENTR6425 - Entrepreneurship in Creative Industries**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the creative industries concept and definition; Explain the creative industry business and strategy; Apply creative industries concept and strategy into real business

**Topics:** The Creative Business; Life As An Entrepreneur; What Are The Creative Industries?; Creativity and Commerce; Build Foundation and actionable goals of business; The Business of Creativity; Creative Industries Management and Structure; Work Routines and Work Cultures in Creative Industries; Creative Producers and Products Through Research and Development; Circulation: Marketing and Distribution of Creative Products; Creative Industries Financing Model; Grow Your Business; The Changing Economic Landscape

#### **ENTR6426 - Effective Business Plan**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify the objectives of a business plan; Analyze the feasibility of the business; Create a business plan; Prepare an effective business plan presentation.

**Topic:** Why Write a Business Plan?; Developing & Screening Business Idea; The Litmus Test a Plan; Introductory Material, Executive Summary and Description of The Business; Industry Analysis; Market Research & Analysis; Web Design; Logo & Packaging; Branding; Marketing Plan; Management & Organizational Structure; Operations Plan and Product Development; Legal; Analysis of Financial Projections; A Successful Business Plan Presentation; Business Plan Presentation.

#### **ENTR6427-Innovative Product Design and Development**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the importance of product design and development process in organization/business?; Apply core theory and established thinking in design-driven innovation to the design and development of more innovative products and their related experiences; Create innovative ideas through products/services that can be implemented in real business

**Topics:** Introduction to product design and development process in organization; Opportunity identification and Product Planning; Identifying Customer needs; Concept Selection; Concept Testing; Product Architecture; Industrial Design; Design for Environment; Conjoint Analysis; Design for Manufacturing; Patents and Intellectual Property; Prototyping and Robust Design; Design of Services

#### **ENTR6428 - Business Risk Analysis**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the meaning of risk and the impact of risk on organization; Apply the risk management analysis to assess, control, and transfer risk; Analyze the risk management strategy to ensure that an organization complies with legal and regulatory obligations, and enhance the effectiveness and efficiency of operations within the organization.

**Topics:** Approach to defining risk; Impact of risk on organizations; Type of risks; Development of risk management; Principles and aims of risk management; Importance of risk appetite; Tolerate, treat, transfer, and terminate; Risk control techniques; Control of selected hazard risk: Insurance and risk transfer.



**ENTR6429 - Startup Fundraising, VC, PE and Banks**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define how and from where they will get the fundraising for their startup company; understand what investor wants and preparing for pitching to the investor; implement applied theories of business financial management to create impactful change in order to achieve sustainable organizational growth; utilize the funds that they get for growing and developing startup company

**Topics:** Everything started with onevest; Raising capital for your startup; Setting yourself up for success; Crafting the pitch; The due diligence package; Source of capital; Understanding VC; Personal equity; Banking; What to look for in an investor; Closing the deal; Avoiding common fundraising mistake; Recommended tools for fundraising

**ENTR6430 - Managing Growing Business**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain innovation as a business core; Analyze the innovation strategy in organization; Construct the innovative strategy in organization.

**Topics:** Innovation – What It Is and Why It Matters; Innovation as A Core Business Process; Innovative organization; Innovation strategy; Sources of innovation; Building innovation case; Decision Making Under Uncertainty; Creating New Products and Services; Exploiting Open Innovation and Collaboration; Capturing the Benefits of innovation; Capturing Learning from Innovation.

**ENTR6431 - Creative & Innovative Thinking**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of creative and innovative thinking; Apply the creative and innovative thinking process to solve problems; Analyze the ideas, communicate the ideas and maintaining a flexible mind.

**Topics:** New Truths About Creativity; What is Creativity?; Creative Thinking; The Creative (Problem Solving Process); Creative Thinking Methods and Techniques; Evaluation of Ideas; The Importance of Communicating Ideas Effectively; Creativity and Place; Creativity & Philosophy; Maintaining a Flexible Mind

**ENTR6432 - Entrepreneurial Strategy**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the concept of entrepreneurial strategic management; Explain the entrepreneurial strategic formulation; Apply the entrepreneurial strategic implementation; Evaluate the implementation of the strategy.

**Topics:** The Nature of Strategic Management; The Business Vision and Mission; The External Assessment; The Internal Assessment; Strategies in Action; Strategy Analysis and Choice; Implementing Strategies: Management and Operations Issues; Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues; Strategy Review, Evaluation, and Control; Business Ethics / Social Responsibility / Environmental Sustainability; Global / International Issues.

**ENTR6446 - Entrepreneurship I**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Identify the innovative business ideas; Describe the value proposition of the created business idea; Assess the value proposition of the created business idea.

**Topics :** Why Entrepreneurship?; Ideation and Market Research; Customer Profile; Value Proposition and Value Proposition Design; Customer Profiling and Value Proposition; Class Workshop; Effective Presentation and Negotiation Skill; Presentation and Negotiation: Class Workshop; Prototyping; Understanding the Customer; Assessing Our Value

Proposition; Business Model Design; Aligning Value Proposition to Business Model; Business Model Design; Class Workshop.

#### **ENTR6447 - Entrepreneurship II**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Create an innovative business model; Generate business strategies to do a sustainable business; Assess the requirement for starting up a business.

**Topics:** Introduction; Value Propositions, & Customer Segments; Business Model Overview; Channels & Customer Relationship; Marketing; Operational; Key Resources, Key Activities, Key Partnerships; Revenue Streams & Cost Structure; Finance; Prototyping; Business Model Patterns; Investment; Intellectual Property Right; Final Presentation.

#### **ENTR6451 - EES in Computer Science Business Experience**

**Learning Outcomes:** On Successful completion of this course, the student will obtain: The ability to understanding and have experience in implementing three soft skills (Problem Solving & Decision Making; Teamwork; Initiative & Enterprise).

**Topics:** Problem Solving & Decision Making; Teamwork; Initiative & Enterprise.

#### **ENTR6452 - Business Start Up**

**Learning Outcomes:** On Successful completion of this course, students will obtain The ability to create a Business based on a profound Business concept which can be explained on its business model, preferable in ICT / Creative Business instead of a Local Business based on student's interest. Local business is allowed for a student who does not have a computer science or information system background. The ability to innovate a creative solution; the ability to apply the knowledge and skills they have acquired in education through real-world experience.

**Topics:** Market research, Value proposition, Business Model; Product-Market Fit, MVP (Minimum Viable Product) & Monetization.

#### **ENTR6453 - IT Business Model & Validation**

**Learning Outcomes:** On Successful completion of this course, students will obtain The ability to develop a Business Model on their business idea. The ability to find the needs of the customer creating a solution on their industry problem which they validate through its MVP (Minimum Viable Product).

**Topics:** Business Model; Value Proposition Design; Product- Market Fit, MVP (Minimum Viable Product) Validation process.

#### **ENTR6454 – Launching New IT Venture**

**Learning Outcomes:** On Successful completion of this course, students will obtain The ability to find a process of launching new venture; The ability to communicate to their market segment that has a potentially respond based on their validation process. The ability in preparation and execution on launching new venture (expo/press conference)

**Topics:** Business Process; Marketing; Social Media; Press Release.

#### **ENTR6455 - EES In New Computer Science Business**

**Learning Outcomes:** On Successful completion of this course, the student will obtain: The ability to understanding and have experience in implementing three soft skills (Communication; Self Management; Planning & Organizing).

**Topics:** Communication; Self-Management; Planning & Organizing.



**ENTR6456 - Growing a Business**

**Learning Outcome:** On successful completion of this course, the student will be able to: Understanding and have experience in creating a network and distribution channel for scalability of the business; Select and having a collaboration with a specific partner in creating an impact of the Business.

**Topics:** Marketing; Distribution Channel; Network; Business Strategy.

**ENTR6457- Lean IT Start Up & Business Plan**

**Learning Outcomes:** On Successful completion of this course, the student will obtain: The ability on understanding and have an experience in implementing Lean Startup methodology (Build, Measure & Learn) in the business; The ability to make a feasibility study in the Business Plan consist of Financial analysis & marketing strategy

**Topics:** Lean Startup; Business Plan; Feasibility Studies; Marketing; Finance.

**ENTR6458 - Venture Capital in IT Industry**

**Learning Outcomes:** On Successful completion of this course, the student will obtain: The ability to understanding and have experience in pitching and dealing with Venture Capital. The ability on selecting and looking for collaborating with specific VC that can escalate the business.

**Topics:** Pitching; Venture Strategy; Marketing; Distribution Channel; Network; Business Strategy.

## Kode Mata Kuliah : GAME

**GAME6074 - Storyboarding & Concept Art**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Create Asset preparation for Game Production; Design the Process to Create Art in Game production; Distinguish Art used in Game Design.

**Topics :** Fundamentals of Game Art; Creating Game Layout Chart; The Thumbnail Sketch; The Storyboard; Drawing Storyboard; Level Layout; Illustrating Environments; Quick Character Sketches; Creating Character Sketches; Creating Character Model Sheets; Designing GUI; The Design Document.

## Kode Mata Kuliah : HTMN

**HTMN6069 - Hospitality & Service Excellent**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the importance of hospitality and service excellence as a business value; Demonstrate the knowledge of customer service techniques in dealing with the public and the concept of customer service as a business system; Apply integrated service excellence and service recovery breakdown within hospitality industry as the heart of the business.

**Topics:** Hospitality Overview; Hospitality through the ages; The Nature of Hospitality Industry; Characteristics of the Hospitality Services; case study; Group Presentation and Discussion; Service Culture; The Customer Service Profession; Consumer Behaviour; Consumer Behavior In Services; Communication, Perception, Attitudes, And Personality; Listening to the Customer; Service Breakdowns and Service Recovery.

## Kode Mata Kuliah : ISYS

### ISYS6450 - MIS : Managing Digital Firm

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the concepts and development of Information Systems; Explain Information Technology as organization's competitive advantage; Analyze the Information System as a organization's strategic resource and capabilities; Analyze the framework and concept of system development; Apply management challenges by using information technology

**Topics:** Information Systems in Global Business Today; Global E-Business and Collaboration; Information System, Organization, and Strategy; Ethical and Social Issues in Information System; IT Infrastructure and Emerging Technologies; Foundation of Business Intelligence; Databases and Information Management; Telecommunication, The Internet, and The Wireless Technology; Securing Information Systems; Achieving Operational Excellence and Customer Intimacy - Enterprise Application, E-Commerce: Digital Market, Digital Goods; Overview of Electronic Commerce; E-Commerce: Mechanisms, Infrastructures, and Tools; Retailing in Electronic Commerce: Products and Services; Social Commerce: Foundations, Social Marketing, and Advertising; Supporting Theories and Concepts For Social Commerce; Marketing Communication in Social Media; Customer Engagement and Metrics; Innovative Social Commerce Application: From Social Government to Entertainment Gaming; Managing Knowledge: Enhancing Decision Making; Building Information System; Managing Projects; Launching a Successful OL Business and EC Project; Managing Global System; Overall Course Review.

### ISYS6465 - Database System

**Learning Outcomes:** On successful of this course, the student will be able to: Describe database system, terminology, environment, and a new concept of the database; Apply database language and SQL Programming Language; Design database using Structure data model; Evaluate database processing and security mechanism.

**Topics:** Introduction to Database; Database Environment; Relational Model; Relational Algebra; SQL: Data Definition; Relational Calculus; SQL: Data Manipulation; Advanced SQL; Transaction Management; Distributed DBMS Concept and Design; Query Processing; Entity Relationship (ER) Model.

## Kode Mata Kuliah : LANG

### LANG6097 – Indonesian

**Learning Outcomes:** On successful completion of this course, the student will be able to: Identify accuracy of diction and sentence in a paragraph; Perform academic paragraphs; Compose scientific essays with a variety of scientific language.

**Topics:** Diksi dan Kalimat; Paragraf Akademik; Ragam Bahasa ilmiah; Menulis Ilmiah; Konvensi Naskah Ilmiah; Ulasan Topik.

## Kode Mata Kuliah : LAWS

### LAWS6141 - Legal Aspect in Economics

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the law and ethic; Apply type of the law and legal basis; Analyze about legal aspect in economic.

**Topics:** Introduction to Law; Property Law; Contract; Types of companies; Intellectual Property Right I; Intellectual Property Right II; Industrial Relation I; Industrial Relation II; Capital Market Law; Antitrust; Consumer Law; Bankruptcy; Alternative Dispute Settlement.

### LAWS6147 - Cyber Law

**Learning Outcomes:** On successful completion of this course, the student will be able to: Identify Cyberlaw in Indonesia; Use Related legislation to solve legal problems; Justify legal problem and recommend a legal solution.

**Topics :** The Fundamental Technology; Internet and Cyber Regulation; Broadcasting Regulation; Telecommunication Regulation; Indonesian Media Law; Introduction to Information and Privacy law; Privacy and Media; IPR in Digital Era; Introduction to Law and Economic; Cyber Crime; Freedom of Information; Defamation; Case and Class Discussion.

## Kode Mata Kuliah : MATH

### MATH6128 - Discrete Mathematics

**Learning Outcomes :** On successful completion of this course, student will be able to: Explain fundamental concept of mathematical logic and proof; Solve practical problems related to sets and counting; Explain the concept of function, relation, and recursion; Apply the concept of graphs and trees in real problems; Explain some application of discrete mathematics in computer science such as fuzzy set and finite automata.

**Topics:** The logic of compound statements; The logic of quantifies statements; Methods of proof; Set theory; Counting; Function, recursion, and fuzzy set; Relations; Graphs; Trees; Finite Automata.

### MATH6129 - Linear Algebra

**Learning Outcomes:** On Successful completion of this course, the student will be able to: Solve system linear equations using various methods; Compute algebraic matrix operation; Evaluate determinant and inverse of a matrix and their application; Explain vector operations and their geometric interpretations; Formulate line and plane equations; Calculate eigenvalues and eigenvectors of a matrix and this application.

**Topics:** Systems of Linear Equations; Matrix; Determinant and Inverse of Matrix; Vectors; Line and Plane Equations; Eigenvalues and Eigenvectors.



## Kode Mata kuliah : MDIA

### MDIA6031 - Computer Graphic I

**Learning Outcomes** : On successful completion of this course, student will be able to: Describe kinds of vector imaging problems and techniques; Apply in vector imaging application to solving problems; Plan how to make the right vector imaging solution in the right techniques; Create a visual communication concept in order to make the final vector imaging.

**Topics** : Vector Introduction in Illustrator CS6; Basic Shapes in Illustrator CS6; Path in Illustrator CS6; Transformation in Illustrator CS6; Pattern & Brushes in Illustrator CS6; Layers in Illustrator CS6; Text in Illustrator CS6; Effect & Filter in Illustrator; Advanced Tools in Illustrator; Basic Tools in Indesign; Vector & Raster in Indesign CS6; Layout in Indesign CS6; ePublishing in Indesign CS6

### MDIA6032 - Photography I

**Learning Outcomes** : On successful completion of this course, students will be able to: Recognize photography problems and techniques; Use camera and lighting in photography; Design the final photography project of visual communication.

**Topics** : History of Photography; SLR Cameras Usage; Basic Techniques of Photography; Outdoor Shooting Practice; Composition and Aesthetic Aspect; Digital Black & White Photography; 8 Lighting Quality; Advanced Composition Techniques; Preparation and Briefing Final Project; Night Shooting Technique; Special Effects Techniques; World of Photography These day; Presentation of Final Project.

### MDIA6033 - Computer Graphic II

**Learning Outcomes** : On successful completion of this course, students will be able to: Describe kinds of pixel imaging problems and techniques; Plan how to make the right pixel imaging solution in the right techniques; Apply in pixel imaging application in problems solving; Create a visual communication concept in order to make the final pixel imaging.

**Topics** : Introduction in Adobe Photoshop CS6; Working with Selection and Layers; Enhancing, Correcting and Retouching Images; Working With Path and Channels; Masking in Adobe Photoshop CS6; Making Transformations; Brush in Adobe Photoshop CS6; Advanced Works; Applying Filters & Effects; Text Effects; Advanced Compositing; Final Artwork.

### MDIA6034 - Photography II

**Learning Outcomes** : On successful completion of this course, student will be able to: Evaluate Recognise photography problems and techniques. Evaluate Use camera and lighting in studio photography; Evaluate Design the final studio photography project of visual communication

**Topics** : The introduction of photographic equipment in the studio; Introduction of basic lighting with the main light (for 1-2 point lighting); Introduction of lighting accessories (3 points lightings); Basic introduction to shooting models (Portraiture); Lighting the basis for the portrait; Hollywood Glamour photography; Glamshell lighting; Basic still life photography; Still-life photography advanced; Still Life-Product shot (continued); Applying Special Techniques for General Products; Advertising photography; Presentation of campaign advertising (final project).

**MDIA6035 - Advertising Media**

**Learning Outcomes :** On successful completion of this course, student will be able to: Define different types of messages in advertising; Describe media planning objectives and process; Experiment with different media characteristics by considering ethics in advertising.

**Topics :** Message appeals in advertising; Introduction to media planning & process; Media objectives & strategy; Media characteristics; Advertising, product and consumer; Provisions manners of advertising; Procedures for advertising terms; Internet and interactive media.

**MDIA6037 - Audio Visual**

**Learning Outcomes :** On successful completion of this course, student will be able to: Reorganize Audio visual equipment and its use; Apply basic techniques in Audio visual production; Produce a good movie with the right cinematography techniques.

**Topics :** Introduction; Tools & Equipment; Building Concept; Video Techniques; Production.

**MDIA6038 - New Media II**

**Learning Outcomes:** On successful completion of this course, student will be able to: Reproduce professional website; Recognize suitable application to deal website elements; Use web and multimedia principles and development in the future; Experiment many famous website. Score many famous website related with design aspect; Compose multimedia elements in a website.

**Topics:** An introduction to HTML, Adding Text & Images, Styling Your Pages with CSS, Creating Page Layout with CSS, Advanced Page Layout, CSS3 Transitions & Styles, Using Web Fonts, Building HTML5 Web Forms, Responsive Design & Layout for Mobile Devices, Working with Master Page (Muse), Adding Images to your Site (Muse), Working with Links & Button (Muse), Applying Effects, Graphic Styles & Inserting HTML (Muse), Working with Widget (Muse), Publishing & Exporting Your Site (Muse).

**MDIA6039 - Digital Advertising**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define what is digital advertising; Describe the process of digital advertising design; Experiment with the integration of digital advertising into a campaign; Propose business plan and the showcased potential business project, design and evaluate Business Plan

**Topics:** Introduction to digital advertising, Digital media and its audience, Who Use Digital Advertising?, Communicating the brand via digital, Who are Our Next 10 Customers?, High Specifications in of Creative Advertising Business, Quantifying the Value Propositions in of Creative Advertising Prods/Services, Where is Your Positions? (Chart Competitive Position), Designing Business Model of Creative Advertising Business, Creativity in Digital advertising, User experience design, User interface design, Integrating the digital media for a campaign.

**MDIA6041 - New Media**

**Learning Outcomes:** On successful completion of this course, student will be able to: Score famous interactive multimedia & website related with design aspect; Use multimedia elements in an interactive multimedia & website; Describe interactive multimedia & website principles and development in the future; Analyze structure of interactive multimedia & website, Choose suitable application to deal interactive multimedia & website elements; Create simple interactive multimedia & website.



**Topics:** Understanding the Adobe Flash CS6 & Exploring Web Technologies, Drawing in Flash, Creating & Editing Symbol, Using Text, Adding Animation, Integrating Media with Flash, Working with Sound and Video, Understanding Actions & Event Handlers, Creating interactive Navigation, Loading and Controlling Flash Content, Distributing Flash Movies, Publishing Flash Documents, Using Flash to Create Applications.

#### **MDIA6042 - Media Digital**

**Learning Outcomes:** On successful completion of this course, student will be able to: Score famous interactive multimedia & website related with design aspect; Use multimedia elements in an interactive multimedia & website; Describe interactive multimedia & website principles and development in the future; Analyze structure of interactive multimedia & website; Choose suitable application to deal interactive multimedia & website elements; Create simple interactive multimedia & website.

**Topics:** Understanding the Adobe Flash CS6 & Exploring Web Technologies; Drawing in Flash; Creating & Editing Symbol; Using Text; Adding Animation; Integrating Media with Flash; Working with Sound and Video; Understanding Actions & Event Handlers; Creating interactive Navigation; Loading and Controlling Flash Content; Distributing Flash Movies; Publishing Flash Documents; Using Flash to Create Applications.

#### **MDIA6043 - New Media I**

**Learning Outcomes:** On successful completion of this course, student will be able to: Score many famous website & interactive multimedia related with design aspect; Use multimedia elements in a website & multimedia; Describe web and multimedia principles and development in the future; Analyze structure of website & interactive multimedia; Choose suitable application to deal website & multimedia elements; Create simple interactive multimedia & website.

**Topics:** Understanding the Adobe Flash CS6 & Exploring Web Technologies; Drawing in Flash; Creating & Editing Symbol; Using Text; Adding Animation; Integrating Media Flash with Flash; Working with Sound and Video; Understanding Actions & Event Handlers; Creating Interactive Navigation; Loading and Controlling Flash Content; Distributing Flash Movies; Publishing Flash Documents; Using Flash to create iPhone applications.

## **Kode Mata Kuliah : MGMT**

#### **MGMT6282 - Introduction to Management and Business**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the principles of management, the decisions making process, doing and managing diversity in a global environment, ethical behavior, managing change and innovation; Explain setting goals and plans, competitive strategies and traditional and contemporary organizational designs, effective interpersonal & organizational communication, contemporary view of leadership, the control process, creating a wealthy economy and functions of business; Analyze management functions, understanding the economic system, basic forms of business ownership, the entrepreneurial challenge, production processes, the value of motivation, the marketing mix, and financial planning; Apply management and business functions in workplace.

**Topics:** Managers in the Workplace, Making Decisions; Managing in a Global Environment; Managing Diversity; Managing Social Responsibility and Ethics; Managing Change and Innovation; Planning Work Activities; Managing



Strategy; Designing Organizational Structure- Basic and Adaptive Designs; Creating and Managing Team; Managing Communication; Motivating Employees; Being an Effective Leader; Monitoring and Controlling; Taking Risks and Making Profits within the Dynamic Business Environment; Understanding Economics and How It Affects Business; How to Form a Business; Entrepreneurship and Starting a Small Business; Production and Operations Management; Human Resources Management; marketing : Helping Buyers Buy; Developing and Pricing Goods and Services; Distributing Products and Using Effective Promotions; Financial Management; Using Securities Markets for Financing and Investing Opportunities; Using Technology to Manage Information.

#### **MGMT6288 - Entrepreneurial Financial Management**

**Learning Outcome:** On successful completion of this course, student will be able to: Describe entrepreneurial process, various stages of a successful venture's lifecycle, and relevant types of financing and investors from each stages; Applying financial statement in business; Demonstrate serial skills in estimate financial projections; Analyze venture's value and venture's most suitable exit and turn around strategies.

**Topic:** Introduction to Finance for Entrepreneurs; Developing the Business Idea; Organizing and Financing a New Venture; Preparing and Using Financial Statements; Evaluating Operating and Financial Performance; Managing Cash Flow; Types and Costs of Financial Capital; Projecting Financial Statements; Valuing Early-Stage Ventures; Venture Capital Valuation Methods; Professional Venture Capital; Other Financing Alternatives; Security Structures and Determining Enterprise Values; Harvesting the Business Venture Investment; Financially Troubled Ventures: Turnaround Opportunities?

#### **MGMT6289 - Applied Business Statistics**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the concept of statistic; Apply statistical concept properly; Analyze the statistical methods to solve economic and business problems.

**Topics:** Describing Data: Numerical Measures; Describing Data: Displaying Data and Exploring Data; A Survey of Probability Concepts; Discrete Probability Distributions; Continuous Probability Distributions; Estimation and Confidence Intervals; One Sample Tests of Hypothesis; Two Sample Tests of Hypothesis; Correlation and Linear Regression; Multiple Regression Analysis; Analysis of Variance – 1; Analysis of Variance – 2; Nonparametric Methods; Analysis of Ordinal Data.

#### **MGMT6290 - Operational Management**

**Learning Outcomes:** On successful completion of this course, student will be able to: Identify principles of Operations Management; Describe how products and services are designed by Operations Management; Interpret how products and services are managed by Operations Management

**Topics:** Introduction to Operations Management; The Global Environment and Operations Strategy; Product Design; Quality Management and Statistical Process Control; Process Design and Capacity Planning; Capacity Planning; Location Decision; Layout Decisions; Managing the Supply Chain; Managing Inventory; Aggregate Scheduling; Material Requirements Planning (MRP) and ERP; Scheduling for the short Term; JIT and Lean Operations; Maintenance and Reliability Decisions

**MGMT6291 - Human Resources Management**

**Learning Outcomes:** On successful completion of this course, student will be able to: Explain the basic concept of human resource management; Identify the human resource function; Describe the human resource functions that match to organizations' need.

**Topics:** HRM, A Strategic Functions; The Challenges of HRM; Business Ethics & Corporate Social Responsibility; Equal Employment Opportunity & Workforce Diversity; Job Design; Job Analysis; Human Resource Planning; Recruitment; Selection, Training & Development; Management & Organization Development; Career Management; Performance Management and Appraisal; Organizational Reward System; Base Wage & Salary System; Incentive Rewards; Employee Benefit and Non-Financial Compensation; A Safe and Healthy Work Environment; Internal Employee relation; Collective Bargaining; HR Separation; Global HRM; HRM for Small Businesses.

**MGMT6294 - Cross Cultural Management**

**Learning Outcomes:** On successful completion of this course, student will be able to: Discuss the concept of culture and management; Explain the relationship of culture, organizations and management; Apply the culture in business and communication; Analyze the culture in business and communication.

**Topics:** Determinant & dimensions of culture; Business culture in Western World; Business culture in Asia, Africa, and Middle East; Culture dimensions and dilemmas; Culture and styles of management; Culture, leadership, and corporate strategy; Culture change and diversity in organizations; Culture and international marketing management; Business communication across culture; Barriers to intercultural communication; Negotiating internationally & Working in international teams; Conflict and culture differences; Developing intercultural communicative competence.

**Kode Mata kuliah : MKTG****MKTG6223 - Marketing Management**

**Learning Outcome:** On successful completion of this course, student will be able to: Define the concept of marketing; Describe the consumer and business buyer behavior; Describe the customer-driven strategy and marketing mix; Explain extended marketing issues

**Topic:** Marketing: Creating and Capturing Customer Value; Company and Marketing Strategy; Analyzing the Marketing Environment; Managing Marketing Information to Gain Customer Insights; Consumer and Business Buyer Behaviour; Customer-Driven Marketing Strategy; Product, Services, and Brands: Building Customer Value; Pricing: Understanding and Capturing Customer Value; Marketing Channels: Delivering Customer Value; Communicating Customer Value: IMC Strategy; Creating Competitive Advantage; The Global Marketplace; Sustainable Marketing; Social Responsibility and Ethics

**MKTG6224 - Integrated Marketing Communication**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the basic theory of Integrated Marketing Communication; Explain the advertising and media tools; Identify the strategy to make a proper promotional strategy using the promotional tools; Identify The IMC Ethics, Regulation and Evaluation.

**Topics:** The IMC Foundation; IMC Advertising Tools; IMC Media Tools; IMC Promotional Tools; IMC Ethics, Regulation, and Evaluation.



#### **MKTG6225 - Digital Marketing**

**Learning Outcomes:** On successful completion of this course, student will be able to: Define the digital marketing fundamentals; Explain the development of digital strategy; Design Marketing communications using digital media channels.

**Topics:** Introducing digital marketing; Online marketplace analysis; micro-environment; The Internet macro-environment; Digital marketing strategy; The Internet and the marketing mix (product and place); The Internet and the marketing mix (price and promotion); Relationship marketing using digital platforms; Delivering the online customer experience; Campaign planning for digital media; Marketing communications using digital media channels; Evaluation and improvement of digital channel performance; Business-to-business digital marketing practice; Business-to-consumer digital marketing practice.

#### **MKTG6226 - Marketing Research**

**Learning Outcomes:** On successful completion of this course, students will be able to: Describe the fundamental principles of marketing research; Demonstrate the marketing research process; Analyze the marketing research result in order to help in marketing decision making.

**Topics:** The Role of Marketing Research; The Marketing Research Industry and Research Ethics; Problem Definition and The Research Process; Secondary Data and Big Data Analysis; Qualitative Research; Traditional Survey Research; Online Marketing Research; Observation; Experimentation and Test Markets;

The Concept of Measurement; Using Measurement Scales to Build Marketing Effectiveness; Questionnaire Design; Basic Sampling Issues; Sample Size Determination; Data Processing and Fundamental Data Analysis; Statistical Testing of Differences and Relationships; Bivariate Correlation and Regression; Multivariate Data Analysis; Communicating the Research Results.

#### **MKTG6252 - International Marketing**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the Global Marketing Environment in Micro and Macro Aspects; Analyze the Global Consumer Behavior and Characteristics; Design Global Marketing Strategies and Promotional Tools using Global Marketing Mix.

**Topics:** Introduction to Global Marketing; The Global Marketing Environment: Social, Cultural, Political, Legal and Regulatory Environments; Global Information System and Market Research; Segmenting, Targeting, and Positioning; Importing, Exporting, and Sourcing; Global Market Entry Strategies; Brand and Product Decisions in Global Marketing; Pricing Decisions; Global Marketing Channels and Physical Distribution; Global Marketing Communication: Advertising & Public Relations; Global Marketing Communication: Sales Promotion, Personal Selling, Special Form; Leadership, Organization, and Corporate Social Responsibility.

#### **MKTG6253 - Retail and Merchandising**

**Learning Outcomes:** On successful completion of this course, student will be able to: Describe the World of Retailing; Analyze the Retailing Strategy; Apply the Concept of Merchandise Management and Store Management; Construct the business plan and evaluate the business model.

**Topics:** Introduction to The World of Retailing; Types of Retailers and Multichannel Retailing; Customer Buying Behaviour; Retail Market Strategy; Market Segment; Retail Locations; Ideation; Information System and Supply Chain Management; Visual Thinking; Customer Relationship Management; Managing The Merchandise Planning Process;



Prototyping, Storytelling, Buying Merchandise, and Retail Pricing, Retail Communication Mix, Managing The Store, Creating Scenarios, Store Layout, Design, and Visual Merchandising, Customer Service.

#### **MKTG6255 - Market Research Methodologies**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Choose research design methodology, Create research instrument tools, Interpret research data result.

**Topics:** Marketing Research Introduction; Exploratory Research Design; Descriptive and Casual Research Design; Measurement and Scaling; Questionnaire and Form Design; Sampling; Data Collection; Data Analysis; Report Preparation and Presentation.

## **Kode Mata kuliah : RSCH**

#### **RSCH6389 - Research Experience I**

**Learning Outcome:** On successful completion of this course, the student will be able to: Have experience in working in a research environment under guidance and support of a mentor who is expert in their field.

**Topics:** Problem definition, Literature review, Research design Methods, Data collection techniques, Data gathering, Data processing and analysis, Implications, Conclusions, and Future Work/Recommendations.

#### **RSCH6390 - Scientific Writing I in Computer Science**

**Learning Outcomes:** On successful completion of this course, students will obtain the ability to outline a complete scientific paper, choose an appropriate journal to which you will submit the finished paper for publication, and prepare a checklist that will allow the students to judge whether your paper is ready to submit independently.

**Topics:** Introduction; What did you/others do? Why did you do it?; Methods: How did you do it?; Results: What did you find?; Discussion: What does it all mean?

#### **RSCH6391 - Global EES I (Team Work, Communication, Problem Solving & Decision Making)**

**Learning Outcomes:** On successful completion of this course, students will obtain research experience in implementing soft skills.

**Topics:** Team Work, Self-Management, Communication, Planning & Organizing, Problem Solving & Decision Making.

#### **RSCH6392- Research Experience II**

**Learning Outcomes:** On successful completion of this course, the student will obtain the experience in working in a research environment under guidance and support of a mentor who is expert in their field.

**Topics:** Problem definition; Literature review; Research design Methods; Data collection techniques; Data gathering; Data processing and analysis; Implications, Conclusions and Future Work/Recommendations.

**RSCH6393 - Scientific Writing II in Computer Science**

**Learning Outcomes:** On successful completion of this course, students will obtain the ability to write the research conclusion precisely, and be able to proofread their paper.

**Topics:** Introduction to Academic II; How to write a conclusion; Proof-reading research result.

**RSCH6394 - Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)**

**Learning Outcomes:** On successful completion of this course, students will obtain research experience in implementing soft skills of Self-Management, Planning & Organizing, and Initiative & Enterprise in a real-life experience.

**Topics:** Self-Management; Planning; Organizing; Initiative; Enterprise.

**RSCH6408 - Research Methodology**

**Learning Outcomes:** On successful completion of this course, students will be able to: Explain the concept of research methodology; Identify the steps in the research process; Operate concepts of research methodology.

**Topics:** Introduction to Research; The Scientific Approach and Alternative Approaches to Investigation; Defining and Refining the Problem; Analyzing The Final Project I; The Critical Literature Review; The Theoretical Framework and Hypothesis Development; Analyzing The Final Project II; Element of Research Design; Measurement of Variables; Operational Definition, Scaling, Reliability and Validity; Data Collection Methods and Sampling; Analyzing The Final Project III; Quantitative Data Analysis; Qualitative Data Analysis; The Research Report.

**STAT6137 - Probability and Statistics**

**Learning Outcomes:** On successful completion of this course, the student will be able to: Identify basic Statistics (data, sample, population, symbolism, and definition); Calculate probability, expectation, and variance; Demonstrate a hypothesis test; interpret the result of the calculation.

**Topics:** Introduction; Presenting Data in Tables and Charts; Numerical descriptive measures; Basic probability; Random variables and probability distribution; Some important discrete probability distributions; The normal distribution and other continuous distributions; Sampling and sampling distributions; Confidence interval estimation; Fundamental of hypothesis testing; One-Sample Tests; Two-Sample Tests.





## 3. Pengembangan Kemahasiswaan

Untuk meningkatkan penalaran, minat, bakat, dan kegemaran, kesejahteraan dan pengabdian mahasiswa kepada masyarakat dalam kehidupan kemahasiswaan pada perguruan tinggi, diperlukan adanya organisasi kemahasiswaan yang eksistensinya telah diatur oleh Keputusan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor: 155/U/1998 yang ditetapkan pada tanggal 30 Juni 1998, tentang Pedoman Umum Organisasi Kemahasiswaan di Perguruan Tinggi dan Buku Panduan Organisasi Kemahasiswaan Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung.

Untuk meningkatkan motivasi mahasiswa dalam berorganisasi, menyalurkan bakat dan minat maka Sekolah Tinggi Teknologi Kreatif Bina Nusantara Bandung memfasilitasi pembentukan organisasi kemahasiswaan.

*Student Advisory Development Center (SADC)* mengkoordinir beberapa organisasi kemahasiswaan sebagai berikut :

### **Himpunan Mahasiswa Jurusan (HMJ)**

1. Himpunan Mahasiswa Teknik Informatika (HIMTI)
2. Himpunan Mahasiswa Design Komunikasi Visual (HIMDKV)
3. Himpunan Mahasiswa Creativepreneurship (HIMPRENEUR)

### **Unit Kegiatan Mahasiswa (UKM)**

#### **UKM Penalaran**

1. Bina Nusantara Computer Club (BNCC)

#### **UKM Kerohanian :**

1. Keluarga Mahasiswa Katholik (KMK)
2. Majelis Ta'lim (MT)
3. Persekutuan Oikomene (PO)
4. Keluarga Mahasiswa Buddhis Dhammavaddhana (KMBD)

#### **UKM Seni:**

1. Musicale (Seni Musik)
2. Bina Nusantara Dance Club (BNDC)
3. Modeling Club (MCB)

#### **UKM Olah Raga:**

1. Basketball







## **BINUS@Bandung**

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