



# 2022 2023 C Regin your global experience here

**Business Management & Marketing** 

Finance

**International Business** 

**Business Information Systems** 

**Computer Science** 

Communication

NEW

**Innovation & Entrepreneurship** 

NEW

Commerce



















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

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

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

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



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

### **TWO-DEGREE PROGRAM (4+0)**

The two-degree program is a collaboration program between The University of Newcastle (UoN), Binus University and Nurture Higher Education (UK) have partnered to offer a unique joint teaching program for Indonesian students.

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

This program is better known as the 4+0 program, where the students still can get their two-degree, national and international degree by studying for four full years in Indonesia.





#### WHY UON

The UoN performance on the world stage



### **DOUBLE DEGREE PROGRAM (3+1/2+2)**

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

This program gives the opportunity for their students to enroll in two majors at the same time based on their individual preferences, with a study duration one or two-year study abroad, so the students will graduate with double degree: a national degree (Sarjana) from Binus International and an international degree (Bachelor) from partner university. These Binus partners come from various countries, namely Australia, UK, Germany, New Zealand, China, Korea, and France. Students will gain new experience and knowledge from other countries and of course can get the opportunity to work in other countries.



## WHY CHOOSE **BINUS INTERNATIONAL**



#### TOP RANKED UNIVERSITY

Consistently in the top 10 of Indonesian rankings and 1st Ranking for Top Private Universities in Indonesia



#### ISO 9001

The first private university in Indonesia to achieve ISO 9001 in Quality Management System since 1997



### **SMALL CLASS**

Binus University prides itself in engaging in a small class concept for personalized teaching with a global mindset



#### **CBD LOCATION**

Located in the safe CBD area of Jakarta as the capital city and hub for digital and commercial, Binus University is the right place for a global network



### "A" ACCREDITATION

Accredited A for the Management Program from the National Accreditation Agency for Higher Education of the Republic of Indonesia and 4-Star Rating for Excellence



### GLOBAL EMPLOYABILITY

Consecutively recognized for best graduates for global employability ranking



Binus has a strong and diverse network with many top-ranking universities in the world

## STUDY LIFE AT BINUS

#### **BINUS SQUARE**

Located in the Kemanggisan area of West Jakarta, Binus Square has four halls with 1500 rooms that can cater to 2300 students. Equipped with high-speed internet access, a swimming pool, shuttle services, gym, minimart, lounge, and high-security, it's a home away from home.

#### **iBUDDY AND STUDENT CLUBS**

iBuddy is an international student integration program that is created to support our International students to adapt with BINUS, Jakarta, and Indonesia. With more than 100 student activities in various fields such as sports, language, hobbies, media, and spiritual activities - students will enjoy a variety activities of life off campus.

#### **VIBRANT CITY LIFE**

Jakarta is prominent for its vibrancy and sociable lifestyle. With various avant-garde culinary dishes, a culture center, and activities that can be found nearby, one will never be bored in exploring the city.



BINUS UNIVERSITY INTERNATION



The International Business program offers Double Degree, Study Abroad, or Master Track programs with various international partner universities to encourage students to maximize their competencies in business-related content in an international environment. The experience of learning and traveling creates working opportunities through global internships and prepares our students to develop their cross-cultural skills as potential managers and professionals.

The program is taught by well qualified academics from some of the most prestigious business schools and with rich industry experience, while extensively drawing upon the teaching experience of its international collaborative partner universities. Located in the heart of Jakarta, it is the right place to innovate, inspire, and build networks. Our international learning experiences prepare our graduates to successfully engage with prestigious SMEs and multinational organizations.

- Entrepreneur
- Accounting Manager
- · Finance Manager
- Human Resources Manager
- Supply Chain Management Manager
- International Purchasing Manager
- International Business Analyst

- Sales Manager
- Diplomat
- Academic
- Foreign Sales Representatives
- International Program Manager
- Non-Profit Organization
- Government

#### SEMESTER

- Academic English I
- Character Building I
- **Project Hatchery**
- Economics

Social Hours



- Indonesian
- Introduction to Management and Business

#### SEMESTER



- · Academic English II
- · Character Building II
- · Marketing Management
- Legal Aspect in Economics

Social Hours



- Mathematics and Statistics for Business
- Management Information Systems

#### SEMESTER



• Character Building III

- Entrepreneur Hatchery
- Global Business Environment
- · Human Resources Management

### Social Hours

SAT Points

- Business Communication
- · Accounting for Business

#### SEMESTER



• Introducing to Business Ethics

- Research Methodology I
- · Financial Management
- · Advanced Business Statistics

Social Hours



- · Cross Cultural Management
- Managerial Economics
- Operations Management

#### SEMESTER



- Exporting Importing
- **Business in ASEAN**
- · Southeast Asian Culture
- · Business in Indonesia

Social Hours



- · Project Management
- Strategic Management

#### SEMESTER



Enrichment Program I



**△ Double Degree** 



**Entrepreneurship** 



Research



**Community Development** 



Study Abroad

#### SEMESTER



Enrichment Program II



**Double Degree S** Entrepreneurship





**Community Development** 

### Study Abroad

#### SEMESTER



- Research Methodology II
- Contemporary Issues in ASEAN



- Thesis



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

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

- Commercial Manager
- Business Development Assistant
- Business / Finance Analyst
- Brand Specialist
- Marketing Executive
- Business / Marketing Consultant
- Entrepreneur

- Business Start-Up Owner
- Chief Marketing Officer (CMO)
- Market Research Analyst
- Digital Marketing Analyst
- Product and Brand Manager
- Brand Executive
- Marketing Executive

#### SEMESTER

- Academic English I
- · Character Building I
- Project Hatchery
- Economics

### Social Hours

SAT Points

- Indonesian
- Introduction to Management and Business

SEMESTER



- Academic English II
- · Character Building II
- Marketing Management
- Legal Aspect in Economics

Social Hours



- Mathematics and Statistics for Business
- Management Information Systems

#### SEMESTER



- Character Building III
- Entrepreneur Hatchery
- Consumer Behavior
- · Human Resources Management

Social Hours



- Business Communication
- Accounting for Business

#### SEMESTER



- Advanced Business Statistics
- Pricing Management and Strategy
- · Website Usability and Design
- Financial Management



Social Hours



- · Cross Cultural Management
- · Marketing Channels
- Products and Brand Management

#### SEMESTER



- Managerial Economics
- Services Marketing
- Operations Management
- Web Analytics and e-CRM

Social Hours



- · Digital Campaign and Promotion Management
- · Research Methods in Marketing
- · Social Media and New Media Marketing Strategies

#### SEMESTER



Enrichment Program I



Double Degree



**Entrepreneurship** 



Research



**Community Development** 



Study Abroad

#### SEMESTER

Enrichment Program II



Double Degree **S** Entrepreneurship



Internship



Research

**Community Development** 

### Study Abroad

#### SEMESTER



- Contemporary Issues in Marketing
- Thesis



- International Marketing



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

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

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

#### **CAREER OPPORTUNITIES**

Due to the rapid growth of fintech trends, our degree focuses on expertise in specific functional areas of finance that align with the digitalization of business. This creates recent and future career opportunities in Business Finance that include:

- Business Consultant
- Financial and Investment Advisor
- Business Development Manager

- Start-Up Founder
- CFO
- Innovative Finance Specialist

#### SEMESTER

SEMESTER

- Principles of Accounting
- Academic English I
- Microeconomics
- Macroeconomics

#### Social Hours



· Introduction to Management and Business

#### Pancasila Course\*

- Character Building: Pancasila
- · Pancasila & Indonesian Culture

Social Hours



- Project Hatchery
  - Academic English II
  - Character Building: Kewarganegaraan
  - Indonesian

- Finance Ecosystems & Technology
- · Managerial Accounting

#### SEMESTER

- · Intermediate Accounting
  - Marketing Management
  - Business Statistics & Analysis
  - · Character Building: Agama

### Social Hours



- Accounting Information Systems & Internal Control
- Entrepreneurship Hatchery

#### SEMESTER



- · Ethics & Corporate Governance
- International Business Law & Taxation
- · Financial Modeling
- Financial Audit



🐼 Social Hours



- · Theory and Research Methodology in Accounting & Finance
- Business & Commerce in Australia

#### SEMESTER



- · Business Finance
- Cross Cultural Management & Negotiation
- Business Venturing
- · Leadership & Ethics

Social Hours



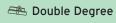
- · Quantitative Investment Analysis
- · Advanced Accounting

#### SEMESTER



- Corporate Finance
- International Finance

**Entrepreneurship** 



Internship Research

• Financial Institutions Risk Management

• Derivative Securities



**22** Community Development



Study Abroad

#### SEMESTER

- Financial Analysis and Valuation
- Portfolio Management

S Entrepreneurship

Double Degree



• Industry Placement

Innovation and Entrepreneurial Strategy

**E** Community Development

Study Abroad

#### SEMESTER



Pre-Thesis

Thesis

<sup>\*</sup> Pancasila Course for Character Building: Pancasila course is offered for Indonesian students, while Pancasila & Indonesian Culture course is offered for foreign students.

Our Curriculum also prepares students to have better exposure to a prominent professional designation such as CFA, CPA Australia and CA Indonesia.



Communication has three study programs: Journalism, Public Relations, and Entertainment Communications. Each provides an extensive knowledge of communication theories, practices, and technologies in the growing media industries. We focus on student-centered learning to explore students' individual potentials. The students will be taught by leading names in media and communications. They will also have the opportunity to collaborate with industry professionals in journalism, public relations, and entertainment fields. Students will develop skills that they can use in the media and communication field in all industries.

#### **Journalism**

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

#### **Public Relations**

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

#### **Entertainment Communications**

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

- Content Specialist
- Social Media Specialist
- Digital Content Writer
- Event / Media Planner

- Public Relations Specialist
- Copywriter
- Digital Journalist
- Entrepreneur





The Computer Science Program has been dedicated to offer the highest standard of computer science education since its establishment in 2001. The program has a range of focused courses, called streams, at the undergraduate level. Each stream is aimed to build not only a strong conceptual knowledge in computer science, but also well-defined IT industry skill-sets, including General Computer Science and Pervasive Games Technology.

The program is not only concerned with the academic quality of the program, but it also prepares students for their future careers by providing them with opportunities to obtain professional certifications and with work experience in internships with industries and managed internship programs.

While in the internship with an industry program, students spend a certain period working full-time at a company site. In the managed internship, the students work on the project brought by a company to the school at the school site.

- Web or Mobile Application Developer
- Software Engineer
- Network Administrator
- Computer Security Professional
- Multimedia Systems Developer

- Games Developer
- Database Administrator
- IT Sales Engineer
- Data Scientist
- Artificial Intelligence Engineer

#### SEMESTER

- Program Design Methods
- Character Building: Pancasila
- Project Hatchery
- Introduction to Programming

### Social Hours

SAT Points

• Discrete Structures

#### **SEMESTER**



- Data Structures
- Programming Languages
- Computational Mathematics
- Database Systems

Social Hours



· Academic English I

### SEMESTER

• Character Building: Kewarganeraan

- · Design Driven Entrepreneurship
  - Analysis of Algorithms
  - Multimedia and Human Computer Interactions



· Computer Networks and Security

Social Hours



SEMESTER



- · Character Building: Agama
- Computer Architecture and Operating Systems
- Web Application Development and Security
- · Computer Graphics



Social Hours



- Streaming: Computer Science General Ethical Hacking and Penetration Testing
- · Streaming: Pervasive Games Technology Games Design and Programming

### **SEMESTER**



- · Pervasive Software Engineering
- Cloud and Distributed Systems
- Technopreneurship
- · Academic English II



Social Hours



- Indonesian
- Streaming: Computer Science General Network **Forensics**
- Streaming: Pervasive Games Technology Advanced Games Design and Programming

#### **SEMESTER**



Enrichment Program I



e Double Degree **Entrepreneurship** 



Research



Community Development





#### **SEMESTER**

Enrichment Program II



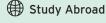
S Entrepreneurship



Research



Community Development



#### SEMESTER



Thesis



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

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

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

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

#### SEMESTER

- Contemporary Management Information Systems & Algorithms
- Applied Project Management
- Indonesian

- Social Hours
- SAT Points
- · Introduction to Financial Accounting
- · Character Building: Pancasila
- · Pancasila and Indonesian Culture

#### SEMESTER



- · Academic English I
- Project Hatchery
- Cloud Technology
- Applied Research and Linear Algebra

### Social Hours



Programming Mastery

#### SEMESTER



- Entrepreneurship Hatchery
- Academic English II
- Data Management and Analytics
- Character Building: Kewarganegaraan

### Social Hours





• Information Systems Analysis and Design

#### SEMESTER



- Object Oriented Information Systems
- Enterprise Resource Planning Systems
- · Advanced Programming and Testing

Social Hours



#### SEMESTER



- E-Commerce, IOT, and Mobile Systems
- · Consulting for Digital Based Business Startup
- User Experience Research and Design
- Character Building: Agama

Social Hours



· Information Systems Architecture

#### SEMESTER



Enrichment Program I



a Double Degree **Entrepreneurship** 



Internship



**Community Development** 



Study Abroad

#### SEMESTER



• Enrichment Program II



a Double Degree **S** Entrepreneurship



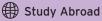
Internship



Research



**Community Development** 



#### SEMESTER



Thesis















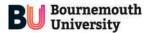






#### **Bournemouth University**











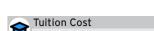




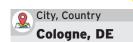


















**CBS International Business School** 







### **Edinburgh Napier University**

















### **Macquarie University**















BMM







### Ningbo University









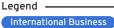










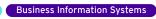












#### **Northumbria University**

















#### **Queensland University of Technology**

















### Royal Melbourne Institute of Technology

















### Saxion University of Applied Science

















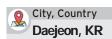
### SolBridge International School of Business



















### University of Newcastle





BINUS INTERNATIONAL is officially collaborating with the University of Newcastle, Australia. This collaboration of the two universities offers a double degree program - the Two-Degree Program 4+0. Through it, - Students can simply by studying for four full years in Indonesia to received two bachelor certificates.





















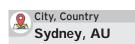


#### **University of New South Wales**





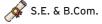












#### University of Nottingham, UK



















#### **University of Wollongong**















### **Victoria University of Wellington**









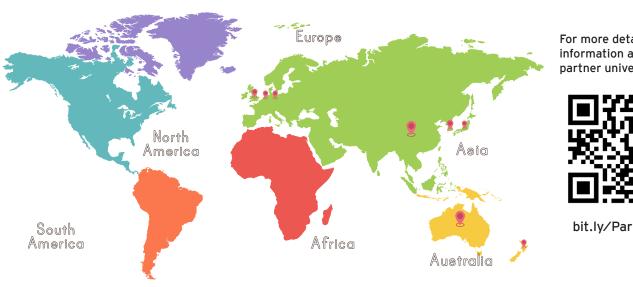












For more detailed information about our partner universities:



bit.ly/PartnerBI





#### **APPLICATION TIMELINE & REQUIREMENT DOCUMENTS**

#### THE ADMISSION PROCESS



ADMISSION REQUIREMENTS				
Major	High School Diploma (1*	General Requirements	Entrance Test	
Computer Science	High School - Science, Vocational High School (2*	Pass BINUS International Entrance Test	Aptitude test	
Business Information Systems		TOEFL score of 550 or better     Test of Written English score of 4.0 or better OR	BINUS International English Proficiency Test (BIEPT)	
Business Management & Marketing Communications	All Majors of High School	Official IELTS 6.5 overall or better WITH 5.5 for Writing Module or better	Test of Written English (TWE) Interview (3*)	
Finance International Business		Official iBT (Internet based TOEFL) of 80 overall or better WITH 18 for Writing Module or better - English Plus Stage One 30 hours if TOEFL scores are between 450 - 549 and/or TWE between 2.5 - 3.9 (4*)		

- 1\*) International & Overseas High School Diploma needs to be legalized by the Department of National Education of Indonesia
- 2\*) Details for Vocational High School: Technology, Computing, and Design (other majors will be reviewed by the Faculty of Computer Science)
- 3\*) Only for candidates who came from BINUS INTERNATIONAL's partner schools
- 4\*) Alternative proof is English as language of instruction in high-school. We also offer our own online English test if you haven't got your English language proficiency tests (contact us for more information on our online English test procedure). Students in undergraduate programs with TOEFL scores betwen 450-549/equivalent can enroll after completing 150 hours of BINUS pre-university English preparatory course.

#### **Application Documents**

- 1. Admission Form (download here: https://global.binus.ac.id/files/2021/02/Application-Form-International-Students.pdf)
- 2. Transcripts of grades 10-12.
- 3. High school diploma/Senior high national exam certificate.
- 4. Color copy of passport personal page (valid for the full duration of the study).
- 5. ID photograph 4+6 cm (300 kb; electronic version).
- 6. Portfolio (for Graphic Design and Fashion Management program applicants).
- 7. High School Equivalency from Indonesian Ministry of Education (for Global Class/BASE)

Note: Equivalency process maybe required for some applicants. It is not required if the applicant has completed 12 years of formal education and able to provide high school completion certificate/diploma or equivalent. The process takes 1 month from application to issuance (BINUS can help process).

#### **Senior High Equivalency Requirements**

- 1. Letter of Statement Education Background
- 2. Grade 9 academic transcript and Junior High School (or equivalent) certificate
- 3. ID photograph 4+6 cm (electronic version; 300 kb)
- 4. Birth Certificate
- 5. Color copy of passport personal page (passport should be valid for the full duration of study)
- 6. Recommendation letter from Indonesian Embassy in Home Country and/or the applicant's Embassy in Indonesia (facilitated by BINUS)

#### **Credit Transfer**

We accept students who wish to do a credit transfer. To check your eligibility for a credit transfer, please send us your current academic transcript and course syllabi by email to global@binus.edu.

IB Diploma & A-Level Cambridge Certificate holders can directly apply to BINUS International Programs.

#### **SCHOLARSHIP & ENTRANCE TEST**

SCHOLARSHIP PROGRAMS					
Requirements	Academic Achievement Scholarsip	Binusian Scholarship	Widia Scholarship		
High school report min 75	0	0	0		
Complete secondary education	0	0	0		
Recommendation letter from principal	0	0	0		
Pass the entrance test	0	0	0		
One of the main family members is a student or alumni of BINUS University	0	0	0		
Final interview with the Dean of the Program	0	0	0		
Win any national olympiad	0	0	0		
Benefit	Partial deduction based on the result for Development Fees	25% off of Development Fees	All of Investment Tuition Fees Free		

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

- 2. Sibling scholarship will be applied in 1st to 5th semester for development fees
- 3. Widia scholarship will be applied in  $1^{st}$  to  $8^{th}$  semester based on GPA score minimum requirement

#### **Scholarship**

If you are interested to apply for our BINUS World Class Scholarship, please also submit the following documents:

- 1. Scanned TOEFL or IELTS score certificate (or other English Proficiency Tests) obtained within the last 2 years.
- 2. CV Curriculum Vitae.
- 3. Motivation letter explaining why you are interested in joining BINUS University and why you are the best candidate
- 4. Proof of financial competency beyond scholarship (official letter from the bank confirming a minimum balance of USD 3,000 in applicant's account).
- 5. 2 recommendation letters (from teachers/employers/community leaders).
- 6. Proof of achievements (academic/non-academic and/or related work experience).

#### Entrance Test (Test Potensi Keberhasilan Studi)

- Prospective students are required to take an entrance test according to the schedule stated on the **Entrance Test Card**
- · Prospective students are required to bring the Entrance Test Card, which can be downloaded through the online registration and the required stationery. Prospective students must wear clean and polite clothing
- Prospective students must be present 30 minutes before the Entrance Test begins.
- The Entrance Test Materials are a Non-Verbal Logic & Abstraction Test and a Verbal Test.
- The Entrance Test results is confidential and final.

#### **Announcement of the Results**

Prospective students who take the entrance test can check the result via Online Admissions (www.binus.ac.id/ daftaronline). If they pass the Entrance Test, the prospective students should complete the re-registration steps through the Online Admissions or directly go to the Admissions office.

#### IMPORTANT!

BINUS UNIVERSITY only accepts candidates who enroll in accordance to the rules applied in this institution. BINUS UNIVERSITY is also not responsible to any risk that may arise in relation with illegal persons who offer a guaranteed help and service and claim themselves as an "insider" or "related to an insider" in an effort to enter BINUS UNIVERSITY. We suggest that prospective students not be persuaded by a 'promising' offer from an irresponsible illegal person.

Get TOP 10 Australia's Bachelor Degree in Jakarta with

# TWO-DEGREE / PROGRAM



Study 4 years in Indonesia for both Indonesian and Australia Degree



Collaboration of

University in

Australia

University in

Indonesia

BINUS

UNIVERSITY INTERNATIONAL

Two AACSB-Accredited Business Schools
Accreditation for World Best Business Schools





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