

Brochure 2012
2013

LIVING MY PASSION

In Cooperation with :



DOING WHAT I LOVE LOVING WHAT I DO

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I am proud to share with you that, since the launching of BINUS INTERNATIONAL in 2001, we have academic partnerships with reputable Australian universities, institutions in the United Kingdom and in Germany, proof that our academic quality is acceptable to world-class universities. Many factors contribute to our distinctive success, and foremost would be our people who together create an ideal environment within which you can learn.

We understand that to be successful in their careers, our graduates should have soft skills in addition to the knowledge that they gain. Therefore, aside from strongly promoting academic excellence, we also believe that a key role of our programs is to prepare people for entry to the workforce. With this in mind, we have built, and are strengthening, links with industry, business, overseas partner universities, and communities to help provide a focus on the types of education required to achieve the best outcome for our students. Education at BINUS INTERNATIONAL is about creating opportunities for your future.

At BINUS INTERNATIONAL we also see each student's experience as more than just getting a degree - we emphasize the value of the whole university experience. Student clubs, internships, linked and matched curricula are part of our commitment to produce excellent, smart and well-rounded graduates.

BINUS INTERNATIONAL students are encouraged to think independently and creatively. Through our many partnerships with international and local organizations, students have opportunities during their study to work with external partners, producing real-world solutions to real-world problems. In other words, BINUS INTERNATIONAL offers practical as well as theoretical orientations. Our students 'do' as well as 'learn'.

We will help prepare you for a fulfilling and exciting life as part of a local and global community, and encourage you to think of your university days as an introduction to lifelong learning and the development of an inquiring mind.

WELCOME NOTE

From the Executive Dean
**Firdaus A.
Alamsjah, Ph.D**

A warm welcome to BINUS INTERNATIONAL,
your pathway to global recognition.



Remarks from the Dean of Programs MINALDI LOEIS

Dean of Program **BINUS INTERNATIONAL**

The **BINUS INTERNATIONAL** Experience

When we design our programs, we have the 'Student's Experience' in mind. We realize that the current speed of change in a globalizing world has a far reaching impact on those who will enter the job market and start new businesses. New ways of thinking and perspectives are necessary to take on the challenges of the future.

At BINUS INTERNATIONAL, we place creativity and innovation at the core of the learning objectives in all of our programs. We believe that the drivers of business growth in the future will be innovative knowledge workers.

Another important aspect of the education process at BINUS INTERNATIONAL is the opportunity to learn, get immersed in, and experience the wonderful diversity of the world. We design our programs so that students can benefit from the various programs to learn and interact with other cultures and learn new ways of doing things. Experiencing cultural diversity is essential in today's globalized world.

We believe that students can benefit from the opportunities and experiences our unique programs offer: Learning, Studying, Experiencing, and Living in a Growing and Dynamic ASEAN city.



ABOUT BINUS INTERNATIONAL

The Student Lifestyle

Here at BINUS INTERNATIONAL, you will spend the days of your study along with your fellow friends in a conducive, city campus environment. Here are glimpses of what you would experience here as a student:

FOCUSED LEARNING

Here at BINUS INTERNATIONAL, we prioritize the need of each and every student for a more focused learning process. Each class has limited seats to ensure that each and every student receives the utmost attention from their lecturers. As well, a few students in class mean that there is a sense of closeness between the lecturer and the students, thus, ensuring their way to a brighter future.

ACTIVITIES GALORE

You would never run out of things to do in or outside the campus of BINUS INTERNATIONAL. There are various kinds of clubs run by the students, each with its own engaging activities that would surely fill up your days with fun and excitement. Avid readers will enjoy the library with its collections while people-type personalities could chill at the student lounge, mingle with fellow BINUSIANS, or enjoy a game with students and lecturers alike - ping pong!

As the campus is located in the center of a business and entertainment area, there are many places to hang out with friends. Walk across the campus and you'll be at the number one BINUSIAN hang out, Senayan City Mall. It is an entertainment and lifestyle center with numerous shops as well as various events likely to give infinite surprises. Walk a bit further and you'll be at Plaza Senayan, a mall with different ambience focusing on elegance and sophistication. This is the place for those who like to enjoy the finer things in life.

In the vicinity outside the campus are other facilities such 7-Eleven, Snapy Print Shop, Boxmart, and more, all guaranteed to serve you and to keep you entertained throughout your study years.

STUDENT SUPPORT

Students don't need to worry over things that might distract them from focusing fully on their studies because BINUS INTERNATIONAL provides support services such as the Student Service Desk, the Students and Alumni Relations, and the English Language Services. Students can expect academic and non-academic support services during and after completion of their programs at BINUS INTERNATIONAL.

The Student Service Desk is your first stop for questions and support. Staff members are ready to assist you, may it be a registration process, assignment collection, or making an appointment with a lecturer, they are always willing to help with a friendly smile.

Most students found the English Language Service (ELS) to be very helpful in their study years. On board at ELS are English lecturers from various countries who are always ready to resolve your problems regarding English language, academic writing, and much more. ELS also provides regular English Clinics.

LOCATION AND ACCESS

BINUS INTERNATIONAL is located in the Senayan area, the center of business and entertainment for South Jakarta which means that there are various ways for everyone to get there. For you who prefer to travel in your own vehicle, the two main roads of Jl. Jend. Sudirman and Jl. Asia Afrika will take you directly to the campus area.

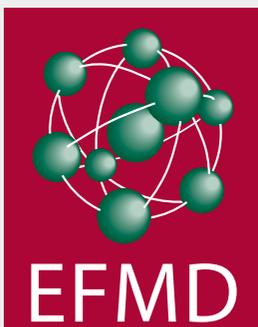
Those who are a bit more adventurous could take Jakarta's signature public transport, the TransJakarta. With its station located at most areas in Jakarta, you could practically go from almost anywhere in Jakarta area and get off at the Ratu Plaza, which is only a short walk away from campus area.

Moreover, the campus is highly reachable from the other BINUS institutions and facilities such as the BINUS SQUARE - Hall of Residence. This means, you can expand your network and make friends not only with people from BINUS INTERNATIONAL, but also with other students from other BINUS institutions.

Quality Assurance in Education

BINUS INTERNATIONAL and BINUS BUSINESS SCHOOL are continuously improving their teaching and learning processes to ensure students acquire the knowledge, skills, and competencies required for the current increasingly competitive job market. The main objectives in the design of our curricula are to prepare students in becoming creative professionals and entrepreneurs who are able to leverage the benefits of globalizing countries and regions. Our curricula are internationally benchmarked and assessed regularly.

One of the current improvement efforts being undertaken is our recent membership in the European Foundation for Management Development (EFMD) based in Brussels, Belgium. EFMD provides accreditation for management education internationally.



WELCOMING INTERNATIONAL STUDENTS

Indonesia as an ASEAN Regional Hub

Many countries in the ASEAN are considered as the world's fastest growing countries, eager to get their hands on the larger world market. They are also considered as growing markets for international trade and attracting international investors expanding their businesses. These countries have become gateways for many businesses expanding in Asia. Among these countries, Indonesia has always been predominant, being ranked first among the organization's six major

countries, according to IMF data in 2010. Also, due to its strategic position, Indonesia is considered a hub for economic and business activities in the ASEAN countries. Indonesia is a great place to learn how business is done in the region since students can get a firsthand perspective of the culture and the way of life of an ASEAN country.

SUPPORT AND SERVICES FOR INTERNATIONAL STUDENTS

Student Visa Applications

Applying for visa could be daunting at times. However, you should not worry because BINUS INTERNATIONAL staff will assist you with your visa application. Working with trusted agents with high credibility, we make sure that you can rest easy as your visa processing is in good hands.

Student Accommodations

BINUS INTERNATIONAL provides only the best to its students. We understand the need for a comfortable and safe place for you to stay during your study years. Therefore, we prepared for you a special hall of residence run by BINUS UNIVERSITY, the BINUS SQUARE - Hall of Residence.



Lounge



24 - hours minimart



Food Galore/Cafeteria



Gymnasium



Swimming Pool

Traveling in Indonesia

Indonesia is a mystical, beautiful island nation with a myriad of culture and tradition that has attracted visitors throughout the years. We invite you to savor the beauty and experience the culture and engage in travel throughout Indonesia.



Places to Go

Pangandaran Beach

A beautiful beach in the southern Ciamis Regency in West Java, is considered to be the finest beach in Java. It offers excellent surfing experience for wave chasers. An annual kite-flying festival is held at the beach every July, with colorful kites adorning the vast sky.

Kuta Beach, Bali

Also called Sunset Beach, this is south of Denpasar, a major city on the island of Bali, a famous destination for foreign tourists with many seaside cafes, restaurants, stores, and a glorious sun perfect for sunbathing.

Bunaken Underwater Garden

Bunaken is a small island in north of Sulawesi, a part of Manado City famous for its underwater sea park. The sea park of Bunaken is regarded as one with the highest sea biodiversities in the world. Tourists enjoy the sea park by riding the glass-bottomed boat or by scuba diving.

Komodo Island

Located at Nusa Tenggara Timur, this island is host to the natural reservation park for the largest living lizard, the Komodo Dragon.

TESTIMONIALS

STUDENT



Henna Mulani - School of Film Intake 2010

I chose BINUS INTERNATIONAL due to many recommendations from my high school seniors that has graduated and attended this university. I took up the film major, at first I was actually really confused on what major to choose but after talking to the head of film school and attending the open house day I got attracted by the film school and ended up choosing it. To my surprise I really am enjoying myself with the course and I had learned a lot in the past two semesters. I really recommend anyone who is interested in filmmaking and the works of the film industry to join BINUS INTERNATIONAL film major.



Heidi Saputra - School of Marketing Intake 2010

BINUS INTERNATIONAL is a very professional university in terms of lecturer and education. They have large varieties of programs and a conducive learning environment to support their student's learning activities. BINUS is also accredited as an international university. Giving us a chance to study an international level of education in Indonesia. I chose to study marketing management because it matches my need in pursuing my future career on business.

PARENTS

Intan H. Nugroho - TVRI

Why I chose BINUS INTERNATIONAL? One of the reasons is because all the courses are conducted in English so that I don't have to send my daughter abroad. The other reason why I chose BINUS INTERNATIONAL is because BINUS has proven in producing qualified and reliable graduates.



ALUMNI



Sandy Marly Colondam, S.Kom., B.Sc.

Senior Product Manager, Elasitas Technologies Ltd.
School of Computer Science (double degree program)
Graduation 2008

With those experiences and from studying at BINUS, I'm ready to be a successful and happy person.

My Achievements:

- 1st winner, Indosat Wireless Innovation Contest (2008)
- 1st winner, Mobile Monday Peer Award (2008)
- 1st winner, Indosat Wireless Innovation Contest (2009)
- 1st winner, Yahoo Mobile Developer Award (2009)
- 1st winner, Creative Solutions Award (2010) by Lintas Artha
- 1st winner, Indosat Wireless Innovation Contest (2010)



COMPANY



I am very pleased with the students and recruiting staff from BINUS INTERNATIONAL. The latter facilitated the recruitment process, meeting our needs in terms of students and process. The former impressed us. The students have a strong accounting background and excellent English skills. They show motivation and enthusiasm. We planned to hire 1-2 graduates. We ended up employing 4.

Our new recruits excite us. We believe that they will have a long and distinguished career with us, whether in Indonesia, Southeast Asia, or globally. If they desire American business school, we plan for the very best to enroll them. We are pleased that they have decided to launch their careers with us.

This is only the beginning of our relationship with BINUS INTERNATIONAL. We look forward to hiring many more whilst participating in the education of the student body, through guest lecturing.

Erik Stern - CEO of Stern Stewart & Co.

Employer of: Stern Stewart Pte.Ltd.

School of Accounting - graduation 2008 (Double Degree Program)

- Vina Vionita, SE, B.Com. - Financial Analyst, Stern Stewart Pte Ltd (Singapore), Stern Stewart & Co.
- Christina, SE, B.Com. - Financial Analyst, Stern Stewart Pte Ltd (Singapore), Stern Stewart & Co.
- Josephine Nicole, SE, B.Com. - Financial Analyst, Stern Stewart Pte Ltd (Singapore), Stern Stewart & Co.
- Pratiwi Putri Wibowo, SE, B.Com. - Financial Analyst, PT Stern Stewart Indonesia, Stern Stewart & Co.

School of Computer Science - graduation 2008

- Daniel Liga, S.Kom. - Financial Analyst, PT Stern Stewart Indonesia, Stern Stewart & Co.

LOCAL CAMPUS WITH

INTERNATIONAL EXPOSURE

The world is progressing at a rapid rate. Everything changes continuously, including trends, technology and lifestyle. Thus, when it comes to choosing an institution of higher learning for your children, it is important that you choose the one that would help them deal with future challenges. A university that will shape them to be global citizens with global competence and local insight, and thus help pave their ways to success.

BINUS INTERNATIONAL, established in 2001, understands the future needs and the pressure of globalization on businesses and job market. A unique offering from the long standing BINUS UNIVERSITY, which has more than 30 years of experience in providing leading education, BINUS INTERNATIONAL becomes an alternative to studying abroad.

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

International Curriculum Local Background

All teaching materials are based on international curriculum, and are relevant, up-to-date and in line with the latest international educational progress. However, the materials also keep sight of local culture and market. All courses are delivered in English to get students ready to be worthy global citizens.

On top of that, our lecturers hold master or doctorate degrees from renowned overseas universities and emphasize on student-centered teaching method in delivering their expertise.



Regional Youth Leaders Conference 2010



Visits from Virginia University, USA



Workshop Co-Financing Film Through Digital Media

Prestigious Partners and International Network

BINUS INTERNATIONAL works with reputable overseas partners to ensure the highest standard of education our students can enjoy. Our partners include AUT University, Victoria University of Wellington, New Zealand; Bournemouth University, Northumbria University, UK; Cologne Business School (CBS), Germany; IHTTI School of Hotel Management, Switzerland; La Trobe University, Macquarie University, Murdoch University, RMIT University, Queensland University of Technology (QUT), University of New South Wales (UNSW), University of Wollongong (UOW), Curtin University, Australia; SolBridge International School of Business, Woosong University, South Korea; University of the Thai Chamber of Commerce, Thailand; University of Wollongong in Dubai (UOWD), United Arab Emirates; Inholland University in Amsterdam (The Netherlands); Ningbo University (Ningbo, China). We also give students access to international alumni networks for their global career, as well as national alumni network for their return to Indonesia - an advantage often missed out by overseas graduates.

ACCOUNTING & FINANCE PROGRAMS

ACCOUNTING

About the program

Accounting is the language of business that plays a crucial role in Finance to formulate strategic business decisions and to understand business performance. Aside from preparing financial statements and analyzing cost and efficiency, accountants play important roles in mergers, acquisitions, quality management, information systems, tax strategies and corporate governance. Skills and knowledge acquired from this program will benefit students by helping them achieve their career goal as entrepreneurs or as professionals.

Why Accounting at BINUS INTERNATIONAL?

BINUS INTERNATIONAL offer the most innovative Accounting degree in Indonesia:

- We are the first institution to teach International Financial Reporting Standard (IFRS) since 2005.
- We offer a double-degree program with partner universities for worldwide career opportunities.
- We use innovative courses and facilities with the most advanced software packages.
- We have extensive industry links, particularly to the world's Big-Four public accounting firms and opened opportunities for internships in companies.

Career Outlook

As accounting is the backbone of any business, the Accounting major can access a wide range of career opportunities with distinguished career ladders in fields such as management, finance, tax, consultancy, financial audit, financial analysis, accounting and education in private and public sectors.

BUSINESS & MANAGEMENT PROGRAMS

INTERNATIONAL BUSINESS

About the program

The International Business program provides students with a comprehensive view of business at the international level, as well as an opportunity to pursue a multicultural learning experience leading to a career in business. Graduates will have the ability to thrive in transnational corporations or help local businesses compete internationally.

Why study International Business at BINUS INTERNATIONAL?

The International Business program is designed to prepare future professionals with a solid foundation of knowledge and competencies required in helping businesses face the challenges of globalization. On top of the traditional business basics, students acquire international management competency and in-depth knowledge in their chosen area of expertise such as business in the ASEAN, in the East Asia, in

China and India, in the Middle East, and in Europe. Students taking the International Business program will learn a foreign language other than English. Study overseas is mandatory for international business students to complete the program. Students may choose to spend at least one semester studying abroad or at least one year in a twinning program. At the end of the twinning program, students are to receive a Sarjana degree from BINUS INTERNATIONAL and a Bachelor Degree from our overseas partner university.

Career Outlook

The curriculum of the International Business program prepares graduates for various career options as professionals or entrepreneurs. Graduates are equipped with the understanding of cross-country business operations and are ready for various posts in management.

MARKETING

About the program

Marketing involves all activities and processes carried out to create, communicate, deliver, and exchange company's products, services and offerings that bring value to customers, partners, and other stakeholders. With increasing competition in business, company needs and demands for marketing professionals and managers is likewise increasing. Marketing professionals and managers are required to have an understanding and mastery of key marketing concepts, tools, and technology to stay ahead of the competition.

Why study Marketing at BINUS INTERNATIONAL?

The curriculum is designed to equip students with basic scientific marketing paradigms, theoretical frameworks, and applied skills as well as to familiarize them with contemporary technology to support their competence as future marketing professionals. Students have the option to pursue a double bachelor degree with our overseas partners and to choose a streaming and a minor title based on their interest.

Career Outlook

The Marketing major offers a wide range of employment opportunities in marketing roles from branding, marketing communication, business development, product marketing, sales, market research, customer relationship, finance, campaign, to public relations.

HOSPITALITY & TOURISM MANAGEMENT

About the program

Hospitality and Tourism Management (HTM) focusing in double-degree program where students spend three year at BINUS INTERNATIONAL and one year at a reputable university / hotel school in Australia, UK or Germany. During their study, students will gain real industry work experience through 1 x 6-month internships at renowned hotels or hospitality and tourism enterprises in Indonesia and in Global Companies such as Marriott, Laguna, Westin (Starwood Group) and the Intercontinental Group.

Why study Hospitality and Tourism Management at BINUS INTERNATIONAL?

The Course is designed to generate job-ready graduates who will become effective and innovative managers with in-depth knowledge and outstanding competencies in hospitality and tourism management with international qualifications. This program sets an international curriculum and syllabi that combine practical skills with theoretical management knowledge.

BINUS UNIVERSITY and JW Marriott Hotel Jakarta signed a cooperation agreement, where the hotel provides practical training facilities including an exact replica of a Marriott Deluxe Room, guest lecturers from the industry, table manner lessons, events and activities for students and school staff, industry placements of student, and vacancy offers at BINUS Job Expo. In addition Hospitality and Tourism Management School also has a strong partnership with various acknowledged Hospitality and Tourism industry locally and internationally, such as Grand Hyat, Nikko Hotel, Mandarin Oriental, Sheraton, Bvlgari Bali, St. Regist Bali, Ayana Resort and Spa, Pullman Kuching, Banyan Tree Bintan, and many more.

Career Outlook

Graduates will be ready to pursue attractive career possibilities worldwide at hotels, exclusive residences, holiday resorts, food and beverage services, MICE (meetings, incentives, conferences and exhibitions) businesses, travel agencies, leisure centers, airlines, cruise liners and many more. The managerial positions for the graduates vary widely in various divisions such as general affairs, residence affairs, marketing and sales, banquets and conventions, catering, event organizing, recreational clubs, food and beverage, restaurants, human resources, health and spa, tour operations, and consultancy.



COMPUTING PROGRAMS

COMPUTER SCIENCE

About the program

In this information era, computer science has gone beyond simple use of computer software. Graduates need the ability to understand, create and support computing solutions for their own business, their clients, or their employers.

Why study Computer Science at BINUS INTERNATIONAL?

The Computer Science major is designed to provide graduates with thorough understanding of the theories, methods and systems used by the computing industry. It produces graduates who are knowledgeable and creative, who have excellent programming skills, who are capable of designing, implementing and maintaining complex software systems, and who are readily adaptable to new advances in the rapidly changing IT environment.

The program provides intensive specialist courses in industry-applied skills appropriate to IT professionals in the areas of Computer Forensics & Security, Games Technology, and other interesting computing areas. Students enjoy the internationally recognized curriculum and an opportunity to get professional certifications in major areas of the IT industry that will make them successful in their career.

Career Outlook

Computer Science graduates are in a position to gain employment as computing professionals in a number of fields, such as systems analysis and design, applications software development, data communication, network computing, and multimedia production, including graphics, animation and games. Graduates may join commercial organizations, government institutions, financial institutions, telecommunication companies, IT companies, or other organizations. The career opportunities are unlimited for computer science graduates.

INFORMATION SYSTEMS

About the program

Rapid advancements in technology, together with global lifestyle changes, are demanding more interconnections between individuals, companies and countries. The integration of various systems runs parallel with the need to distribute information to multiple parties across cultural, geographic, and state borders in more accurate, faster, more reliable and more secure ways. Information Systems is an interdisciplinary field that deals with the intelligent application of technology to address business challenges. Information Systems professionals balance technological knowledge with strategic and managerial skills.

Why Information Systems at BINUS INTERNATIONAL?

The Information Systems major is designed to provide graduates with a unique blend of theoretical foundations and practical applications, to help students interact with world-class faculty and students, and to treasure cultural opportunities and diversity. Streamings encourage students to explore their interests such as project management or information systems audit. A wide variety of elective courses, contemporary minors, and accelerated master degree programs allow students to take advantage of the many unique educational opportunities available at BINUS INTERNATIONAL. Dual-degree programs offer students a study-abroad experience, to open doors to the expanding global opportunities in the information systems industry.

Career Outlook

Graduates typically join companies either as consultants, business analysts, systems analysts, enterprise systems architects, systems programmers, systems administrators, project managers, or as IS auditors. With a solid background in strategic and managerial areas, graduates will also have prospect in management positions in IT departments and IT companies.

COMMUNICATION & MEDIA PROGRAMS

COMMUNICATION

About the program

Streaming in Public Relations, Advertising, and Journalism. Public Relations is the practice of managing communication between an organization or a program and the public. In most cases, public relations is concerned with maintaining the public image of high-profile person, commercial businesses and organizations, such as non-profit associations and programs. This stream is part of the Communication program; therefore, it provides courses that are also useful for the Advertising and Journalism streams.

Advertising is a form of communication intended to persuade the public (readers, listeners or viewers). Advertising persuades by using mass media forms such as the printed newspaper, brochures, magazine articles, radio, television, and the internet. Advertising can be used for commercial purposes to encourage people to purchase products and services or for social purposes to take action on ideas.

Journalism is the investigation and reporting of events, issues, and trends to a broad audience. Besides covering organizations and institutions such as government and business, journalism also covers the cultural aspects of society such as arts and entertainment.

Why study Communication at BINUS INTERNATIONAL?

Student who study communication at BINUS INTERNATIONAL will have competence in:

- Capability to analyze and understand the public in designing the most effective way and the best choice of medium of communication
- Ability to speak in the front of public
- Skill to make effective presentation
- Skill to create descriptive, explanatory, argumentative, and persuasive writing effectively
- Skill to create effective audio, visual and audio visual media presentation
- Capability to plan media programming
- Capacity to create written phrase, sound bytes, visual images, and audiovisual form to get public attention

Career Outlook

- Public Relations & Propaganda Officer
- Media Planner & Programmer
- Copywriter in an advertising agency
- Journalist in the printed press, radio, television & internet news agencies

“ YOU HAVE MANY YEARS AHEAD OF YOU TO CREATE THE DREAMS THAT WE CAN'T EVEN IMAGINE DREAMING. YOU HAVE DONE MORE FOR THE COLLECTIVE UNCONSCIOUS OF THIS PLANET THAN YOU WILL EVER KNOW.”

STEVEN SPIELBERG

FILM

About the program

In recent years film industry in Indonesia continues to grow and has manage to become an important part in the creative industry. The big screen movies, independent films and television shows in Indonesia have been gaining momentum in recent years after long period of dormancy. More compact and cheaper filmmaking technology has opened doors for filmmakers to experiment with various themes and styles of movies.

However, on top of the skills, knowledge, and creative attitudes in filmmaking, great filmmakers have to have the sense of art and socio-cultural understanding in order to create notable films that engage the audience and bring economic and business benefits

Why study Film at BINUS INTERNATIONAL?

The program treats technical skills as an integral part in the understanding the aesthetics, communication, social and cultural knowledge of film. Better understanding in artistic choices, narratives, society's requirements, and the media world will create filmmakers who possess aesthetic and managerial authority - the type of filmmakers who creates impact in building the society.

On top of mastering the technical skills, the creative sides related to storytelling, forms, styles and aesthetics, and content; students also learn the financial and managerial side of the film business.

In addition, the program also offers student to explore film studies and film history.

Career Outlook

Graduates have extensive knowledge and hands-on experience on filmmaking and are ready to pursue career at various positions in creative industry, such as film production, television shows, TV commercials and music videos, as well as film journalist and film critic.



ART & DESIGN PROGRAMS

“FASHION IS NOT SOMETHING THAT EXIST IN DRESSES ONLY. FASHION IS IN THE SKY, IN THE STREET, FASHION HAS TO DO WITH IDEAS, THE WAY WE LIVE, WHAT IS HAPPENING.”

COCO CHANEL

FASHION DESIGN

About the program

Fashion is one of the most lucrative multimillion-dollar industries in the world involving millions of workers. One indispensable role is the creator. To capture buyers in a highly competitive market, fashion designers must challenge creativity in composing new and fresh approaches to energize their products. This Bachelor of Arts program is designed for creative thinkers interested in transforming their ideas and vision into fashion design products.

Why Fashion Design at BINUS INTERNATIONAL?

The four-year and double degree program at BINUS INTERNATIONAL serve the needs to expand the workplace globally. Graduates are responsive to the dynamic market of ready to wear; women's wear, men's wear and children's wear. In addition, graduates are equipped with knowledge of trend forecast in order to shape the vision; communication skills to transform a set of meaning to the end user and production experience to meet industrial requirements. During their study, there will be one dedicated semester focus on Internship, which prepares the graduates as fashion professionals.

To support exciting learning activities, BINUS INTERNATIONAL invites lecturers and guest lecturers who are the industry professionals, and provides studio facilities such as garment productions workrooms, fabric lab, computer lab, and photography studio. Students may pursue a double degree to obtain a Sarjana Seni (S.Sn.) and a Bachelor of Art with Honours (BA-Hons).

Career Outlook

Graduates are ready to meet the industry in response to various market levels, from medium to mass production. They are ready to work in design consultancy, fashion styling, media communication, textile design, trends forecasting consultancy, retail chain networks, or as budding entrepreneurs creating their own lines to capture the diversity of styles and needs in the world of fashion.

FASHION MANAGEMENT

About the program

There's more to the fashion industry than meets the eye. To develop fashion products and services and to design business strategies that meet customer needs, players in this field need to analyze fast-changing market needs and trends based on social, economic, political, and cultural elements.

Why study Fashion Management at BINUS INTERNATIONAL?

This double-degree program includes management and creative skills to develop creative expertise for the fashion industry and business knowledge for running it. Students are groomed to become qualified, professional experts in the fashion industry with knowledge in promotion, branding, visual communication skills and product development.

The internship program, field trips and real projects within the industry are practical, industrial hands-on and eye-opening experiences. These programs develop student abilities to function professionally and learn ethical and organizational responsibilities. Aside from providing students with work experience, the industrial internship program teaches them to cope with work demands and pressures. This can help and support individual career aspirations and provide social and professional networks.

Career Outlook

Recruitment in the fashion industry has grown beyond recruiting graduates for traditional design and production roles. Focusing on acquiring knowledge of fashion business strategy and promotion, today's graduates can engage in creative product development and in business management skills. These graduates are ready to work in retail industries; in fashion trends forecasting consultancies; in trends research companies; as well as in media, advertising and public relations companies.

GRAPHIC DESIGN & NEW MEDIA

About the program

Everything that needs to be visually communicated to the audiences – such as products, services, company images and campaign messages – needs Graphic Design and New Media process to create the visual representation of ideas and relay them to the audience to create desired impact. As advertising industry develops, the need of capable graphic designers are more than ever.

Why study Graphic Design & New Media at BINUS INTERNATIONAL?

The Graphic Design and New Media Program offers a variety of opportunities in creative industry areas. It is for any student who wants to enhance their creativity and knowledge in challenging competition of professional designers and global creative industry. The four-year study program offers double degree option, catering the first year for building solid foundation, and the remaining three years for enhancing students' skills in creative product development. In this program, the students learn how to integrate technical skills, theoretical knowledge and imagination in art and design to meet industry standards.

Career Outlook

Graduates will be able to pursue attractive career possibilities worldwide at graphic design houses, creative houses, art galleries, brand development consultancies, corporate communication consultancies, as well as entrepreneurs and freelancers.

Interactive Digital Media

About the program

We live in an exciting world where new interactions between humans and machines are rapidly evolving. In choosing Interactive Digital Media, you will immerse yourself in creative processes: designing and creating new interactive content for areas such as game design, retail business, advertising, and the arts.

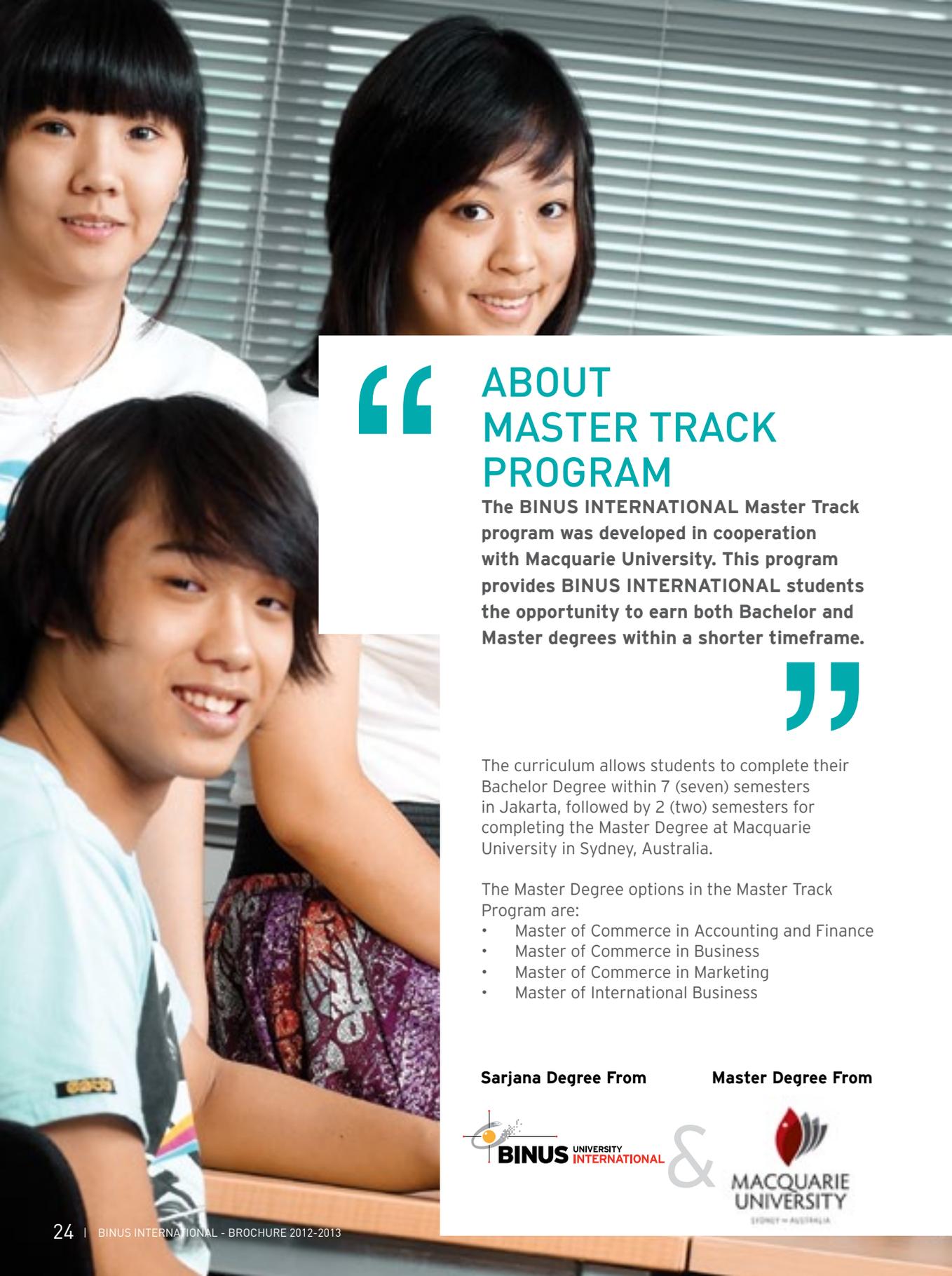
Why study Interactive Digital Media at BINUS INTERNATIONAL?

The Interactive Digital Media program is multidisciplinary in nature. Students will initially learn design processes, principles, and practice and then continue by learning computing technologies and skills in implementing their designs. Through this program, students will acquire skills in creating and using 2D and 3D imagery and animation, computer programming, and integrating content with multimedia devices. Creativity and imagination are required to enter this program.

Career Outlook

Graduates will be able to enter the fast developing creative industries such as the game industry, software design, fashion, art, film, and animation. In business, students can also choose careers in areas such as advertising, retailing, and product design. New career areas are also constantly developing which are open to graduates of this program.





ABOUT MASTER TRACK PROGRAM

The BINUS INTERNATIONAL Master Track program was developed in cooperation with Macquarie University. This program provides BINUS INTERNATIONAL students the opportunity to earn both Bachelor and Master degrees within a shorter timeframe.



The curriculum allows students to complete their Bachelor Degree within 7 (seven) semesters in Jakarta, followed by 2 (two) semesters for completing the Master Degree at Macquarie University in Sydney, Australia.

The Master Degree options in the Master Track Program are:

- Master of Commerce in Accounting and Finance
- Master of Commerce in Business
- Master of Commerce in Marketing
- Master of International Business

Sarjana Degree From



Master Degree From



OUR PARTNER IN EDUCATION

1. Auckland University of Technology (AUT) University, New Zealand
2. Bournemouth University, United Kingdom
3. Cologne Business School (CBS), Germany
4. Curtin University, Australia
5. IHTTI School of Hotel Management, Switzerland
6. InHolland University, Netherlands
7. La Trobe University, Australia
8. Macquarie University, Australia
9. Murdoch University, Australia
10. Ningbo University, China
11. Northumbria University, New Castle, UK
12. Queensland University of Technology (QUT), Australia
13. RMIT University, Australia
14. SolBridge International School of Business, Woosong University, South Korea
15. University of New South Wales (UNSW), Australia
16. University of the Thai Chamber of Commerce (UTCC), Thailand
17. University of Wollongong in Dubai (UOWD), United Arab Emirates
18. University of Wollongong (UOW), Australia
19. Victoria University of Wellington, New Zealand



OUR CORE FACULTY



Adilla Amelia completed a bachelor's degree in Communication at the University of Indonesia. After completing a master's degree in Film Directing at the New York Film Academy, she worked on several Hollywood film productions and at a film distribution company in Los Angeles. In Jakarta, she worked in television news production, then as assistant director in a film production, then at a television production house working on various television shows, commercials and a feature-length movie.



Adora Jones is a lecturer of Economics and the Manager of the Executive MM Program. She completed undergraduate studies at Pepperdine University (cum laude) and graduate studies at UCLA with a focus on international policy and economic development. Her research focus is on the economic development of emerging countries and ethnic minorities within Southeast Asia and the Pacific through the use of private sector resources and effective public policies. She has worked in government (Washington DC), business (Indonesia)



Andy Lunarjanto completed an MM/MBA from IPMI/Monash Mt. Eliza in Melbourne, and a bachelor's degree in Architecture Engineering from Universitas Parahyangan. He has three years of teaching experience and 12 years of managerial experience in the engineering, banking and education industries. He was a project manager for various residential and commercial projects and authored and co-authored various papers in marketing. His research interests include e-marketing, branding and consumer behavior.



Anita Tamala is a Faculty Member from the School of Marketing at BINUS INTERNATIONAL. Her experience covers more than 25 years of International exposure, 12 years of professional experience in Marketing & Communications, in which 8 years has been in the managerial position. Her Industry background ranges from services, retail, and telecommunication/IT. She possesses a unique academic qualities by combining her BA in Computer Art (graduated Cum Laude from Arizona

State University) with MBA in Marketing (from Western International University, Phoenix - Arizona). This combination has shaped her in thinking creatively and led to her current position as Head of Corporate Connections for the campus.

Ari Barkah Djamil, M. Sc., is a faculty member of the School of Accounting and Finance at BINUS University International. He teaches undergraduate courses in Auditing, Accounting Information Systems, and Introduction to Accounting II. He was an external auditor for Prasetio Utomo & Arthur Andersen, and an internal auditor for Manulife Indonesia and AIA life insurance companies. His research focus is on audit and corporate governance.



Asnan Furinto has a Ph.D in Marketing from Universitas Indonesia (Cum Laude), an MM/MBA from IPMI/Monash at Mt Eliza in Melbourne, Australia. He has four years of teaching experience as well as 12 years of managerial experience in the overseas logistics and shipping industries. He

is the co-author of Marketing Reloaded and has published marketing articles in various journals. His research interests include customer relationship management, marketing technology and innovation, and marketing metrics.



Dahlia Darmayanti is a faculty member of the School of Marketing at BINUS INTERNATIONAL. Prior, Dahlia was a credit analyst at Sumitomo Niaga Bank, Jakarta. She also managed business development at Asia Cellular Satellite, a regional mobile

satellite provider company in Jakarta, where she was later assigned to the Singapore office. She completed a master's degree in International Management at the Thunderbird Global School of Management in Arizona, USA and a Sarjana-1 degree in International Relations at Universitas Padjajaran in Bandung, Indonesia. Her research interests are international marketing, services marketing, and green and sustainable marketing.

Dila Kana has a bachelor's degree from the Institut Teknologi Bandung, and a master's degree from the Savannah College of Art and Design in Georgia, USA. After being a graphic designer at PT Griya Selaras Desain for about 5 years, Dila became an independent graphic designer of logos and print marketing materials. In 2009, Dila was a project consultant and graphic designer at Inke Maris & Associates, a leading Indonesian public relations consultancy. Dila lectured in other universities before joining BINUS INTERNATIONAL. Her research interests include typography and letter forms.



Dominique Razafindrambina completed an M.Sc. degree at the California State University in Fullerton, USA, and a master's degree at the Kishiniev State University in Moldavia, USSR. He was a technical adviser of KPMG Sudjendro Susanto

on projects in industries such as hotel and resorts, malls, manufacturing, pharmaceuticals, aviation, electronics, and communication. He was a technical advisor on Asian Pulp and Paper (APP) for the Sinarmas Group, where he developed non-Mandarin-speaking markets for paper exports in South Asia. He was as a technical advisor of PT Pyridam Farma Tbk for the African market. His research interests include CSR, intellectual capital, and economics.



Ekky Imanjaya completed a master's degree in Philosophy at the Universitas Indonesia and another in Film Studies at the University van Amsterdam. His portfolio includes journalism and book publishing. He wrote several books and articles, mostly on Indonesian cinema. His works appeared in Jump Cut Journal, Colloquy Journal, Cinemasia, and the Journal of European Studies. He is one of the co-founders of www.rumahfilm.org. He was a journalist at astaga.com and, until today, he

continues to write film reviews for detik.com. He won an international film award for his documentaries and was nominated for Best Film at the 2005 Indonesian Film Festival.



Erwin Adi teaches and coordinates Network Security classes. He was a network engineer for companies such as British Telecom in Belgium where he gained experience in handling fiber networks, in Europe-wide networks using various platforms, troubleshooting IP issues, and mitigating high-impact network failures. Erwin has a master's degree in Telecommunications from the University of Strathclyde in Glasgow, UK and a double-major bachelor's degree in Computer Science and Applied

Mathematics/Statistics from the State University of New York at Stony Brook, USA, where he was a Dean's Lister for three semesters and was invited into the Sigma Beta Honor Society.



Evi Rinawati Simanjuntak completed an MM degree at the IPMI Business School (Best Graduate Student award) and a degree in Electrical Engineering at the Institut Teknologi Bandung. She was second runner-up in the Asia Pacific Regional Challenge for Research Report Competition held by CFA Institute and the Hong Kong Society of Financial Analyst in 2008. She worked as Transmission Network Planning Manager for PT. Siemens Indonesia. She now teaches Pricing

Management Strategy and Research Methodology in Marketing in the Undergraduate Program (S1) of the School of Marketing. Her research interests included digital marketing, marketing-finance interface and customer relationship management. She is completing a doctoral degree in Marketing Management at the Universitas Indonesia.



Hera Oktadiana has worked and studied in the USA, Japan, Malaysia and in Holland and is very experienced in hospitality education. She held senior managing and academic development roles at the Trisakti Institute of Tourism, at the international hotel program at the Bunda Mulia Tourism and Hospitality Institute, and now at BINUS INTERNATIONAL. Currently, she is involved in several hospitality and tourism associations such as PATA, SKAL International, HMPPI, Frontliners/HFLA and with Hildiktipari (Association of Indonesia Tourism Higher Education), where she was appointed chairman of the International Division.



Indra Kusumawardhana after more than 14 years in the hotel and management industry in several countries, Indra Kusumawardhana is the program coordinator for the School of Hospitality and Tourism Management. Indra completed his bachelor's degree in International Hotel and Tourism Management at the International Hotel Management Institute (IMI) in Switzerland and a master's degree at the Bournemouth University in the United Kingdom, giving him an international exposure to the food and beverage management industry, particularly in tourism education.



Jane Basiroen completed a bachelor's degree in Graphic Design at the Trisakti University and a master's degree at the Academy of Art University in San Francisco. She lectured in various universities before becoming a full-time faculty member at BINUS INTERNATIONAL. She was a creative director for corporate design at PT Melati Cipta Mandiri for clients such as Papua Air, Mimika Air, GT Air, Med Air (Dubai).



John Peter Honeyben is the English Language Services Manager at JWC. He completed a master's degree (qual) at Flinders University in South Australia a bachelor's degree (hons) in Drama at Flinders University, as well as a bachelor's degree in Drama & Anthropology at Adelaide University in South Australia. He has about 20 years of EFL and ESL teaching experience. He was a consultant

for the Universitas Indonesia Language Centre and a lecturer of undergraduate and postgraduate English language studies at Westminster University in London, UK. His current research interests include cultural issues relating to academic conventions and language learning, rhetorical style and culture, CLIL and genre-focused EAP.

Jude J. L. Martinez has a bachelor's degree and a master's degree in Computer Science from De La Salle University in Manila, with a focus on Software Engineering. He was an IT specialist and programmer for Philex Mining Corporation in Manila, and an IT consultant for Cypress Semiconductor Inc. He is a member of the Cordillera Administrative Region's Quality Assessment Team for Higher Education, of the JAVA Education Development Initiative Community, the Philippine Society of IT Educators, and of the Association of Computing Machinery. He has over a decade of experience in the education sector. His research interests include software engineering, gaming technology, human computer interaction, pervasive and mobile computing.



Karen Imam has a master's degree in International Business and had studied in France and Germany. She worked in Paris as export manager in charge of Central Europe for Lolita Lempicka and Castelbajac Parfums. She worked in Brussels as a logistics specialist for Toyota Motor Europe. In Indonesia, she joined BINUS INTERNATIONAL as faculty in the International Business undergraduate program. She lectures courses such as Management Across Cultures, International Business and Business Communication. Her research focus is on CSR activities.



Lianti Raharjo graduated with a Master of Marketing from The University of Newcastle, Australia, under an Australian Development Scholarship. Prior to joining BINUS INTERNATIONAL, she worked for MarkPlus, Inc. as Head of the Knowledge Management Development Division of MarkPlus Institute of Marketing. She has handled workshops and training projects for both national and international companies, including Yamaha, General Electric Asia Pacific, Matahari Putra Prima and AIG Life. She has also conducted research in a number of marketing areas such as segmenting, customer service and market potential. Lianti is an active researcher, often publishing in journals and presenting academic papers at international conferences in marketing. Currently, she serves as the Head of Undergraduate Program, School of Management (International Business), BINUS INTERNATIONAL.



Mathias Dhamawirya completed a master's degree in Information Studies and a bachelor's degree in Computer Engineering at the Nanyang Technological University in Singapore. He worked as a systems analyst at Deutsche Bank in Singapore and played a key role in the Knowledge Management initiative of the Intellectual Property Office of Singapore. Currently, he is the Program Coordinator of the School of Information Systems of BINUS INTERNATIONAL in Jakarta, Indonesia.



Minsani Mariani completed a master's degree in Business Administration at the University of Birmingham in the UK and a bachelor's degree in Electrical Engineering at the Institut Teknologi Bandung in Indonesia. She has more than 14 years of experience in the information technology industry, mostly with multinational companies such as IBM and Microsoft, and with Jatis Solutions, an Indonesian IT consulting company. Her passion in teaching led her to a full-time lecturing career. She is now the Head of School of Information Systems of BINUS INTERNATIONAL in Jakarta, Indonesia.



Muhammad Ariono Margiono is the Students and Alumni Relations Manager for BINUS INTERNATIONAL and BINUS Business School. Ari has a master's degree in Social Studies and Economics (MScEcon) from the University of Wales in Aberystwyth, UK. He has more than 10 years of social development experience with international organizations and non-government organizations. He regularly writes opinion articles in popular publications in Indonesia including Kompas and Bisnis Indonesia. In BINUS INTERNATIONAL, Ari manages Character Building courses and teaches Design Thinking. He has a strong research interest in business ethics, corporate social responsibility, and social innovation issues.



Nathalia Devina Widjaja earned her Master Degree in Business Information System from Monash University, Australia and Master of Practising Accounting from RMIT University, Australia. She started the career as a Management Associate and later on as Financial Institution Relationship Manager, Citibank, NA. She also spent some time with Townshend, one of the top property companies in Melbourne, Australia. Her passion in teaching was started during her studies in Australia early 2001. She became a tutor in Department of Information System, Melbourne University and assistant lecturer in Business Information Technology Department, RMIT University, Australia. She is currently Program Coordinator in School of Information System, BINUS INTERNATIONAL. She has a number of publications in International conference for her database, and Green IT research.



Pantri Heriyati is the Head of the School of Management at BINUS BUSINESS SCHOOL. She completed a doctoral degree at the Universitas Indonesia and a master's degree at the University of Wollongong in Australia. She has 15 years of industry experience, including consultancies in the private sector. Her major expertise is in marketing.

Pinky Rusli has been a full-time faculty member of the BINUS INTERNATIONAL School of Management since 2010. She completed two MBA degrees at the National University of Singapore (NUS) and at Peking University in China. She taught at the Parahyangan Catholic University, where she completed a bachelor's degree in Accounting. Prior, she was a senior accounting manager at Trisula Group, a multinational apparel company, and a regional office controller of DHL Supply Chain Singapore.



Ratna Dewi Paramita is a fashion lecturer at BINUS INTERNATIONAL. Ratna completed a bachelor's degree in Communications, major in Advertising at Universitas Indonesia and a master's degree in Fashion Marketing at Northumbria University in Newcastle-upon-Tyne in the UK. Ratna worked in marketing communication at PT Dupont Indonesia. With two friends, Ratna opened the Amenomachi boutique in Kemang and acquired hands-on experience in the fashion industry. After three years, she worked in retail as a visual merchandiser, freelanced as a wardrobe stylist for TV and print ad commercials, and then as a uniform designer for national and international brands.

Raymond Kosala is a lecturer at the School of Computer Science in BINUS INTERNATIONAL. He completed a doctorate in Informatics from the Katholieke Universiteit Leuven in Belgium in 2003. He was a systems engineer for the a multinational IT distribution company PT ECS (Indo) , and an IT consultant for PT Intellisys and PT BINUS Consulting. He was appointed Deputy Director of the ACM Asia-Jakarta Regional International Collegiate Programming Competition from 2008 to 2010. He served on the committees of several international workshops and conferences. Currently, he is on the editorial board of the International Journal of Knowledge-Based Organizations. His research interest in intelligent systems includes machine learning and its applications to the business, computer games, computer security, financial, and other fields.

Roosalina Wulandari completed a master's degree in clinical psychology at the Universitas Indonesia. She is the Student Affairs Coordinator of BINUS BUSINESS SCHOOL and teaches Character Building. Her career experience includes national and international NGOs. She specializes in psychological crisis intervention and social movement startups.



Rini Setyowati completed an MBA at Winthrop University in South Carolina and a bachelor's degree in Economics at the Parahyangan Catholic University. She has five years of overseas teaching experience and more than five years of professional consultancy experience in the consumer goods industry. Her research interests are in the areas of consumer behavior, international marketing, and in strategic marketing.



Stephanus Remond Waworuntu

is the Head of the School of Accounting & Finance of BINUS BUSINESS SCHOOL. He completed a doctorate at the Parahyangan Catholic University and an MBA degree from California State University in the USA. He has

more than 19 years of managerial experience in multinational and public companies such as Sierad Produce, Continent Hypermarket, ING Baring Securities, and Freeport Indonesia, as well as more than eight years of teaching and consulting experiences with companies such as Astra International, Hutchison CP Telecommunications, Merck Indonesia, Tetra Pak Indonesia, Inti Karya Persada Teknik, Pertamina, and Perum Perumnas..

Prior to joining BINUS, he taught at the ITB School of Business and Management, at the Trisakti School of Management, and at the University of Indonesia.

He specializes in research on corporate finance, corporate governance & culture. He is currently the Commissioner of Candika Group, the Chairman of BINUS IFRS Knowledge Centre, the Vice-Chairman of BINUS-Recapital Corporate Governance Centre, and a member of the American Management Association.



Tara Farina is a faculty member of the School of Marketing. Prior to joining BINUS INTERNATIONAL, she had seven years of senior management experience in Treasury at PT. General Motors Indonesia, a subsidiary company of General Motors. Tara pursued her undergraduate and graduate degrees in Statistics and Operations Research at the University of Technology Sydney in Australia. She is completing a doctoral degree in Business Management at the Institut Pertanian Bogor. Her research interests include service marketing and tourism.



Tatum Syarifah Adiningrum began teaching academic English and study overseas preparation at the Indonesia Australia Language Foundation, a non-profit institution in Surabaya, where she was exposed to cross-cultural problems faced by Indonesian students overseas, including the problem of plagiarism. She received an Australian Development Scholarship in 2006, and completed a master's degree in Education Leadership and Management at Flinders University in South Australia in 2008. Her coursework project was

Indonesian Postgraduate Students' Understanding of Plagiarism; plagiarism is still her main research interest in BINUS BUSINESS SCHOOL.



Teuku Aulia Geumpana is a lecturer at BINUS INTERNATIONAL's Computer Science Department. At the Australian consulting company GHD Pty. Ltd., he was MIS Tasks Team Leader for a government project in rehabilitation and reconstruction of a disaster area. He has a master's degree in Management Information Systems from the University of Arkansas in Little Rock, U.S.A, specializing in Software Engineering, and a bachelor's degree in Information Technology from the International Islamic University in Malaysia. At

BINUS INTERNATIONAL, he taught Data Structure and Algorithm, System Analysis and Design and Distributed Systems. His research interest is cloud computing. He is an APMI member, a recipient of the Beta Gamma Sigma Award for Academic Business Excellent, and a former Fulbright scholar.



Tito Imanda completed a master's degree in Media, Culture and Communication at New York University as a Fulbright scholar, with a thesis on the Indonesian film industry. He is a member of Masyarakat Film Indonesia, a film activist group that fights for a better political climate for Indonesian cinema. He was a TV game show scriptwriter when he was 22, and a TV producer in the Si Unyil puppet series. His was a TV journalist for the Voice of America. Today, between teaching and management duties, he works on personal film projects in Central Java.



Yalezzi Marina Mahatis is the Foundation Year Program Coordinator at BINUS INTERNATIONAL, Jakarta Indonesia. She has a Master of Science in Industrial Systems Engineering specializing in Operations Research from the Ohio State University, USA. Her Bachelor of Science degree in Industrial Engineering is from the University of Wisconsin at Madison, USA. She has more than 8 years of teaching experience with Mathematics and Statistics as her area of expertise. She is currently developing Design Thinking curriculum that aligns with Binus International goal to shape innovative minds.



SERVICE EXCELLENCE & STATE OF THE ART FACILITIES

• Supportive Counseling Services

Assist students in resolving study-related obstacles including English, thus ensuring their on-time graduation

• Homelike Canteen

Located at the basement level of the building, the canteen offers a selection of local dishes in a clean and comfortable ambience

• Campus-wide Free Internet Access

Fast and free Wi-Fi internet access in available in all classrooms and corridors

• Extensive Library Collection

Extensive book collections allow students to conduct in-depth research for various projects or papers

• Cozy Student Lounge

A place for students to hang out, relax, and play games

• Compact High-Tech Classrooms

24 classrooms with variable seating capacities up to 32 seats include facilities such as LCD Projectors and wireless internet

• Leading-edge Computer Labs

Four up-to-date, 32-seat computer laboratories connected to the web for presentations, lectures, and practice

• Comfortable Discussion Areas

Equipped with Wi-Fi internet network for browsing and discussion on each floor

AWARDS & ACHIEVEMENTS



Winner 2011 Indonesian MAKE Award (Most Admired Knowledge Enterprise)



BIPEDS team secured the first place at the NUEDC competition held by Ministry of Education.



Universitas Binaes Juara Kompetisi Bahasa Inggris Tingkat Nasional

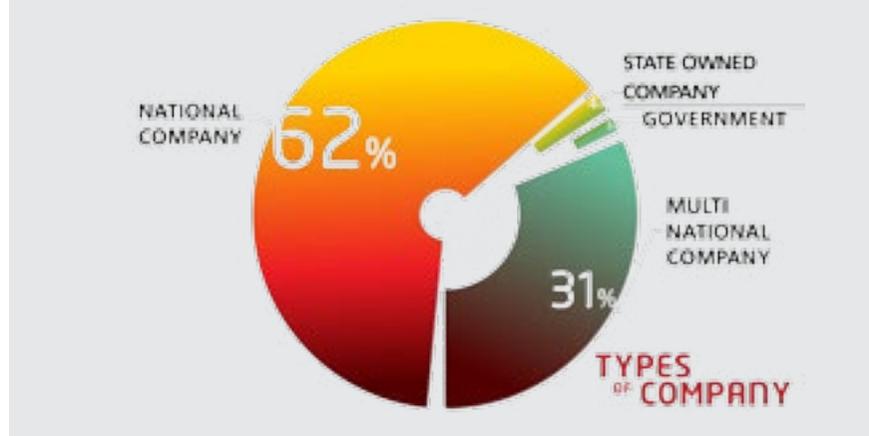
WINNERS - Tim dari Universitas Binaes, Mahasiswa Nasional 1 dan 2, dan Mahasiswa Internasional 1 dan 2, yang berhasil meraih juara 1, 2, 3, dan 4 dalam kompetisi Bahasa Inggris Tingkat Nasional yang diselenggarakan oleh PTB yang mendapat dukungan dari 15 universitas di Indonesia. Tim dari Universitas Binaes yang terdiri atas Astrio Feligent dan Christian Leonardo berhasil meraih juara 1 dan 2. Mereka berdua meraih medali emas pada kompetisi yang diselenggarakan oleh PTB yang mendapat dukungan dari 15 universitas di Indonesia. Tim dari Universitas Binaes yang terdiri atas Astrio Feligent dan Christian Leonardo berhasil meraih juara 1 dan 2. Mereka berdua meraih medali emas pada kompetisi yang diselenggarakan oleh PTB yang mendapat dukungan dari 15 universitas di Indonesia.



STUDENT & ALUMNI ACTIVITIES

Did you know that **89%** of our students got their first job before graduation?

Where are our alumni now?



Organizations

- Student Committee
- BINUS INTERNATIONAL Trading Enterprise (BiTE)
- BINUS English SocieTy (BEST)
- Accounting Students Club (ASC)

Cultural Activities

- BINUS INTERNATIONAL Dance Club (BIDC)
- Voice of BINUS INTERNATIONAL (VOB)
- BINUS INTERNATIONAL Musician Club (BIMUS)

Multimedia

- Interactive Creative Media (ICM)
- Cameras in Action (CIA)

Religious

- BINUSIAN Moslem Society (BMS)
- Community in Christ (CIC)

Sports Activities

- BINUS INTERNATIONAL Football Club (BIFC)
- BINUS INTERNATIONAL Basketball Club (BIBC)
- BINUS Jujitsu Club (BNJC)



Institutional Achievements

- Winner, 2011 Indonesian MAKE Award (Most Admired Knowledge Enterprise) organized by Dunamis Organization Services
- Winner, 2009 BUBU Awards V.06 Education Category

Student Achievements

- BINUS INTERNATIONAL Pool of English Debaters (BIPEDS) Winner, International Public Speaking and Debate Championship**, London School of Public Relations, April 2010.
- Winners - Christian Leonardo and Rajkumar Narendra (School of Information Systems)
 - First Best Speaker - Christian Leonardo (School of Marketing)
 - Second Best Speaker - Rajkumar Narendra (School of Information Systems)
 - Sixth Best Speaker - Astrio Feligent Tjong (School of Marketing)
 - Seventh Best Speaker - Steven (School of Computer Science)
 - Ninth Best Speaker - Invi Atmanegara (School of Marketing)

- 2nd Runner-up, United ASEAN Debating Championship**, hosted by Assumption University, Thailand (May 2010)
- Steven - School of Computer Science
 - Astrio Feligent Tjong - School of Marketing
 - Ravina Gobindram - School of Information Systems
- 6th Best Speaker, World Universities Debating Championship**, Turkey (27 December 2009 to 4 January 2010)
- Bryan Gunawan (School of Accounting)
 - Winardi Cristian Lim (School of Computer Science)
 - Rendy Darmawidjaja (School of Information Systems & Management)



ENTRY REQUIREMENTS 2011/2012

Major	High School Diploma*	General Requirement	Entrance Test
Accounting	All Majors of SMA, SMK	<ul style="list-style-type: none"> Letter certifying proof of non color blindness from eye specialist (for Graphic Design & New Media, Interactive Digital Media, Fashion Design, and Fashion Management) Certificate of Good Health (for Hospitality & Tourism Management) Passing BINUS INTERNATIONAL Entrance Test International TOEFL Score of 550 or better Test of Written English Score of 4,0 or better or Official IELTS 6.0 overall or better WITH 5.5 for Writing Module or better Official iBT (internet based TOEFL) of 80 overall or better WITH 15 for Writing Module or better <p>Pre University English 150 hours if TOEFL scores are between 475 - 549 and/or TWE between 2,5 - 3,9</p>	<ul style="list-style-type: none"> Interview Test of Written English (TWE) BINUS INTERNATIONAL English Proficiency Test (BIEPT) BINUS INTERNATIONAL Entrance Test <ul style="list-style-type: none"> - Aptitude Test - Math Test (for Computer Science) Drawing Test (for Graphic Design & New Media, Interactive Digital Media, and Fashion Design) <p>The above scores will determine your "Rank"</p> <p>We will only consider students who have obtained Rank 1 or Rank 2</p>
Communication	All Majors of SMA, SMK		
Computer Science	SMA - IPA, SMK**		
Fashion Design	All Majors of SMA, SMK		
Fashion Management	All Majors of SMA, SMK		
Film	All Majors of SMA, SMK		
Graphic Design & New Media	All Majors of SMA, SMK		
Hospitality & Tourism Management	All Majors of SMA, SMK		
Information Systems	All Majors of SMA, SMK		
Interactive Digital Media	All Majors of SMA, SMK		
International Business	All Majors of SMA, SMK		
Marketing	All Majors of SMA, SMK		

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

** SMK Details for Computer Science: Technology, Computing, and Design (other major will be reviewed by Faculty of Computer Science)

BINUS SQUARE Hall of Residence A HOME AWAY FROM HOME

BINUS SQUARE - Hall of Residence, run by BINUS UNIVERSITY since August 2010. BINUS SQUARE - Hall of Residence will provide an enriched and special accommodation experience for you. The modern facilities, specialized services and various exciting programs enhance your stay here. It is our aim to provide a unique and enriching experience and lifestyle to our boarders where the environment is conducive for you to shine academically, live in comfort and make new friends.

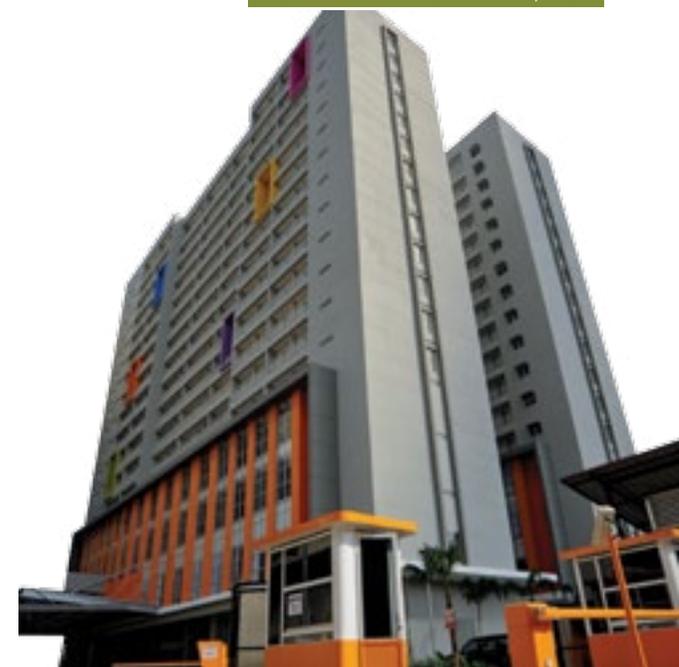
The Hall of Residence comprises 4 residential halls which house a total of 1,500 single and double rooms to accommodate over 2,200 BINUSIANS - male and female in separate towers.

The accommodation is furnished with essential home comforts as well as extra facilities:

- Lounge
- Reading Room
- Games Room
- Food Galore / Cafeteria
- Laundry
- 24 hours Minimart
- Gymnasium
- Swimming Pool
- Parent's Guest Room
- High Speed Wi-Fi Connection

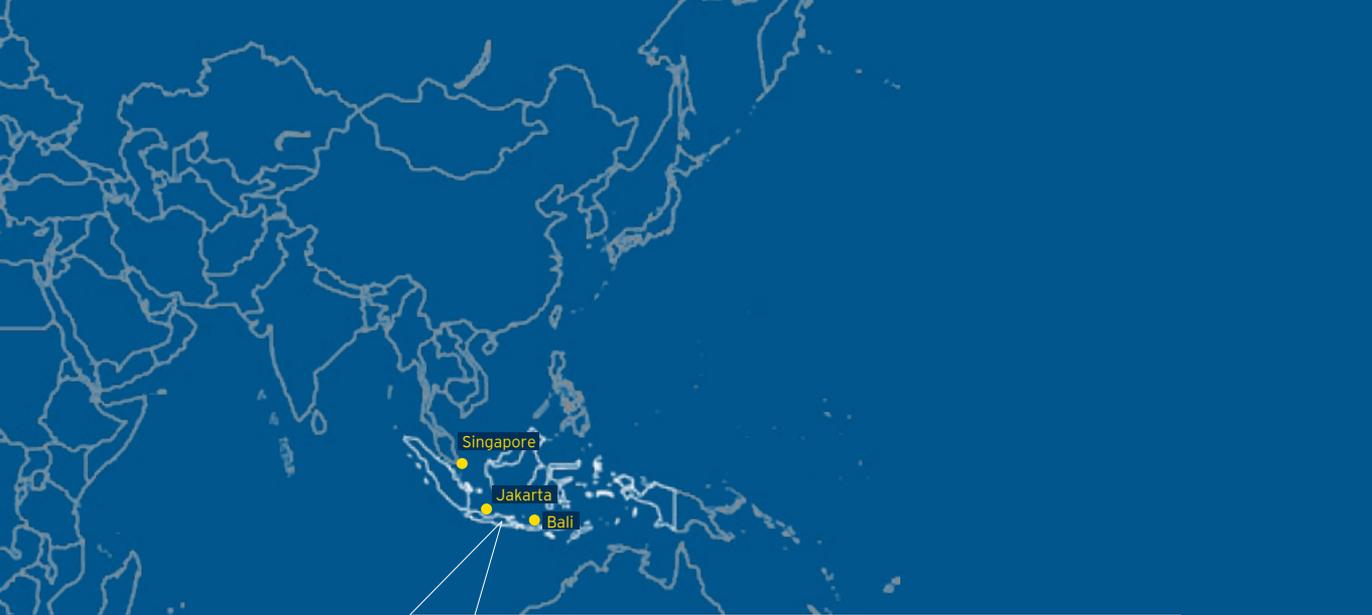
Your safety and comfort are guaranteed as BINUS SQUARE employs access card and CCTV systems, reinforced by 24-hour patrolling safety officers. BINUS SQUARE is more than a mere hallof residence. It is the place where you can develop your potential and make things happen. You cantake part in a host of organizations, ranging from sport, recreational activities, talent and passion building in arts and culture, to academic tutorials where you prepare to be highly sought after graduate with leadership and entrepreneurship skills.

Website: www.binus.ac.id/binussquare

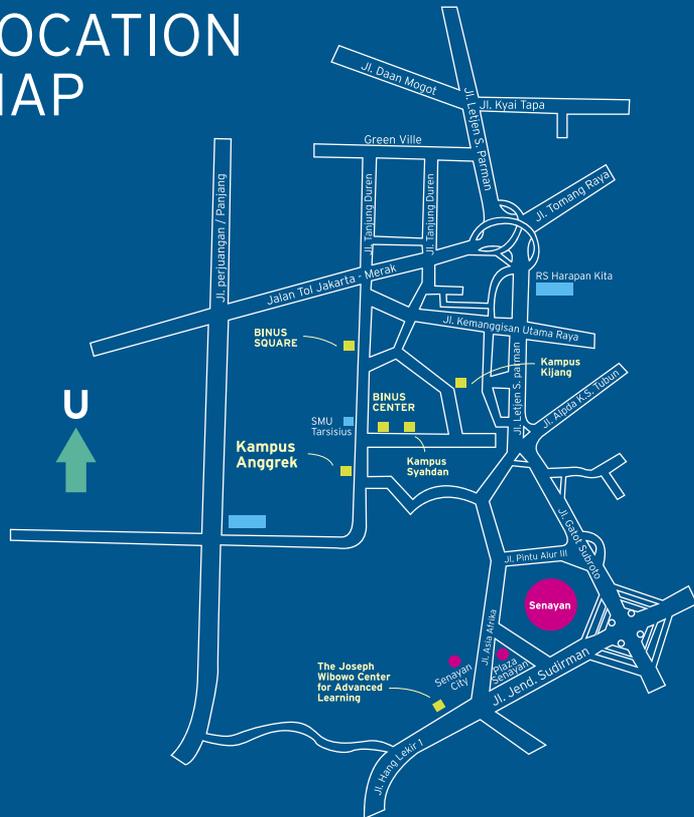


A person is holding a book in front of their face. The book cover is a solid light color with the text 'MAKES LEARNING A JOY' printed in large, bold, white capital letters. The background is a blurred indoor space with a strong yellow tint, showing other people in motion. The person holding the book is wearing a checkered shirt and a watch on their left wrist.

**MAKES
LEARNING
A JOY**



LOCATION MAP



BINUS INTERNATIONAL ADMISSION

The Joseph Wibowo Center for Advanced Learning

Jalan Hang Lekir I No. 6

Senayan, Jakarta (Indonesia) 10270

Phone: (+62 21) 720-2222 / 720-3333 ext. 8100

Fax.: (+62 21) 720 8569 / 720 5555

E-mail: inquiry-jwc@binus.edu

Website: www.international.binus.ac.id