

## BINUS Short Course Program "The Emergent Indonesia" 2014

### 18 - 30 AUGUST 2014 | BINUS UNIVERSITY

### Program Details & Schedule

#### PROGRAM OVERVIEW & SCHEDULE

Course		Credit
Main	Indonesian Language for Foreigners	1 credit
Elective	Amazing Indonesia in Multi Perspective	2 credits
	Introduction to Indonesian Music and Culture	
	Indonesian Art Trip and Experience	
	Heritage and Cultural Tourism in Global Context	
	Indonesian Intercultural Communication	
	A Journey to Indonesian Islamic Finance	
	Doing e-Business in Indonesia	
	Indonesian Heritage and Game Experience	
	Indonesian Digital Tourism	

- Language of instruction is English.
- Students will take 1 main course and 1 elective course.
- Each elective course consists of 30 hours of classroom hours which may include field trips.
- Students will choose the first and second choice of elective course. If the first choice is not available then we will offer the second choice. In the unlikely event that neither of the choices is available we will contact the students to request alternative choice.
- Classes with less than 15 students may be cancelled.
- The above courses are subject to change.

## Indonesian Language For Foreigners

### Learning Outcomes

This subject offers introduction to Indonesian language as it appears in daily communicative situations to achieve further understanding of the country, its culture and its people. By the end of the course, students are expected to be able to communicate in Bahasa Indonesia as they have a sound foundation of the language to maintain communication on topics relating to their personal and immediate environment.

### Program Schedule

Session	Topics	Content
1	Introduction, Alphabets	<ol style="list-style-type: none"> <li>1. Nama anda Siapa?</li> <li>2. Greetings, origin, personal pronoun</li> <li>3. Bagaimana tulisannya?</li> <li>4. Alphabets, name</li> </ol>
2	Items Around Us, Colors	<ol style="list-style-type: none"> <li>1. Itu apa/siapa?</li> <li>2. Things/people around us</li> <li>3. Warnanya apa?</li> <li>4. Colors</li> </ol>
3	Numbers, Negation	<ol style="list-style-type: none"> <li>1. Berapa harga buku itu?</li> <li>1. Number, price, size</li> <li>2. Ini bukan mobil saya</li> <li>3. Bukan/tidak</li> </ol>
4	Time, Calendar	<ol style="list-style-type: none"> <li>1. Anda tidur jam berapa?</li> <li>2. Times, hours, daily activities</li> <li>3. Selamat ulang tahun</li> <li>4. Day, date, month, year</li> </ol>
5	Indonesian Culture	<ol style="list-style-type: none"> <li>1. Playing Angklung – traditional music instrument from West Java</li> </ol>
6	Food, Shopping	<ol style="list-style-type: none"> <li>1. Mau makan?</li> <li>2. Dished, food and beverage</li> <li>3. Berbelanja di warung.</li> <li>4. Bargaining, pasar</li> </ol>
7	Position, Location, Direction	<ol style="list-style-type: none"> <li>1. Dimana dia?</li> <li>2. Position</li> <li>3. Ke Bundaran HI lewat mana?</li> <li>4. Direction, distance</li> </ol>
8	Transportation, Imperative Sentences and Prohibition	<ol style="list-style-type: none"> <li>1. Ke Monas berapa?</li> <li>2. Vehicles, price, telephone calls, ongkos/harga</li> <li>3. Silakan duduk</li> <li>4. Root verbs</li> </ol>
9	Final Exam	

## Amazing Indonesia In Multi Perspective

### Program Schedule

Session	Topics
1	A. An Overview of Contemporary Indonesia B. Indonesian Foreign Policy Past, Present and Future
2	Excursion to ASEAN Secretariat
3	Multiculturalism in Indonesian Society
4	The Position of Chinese Indonesians Post Soeharto Era
5	Indonesian Society from Psychological Perspective 1
6	Indonesian Society from Psychological Perspective 2
7	Indonesian Society from Psychological Perspective 3
8	The Spirit of Indonesian Customary Law (Adat Law)
9	The Influence of Islamic Law in Indonesian Legal System

## Introduction To Indonesian Music And Culture

### Program Schedule

Session	Topics
1	Jakarta's Traditional Music
2	<ul style="list-style-type: none"> <li>Jakarta's Modern Music</li> <li>Indonesia's under ground Music</li> </ul>
3	Field trip
4	<ul style="list-style-type: none"> <li>Bandung (Sundanese) Traditional Music: Karawitan</li> <li>Bandung Modern Music : Sundanese Rapper and Hard Core Community</li> </ul>
5	<ul style="list-style-type: none"> <li>Exploring the Music of Eastern part of Indonesia</li> <li>Exploring the Melayu and Dangdut Music with Performances</li> </ul>
6	<ul style="list-style-type: none"> <li>Indonesian Jazz : Meeting Indonesia's Jazz Players and Performance</li> <li>A life of an Indonesian Musician (A memoir) : A Traditional and a Modern Music</li> </ul>
7	<ul style="list-style-type: none"> <li>Exploring Indonesia's Music Instruments (lecture)</li> <li>Synchronizing Indonesia's Music Instruments with the Modern Ones (Workshop)</li> </ul>
8	<ul style="list-style-type: none"> <li>Preparation for Participants' Performance ( in Collaboration with Indo Musicians)</li> <li>Rehearsals</li> </ul>
9	<ul style="list-style-type: none"> <li>Final Rehearsal</li> <li>The Concert</li> </ul>

## Indonesian Art Trip and Experience

### Course Description

Introduction of Indonesian Art

Experience Indonesian Art

### Program Schedule

Session	Topics
1	Introduction of Indonesia Art & History
2	Fieldtrip to Museum/TMII (Indonesia Miniature Garden)
3	Fieldtrip Workshop Keramik Widhayanto
4	Storytelling (Presentation)
5	Introduction of Contemporary Indonesia Art
6	Field Trip Workshop Batik at Textile Museum
7	Ideation of Traditional Batik Applied to Contemporary Product Design
8	'Photo Session' with Betawi's Traditional Clothes
9	Storytelling (Presentation)

## Heritage and Cultural Tourism in Global Context

### Course Description

Tourism has been a central dimension of globalization, and it offers a useful a useful lens on many key questions about where globalization is taking us: questions about identity and heritage, commoditization, historical and cultural representation, authenticity and ownership, inequality, gender relations, environmental sustainability, and more. This course will explore Indonesia tourism not only as an important human activity and Industry but also as a way of achieving a Better understanding of the complex relationship between globalization and culture, heritage and culinary arts. It comprises brief knowledge of Jakarta as Capital City and Bandung as “Paris van Java” as Indonesia tourism destination with uniqueness culture, heritage and culinary arts.

On successful completion of this course, the student will be able to:

- Explain Indonesia as Tourism Destination
- Identify the aspect of tourism destination in Indonesia in term of Indonesian cultural aspects heritage and culinary arts
- Analyze the Impact of Indonesia as tourism destination
- Formulate Indonesia as destination in global context

### Program Schedule

Session	Topics
1	A. Indonesia as Tourism Destination B. Indonesian Culture and Heritage Overview
2	A. Indonesian Culinary Arts (theory) B. Indonesian Culinary Arts (practical)
3	The Uniqueness of Jakarta as Melting Pot City (city tour)
4	Puncak as a Natural Destination (trip to Puncak)
5	Bandung and beyond (trip to Bandung)
6	Adrenalin, Heritage and Cultural Tourism (trip to Bandung)
7	Sex Tourism in Indonesia (Puncak Case Study)
8	Globalization and Tourism Impacts in Indonesia
9	Project Presentation (video) and Individual Paper Discussion

## Indonesian Intercultural Communication

### Course Description

This course comprises basic knowledge and principles of relationship between communication and culture, In Indonesia which cannot be separated. This course provides Indonesian culture and the influence of “glocalization”, globalization, perception and communication in daily activities; language, cultural identity and cultural patterns in modern life; cultural influence on business and educational setting; and also the intercultural communication competence in Indonesian environment to minimize conflicts which arise from cultural bound ideas about what is right or wrong.

### Learning Outcomes

On successful completion of this course, student will be able to:

- Explain the basic concepts of intercultural communication and its applications in daily activities in Indonesia
- Identify the aspects of culture in intercultural communication process in Indonesia
- Analyze the condition of cultural setting in Indonesia
- Formulate appropriate strategies to interaction with Indonesian

### Program Schedule

Session	Topics
1	A. Why Studying Indonesian Cultural Communication? B. Culture, Communication, Context and Power in Indonesia
2	Cultural Identity, Perception, and Differing Cultural Pattern of Indonesian
3	Language and Intercultural Communication of Indonesian
4	Nonverbal Communication in Indonesia
5	Intercultural Communication in Educational and Business Setting in Indonesian Environmental
6	Intercultural Management, Negotiation and Conflict of Indonesian
7	Intercultural Communication of Balinese, Javanese, Sumatra and Sulawesi' People
8	Cultural Adaptation, Assimilation, Acculturation of Indonesian
9	Applying Intercultural Communication in Indonesia (Final Presentation)

## A Journey to Indonesian Islamic Finance

### Course Description

The Objective of this course is to make the student understand the concept of Islamic banking and Islamic finance with the correct definition and also the suitable example and practice

### Learning Outcomes

On successful completion of this course, student will be able to:

- Explain The Concept of Islamic Banking
- Identify The Transaction that is Conducted by Islamic Banking
- Give Examples of Islamic Banking Transaction Practices

### Program Schedule

Session	Topics
1	A. Muslim Belief and Sharia Law <ul style="list-style-type: none"> <li>• The Pillar Of Muslim Belief</li> <li>• Sharia Law and Sharia Board Concept</li> </ul> B. Trade Financing Concept: Murabaha <ul style="list-style-type: none"> <li>• Murabaha Transaction</li> <li>• Murabaha Sharia Compliant</li> <li>• Implementing Murabaha</li> </ul>
2	Trade Financing Concept: <ul style="list-style-type: none"> <li>• Murabaha Application</li> <li>• Murabaha in Mortgages</li> <li>• Working Capital and other example</li> <li>• Some Key issues In Murabaha</li> <li>• Comparison Between Murabaha and Interest Based Finance</li> </ul>
3	A. Profit Loss Sharing & Revenue Sharing Concept : Mudaraba <ul style="list-style-type: none"> <li>• Definition of Mudaraba and Types of Mudaraba</li> <li>• Mudaraba Sharia Compliant</li> </ul> B. Profit Loss Sharing & Revenue Sharing Concept: <ul style="list-style-type: none"> <li>• Mudaraba Application</li> <li>• Mudaraba Account</li> <li>• Mudaraba Financing Concept</li> <li>• Comparison of Mudaraba and Conventional Banking Concept</li> </ul>
4	Partnership Concept : Musharaka <ul style="list-style-type: none"> <li>• Musharaka Definition</li> <li>• Musharaka Sharia Compliant</li> </ul>
5	Partnership Concept: Musaharaka Application <ul style="list-style-type: none"> <li>• Diminishing Musharaka</li> <li>• Musharaka Application in some sector</li> <li>• Comparison Of Musharaka With Conventional Banking</li> </ul>
6	Lease Financing Concept: Ijara & Ijara Muntahia Bittamleek <ul style="list-style-type: none"> <li>• Ijara Definition</li> <li>• Ijara Sharia Compliant</li> </ul>
7	Lease Financing Concept : Ijara Application <ul style="list-style-type: none"> <li>• Ijara Contract</li> <li>• Ijara Operation Transaction</li> <li>• The Difference of Ijara and Conventional Lease</li> </ul>
8	Sale of Contract & Commodity Financing Concept: Istisna & Salam <ul style="list-style-type: none"> <li>• Istisna Definition and Istisna Parallel Concept</li> <li>• Istisna Sharia Compliant</li> </ul>
9	Islamic Insurance : Takaful Concept & Summary <ul style="list-style-type: none"> <li>• Sharia Issues in Conventional Insurance</li> <li>• Takaful Concept</li> <li>• Islamic Finance Summary</li> </ul>

## Doing e-Business in Indonesia

### Course Description

This course emphasizes a fundamental understanding of strategy and marketing of e-business concept and practice. The course offers students an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of e-business and e-commerce. By the end of this course, students are explain e-Business in Indonesia and required to present an e-business that established in Indonesia.

### Learning Outcome

On successful completion of this course, student will be able to:

- Define the basic concept of e-business.
- Identify e-business strategy
- Explain e-business in Indonesia

### Program Schedule

Session	Topics
1	A. The Revolution Continues B. E-commerce Business Models and Concepts
2	E-commerce Infrastructure: The Internet, Web and Mobile Platform
3	Building an E-commerce Presence: Web Sites, Mobile Sites and Apps
4	E-commerce Security and Payment Systems
5	E-commerce Marketing Concepts: Social, Mobile and Local
6	E-commerce Marketing Communications
7	Online Retailing and Services
8	e-Business in Indonesia
9	Students Presentation



## Indonesian Heritage and Game Experience

### Course Description

This course comprises the cultural, technological and business side of the game industry hype in Indonesia. This course provides participants with the exposure to Indonesian culture and history which can be applied in their game art and design. Through this course, participants will also gain knowledge and hands on experience using game technology while gaining valuable insights of the game market from the industry players (both game developers and game publishers).

### Learning Outcomes

- Students will gain knowledge about Indonesia's cultures and history and able to add these cultural assets into games.
- Students will gain insights about game market in Indonesia and the environment of game industries from the perspective of both game developers and game publishers
- Students will be able to analyze and create games that match with Indonesia's market.

### Program Schedule

Session	Topics
1	A. Overview of Indonesia's Cultures and Histories B. Art Digital Imaging Indonesia Game Assets: Characters, Items, Buildings, Landmarks
2	Indonesian Spending Trends
3	Visit to Game Studio / Game Publisher (Location can be in Jakarta or Bandung)
4	Indonesia Game Design Overview
5	Game Design for Indonesia Market
6	Games Genre and Playing Perspective
7	Games Genre and Playing Perspective
8	Creative and Fun Game Development Using Game Engine
9	Mini Presentation

## Indonesian Digital Tourism

### Program Schedule

Session	Topics
1	A. Social Media B. Starting a Start Up Company
2	Building Apps/Web Instant
3	Building Apps/Web Instant
4	Photography and Editing
5	Photography and Editing
6	Field Trip
7	Field Trip
8	Mini Presentation
9	Mini Presentation

## REGISTRATION & INFORMATION

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