

VIRTUAL INTERNATIONAL WEEK

**Mapping the Terrain: Digital Transformation
Around the World**



1 - 5 November 2021

About BINUS University

- Having relisted in the 2021 QS Top 1000 World University Ranking with QS 5-Stars rating, BINUS University is the top and leading private university in Indonesia with one of its strategic objectives: *global partnership*.
- Established 40 years ago, BINUS University has 30,000+ active students who take degree programs from more than 50 programs, including regular programs, online programs, and international programs, spread over 8 campuses in Jakarta areas, 1 campus in Bandung, and 1 campus in Malang.
- BINUS University has a growing number of alumni approximately 110,000 as of today.

Background

- BINUS University provides opportunities to students to become **Global Citizens** (2 out of 3 graduates working in MNCs or becoming entrepreneurs).
- **Internationalization** has become a major part of the strategy of any higher education institutions.
- In 2019 – 2020, BINUS University sent around 500 students to overseas partner institutions under the one-semester student exchange scheme, or the double-degree programs. There were also roughly more than 500 students under short immersion/course program schemes.
- We have also successfully attracted more than 700 students from abroad under the student exchange scheme, internship, short program/study tour, and full degree programs annually.

Objectives

1. To enrich students with **international experience and talks** that are idea-focused on a wide range of subjects to foster learning, inspiration, and wonder.
2. To promote **student mobility programs**, such as Student Exchange/Study Abroad, Double Degree, Short/Summer Programs and available scholarship Programs.
3. To educate and encourage undergraduate/graduate students and alumni of BINUS University to consider taking **further study in the graduate/post-graduate programs** of overseas universities
4. To **familiarize partners** with BINUS University and Indonesia
5. To **strengthen partnership** through meaningful dialogues with BINUS University academic community

Past BINUS iWeek Spring Semester – May 2021

- 24 Universities
- 13 Countries

- 4 Days
- 28 Sessions

- 6,784 participants

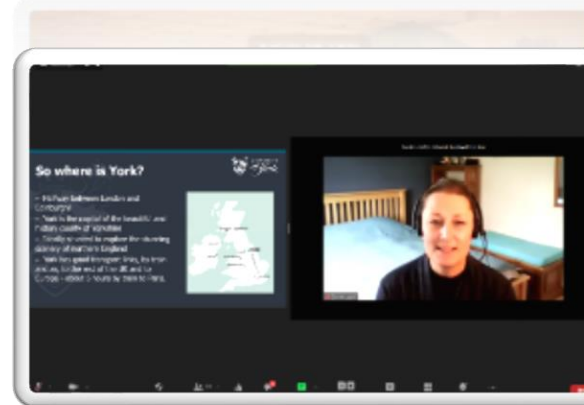
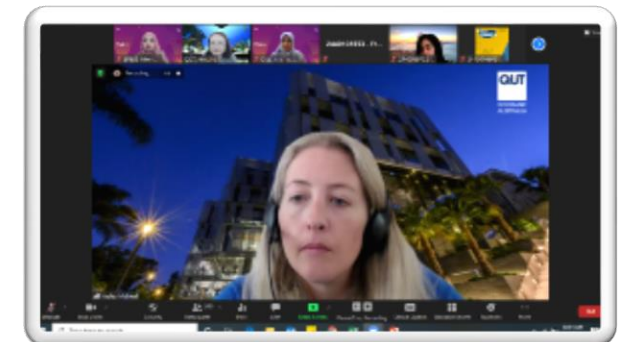
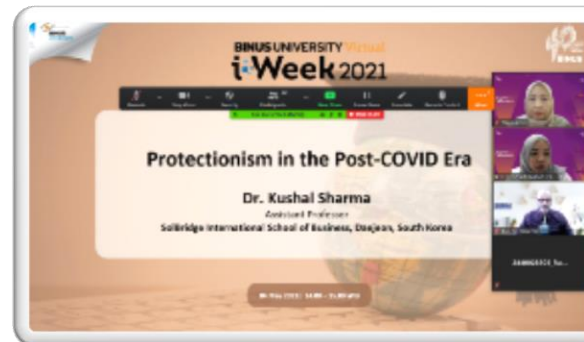


Photo documentations: iWeek Spring (4-7 May 2021)

BINUS iWeek – Fall Semester 2021



The poster features a purple and pink background with a world map and digital data patterns. It includes the BINUS UNIVERSITY logo in the top left and a stylized BINUS logo in the top right. The text 'Save The Date!' is written in a cursive font. The main title 'VIRTUAL INTERNATIONAL WEEK' is in large, bold, black letters. Below it, a rounded rectangle contains the subtitle 'Mapping the Terrain: Digital Transformation Around the World'. At the bottom, a calendar icon is followed by the dates '1 - 5 November 2021'. The footer contains three contact options: a website URL, a social media handle, and an email address.

Save The Date!

**VIRTUAL
INTERNATIONAL WEEK**

Mapping the Terrain: Digital
Transformation Around the World

1 - 5 November 2021

io.binus.ac.id [binus_internationaloffice](https://www.instagram.com/binus_internationaloffice) io@binus.edu

Program Activities

1. International Lecture Series

- *Public lectures given by foreign professors related to academic topics*

2. Seminar & Info Session

- *A LIVE session with BINUS students & alumni on general topics and university information*

3. Education Exhibition

- *A virtual exhibition to showcase programs offered in partners' universities using website as the platform*

4. Virtual Partner's Day

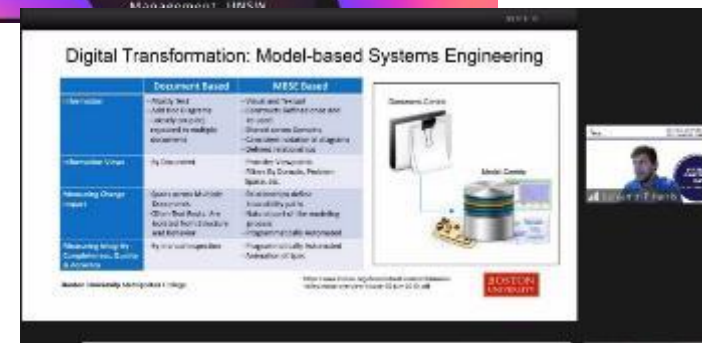
- *A "meet & greet" session with partners*

Program Activities

1. INTERNATIONAL LECTURE SERIES

International Lecture Series allows your professors/lecturers to deliver their insightful presentations on a **specific academic subject/topic** with relevance to their expertise and academic interests.

This program will be hosted by one of BINUS study programs and arranged virtually for 60, 90, or 120 minutes, depending on the speakers' and time slot availability.



Program Activities

1. INTERNATIONAL LECTURE SERIES (cont'd)

The session is scheduled during the whole week (1-5 November 2021) and hosted by a particular faculty/school/program.

We are inviting our partner universities to contribute in the topics listed below:

No	Topic	Faculty/School/Program
1	Digital Technopreneur	BINUS Business School
2	Business Growth Strategy	
3	Buying Decision Making in Omni Channel Context	
4	Challenge Your Management Capability in Business Analysis	
5	Current Issues in Supply Chain Management	
6	Knowledge Transfer and Organizational Learning in Multinational Corporations	
7	The Future of Circular Economy	
8	Trend in Ecopreneurship	
9	Social Innovation	
10	Social Entrepreneurship	
11	Managing Communication Across the Globe	
12	Internet of Things (on Various Industries)	
13	International Trade	
14	Innovation and Entrepreneurship	
15	Current Trends in Digital Marketing	
16	Cross-Cultural Management	
17	Crisis Management (Pandemic Related)	
18	Consumer Behaviors: Before and After Pandemic	

Program Activities

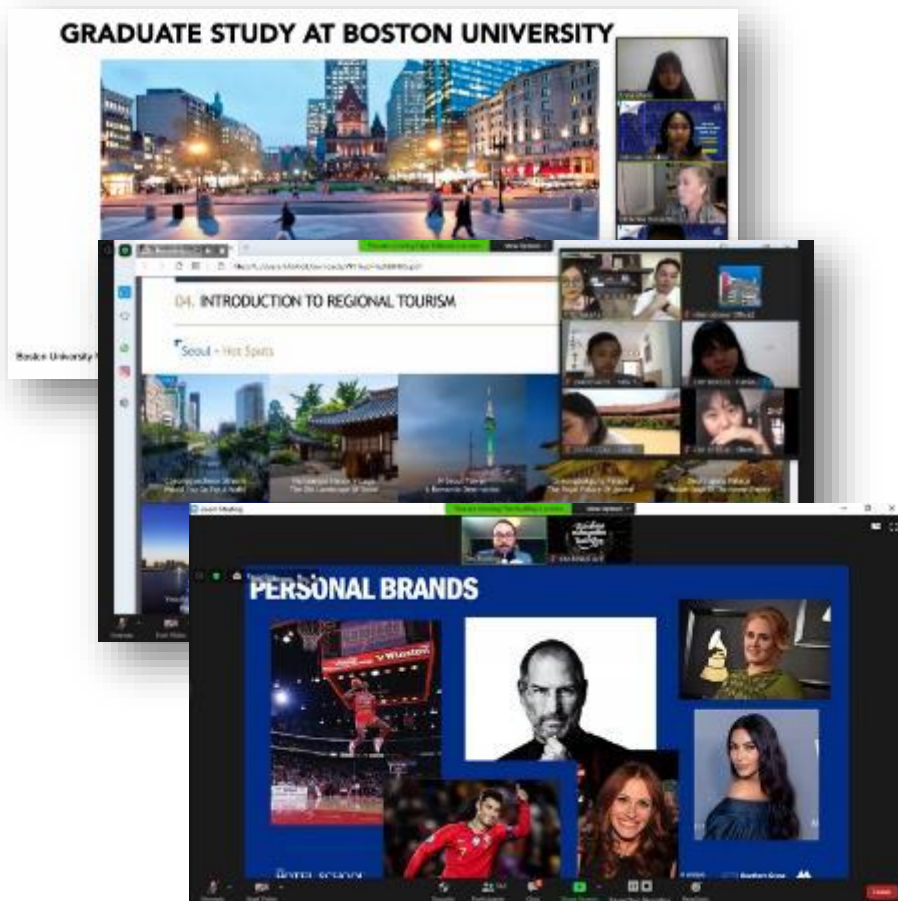
1. INTERNATIONAL LECTURE SERIES (cont'd)

The session is scheduled during the whole week (1-5 November 2021) and hosted by a particular faculty/school/program.

We are inviting our partner universities to contribute in the topics listed below:

No	Topic	Faculty/School/Program
19	The Role of Technology in Finance	Finance
20	The Future of Cryptocurrency	
21	Artificial Intelligence for Information Systems	Business Information Systems
22	Big Data vs Relational Database	
23	Data Analyst, Systems Analyst, Data Scientist, Which One for Me?	
24	Data Science -Trends and Tools in the Industry	
25	Machine Learning in Business Intelligence	
26	Blockchain: a Journey to Decentralization	Computer Science
27	Simulating Real World Processes with Python	
28	Color and Culture in Our Life Today	Graphic Design and New Media
29	Typography as a Visual Language	
30	Digital Transformation in Engineering Education and Practice	Engineering
31	Basic Algorithm	Humanities
32	Why Algorithm is Important	
33	Basic Introduction of Data Science for Humanities Studies	

Program Activities



2. SEMINAR & INFO SESSION

Seminar & Info Session aims to invite professors or lecturers from your university to give **educational talks** about a **general topic** but still relevant to the main theme of BINUS Virtual International Week 2021.

During this program, you may also provide the participants with a comprehensive explanation of your **student mobility programs** and information on scholarship opportunities.

The duration of the session is about **90 minutes**, which may be organized as follows:

- 5 minutes: opening & introduction (by BINUS)
- 30-40 minutes: seminar/lecture
- 15-20 minutes: university info session
- 15-20 minutes: Q&A session
- 5 minutes: closing (by BINUS)

Program Activities

3. EDUCATION EXHIBITION

Education Exhibition offers a **microsite*** as a platform to introduce or promote your university programs. This microsite will be made available to all BINUS academic community members, including our active undergraduate and graduate students as well as alumni.

The virtual exhibition will give on-site like experience:

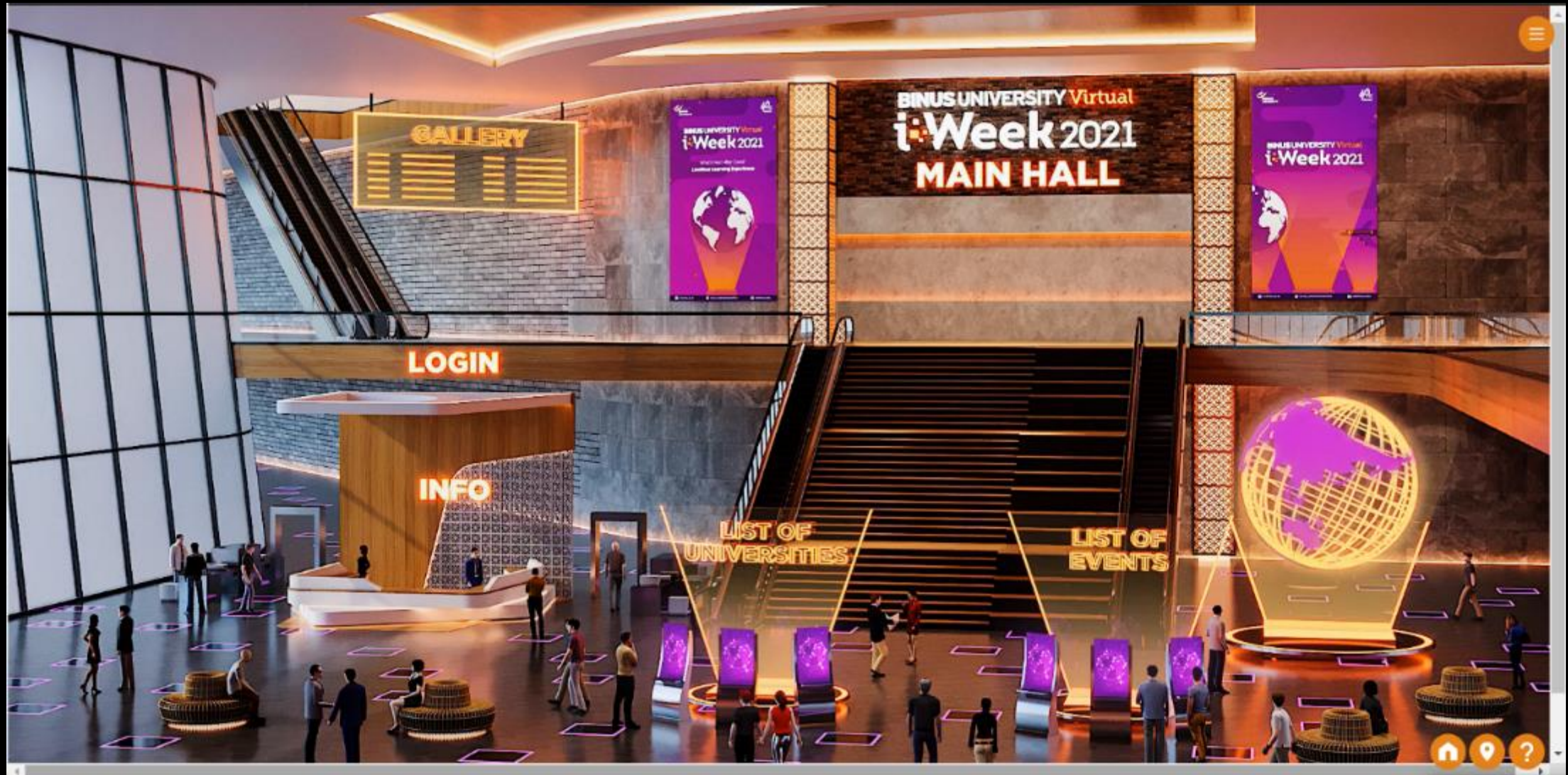
- Booth Area (visit and interact with representatives from participating university partners)
- Seminar Hall (webinar registration, webinar details)
- Forum Hall (leader board for reward, chatting with other participant)



**) a microsite is a web page or a small cluster of web-pages functioning as a discrete entity within an existing website or to complement an offline activity.*

Virtual Exhibition

Microsite: global.binus.ac.id/iweek/



Program Activities

3. EDUCATION EXHIBITION (cont'd)

In the microsite, each participating university partner will be given a dedicated booth to promote the university and the programs, such as student exchange, double degree and short/summer programs, further study in graduate program, as well as scholarship opportunities offered.

Features in the booth:

- Virtual 3D booth (with title at the top)
- Banner Promo (left & right)
- Video
- Event calendar
- About and Contact Us
- Chatting
- Dashboard

We will conduct a technical briefing to explain how to fill and “decorate” your booth, as well as to use the chatting feature.



Program Activities

4. VIRTUAL PARTNER'S DAY

Partner's Day is arranged in a friendly 'meet & greet' virtual setting to express our gratitude and joy for a fruitful collaboration and friendship that we share. During this session, we will provide you with familiarization and the latest updates of BINUS University and Indonesia in general.

The session is scheduled on the first day (**Monday, 1 November 2021, 13:00 – 16:30 GMT+7**), with the following agenda:

- Welcoming, Profile Introduction and Updates from BINUS University
- Meet & Greet
- Sharing & Discussion Session: “Raising Intercultural Awareness: Case Study in Indonesia”
- Virtual Tour to Cultural & Natural Diversity: Jakarta, Bandung & Malang
- “Indonesian Traditional Food Illustration” Workshop (optional activity)

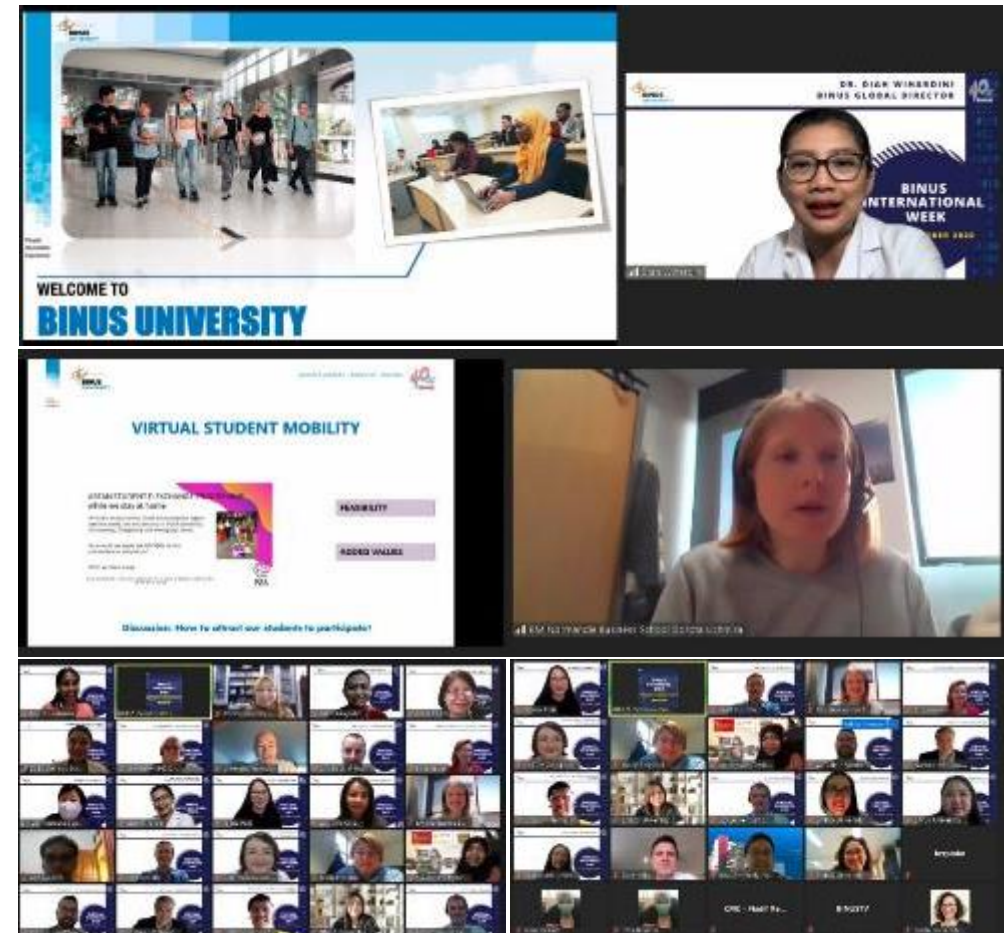


Photo documentations: Partner's Day 2020

Program Activities

4. VIRTUAL PARTNER'S DAY (cont'd)



Welcoming, Profile Introduction and Updates from BINUS University



Meet & Greet

INTERNATIONAL ARRIVALS

WHAT DO I DO NOW?
WHEN IS HE GOING TO TAKE MY CARD?
HE SEEMS A BIT UNFRIENDLY?
WHOA - PERSONAL SPACE INVASION!
I'M NEXT, WHAT SHOULD I DO?

Dear International Fellow, do you have similar experience?

Let's discuss together with
Ms. Silke Irmscher
at special session on
Raising Intercultural Awareness: Case Study in Indonesia

**Sharing & Discussion Session:
Raising Intercultural Awareness: Case Study in Indonesia**

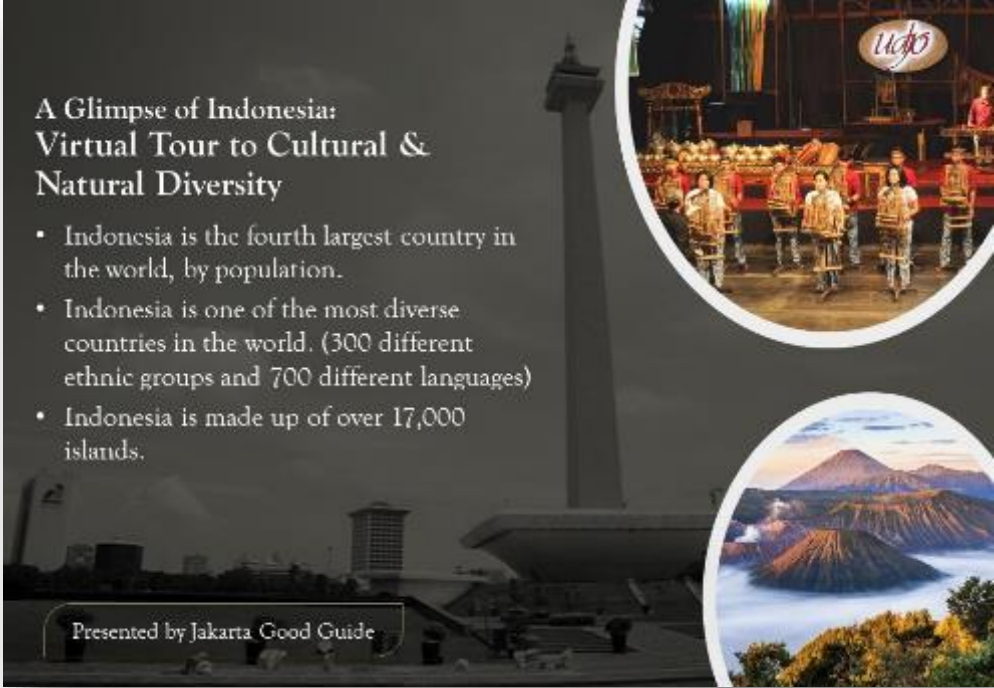
Program Activities

4. VIRTUAL PARTNER'S DAY (cont'd)

**A Glimpse of Indonesia:
Virtual Tour to Cultural &
Natural Diversity**

- Indonesia is the fourth largest country in the world, by population.
- Indonesia is one of the most diverse countries in the world. (300 different ethnic groups and 700 different languages)
- Indonesia is made up of over 17,000 islands.

Presented by Jakarta Good Guide



**Virtual Tour to Cultural & Natural Diversity -
Jakarta, Bandung & Malang**

“Indonesian Traditional Food Illustration” Workshop

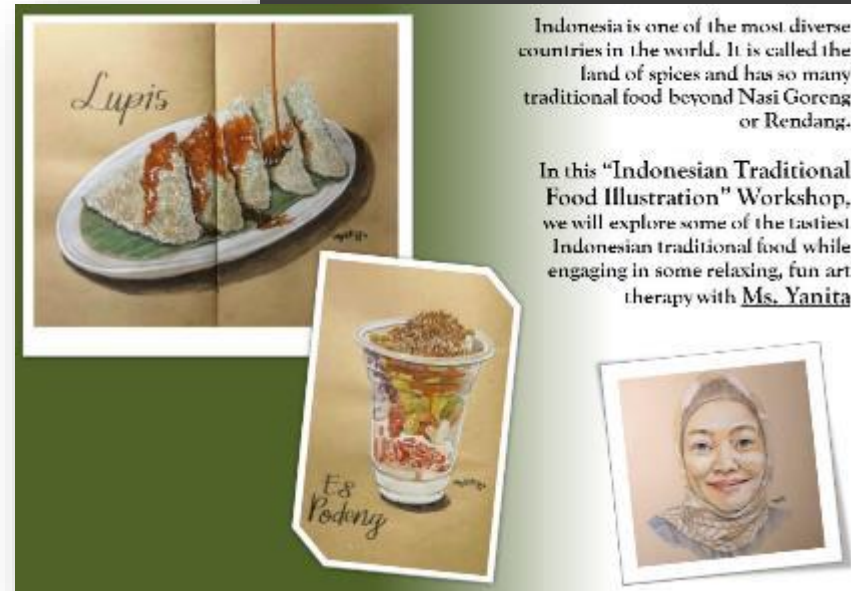
You need to provide these materials:

- Kraft paper or sketchbook / sketchpaper (or white paper min 80 GSM if not available)
- Pencil
- Eraser
- White gel pen
- Colored pencils



Indonesia is one of the most diverse countries in the world. It is called the land of spices and has so many traditional food beyond Nasi Goreng or Rendang.

In this “Indonesian Traditional Food Illustration” Workshop, we will explore some of the tastiest Indonesian traditional food while engaging in some relaxing, fun art therapy with Ms. Yanita



**“Indonesian Traditional Food Illustration” Workshop
(Optional Activity)**

Target Participants

PARTICIPANTS

- BINUSIAN Community (from all campuses: Greater Jakarta, Bandung, Malang)
 - Student & Alumni : 7,500 people
 - Lecturer & Staff : 500 people

SPEAKERS

- International partner universities: 50 people

Session Schedules

- All series of program activities of BINUS Virtual International Week are scheduled for **1 – 5 November 2021**
- It will be held for five days with 4 consecutive shifts each day and 3 parallel sessions in each shift.
- You may choose the schedule based on the time slot availability and your most convenient time.

Schedule Illustration

TIME (GMT+7)	DATE				
	1 Nov 21	2 Nov 21	3 Nov 21	4 Nov 21	5 Nov 21
09:30 – 11:00	<ul style="list-style-type: none"> • Session 1 • Session 2 • Session 3 				
11:30 – 13:00	<ul style="list-style-type: none"> • Session 4 • Session 5 • Session 6 				
13:30 – 15:00	<ul style="list-style-type: none"> • Session.. • Session.. • Session.. 				
15:30 – 17:00	<ul style="list-style-type: none"> • Session.. • Session.. • Session.. 				

Platform

- All sessions will be conducted online (LIVE) using **Zoom Application**. We have several premium license of Zoom accounts that can accommodate large number of participants.
- Zoom user guidelines will be sent later along with the event/program book.
- To see more detailed instructions on how to join a meeting, you can also go to the Zoom [website](#).



List of Faculties/Schools/Study Programs

For **International Lecture Series and Seminar Sessions**, the following lists are the names of BINUS University faculties/schools along with their study programs:

1. **Computer Science:** Game Application and Technology, Mobile Application and Technology, Cyber Security
2. **Information Systems:** Information Systems Audit, Accounting Information Systems
3. **Business:** Management, Business Management, International Business and Management, Global Business Marketing, Business Creation/Entrepreneurship
4. **Design:** Visual Communication Design, Animation, Creative Advertising, New Media, Graphic Design, Interior Design, Fashion, Film
5. **Economics & Communication:** Accounting, Finance, Hotel Management, Tourism, Marketing Communication, Mass Communication
6. **Engineering:** Architecture, Civil Engineering, Computer Engineering, Food Technology
7. **Humanities:** Chinese Literature, Japan Literature, English Literature, Business Law, Psychology, International Relations, Primary Teacher Education

Registration

- To participate in BINUS Virtual International Week 2021, please register through: <http://bit.ly/BINUSiWeek2021FallRegistration>
- To choose the schedule for Seminar/Guest Lecture Session, please visit: <http://bit.ly/BINUSiWeek2021FallSchedule>
- *Please complete the requested form(s) no later than **30 September 2021**.*

Contact Information

For further information, please contact:

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The background is a solid blue color with several large, overlapping, semi-transparent circular and oval shapes in a lighter shade of blue, creating a layered, abstract effect.

Thank You