

SEMESTER COURSES

Offered every semester (16 weeks), April- July & September-December

VISUAL AND COMMUNICATION DESIGN (max.30ECTS)

Modules	
Communication theory	5 ECTS
Sketching and Graphic Design	5 ECTS
Visual Design	5 ECTS
Indonesian Culture & History	5 ECTS
Electives (min.5 students)	
Advertising	10 ECTS
Animation	10 ECTS
Cinematography	10 ECTS
Business Multimedia	10 ECTS
Photography	10 ECTS

INTERIOR DESIGN (max.30ECTS)

Modules	
Balinese Interior and Architecture	5 ECTS
Sketching and Graphic Design	5 ECTS
Tropical Material & Decoration	5 ECTS
Indonesian Culture and History	5 ECTS
Student Project	10 ECTS

HOSPITALITY in TOURISM & BUSINESS (max.30ECTS)

Modules	
Southeast Asian Economic & Business Development	5 ECTS
Marketing	5 ECTS
Finance & Investment	5 ECTS
Indonesian Culture and History	5 ECTS
Individual Project	10 ECTS

SPORTS (max.30ECTS)

Modules	
Water Sports	10 ECTS
Physical Health & Fitness	10 ECTS
Traditional Sports & Healing	5 ECTS
Indonesian Culture & History	5 ECTS

Short Course / Training / Workshop (TAILORED)

The length of the courses:

2 : Intensive 2 weeks (max. 10 ECTS), January-February, July-August

4 : Intensive 4 weeks (max. 16 ECTS), January-February, July-August

A. VISUAL AND COMMUNICATION DESIGN: **2** **4**

B. INTERIOR DESIGN **2** **4**

C. HOSPITALITY IN TOURISM & BUSINESS **2** **4**

D. WATER SPORTS **4**

Course: Communication Design & Business (by Research)

INTRODUCTION

The course is offered in Bachelor study. It is a research-based study that encourages students to work on selected practical issues (by using case studies) in comparison to the theoretical framework described in the modules. Students will be encouraged to study on their own research individually and to work closely with related media corporates in Bali. During the 16 weeks of study, two appointed professors will supervise them on weekly bases.

The course comprises of 3 research topics as follows:

1. Communication Media (10ECTS)
2. Advertising & Packaging (10ECTS)
3. Business Multi Media (10ECTS)

The conversion of the above researches to your home university's module:

Research	Subject
Communication Media (10ECTS)	Communication Theory Communication and Society
Advertising & Media Packaging (10ECTS)	Advertising II Cross Media Design
Business Multi Media (10ECTS)	Marketing Communication Competition and media law

LEARNING OUTCOMES

At the end of the course, students will be able to demonstrate their understanding and analytical knowledge of what the communication media in business is about and how this operates within corporates. Students will be able to identify theories from the learning content (modules) and demonstrate the strength and weakness of the selected corporate in terms of its potential to media business.

CONTENT AND LEARNING STRATEGIES

There are two different learning approaches being used in this program: course work or research project. If the class participants are less than 6, the module is offered in the form of research project. Some research project should cover the following activities:

- Literature study in combination with a short internship to a local business corporates
- Student must take one particular research topic independently that has relevance to learning content of each project.
- Each student must discuss and consult independently their projects and progress every week to the appointed professors. The project progress must meet the weekly target, which was agreed in the beginning of the course.
- Assessment will be conducted in the form of small group seminar, individual presentation, and final research report (min.25 pages)