Hospitality and Tourism Management

Program Description

The Hospitality and Tourism Management program was set up in early January 2008, in response to the nation's increasingly urgent need for highly skilled hospitality specialists, corresponding to the current phenomenal growth of tourism in all parts of the world. As the largest provider of job vacancies in the century, the tourism and hospitality industry offers substantial employment and business opportunities.

The Hospitality and Tourism Management program offers a single degree program and a double degree program in which students will graduate with two bachelor degrees, from BINUS INTERNATIONAL and its overseas internationally-recognized partner. The program uses internationally benchmarked curriculum and syllabi that professionally combine a high level of theoretical knowledge and practical skills in hospitality and tourism management, which will train students to be prepared for a career at managerial levels in the hospitality and tourism industry.

This progressive program includes a three-year study at BINUS INTERNATIONAL and a six-month of practical training at 4- or 5-star hotels and other hospitality and tourism industry in Indonesia and overseas, such as JW Marriott, the Ritz Carlton, Shangri-La, St. Regis Bali, Grand Hyatt, Westin, Accorr Group, Intercontinental Group, Jakarta Convention Center, Pullman Kuching Malaysia, Dorsett Kuala Lumpur and many more. The overseas work placement offers a great opportunity for students to enhance their foreign language proficiency, which is highly sought after in the hospitality and tourism industry, as well as giving them first hand insights into the hospitality business life in practice. The internship abroad also provides multicultural atmosphere which is ideal for an academically rewarding study experience.

In addition to the international internship experience, , students may also be exposed into more international experiences through study abroad, students exchange programs, internship at multinational companies, guest lectures, and many more. At the moment, our students exchange partners include Prince Songkla University of Thailand, University Institute of Technology MARA of Malaysia and Kyung Hee University of Korea.

The program also has an Industry Advisory Council (IAC), a group of industry experts that meet on quarterly bases to give feedback and direction to ensure industry standard at international level for BINUS Hospitality and Tourism Management and Hotel Management programs. Furthermore, to strengthen the relationships with the industry, the program is becoming a member of several national and international hospitality and tourism association, such as PATA, SKAL International, PHRI, Frontliners and Hildiktipari.

Starting in academic year 2012-2013, Hospitality and Tourism Management program offers a new stream in Leisure and Event Management. This stream is opened to answer the needs of professionals who are able to manage Indonesia's natural and cultural resources, as leisure and events sectors have significant contributions to enhance the tourism and economic growth of the country.

The objectives of the Hospitality and Tourism program are:

A. To provide students with cutting edge management knowledge that will enable them to compete globally

B. To equip students with skills to utilise ICT applications and services required in global professional practice

C. To provide students with ability to communicate effectively in international contexts

D. To nurture students to become ethical, professional yet socially aware business leaders

E. To prepare students to be creative and innovative in business decision making in international level

Award/Degree

- *Sarjana Ekonomi* (Bachelor of Economics) from BINUS University

- Dual Degree with Bachelor of Arts from Bournemouth University, UK

- Dual Degree with a Bachelor of Business from La Trobe Australia

- Swiss Higher Diploma in International Hotel and Tourism Management from IHTTI School of Hotel Management Switzerland

Program Intended Learning Outcomes

Upon successful completion of this 4-year program, students are expected to be able to:

1. describe and articulate management principles and practices

2. to interpret and analyse current global conditions in hospitality and tourism business

3. to apply critical thinking and research skills in hospitality and tourism business and management problem solving

4. demonstrate an understanding of basic and critical aspects as well as trends and dominant issues in the hospitality and tourism operations

5. use current ICT applications for hotel, MICE and restaurant business

6. use current ICT applications to solve and analyze business management problems

7. explain and apply fundamental principles for performing effective verbal and written communication skills in a socially- and culturally-diverse environment

8. explain the principles and practices of building and developing business relationships as well as in dealing with different people in many different situations

9. demonstrate an understanding of professional, ethical, legal, security, and social issues and responsibilities

10. apply principles of effective leadership and management skills in the work environment within the hospitality and tourism industry

11. apply entrepreneurship skills in creating business opportunities in the hospitality and tourism industry

12. design and implement innovative strategies in hospitality and tourism management

Study Completion Requirements

To complete a major in Hospitality and Tourism Management with either a single or dual degree(s) at BINUS International, students must complete a minimum of 146 SCUs. During their four years of study, students must take 1 semester (approx 5-6 months) industrial work experience in any hospitality and tourism or service industry.

After completing their semester 6 at BINUS International, Hospitality and Tourism Management students may enroll for a 1-year study at our partner universities for a dual degree.

Teaching, Learning, and Assessment Strategy

The teaching and learning processes are conducted through lectures, tutorials, practical demonstrations and activities, with students' independent study required. By having qualified lecturers and guest lecturers from the industries, the students will be able to gain knowledge from both sides, i.e. theoretical and practical frameworks, through in-depth analysis of case studies, practical works, and individual/group work projects.

Learning will be an exciting experience for students as they are provided with excellent facilities such as kitchen lab, restaurant lab, and rooms-division lab. With a good quality library, the students will be able to access books and magazines for information and research activity.

However, all course-work are assessed through a variety of assessment tasks such as reports, presentations, demonstrations, assignments, individual and group projects, and thesis/final project report as well as mid-semester and final semester examinations. As a part of graduation requirement, a final project or thesis must be submitted in year 4 (semester 8).

In addition, an innovation habit will be developed through course assessment that put weight on content comprehension and innovation. The innovation thinking, or commonly referred to Design Thinking on the other hand, will be developed through collaboration with BINUS INTERNATIONAL'S School of Art & Design. Students are required to translate their selected innovative ideas into a visible design to comprehend the end-to-end innovation process. This innovation thinking approach is implemented in the teaching, learning, and assessment process of several courses throughout the program.

Industrial Work Placement

Industrial Work Placement is a six-month work experience in hospitality and tourism enterprise such as a hotel, restaurant, cafe, travel agent, event organizer, etc. and is designed to enhance the student's skills, knowledge and experience. It provides them with opportunities to put the theories they learn into practice. After completing practical training, the students will:

a. Get an insight of the tourism and hospitality business
b. Have self-confidence, develop network skills, experience multiculturalism and diversity, and have the ability to explore other possible career options in the industry
c. Reflect upon their practical experience, and examine the internship place in regards to tangible resources, level of service and general organization
d. Assess their personal engagement, and the way they were fitted into the organization
e. Evaluate how much they learnt, and assess the gap between set objectives and actual achievements.

Since this is an integral part of the course and subject to monitoring and evaluation, the Bachelor Degree will not be awarded if this training is not completed successfully. Students should undergo their on-the-job training at places allocated by the Institute

Employability and Careers Support

Graduates of Hospitality and Tourism Management will be able to pursue international career paths on every segment of the hospitality and tourism industry worldwide. The managerial positions open for the hospitality and tourism graduates are varied and limitless, from supervisor to the executive: General Manager, Resident Manager, Rooms Division Manager, Marketing and Sales Manager, Banquet and Convention Manager, Catering Manager, Event Organizer, Club Manager, Food & Beverage Manager, Restaurant Manager, Human Resources Manager, Health and Spa Manager, Tour Operator, Entrepreneur, Consultant, Specialist and so forth.

Types of hospitality and tourism industry and scope of business may include but not limited to:

- Accommodation: Hotel, apartment, holiday resort
- Food and Beverage: Restaurant, bar, pub, club, café, catering and other food service providers
- MICE (Meetings, Incentives, Conferences and Exhibitions): Event organizers, convention and exhibition centers
- Tourism, Travel and Leisure: Travel agents, tour wholesale, tour operators, spa specialist, ecotourism operators, tourist information center, tourism authorities, government/ state tourism offices
- Transportation: Car rental organizations, cruise line, airlines

BINUS INTERNATIONAL also provides career supports for students by disseminating information on the latest job vacancies, internships, and workshops. This support service can be accessed from www.binuscareer.com.

Program Structure

Hospitality and Tourism Management Mandatory Courses (Single Degree)

Course Code	Course Name	SCU
HM101	Principles of Management & Business in the Hospitality Industry	2
HM110	Intercultural Communication	2
HM111	Introduction to Health, Safety and Security	2
HM113	Principles of Hospitality and Tourism Marketing	2
HM208	Current Trends and Issues in Tourism and Hospitality Industry	3
HM106	Tourism Geography	2
HM206	Introduction to MICE	3
HM112	Business Seminar	2
HM209	Accounting for Hospitality, Tourism and Leisure I	3
HM314	Accounting for Hospitality, Tourism and Leisure II	3
HM212	Industrial Work Placement	8
HM308	Introduction to Hospitality Management Information	3

	System	
HM306	Hospitality Human Resources Management	3
HM311	Legal Issues for Hospitality & Tourism	3
HM304	Hospitality Financial Management	3
HM415	Economics of Leisure and Tourism	3
HM411	Organizational Behavior	3
HM407	Strategic Management	3
HM312	French I (elective)	3
HM313	Mandarin I (elective)	3
HM316	French II (elective)	3
HM317	Mandarin II (elective)	3
GS107	Character Building: Self Development	2
GS209	Character Building : Interpersonal Development	2
GS210	Character Building: Spiritual Development	2
GS303	Character Building: Professional Development	2
IS102	Introduction to IT	4
AD403	Design Thinking	2
MS202	Business Mathematics	4
GS102	Academic English I	3
GS201	Academic English II	3
AC114	Economics Theory	4
MS206	Business Statistics	4
MS401	Research Methodology	3
MK404	Entrepreneurship	2
MK106	Business Communication	4
GS477	Final Project	6

Stream: Hospitality and Tourism Management (Single Degree)

Course Code	Course Name	SCU
HM210	Food and Beverage Service Management (T/P)	6
HM108	Cuisine (T/P)	6
HM211	Rooms Division Operations and Management (T/P)	4
HM315	Supervision in Hospitality Industry	3
HM318	Tourism Management	4
HM305	Hospitality Marketing Management	4
HM413	Marketing for Tourism Industry	3
HM417	Destination Management	4
HM401	Tourism Planning and Development	3
HM412	Property and Facilities Management	3

Stream: Leisure and Event Management (Single Degree)

Course Code	Course Name	SCU
HM210	Food and Beverage Management (T/P)	6
MK202	Consumer Behavior	4
HM319	Leisure Management	3
HM320	Event Management	3
HM321	Principles of Risk Management	2
HM416	Leisure Marketing	3
HM418	Event Marketing	4
HM419	Festivals and Special Event Management	3
HM412	Property and Facilities Management	3

Hospitality and Tourism Management Mandatory Courses (Double Degree)

Course Code	Course Name	SCU
HM101	Principles of Management & Business in the Hospitality Industry	2
HM110	Intercultural Communication	2
HM111	Introduction to Health, Safety and Security	2
HM113	Principles of Hospitality and Tourism Marketing	2
HM208	Current Trends and Issues in Tourism and Hospitality Industry	3
HM106	Tourism Geography	2
HM206	Introduction to MICE	3
HM112	Business Seminar	2
HM209	Accounting for Hospitality, Tourism and Leisure I	3
HM314	Accounting for Hospitality, Tourism and Leisure II	3
HM212	Industrial Work Placement	8
HM308	Introduction to Hospitality Management Information System	3
HM306	Hospitality Human Resources Management	3
HM311	Legal Issues for Hospitality & Tourism	3
HM304	Hospitality Financial Management	3
GS210	Character Building : Spiritual Development	2
GS209	Character Building: Interpersonal Development	2
GS303	Character Building: Professional Development	2
IS102	Introduction to IT	4
AD403	Design Thinking	2
MS202	Business Mathematics	4
GS102	Academic English I	3
GS201	Academic English II	3
AC114	Economics Theory	4
MS206	Business Statistics	4
MS401	Research Methodology	3
MK404	Entrepreneurship	2
GS107	Character Building: Self Development	2
GS477	Final Project *	6

*) can be taken in partner university

Semester 7 & 8 are conducted in partner universities