

Hotel Management

Introduction

Bachelor of Applied Science in Hotel Management aims to offer an academic and vocational education for a successful career in hotel management. The program provides expertise in food and beverage service, room division, food product, and event. This program also provide the comprehensive skills in management know-how as well as valuable knowledge (human resources, finance, marketing) and hotel which are essential for future industry leaders. Students will also gain an insight of hospitality/tourism industry through one (1) year of industry work experience in 4- or 5- star hotels, event industry domestic and overseas. To create an international flavor, this exclusive and progressive program is conducted in English for hospitality and hotel management core subject in teaching and learning activities. The curriculum has been reinforced with international and local contents to fully equip graduates for managing hotel operations (hotels and its sub sectors: restaurants, bars, cafes, and MICE businesses (Meeting, Incentive, Conference and Exhibition) in different parts of the world.

Vision

A leading and best recognized hospitality department in South East Asia by 2020.

Mission

The mission of Hotel Management Department is to contribute to the global community through the provision of world-class education by :

1. Educating students with a thorough competency in hospitality, functional and managerial skills, as well as to encourage potential students to become entrepreneurs, by providing an innovative and creative education, supported with hospitality related work experience.
2. Educating students to become hospitality leaders in a diverse work environment and to prepare them for further advance studies.
3. Providing professional training and consulting services in technical and managerial skills for all levels of hospitality organizations, both locally and internationally.
4. Improving the standards of living for Indonesians by providing community development programs and services in the hospitality sector.
5. Retaining and acknowledging hospitality talents through research and benchmarking which in turn will enhance the competitive advantage of the Indonesian tourism industry in South East Asia.

Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of knowledge and understanding about hospitality industry.
2. To provide students with technical skills and professional expertise in the hospitality field that can be applied for the community development program and training services in a hospitality organization.
3. To provide students with management skills through research and work experiences, thereby empowering them to become leaders in a diverse range of hospitality business in South East Asia.

Student Outcomes

After completing the study, graduates are:

1. Able to perform personal and cultural approach through mastery of active English in advanced levels to implement the excellent service in a hospitality environmental, especially in the diversity and multicultural hotel environment.
2. Able to manage data and information related to hotel management activities with a professional attitude as the base of creative thinking in order to propose alternative solutions and strategic decisions.
3. Able to apply and demonstrate specified knowledge and skills in hotel operations, as rooms division operations, front office, food and beverage operations, event control operations, and kitchen operations both services or offered products.
4. Able to manage operations and resources in the hotel include rooms division, front office, food and beverage operations, event control operations, and kitchen operations with interpersonal approaches and related hospitality field approaches.
5. Able to demonstrate professional ethics in hospitality field and professionalism in supporting performance.
6. Able to provide alternative solutions for related problems in hotel based on professional ethics and expertise in related fields
7. Able to apply and demonstrate knowledge and skills in the culinary field (hot kitchen , pastry , bakery and chocolate making) in order to produce a decent meal to be served both in shape and taste
8. Able to apply and demonstrate knowledge and skills in event planning field in order to organize the show concept to be held.
9. Able to implement entrepreneurial expertise in hotel field including hotel design concept, hotel operations and hotel management and future trends that developed in the hospitality field.
10. Able to master English as supporting language in communication and correspondence in the global environment.
11. Able to optimize the use of information technology in order to improve the performance.

Prospective Career of the Graduates

Graduates will be able to pursue international career paths on every segment of the hospitality industry at managerial levels worldwide. The managerial positions open for the Hotel Management graduates are varied and limitless. With a hospitality qualification, a graduate can choose from a wide range of careers. The career options include:

1. Sales & Marketing : Reservations Manager, Public Relations & Sales Manager, Sales Director, Director of Marketing.
2. Finance : Cost Controller, Night Auditor, Accounts Payable/ Receivable, Hotel Accountant, Director of Finance.
3. Human Resources Management : Recruitment Manager, Training and Development Manager, Human Resources Manager, Director of Human Resources.
4. Rooms Division : Housekeeping Supervisor, Floor Supervisor, Senior Receptionist, Front Office Supervisor, Assistant Front Office Manager, Front Office Manager, Executive Housekeeper, Rooms Division Manager.
5. Food & Beverage : Restaurant Supervisor, Restaurant Manager, Assistant Food & Beverage Manager, Food and Beverage Manager, Catering Manager, Executive Chef.
6. Events Management : Corporate Hospitality Supervisor, Functions Manager, Events Coordinator/Organizer, Banquet Manager, Venue Manager.
7. Top Management : Resident Manager, Executive Assistant Manager, General Manager, Director, Owner.

Curriculum

The Hotel Management curriculum is designed to meet the industry needs that cover skills, knowledge and attitude required for pursuing a management career in the hospitality/hotel industry.

- Common & Hospitality Core : Hospitality Knowledge; Intercultural Communication; Foreign Languages; Hygiene, Safety and Security, Law and Ethic.
- Hospitality Functional Areas: Food Production & Pastry; Food & Beverage Service; Rooms Division (front office & housekeeping); Event/MICE.
- General and Managerial Units : Sales & Marketing; General Administration and Management; Financial Administration and Management; Computer Technology; Human Resources Management; Entrepreneurship.
- Culinary Art : Food product & Pastry.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	MGMT6068	Human Resources Management*	2	20	
	COMM6076	Intercultural Communication and Service Excellence*	4		
	ISYS6173	Hotel Management Information System	2		
	TRSM6051	Workplace Hygiene, Safety and Security*	4		
	TRSM6075	Personal Grooming*	4		
	Elective Course***				
	LANG6016	French Language I	2		
	CHIN6061	Chinese Language I	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
ENGL6130	English for Business Presentation	2			
2	CHAR6013	Character Building: Pancasila	2	20	
	LANG6027	Indonesian	2		
	FINC6042	Principles of Finance and Accounting in Tourism Hospitality	4		
	TRSM6077	Philosophy of Tourism, Law and Ethics*	4		
	TRSM6076	Introduction to Tourism and Hospitality Industry*	4		
	Elective Course***				
	LANG6017	French Language II	2		
	CHIN6062	Chinese Language II	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
ENGL6131	English for Written Business Communication	2			
3	CHAR6014	Character Building: Kewarganegaraan	2	24	
	TRSM6080	Rooms Division Operations Introduction*	2/2		
	TRSM6081	Event Management Introduction*	4		
	TRSM6078	Food Production, Pastry and Bakery Introduction*	2/4		
	TRSM6079	Food & Beverage Service Operations Introduction*	4		
	ENTR6003	Entrepreneurship I	2		
	Elective Course***				
	LANG6018	French Language III	2		
CHIN6063	Chinese Language III	2			

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	24	
	TRSM6082	Research Methodology for Tourism and Hospitality*	4		
	TRSM6083	Facility and Design Planning for Tourism Resort, Hotel & Restaurant*	4		
	MKTG6060	Marketing for Tourism and Hospitality Industry*	4		
	Stream : Culinary Art				
	TRSM6029	Food Nutrition*	2		
	TRSM6130	Asian Cuisine**	6		
	Stream : Hotel and Operation Services				
	TRSM6084	Front Office Administrations and Operations*	2		
	TRSM6085	Restaurant and Bar Service Operation**	4		
	TRSM6086	Housekeeping Operation*	2		
	Stream: Event Management				
	TRSM6087	Public Relations, Fund Raising and Sponsorship for Event*	2		
	TRSM6088	Expo and Exhibition Management**	2/4		
	Elective Course***				
LANG6019	French Language IV	2			
CHIN6064	Chinese Language IV	2			
5	Stream : Culinary Art			20/16/16	
	ENTR6004	Entrepreneurship II	2		
	TRSM6089	Pastry, Bakery and Chocolate**/*	6		
	TRSM6045	Culinary Art*	4		
	TRSM6042	Catering Management*	2		
	TRSM6092	Indonesian Cuisine*	2/4		
	Stream : Hotel and Operation Services				
	Enrichment Program for Hotel and Operation Services Streaming I		16		
	Stream: Event Management				
	Enrichment Program for Event Management Streaming I		16		

Sem	Code	Course Name	SCU	Total
6	Stream : Culinary Art			16/20/20
	Enrichment Program for Culinary Art Streaming I		16	
	Stream : Hotel and Operation Services			
	MGMT6066	Hotel Financial Management	2	
	TRSM6066	Rooms Division Management*	4	
	TRSM6094	Restaurant and Bar Management**/*	2/4	
	TRSM6095	The Art of Wine and Coffee*	2/4	
	ENTR6004	Entrepreneurship II	2	
	Stream: Event Management			
	ENTR6004	Entrepreneurship II	2	
	TRSM6096	Event Design & Production*	2/4	
	TRSM6097	Showbiz & Entertainment Project Management**/*	2/4	
	TRSM6064	Strategic Management and Contemporary issues in Event*	2	
	TRSM6098	Conference Management*	2/2	
7	Stream : Culinary Art			16
	Enrichment Program for Culinary Art Streaming II		16	
	Stream : Hotel and Operation Services			
	Enrichment Program for Hotel and Operation Services Streaming II		16	
	Stream: Event Management			
Enrichment Program Event Management Streaming II		16		
8	Stream : Culinary Art			6
	TRSM6048	Final Project	6	
	Stream : Hotel and Operation Services			
	TRSM6049	Final Project	6	
	Stream: Event Management			
TRSM6074	Final Project	6		
TOTAL CREDIT 146 SCU				

*) This course is delivered in English

**) Entrepreneurship Embedded

***) Elective Courses : Foreign Language

- Student has to choose one foreign languages starting on 1st semester (each for 2 SCU)
- Selected languages on 2nd, 3rd and 4th semester are same with selected languages on 1st semester

English University Courses:

-) For 1st Semester : English University Courses I, student with score Binus University English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For 2nd Semester: English University Courses II, student with score Binus University English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

-) Students should pass English Savvy with a minimum Grade is C.

Enrichment Program I (5th Semester for Streaming Hotel and Operation Services and Event Management and 6th Semester for Streaming Culinary Art) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus)

Enrichment Track Scheme (Streaming: Event Management and Hotel and Operation Services)

Track	Semester 5						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1.	v						v					
2.		v					v					
3.			v				v					
4.				v			v					
5.					v		v					
6.	v							v				
7.		v						v				
8.			v					v				
9.				v				v				
10.					v			v				
11.	v								v			
12.		v							v			
13.			v						v			
14.				v					v			
15.					v				v			
16.	v									v		
17.		v								v		
18.			v							v		
19.				v						v		
20.					v					v		
21.	v										v	
22.		v									v	
23.			v								v	
24.				v							v	
25.					v						v	

Enrichment Track Scheme (Streaming: Culinary Art)

Track	Semester 6						Semester 7					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1.	v						v					
2.		v					v					
3.			v				v					
4.				v			v					
5.					v		v					
6.	v							v				
7.		v						v				
8.			v					v				
9.				v				v				
10.					v			v				
11.	v								v			
12.		v							v			
13.			v						v			
14.				v					v			
15.					v				v			
16.	v									v		
17.		v								v		
18.			v							v		
19.				v						v		
20.					v					v		
21.	v										v	
22.		v									v	
23.			v								v	
24.				v							v	
25.					v						v	

Keterangan:

- I : Internship
- RS : Research
- ENTR : Entrepreneurship
- CD : Community Development
- SA : Study Abroad
- *etc : Department specific needs

Notes:

Student can choose one of the available tracks

Enrichment Internship Track

Code	Course Name	SCU	Total	
Enrichment Program I: <i>For student who takes Internship track in two semesters, should take these courses:</i>				
Stream : Culinary Art				
TRSM6108	Industrial Work Placement I	8	16	
TRSM6109	Leadership in Culinary I	4		
TRSM6110	Basic Culinary Skill	4		
Stream : Hotel and Operation Services				
TRSM6100	Industrial Work Placement I	8		
TRSM6101	Leadership In Hotel Operation I	4		
TRSM6102	Operational Skill in Hotel Operation	4		
Stream: Event Management				
TRSM6104	Industrial Work Placement I	8		
TRSM6105	Leadership in Managing Event I	4		
TRSM6106	MICE Management Skill	4		
Enrichment Program II				
Stream : Culinary Art				
TRSM6120	Industrial Work Placement II	8	16	
TRSM6121	Leadership in Culinary II	4		
TRSM6122	Intermediate Culinary Skill	4		
Stream : Hotel and Operation Services				
TRSM6112	Industrial Work Placement II	8		
TRSM6113	Leadership In Hotel Operation II	4		
TRSM6114	Managerial Skill in Hospitality Industry	4		
Stream: Event Management				
TRSM6116	Industrial Work Placement II	8		
TRSM6117	Leadership in Managing Event II	4		
TRSM6118	Showbiz Management skill	4		
Enrichment Program III: <i>For student who takes Internship track only in one semester, should take these courses:</i>				
Stream : Culinary Art				
TRSM6107	Industrial Work Placement	8	16	
TRSM6111	Leadership in Culinary	4		
TRSM6110	Basic Culinary Skill	4		
Stream : Hotel and Operation Services				
TRSM6119	Industrial Work Placement	8		
TRSM6123	Leadership In Hotel Operation	4		
TRSM6102	Operational Skill in Hotel Operation	4		
Stream: Event Management				
TRSM6156	Industrial Work Placement	8		
TRSM6157	Leadership in Managing Event	4		
TRSM6106	MICE Management Skill	4		

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
<i>For students who only take Entrepreneurship track in semester 5/6, should take these courses:</i>			
Enrichment Program I			
ENTR6318	Business Start Up	8	16
ENTR6165	Hospitality Business Model & Validation	2	
ENTR6166	Launching New Hospitality Venture	2	
ENTR6255	EES in New Hotel Management Business	4	
<i>For students who take Entrepreneurship track in semester 5/6 and 7, should take these courses:</i>			
Enrichment Program I			
ENTR6318	Business Start Up	8	16
ENTR6165	Hospitality Business Model & Validation	2	
ENTR6166	Launching New Hospitality Venture	2	
ENTR6255	EES in New Hotel Management Business	4	
Enrichment Program II			
ENTR6350	Growing a Business	8	16
ENTR6167	Lean Start Up & Business Plan in Hospitality Industry	2	
ENTR6168	Hospitality Industry Venture Capital	2	
ENTR6361	EES in Hotel Management Business Experience	4	
<i>For students who only take Entrepreneurship track in semester 7, should take these courses:</i>			
Enrichment Program II			
ENTR6318	Business Start Up	8	16
ENTR6165	Hospitality Business Model & Validation	2	
ENTR6166	Launching New Hospitality Venture	2	
ENTR6255	EES in New Hotel Management Business	4	

Enrichment Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6240	Research Experience I	8	16
RSCH6121	Scientific Writing in Hospitality I	4	
RSCH6190	Global EES I (Team Work, Communication, Problem Solving & Decision Making)	4	
Enrichment Program II			
RSCH6255	Research Experience II	8	16
RSCH6122	Scientific Writing in Hospitality II	4	
RSCH6263	Global EES II (Self-Management, Planning & Organizing, Initiative & Enterprise)	4	
Enrichment Program III: <i>For student who only takes research track in one semester, should take these courses:</i>			
RSCH6271	Research Experience	8	16
RSCH6123	Scientific Writing in Hospitality	4	
RSCH6281	Global EES	4	

Enrichment Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			16
CMDV6149	Community Outreach Project Implementation	8	
CMDV6162	Community Outreach Project Design	4	
CMDV6167	Employability and Entrepreneurial Skills in Hotel Management Community	4	
Enrichment Program II			16
CMDV6181	Community Development Project Implementation	8	
CMDV6187	Community Development Project Design	4	
CMDV6190	Employability and Entrepreneurial Skills in Hotel Management Community Development	4	

Enrichment Study Abroad Track*

Code	Course Name	SCU	Total
Enrichment Program I			16
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
Enrichment Program II			16
GLOB6017	Elective Course for Study Abroad 13	4	
GLOB6018	Elective Course for Study Abroad 14	4	
GLOB6019	Elective Course for Study Abroad 15	4	
GLOB6020	Elective Course for Study Abroad 16	4	
GLOB6021	Elective Course for Study Abroad 17	2	
GLOB6022	Elective Course for Study Abroad 18	2	
GLOB6023	Elective Course for Study Abroad 19	2	
GLOB6024	Elective Course for Study Abroad 20	2	
GLOB6025	Elective Course for Study Abroad 21	2	
GLOB6026	Elective Course for Study Abroad 22	2	
GLOB6027	Elective Course for Study Abroad 23	2	
GLOB6028	Elective Course for Study Abroad 24	2	

*)Transferred courses will be transferred based on credit transfer policies on study program with total of 16 credits.

Student should pass all of these quality controlled courses as listed below:

No	Code	Course Name	Minimum Grade
1	CHAR6013	Character Building: Pancasila	B
2	COMM6076	Intercultural Communication and Service Excellence	C
3	TRSM6051	Workplace Hygiene, Safety and Security*	C
4	FINC6042	Principle of Finance and Accounting in Tourism Hospitality	C
5	TRSM6076	Introduction to Tourism and Hospitality Industry*	C
Stream: Culinary Art			
6	ENTR6004	Entrepreneurship II	C
7	TRSM6029	Food Nutrition*	C
8	TRSM6042	Catering Management	C
Stream: Event Management			
6	ENTR6004	Entrepreneurship II	C
7	TRSM6088	Expo and Exhibition Management*	C
8	TRSM6097	Showbiz & Entertainment Project Management	C
Stream: Hotel and Operation Services			
6	ENTR6004	Entrepreneurship II	C
7	TRSM6066	Rooms Division Management	C
8	TRSM6094	Restaurant and Bar Management*	C

*) Tutorial & Multipaper