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, food and beverage product and room division. This program also provides 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 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 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, there by 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 make a personal and cultural approach through the mastery of active English in an advanced level to apply excellent service in the hospitality environment especially the diverse and multicultural hospitality;

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 specific knowledge and skills in hospitality operations such as room division operations, front office, food and beverage operations, operational control of hotel events and kitchen operations both in the service and products offered;

4. Able to manage operations and resources in the field of hospitality including room division, front office, food and beverage operations, event control in hotel and kitchen operations with interpersonal approach and hotel related approach;

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 field of culinary (hot kitchen, pastry, bakery and chocolate making) to produce a decent food to be serve both in form and taste;

8. Able to apply and demonstrate a specific knowledge and skills in the field of planning event so it can to create a concept of event to be held;

9. Able to implement the entrepreneurship expertise in the field of hospitality which includes hotel design concepts, hotel operations and hotel management as well as the updating trend in the field of hospitality;

10. Able to master English as a supporting language in communication and corresponding in the global environment;

11. Able to optimize the use of information technology so as to improve its 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, Sommelier, Barista, Connosieur, Mixologist.

6. 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; Hygiene, Safety, and Security; Tourism Knowledge.
- Hospitality Functional Areas: Food Production & Pastry; Food & Beverage Service; Rooms Division (front office & housekeeping).
- General and Managerial Units: Sales & Marketing; Facility Design Planning; Financial Management; Human Resources Management; Entrepreneurship; Research Methodology.
- Culinary Art: Food Production; ASIAN Cuisine; Indonesian Cuisine; Pastry, Bakery & Chocolate; Food Nutrition.

Course Structure

Sem	Code	Course Name	SCU	Total
1	HTMN6001	Introduction to Hospitality	4	20
	HTMN6002	Introduction to Tourism*	2	
	FINC6133	Principle of Accounting and Finance in Hospitality	4	
	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality	4	
	HTMN6004	Introduction to Food Production*	2	
	HTMN6005	Introduction to Hotel Operation Service*	2	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	21
	FINC6143	Financial Management in Hospitality*	2	
	HTMN6006	Rooms Division Operation*	4	
	HTMN6007	Food and Beverage Service Operation*	4	
	HTMN6008	Kitchen Operation*	4	
	LANG6061	Indonesian	1	
	Elective Course*			
	LANG6016	French Language I	2	
	CHIN6061	Chinese Language I	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24/22
	ENTR6003	Entrepreneurship I	2	
	Stream : Culinary Art			
	HTMN6009	Asian Cuisine*	2/4	
	HTMN6010	Pastry & Bakery Production*	4	
	HTMN6011	Culinary Art*	4	
	HTMN6012	Food Nutrition	2	
	HTMN6013	Catering Management	2	

Sem	Code	Course Name	SCU	Total
	Stream : Hotel and Operation Services			
	HTMN6014	Front Office Operation*	4	
	HTMN6015	Housekeeping Operation*	4	
	HTMN6016	Bar and Beverage Operation*	2/4	
	HTMN6017	Restaurant Management	2	
	Elective Course*			
	LANG6017	French Language II	2	
	CHIN6062	Chinese Language II	2	
4	CHAR6015	Character Building: Agama	2	22/24
	MKTG6233	Marketing Management in Hospitality	4	
	HTMN6018	Consumer Behavior in Hospitality*	2	
	MGMT6298	Human Resources Management in Hospitality*	2	
	Stream : Culinary Art			
	HTMN6019	Indonesian Cuisine*/**	4	
	HTMN6020	Pastry and Cake Decoration*	4	
	HTMN6021	Food Production Management	2	
	Stream : Hotel and Operation Services			
	HTMN6022	Front Office Management	2/2	
	HTMN6023	The Art Of Wine and Coffee*/**	4	
	HTMN6024	Housekeeping Management	2/2	
	Elective Course*			
	LANG6018	French Language III	2	
	CHIN6063	Chinese Language III	2	
5	**Enrichment Program I**		15	15
6	**Enrichment Program II**		16	16
7	ENTR6004	Entrepreneurship II	2	18
	HTMN6025	Research Methodology in Hospitality	2/2	
	MGMT6305	Strategic Management in Hospitality*	2	
	HTMN6027	Service Management	4	
	MGMT6304	Organization Behavior in Hospitality*	2	
	HTMN6029	Hotel Operations Supervisory**	4	
8	HTMN6030	Facility Management in Hospitality	4	10
	HTMN6031	Final Project	6	
			TOTAL CREDIT 146 SCU	

*) *This course is delivered in English*

**) *Entrepreneurship Embedded*

***) *Elective Courses:*

- *Student required to choose one elective courses starting on 2nd semester (each for 2 credits)*
- *Student chooses elective courses on 3rd and 4th semester are same with selected elective courses on 2nd 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*

Enrichment Program I (5th Semester) & Enrichment Program II (6th Semester):

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

Enrichment Track Scheme

Track	Semester 5						Semester 6					
	I	RS	ENTR	CD	SA	*etc	I	RS	ENTR	CD	SA	*etc
1	v						v					

Notes:
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
Stream : Culinary Art			
HTMN6033	Industrial Experience in Culinary	8	
HTMN6034	EES in Culinary	3	
HTMN6035	Food Preparation	4	15
Stream : Hotel and Operation Services			
HTMN6036	Industrial Experience in Hotel Operation	8	
HTMN6037	EES in Hotel Operation	3	
HTMN6038	Operational Skill in Hotel Operation	4	
Enrichment Program II			
Stream : Culinary Art			
HTMN6039	Professional Experience in Culinary	8	
HTMN6040	Leadership in Culinary	4	
HTMN6041	Food Production	4	16
Stream : Hotel and Operation Services			
HTMN6042	Professional Experience in Hotel Operation	8	
HTMN6043	Leadership in Hotel Operation	4	
HTMN6044	Managerial Skill in Hotel Operation	4	

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	ENTR6004	Entrepreneurship II	C
3	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality*	C
4	HTMN6006	Rooms Division Operation*	C
5	HTMN6018	Consumer Behavior in Hospitality	C
6	HTMN6008	Kitchen Operation	C
Streaming : Culinary Art			
7	HTMN6010	Pastry & Bakery Production	C
8	HTMN6013	Catering Management*	C
Streaming : Hotel and Operation Services			
7	HTMN6017	Restaurant Management*	C
8	HTMN6022	Front Office Management	C

*) Tutorial & Multipaper