Hospitality Management (Culinary Arts)

Introduction

The program provides students with applicable knowledge and skills in cuisine including food production, pastry and bakery, hospitality management and business event management. Our vision, mission and objectives are focused on producing future leaders and entrepreneurs with strong leadership and entrepreneurial skills. The curriculum is designed by applying local Indonesian cuisine and French cuisine as its foundation. This curriculum offers more applications and is also supported with sufficient knowledge to ensure students can apply it when starting a business in the field of services and easily gain immediate employment in the hospitality industry upon graduation. Students will be required to conduct two enrichment programs within six months (internship, study abroad or entrepreneurship). Through a comprehensive curriculum involving culinary experts, students will have exciting career opportunities in the culinary business in the hospitality industry.

Vision

To be the center of service excellence in hospitality for hoteliers in South East Asia.

Mission

The missions of the Culinary Arts Program are to provide application-oriented international standard education and training to produce competent and committed human resources to meet the demands of the hospitality industries by:

1. Training and educating, at all levels, persons of outstanding abilities who can become future leaders and entrepreneurs in the hospitality industry.
2. Engaging between the students, industries and community to participate in developing hospitality industries.
3. Providing professional training and consulting services for all levels of hospitality sectors.
4. Stimulating and inspiring the students to become entrepreneurs by providing an innovative and creative education.

Program Objectives

The objectives of the program are:

1. To provide a common body of knowledge in culinary art including a broad education and awareness of skills and attitudes which prepare students for responsible leadership roles in the hospitality industry.
2. To provide students with relevant hands-on operational experience in some facets of the culinary industry.
3. To develop employability skills required of hotel – restaurant management and culinary art experts through the use of competency – based programs.

Student Outcomes

After completing the study, graduates are:

1. Able to design a hotel operational system that includes policies, regulations, and business process diagrams.
2. Able to manage hotel operations including the ability to plan, run, supervise, evaluate and follow up evaluation results.
3. Able to analyze by using yield management method, evaluate, and propose alternative solution of hotel operational problem in room division and food and beverage division.
4. Able to design new operational procedures in room division and food & beverage division with effectively and efficiently way.

5. Able to improve the existing procedure in room division and food beverage division to upgrade the effectiveness and efficiency.

6. Able to planning, running, supervising, evaluating and following up the results of the evaluation of Human Resources at the hotel in room division and food beverage division.

7. Able to create and modify hotel products and services in accordance with the terms of reference specified.

8. Able to design promotion activities for hotel product and service.

9. Able to make financial reports in accordance with the standards of hotel financial statements for room division and food beverage division income.

10. Able to prepare procurement planning, recording, storage and distribution of materials and supplies for operational activities in room division and food beverage division.

11. Able to prepare procurement planning, recording, distribution, estimated maintenance and asset removal for hotel operational that fulfil the quality standards in hotels.

12. Able to apply the values of hospitality (Integrity, Perfect, Trusted, Professional, Personality) and Global Code of Ethic of Tourism in the hotel business.

13. Able to produce products that have the taste and appearance that conforms to international hotel standards by applying the principles of good and correct cooking.

14. Able to held a culinary event by applying special skills in the event planning.

15. Able to design a new business that includes design concepts, operations, management, and the growing trend in culinary and accommodation services.

16. Able to apply ICT products and services needed in global professional practice.

Prospective Career of the Graduates

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

1. Food Production (Kitchen & Pastry)

    Chef de Cuisine, Chef de Partie, Demi Chef, Pastry Chef, Executive Chef, Celebrity Chef, Chef on Board, Catering Manager, Production Manager, Kitchen Manager, Kitchen Artist.

2. Food & Beverage Service

    Barista, Bartender, Mixologist, Greeter, Waiter, Restaurant Manager, Bar Manager, Beverage Manager, Banquet Manager, Food & Beverage Manager, Café Manager.

3. Top Management

    Resident Manager, Executive Assistant Manager, General Manager, Director, Owner.

Curriculum

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

*   Culinary Area

    Introduction to Food Production, Kitchen Operation, Pastry and Bakery Introduction, Pastry and Bakery Advanced, Authentic Indonesian Cuisine, Food Nutrition, Western and French Cuisine.

*   Hospitality Operations Area

    Food & Beverage Service, Introduction to Tourism, Introduction to Hospitality, Workplace Hygiene Safety, and Security in Hospitality, Consumer Behavior, Hotel Operation Supervisory, Restaurant Service, Culinary Business Event.

- Hospitality Knowledge

  Introduction to Tourism, Introduction to Hospitality, Workplace Hygiene Safety, and Security in Hospitality, Consumer Behavior in Hospitality, Hotel Operation Supervisory, Hospitality Business Event.

- Hospitality Managerial

  Financial Management in Hospitality, Organizational Behavior in Hospitality, Marketing Management, Human Resources Management, Facility Management, Financial Management, Service Management, Strategic Management, Entrepreneurship.

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
	MKTG6233	Marketing Management in Hospitality*	4	
	HTMN6007	Food and Beverage Service Operation*	4	
	HTMN6008	Kitchen Operation*	4	
	ENTR6003	Entrepreneurship I	2	
	LANG6061	Indonesian	1	
	HTMN6045	Introduction to Pastry and Bakery*	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	MGMT6298	Human Resources Management in Hospitality*	2	
	HTMN6006	Rooms Division Operation*	4	
	HTMN6018	Consumer Behavior in Hospitality*	2	
	HTMN6046	Authentic Indonesian Cuisine*	2/4	
	HTMN6026	Nutrition Studies *	2	
	HTMN6047	Advance in Pastry and Bakery *&***	4	
	Elective Course*			
	LANG6016	French Language I	2	
	CHIN6061	Chinese Language I	2	
4	CHAR6015	Character Building: Agama	2	24
	FINC6143	Financial Management in Hospitality*	2	
	ENTR6004	Entrepreneurship II	2	
	HTMN6048	Western and French Cuisine*	2/4	
	HTMN6049	Restaurant Service*	4	
	HTMN6027	Service Management*	4	
	Elective Course*			
	LANG6098	French Language II	4	
	CHIN6120	Chinese Language II	4	

Sem	Code	Course Name	SCU	Total
5	**Enrichment Program I**		15	15
6	HTMN6025	Research Methodology in Hospitality*	2/2	20
	MGMT6304	Organization Behavior in Hospitality*	2	
	HTMN6029	Hotel Operations Supervisory*[&][***]	4	
	HTMN6030	Facility Management in Hospitality*	4	
	MGMT6305	Strategic Management in Hospitality*	2	
	HTMN6050	Culinary Business Event*	2/2	
7	**Enrichment Program II**		16	16
8	HTMN6031	Final Project	6	6
			TOTAL CREDITS 146 SCU	

*) This course is delivered in English

**) Entrepreneurship Embedded

***) Elective Courses:

- Student required to choose 2 credits from elective courses in semester 3
- Student chooses elective courses in semester 4, same with foreign language courses taken in semester 3

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 (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 5						Semester 7					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v						v					
2	v								v			
3	v										v	
4			v				v					
5					v		v					

Notes:
IN   : Internship
RS   : Research
EN   : Entrepreneurship
CD   : Community Development
SA   : Study Abroad
etc   : Study Program Special Purposes

Notes:
Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
HTMN6058	Hospitality Work Placement	8	15
HTMN6059	Culinary Preparation	4	
HTMN6060	EES in Culinary Industry	3	
Enrichment Program II			
HTMN6061	Hospitality Apprenticeship	8	16
HTMN6062	Culinary Production	4	
HTMN6063	EES in Hospitality Industry	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6465	Business Start Up in Hospitality	8	15
ENTR6466	Business Model & Validation for Hospitality	2	
ENTR6467	Launching New Hospitality Venture	2	
ENTR6468	EES in New Hospitality Business	3	
Enrichment Program II			
ENTR6465	Business Start Up in Hospitality	8	16
ENTR6466	Business Model & Validation for Hospitality	2	
ENTR6467	Launching New Hospitality Venture	2	
ENTR6469	EES in New Hospitality Business	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	15
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	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	

Code	Course Name	SCU	Total
Enrichment Program II			
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	16
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	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

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

No	Course Code	Course Name	Minimal 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
7.	HTMN6050	Culinary Business Event*	C
8.	HTMN6048	Western and French Cuisine	C

*) Tutorial & Multipaper