

Business Hotel Management

Introduction

The Hotel Business program at BINUS is dedicated to nurturing professionals and entrepreneurs equipped with essential knowledge and skills in hospitality, encompassing hotel operations, culinary arts, and business events. Rooted in Indonesian cultural wisdom and aligned with international standards from the World Tourism Organization (UNWTO), our curriculum prepares students to excel in the global service industry.

In addition to emphasizing business and entrepreneurship fundamentals, our curriculum integrates an awareness of emerging technologies like artificial intelligence (AI) and sustainability practices. This prepares students to leverage AI applications for optimizing guest experiences and operational efficiencies in hospitality management. An awareness of sustainability ensures that students are equipped to address environmental challenges and implement sustainable practices within hospitality operations.

Our vision, mission, and objectives are centered on developing future leaders with strong leadership capabilities and entrepreneurial spirit. Through a diverse range of enrichment programs such as industrial internships, study abroad opportunities, research tracks, micro-credentials, community development projects, and entrepreneurship tracks, students gain practical experience and develop business models in culinary and restaurant management.

By engaging with industry experts and benefiting from a comprehensive curriculum, our graduates are well-prepared for dynamic careers in management, supervisory roles, and administrative positions within the hospitality industry. They are equipped not only with theoretical knowledge but also with practical skills that enable them to succeed in starting their own businesses or securing immediate employment upon graduation.

Vision

A world class hospitality education nurturing the community and fostering sustainable collaboration.

Mission

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

1. Educating students with a high level of hospitality knowledge, skills, and attitude, to become hotelier by providing innovative and creative learning.
2. Educating students to become hospitality leaders in a diverse work environment and prepare for further study.
3. Improving quality of life for Indonesians through nurturing community in the hospitality sector.
4. Maintaining and acknowledging hospitality talents through collaborative research and benchmarking that leads to sustainable competitive advantage.
5. Being the main driver to enrich BINUS University system.

Program Objectives

The objectives of the programme are:

1. To provide students with a high level of hospitality knowledge skills, and attitude in order to improve community quality of life.
2. To equip students with managerial capabilities through research and work experiences in order to become hospitality leaders and pursue further study.

3. To prepare students to become a global hospitality talent by fostering collaboration and benchmark that leads to sustainable competitive advantage.

Student Outcomes

After completing the study, graduates are:

1. Able to apply hotel operations in the room division and food and beverage division to produce products and services that are supported by technology and in accordance with industry quality standards;
2. Able to perform hotel managerial functions of room division and food and beverage department;
3. Able to demonstrate procedures for food production and food processing services that are in accordance with the development and innovation of the hospitality industry;
4. Able to interpret the concept of hospitality and the managerial functions in sales marketing, finance, human resources, and safety aligned with the concept of sustainability and Global Code of Ethics for Tourism;
5. Able to make culinary and hospitality business plan in accordance with digital and technology transformation through business analyst and entrepreneurship competency;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Careers of the Graduates

Graduates will be able to pursue national and international career paths in the hospitality industry at managerial as well as operational levels worldwide. The managerial positions open for Business 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 as follows:

1. **Food & Beverage Service**
barista, bartender, mixologist, sommelier, banquet manager, convention manager, restaurant manager, bar manager, beverage manager, and food & beverage director.
2. **Food Production (Kitchen & Pastry)**
chef de cuisine, chef de partie, demi chef, pastry chef, executive chef, celebrity chef, private chef, chef on board, catering manager, production manager, kitchen manager, and food stylist.
3. **Rooms Division**
front desk agent, guest relation officer, front office supervisor, chief concierge, duty manager, recreation manager, front office manager, rooms division manager, housekeeping supervisor, floor supervisor, executive housekeeper, and director of rooms.
4. **Sales & Marketing**
sales coordinator, sales executive, sales manager, public relations officer, public relations manager, food & beverage sales, banquet sales, event manager, wedding specialist, conference sales manager, senior sales manager, director of events, and director of sales & marketing.
5. **Human Resources**
human resources coordinator, training coordinator, training manager, recruitment manager, human resources manager, director of human resources, and director of learning & development.
6. **Accounting and Finance**
procurement, purchasing manager, financial controller, credit manager, general cashier, income auditor, and cost controller.
7. **Top Management**
resident manager, executive assistant manager, general manager, and director of operations.

8. Entrepreneur
business owner, food and beverage consultant, and restaurant/cafe start-up.

Curriculum

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

- 1st-year curriculum
Introduction to Hospitality, Introduction to Tourism, Hygiene and Safety for Hospitality, Front Office Operation, Housekeeping Operation, Restaurant Operation, Kitchen Operation, Pastry and Bakery Operation, Bar Operation, Steward Operation, and Entrepreneurship: Ideation.
- 2nd-year curriculum
Human Resources Management in Hospitality with AI awareness, Marketing Management in Hospitality with AI awareness, Food and Beverage Management, Cafe Business Management, Financial Management in Hospitality, Event Management, Pastry and Bakery Business Management, and Culinary Business Management.
- 3rd-year curriculum
Enrichment Program: An industrial internship in Hotel/Restaurant/Catering Services, Study Abroad, Research Track, Micro-Credential, Community Development, and Entrepreneurship Track (develop a business model in culinary and restaurant).
- 4th-year curriculum
Hotel Supervisory, Hospitality Business Management, Hospitality Business Research, Digital Media for Hospitality Business, Entrepreneurship: Market Validation, and Final Project (individual thesis and business plan for a hotel, restaurant, and catering).

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013021	Character Building: <i>Pancasila</i>	2	20
	HTMN6001021	Introduction to Hospitality ^{1&2}	4	
	HTMN6002021	Introduction to Tourism ^{1&2} (<i>AOL</i>)	2	
	HTMN6123021	Hygiene and Safety for Hospitality ¹ (<i>AOL</i>)	4	
	HTMN6149021	Front Office Operation ^{1&2} (<i>AOL</i>)	4	
	HTMN6150021	Housekeeping Operation ¹ (<i>AOL</i>)	4	
	Foreign Language Courses		0	
2	CHAR6014021	Character Building: <i>Kewarganegaraan</i>	2	20
	COSC6011021	Foundations of Artificial Intelligence	2	
	HTMN6125021	Restaurant Operation ^{1&2} (<i>AOL</i>)	4	
	HTMN6008021	Kitchen Operation ^{1&2} (<i>AOL</i>)	4	
	HTMN6128021	Pastry and Bakery Operation ^{1&2} (<i>AOL</i>)	4	
	HTMN6129021	Bar Operation ^{1&2} (<i>AOL</i>)	2	
	HTMN6130021	Steward Operation ¹	2	
	Foreign Language Courses		0	
3	CHAR6015021	Character Building: <i>Agama</i>	2	19
	LANG6027021	Indonesian	2	
	ENPR6311005	Creativity and Innovation	2	

Sem	Code	Course Name	SCU	Total
	HTMN6108021	Food and Beverage Management ¹ (AOL)	2	
	HTMN6157021	Cafe Business Management ¹	3	
	HTMN6127021	Event Management ¹ (AOL)	4	
	HTMN6139021	Pastry and Bakery Business Management ¹	4	
	Foreign Language Courses		0	
4	MKTG6233021	Marketing Management in Hospitality ^{1&2} (AOL) (AIE)	4	23
	HTMN6124021	Human Resources Management in Hospitality ¹ (AOL) (AIE)	4	
	FINC6143021	Financial Management in Hospitality ¹ (AOL)	2	
	HTMN6158021	Culinary Business Management ¹ (AOL)	3	
	Minor Program		10	
	Free Electives		10	
	Foreign Language Courses		0	
5	ENPR6312005	Venture Creation	2	18
	HTMN6141021	Hotel Supervisory ¹	4	
	HTMN6142021	Hospitality Business Management ¹ (AOL)	4	
	HTMN6143021	Hospitality Business Research ¹	4	
	HTMN6144021	Digital Media for Hospitality Business ¹	2/2	
	Foreign Language Courses		0	
6	Enrichment Program I		20	20
7	Enrichment Program II		20	20
8	HTMN6031021	Final Project	6	6
			Total Credits 146 SCU	

1) This course is delivered in English

2) Global Learning System course

-) **AOL** - Assurance of Learning Process System

-) **AIE** - Artificial Intelligence Embedded Course

Minor/Free Electives:

-) For 4th Semester: Students are required to choose Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua.

The following are the provisions of the courses that must be taken by students:

Foreign Language Courses		SCU
ENGL6253021	English for Frontrunners	0
ENGL6254021	English for Independent Users	0
ENGL6255021	English for Professionals	0
JAPN6190021	Basic Japanese Language*	0
CHIN6163021	Basic Chinese Language*	0

*) This course is optional for students

- Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.

2. Students with Beelingua Placement Test score between 60 and 99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

Minor Scheme

Minor Program	Semester 4
Minor @ Binus Kemanggisian	
Blockchain Technology and Business	-
Creative Digital Storytelling	V
Cross Cultural Communication	V
Data Analytics	V
Digital Banking	-
Digital Ecosystem	V
English for Business Professionals	V
Event Business and Entertainment	-
Human Capital in Digital Workplace	-
Interactive & Users Experience Design	V
Sustainable Development	V
Minor @ Binus Alam Sutera	
Digital Transformation	V
Minor @ Binus Bekasi	
Culinary	-
Korean Culture and Creativity	V
Minor @ Binus Malang	
Chinese for Career Pathways	V
English for Business Professionals	V
Digital Technopreneur	-
Minor @ Binus Bandung	
DesignPreneur	-
Robotic Process Automation	V
Minor @ Binus Semarang	
Content Creation	V
Data Analytics	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	V
Minor @ Binus Medan	
Global Creative Business and Technology	-

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program: Creative Digital Storytelling

Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works.

Career Options

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

Course Distribution

Fundamental Courses

Course		SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
Total SCU		10

Additional Information

None

2. Minor Program: Cross Cultural Communication

Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

Course Distribution

Fundamental Courses

Course		SCU
CHIN6132026	Chinese Conversation in Daily Activities	4
COMM6502019	Communication in Diversity	2
BUSS6170025	Asian Business Ethics	4
Total SCU		10

Additional Information

None

3. Minor Program: Data Analytics

Introduction

The Data Analytics minor program provides insight into acquisitions and analysis of data in organizations by using critical thinking from multiple strategic perspectives, including consumer behavior communicated in the form of visualizations/models that can support retrieval decision.

Career Options

Data Analyst, Marketing Analyst.

Course Distribution

Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

Additional Information

None

4. Minor Program: Digital Ecosystem

Introduction

To face challenges in the era of technological disruption and the wave of the 4.0 industrial revolutions, this minor program offers foundational knowledge about the digital ecosystem in the 4.0 industrial revolutions. Through this minor program, students will be able to develop fundamental knowledge about main pillars of the digital ecosystem, such as informatics, business, and creative design. Students will also be able to combine the knowledge they gain from their respective majors with information technology to develop real solutions for society.

Career Options

Chief technology officer, digital business strategy expert/consultant, digital solution architect, digital business strategy manager, digital operations manager.

Course Distribution

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Additional Information

None

5. Minor Program: English for Business Professionals

Introduction

This minor focuses on students who are interested in English in the business context. Students will learn about leadership and management, as well as language innovations in marketing and advertising. There will also be discussions on business communication issues.

Career Options

Manager, Business practitioner, Entrepreneur, Professional employee.

Course Distribution

Fundamental Courses

Course	SCU
ENGL6154024 English for Business Communications	4
MKTG6112024 Language Innovations in Marketing and Advertising	2
ENGL6244024 Social Media Broadcasting	4
Total SCU	10

Additional Information

None

6. Minor Program: Interactive & Users Experience Design

Introduction

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

Career Options

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

Course Distribution

Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
Total SCU	10

Additional Information

None

7. Minor Program: Robotic Process Automation**Introduction**

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

Career Options

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

Course Distribution**Fundamental Courses**

Course		SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4
ISYS6687003	Business Process Improvement	2
Total SCU		10

Additional Information

None

8. Minor Program: Sustainable Development**Introduction**

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

Career Options

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

Course Distribution

Fundamental Courses

Course		SCU
ISYE6154011	Sustainable Design and Manufacture	4
CPEN6217010	Digital for Sustainable Development	4
ARCH6119014	Introduction to Sustainable Development	2
Total SCU		10

Additional Information

None

9. Minor Program: Digital Transformation

Introduction

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

Career Options

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

Course Distribution

Fundamental Courses

Course		SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
Total SCU		10

Additional Information

None

10. Minor Program: Culinary

Introduction

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

Career Options

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

Course Distribution

Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
Total SCU	10

SCU for HTMN6008021, HTMN6128021 are practical

Additional Information

None

11. Minor Program: Korean Culture and Creativity

Introduction

This minor program provides knowledge and experience in Korean Performance and Culture. The courses will cover pop art, culture, cuisine, film, drama, music, and language. Students who have international experience, especially in Korea, will have a wide range of employment opportunities.

Career Options

Content Creator, Performer, Creative Marketer, Event Organizer, Foodpreneur, and Advertiser working in a Korean environment.

Course Distribution

Fundamental Courses

Course	SCU
HTMN6163021 Korean Cuisine and Culinary Arts	4
COMM6718019 Korean Language and Media	4
FILM6134009 Hallyu Creative Content	2
Total SCU	10

Additional Information

None

12. Minor Program: Chinese for Career Pathways

Introduction

This minor program offers a variety of courses customized to industry needs for Binus non-Chinese Literature students. With this minor program, students who do not major in Mandarin can still experience the benefits of mastering basic Mandarin, which is currently required by industries such as Hospitality, Chinese Companies, Management Banking, and Communication skills.

Career Options

Business Administration, Translation and Interpretation, International Relations and Diplomacy, Tourism and Hospitality, Marketing and Communications.

Course Distribution

Fundamental Courses

Course		SCU
CHIN6196026	Mandarin for Future Career	4
CHIN6197026	Easy Way to HSK 2 Preparation	4
CHIN6198026	Exploring Modern Chinese Culture	2
Total SCU		10

Additional Information

Open a maximum of 2 classes per batch per semester, with each class accommodating up to 30 students.

13. Minor Program: Content Creation

Introduction

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

Career Options

Content Creator, Influencer, Social media Specialist.

Course Distribution

Fundamental Courses

Course		SCU
FILM6105009	Filmmaking Fundamental	4
MKTG6336055	Content Marketing Analytics	4
DSIN6042053	Photography for Creators	2
Total SCU		10

Additional Information

None

14. Minor Program: Immersive Journey to Japanese Language and Culture

Introduction

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

Career Options

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

Course Distribution

Fundamental Courses

Course		SCU
JAPN6221025	Essential Japanese Grammar (<i>Yoku Tsukaeru Bunpou</i>)	4
JAPN6222025	Survival Japanese in Various Situations (<i>Nihon E Ikou, Yasashii Kaiwa De</i>)	4
JAPN6223025	Ideas and Images of Japan (<i>Nihon Jijou</i>)	2
Total SCU		10

Additional Information

None

15. Minor Program: Metaverse in Business

Introduction

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

Career Options

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

Course Distribution

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
Total SCU		10

Additional Information

None

Appendix: Free Electives (4th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Accounting	ACCT6461020	Accounting Syariah	2	4
2	Accounting	ACCT6313020	Public Sector Accounting	2	4
3	Accounting	ACCT6116020	Social and Environmental Accounting	2	4
4	Business Creation	ENPR6104005	Digital Marketing and Analytics	4	4
5	Business Information Technology	ISYS6574003	Information Retrieval	4	4
6	Business Information Technology	ISYS6823003	Machine Learning & Foundations	4	4
7	Business Information Technology	ISYS6606003	Smart Application	2	4
8	Business Law	LAWS6159005	Legal Aspect in Business	2	4
9	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	4
10	Business Management	MGMT6456005	Fundamentals of Supply Chain Management	4	4
11	Business Management	MGMT6557005	Logistics and Retail Distribution Management	4	4
12	Business Management	MKTG6274005	Service Marketing Management	4	4
13	Business Management	MGMT6455005	Servitization and Customer Experience Management	2	4
14	Business Management	MGMT6556005	Technology Management in Supply Chain and Service	2	4
15	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
16	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
17	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
18	Computer Science	COMP7128001	Game Design	2	4
19	Computer Science	COMP6800001	Human and Computer Interaction	2/1	4
20	Computer Science	COMP8129001	User Experience	2/2	4
21	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
22	Creative Advertising	DSGN6651007	Photography	4	4
23	Creative Advertising	DSGN6732007	Photography	4	4
24	English Literature	EDUC6054024	Classroom Communication and Learning	4	4
25	English Literature	ENGL6169024	English for Professionals	2	4
26	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
27	English Literature	ENGL6244024	Social Media Broadcasting	4	4
28	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
29	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
30	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	4
31	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	4
32	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
33	Global Business Marketing	MKTG6631005	Marketing Research	3/1	4
34	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	4
35	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	4
36	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	4
37	Hotel Management	HTMN6146021	Food Safety Management	2	4
38	Hotel Management	HTMN6147021	Hospitality Management	4	4
39	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	4
40	Hotel Management	HTMN6148021	Research Methodology in Hospitality	4	4
41	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	4
42	Hotel Management	HTMN6027021	Service Management	4	4
43	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	4
44	Information Systems	ISYS6892003	Database Fundamental	4/2	4
45	Information Systems	ISYS6897003	Digital Innovation	2	4
46	Information Systems	ISYS6256003	Information Systems Project Management	4	4
47	Interior Design	DSGN6888008	Interior Accessories Design	2	4
48	International Business Management	BUSS6222005	Export-Import Cost Management	2	4
49	International Business Management	BUSS6191005	Export-Import Management	2	4
50	International Business Management	MGMT6458005	Global Supply Chain Management	2	4
51	International Relations	INTR6147029	Contemporary Issues in African and Middle Eastern Societies	2	4
52	International Relations	INTR6145029	Contemporary Issues in American Society	2	4
53	International Relations	INTR6146029	Contemporary Issues in East Asian Society	2	4
54	International Relations	INTR6144029	Contemporary Issues in European Society	2	4
55	International Relations	INTR6158029	Indonesia's Defense and Security Policy	2	4
56	International Relations	INTR6162029	Multiculturalism and Digital Society	2	4
57	International Relations	INTR6148029	Multinational Corporations Global Strategy and Social Responsibility	2/2	4
58	International Relations	INTR6161029	Political Economy of Global Media	2	4
59	International Relations	INTR6157029	Terrorism and International Security	2	4
60	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
61	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
62	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
63	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	4
64	Japanese Literature	JAPN6162025	Japanese Literary Criticism (Nihon Bungaku Hyouron)	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
65	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
66	Management	MGMT6465005	Advanced Topic in Business Development Management	2	4
67	Management	MGMT6033005	Advanced Topics in Business and Organization	2	4
68	Management	ISYS6085005	Advanced Topics in E-Business	2	4
69	Management	BUSS6109005	Business Development	4	4
70	Management	ISYS6744005	E-Business Strategy and Implementation	4	4
71	Management	MGMT6462005	Leadership Agility	4	4
72	Marketing Communication	COMM6628019	Communication Audit	2	4
73	Marketing Communication	COMM6425019	Event Management	2	4
74	Marketing Communication	COMM6613019	Introduction to Media Industry	2	4
75	Marketing Communication	COMM6424019	Media Campaign and Monitoring	2/2	4
76	Marketing Communication	COMM6617019	Media Convergence	2	4
77	Marketing Communication	COMM6615019	Script Writing	2/2	4
78	Marketing Communication	COMM6629019	Understanding Intergenerational Communication	2	4
79	New Media	DSGN6733007	Professional Designer Class	4	4
80	Psychology	PSYC6123027	Educational Psychology	2	4
81	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
82	Psychology	PSYC6122027	Social Psychology	4	4
83	Taxation	TAXN6055020	Customs, Export and Import Tax Planning	2	4
84	Tourism	TRSM6218022	Adventure Tourism Management	4	4
85	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	4
86	Tourism	TRSM6222022	Climate Change & Tourism	2	4
87	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	4
88	Tourism	TRSM6142022	Event Management	4	4
89	Tourism	TRSM6216022	Guiding and Interpretation	2	4
90	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	4
91	Tourism	TRSM6212022	Indonesian Culture	4	4
92	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	4
93	Tourism	TRSM6225022	Protected Area Planning & Management	4	4
94	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
95	Tourism	TRSM6221022	Sport Tourism	2	4
96	Tourism	MGMT6408022	Strategic Management for Tourism	2	4
97	Tourism	TRSM6196022	Tourism Community Empowerment	2	4

No	Course Owner Department	Course Code	Course Name	SCU	Semester
98	Tourism	BUSS6137022	Tourism E-Business	4	4
99	Tourism	TRSM6140022	Tourism Law and Regulation	2	4
100	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	4

Enrichment Program I (6th 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 6						Semester 7					
	IN	RS	EN	CD	SA	IS	IN	RS	EN	CD	SA	IS
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			

Note:

IN : Certified Internship
 RS : Certified Research
 EN : Certified Entrepreneurship
 CD : Certified Community Development
 SA : Certified Study Abroad
 IS : Certified Specific Independent Study
 etc : Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
HTMN6100021	Industrial Experience Hotel Business	8	
HTMN6120021	Operational Skill in Hotel Business	8	
HTMN6101021	EES in Hotel Business	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6659021	New Venture Initiation in Hospitality	8	
ENTR6660021	Product Development Process for Hospitality	8	
ENTR6469021	EES in New Hospitality Business	4	
Enrichment Program II			20

Code	Course Name	SCU	Total
ENTR6661021	Product Launching in Hospitality	8	
ENTR6662021	Business Development for Hospitality	8	
ENTR6469021	EES in New Hospitality Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
RSCH6658021	Research Experience in Hospitality	8	
RSCH6659021	Proposal Writing for Hospitality Research	8	
RSCH6660021	Global EES in Hospitality Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			20
CMDV6425021	Community Outreach Project Implementation	8	
CMDV6426021	Community Outreach Project Design in Hospitality	8	
CMDV6427021	Employability and Entrepreneurial Skills in Hospitality	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			20
Enrichment Program I/II			
GLOB6005021	Elective Course for Study Abroad 1	4	
GLOB6006021	Elective Course for Study Abroad 2	4	
GLOB6007021	Elective Course for Study Abroad 3	4	
GLOB6008021	Elective Course for Study Abroad 4	4	
GLOB6009021	Elective Course for Study Abroad 5	2	
GLOB6010021	Elective Course for Study Abroad 6	2	
GLOB6011021	Elective Course for Study Abroad 7	2	
GLOB6012021	Elective Course for Study Abroad 8	2	
GLOB6013021	Elective Course for Study Abroad 9	2	
GLOB6014021	Elective Course for Study Abroad 10	2	
GLOB6015021	Elective Course for Study Abroad 11	2	
GLOB6016021	Elective Course for Study Abroad 12	2	
GLOB6251021	Elective Course for Study Abroad 29	4	

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			20
Enrichment Program I/II: (For students who take Certified Specific Independent Study Track in either odd or even semester, they should take these courses)			
CSIS6001021	Course Certification	3	
CSIS6002021	Technical Skill Enrichment	4	

Code	Course Name	SCU	Total
CSIS6003021	Industrial Project	9	
CSIS6004021	Soft Skill Enrichment	4	
CSIS6005021	Elective Course for Specific Independent Study 1	8	
CSIS6006021	Elective Course for Specific Independent Study 2	8	
CSIS6007021	Elective Course for Specific Independent Study 3	6	
CSIS6008021	Elective Course for Specific Independent Study 4	6	
CSIS6009021	Elective Course for Specific Independent Study 5	6	
CSIS6010021	Elective Course for Specific Independent Study 6	5	
CSIS6011021	Elective Course for Specific Independent Study 7	5	
CSIS6012021	Elective Course for Specific Independent Study 8	5	
CSIS6013021	Elective Course for Specific Independent Study 9	5	
CSIS6014021	Elective Course for Specific Independent Study 10	4	
CSIS6015021	Elective Course for Specific Independent Study 11	4	
CSIS6016021	Elective Course for Specific Independent Study 12	4	
CSIS6017021	Elective Course for Specific Independent Study 13	4	
CSIS6018021	Elective Course for Specific Independent Study 14	4	
CSIS6019021	Elective Course for Specific Independent Study 15	3	
CSIS6020021	Elective Course for Specific Independent Study 16	3	
CSIS6021021	Elective Course for Specific Independent Study 17	3	
CSIS6022021	Elective Course for Specific Independent Study 18	3	
CSIS6023021	Elective Course for Specific Independent Study 19	3	
CSIS6024021	Elective Course for Specific Independent Study 20	3	
CSIS6025021	Elective Course for Specific Independent Study 21	2	
CSIS6026021	Elective Course for Specific Independent Study 22	2	
CSIS6027021	Elective Course for Specific Independent Study 23	2	
CSIS6028021	Elective Course for Specific Independent Study 24	2	
CSIS6029021	Elective Course for Specific Independent Study 25	2	
CSIS6030021	Elective Course for Specific Independent Study 26	2	
CSIS6031021	Elective Course for Specific Independent Study 27	2	
CSIS6032021	Elective Course for Specific Independent Study 28	2	
CSIS6033021	Elective Course for Specific Independent Study 29	1	
CSIS6034021	Elective Course for Specific Independent Study 30	1	
CSIS6035021	Elective Course for Specific Independent Study 31	1	
CSIS6036021	Elective Course for Specific Independent Study 32	1	

*) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013021	Character Building: Pancasila	B
2.	HTMN6002021	Introduction to Tourism*	C
3.	HTMN6125021	Restaurant Operation	C
4.	HTMN6008021	Kitchen Operation	C
5.	HTMN6127021	Event Management*	C
6.	HTMN6124021	Human Resources Management in Hospitality	C
7.	FINC6143021	Financial Management in Hospitality*	C
8.	ENPR6312005	Venture Creation	C

*) Tutorial

