Hotel Management

Introduction

Bachelor of Applied Science *(Sarjana Terapan Pariwisata)* in Hotel Management aims to offer a vocational education for a successful career in the hotel and hospitality industry. Hotel Management has National Accreditation "A" from BAN-PT and International Certification TedQual from United Nations World Tourism Organizations. Both accreditations ensure the best standards in pursuit of the best education for the students. The program provides comprehensive management as well as valuable knowledge, skills, and attitude to form competitive student proficiency with two streaming to be chosen: Culinary Art and Hotel Operation Services, supporting the hotel standard equipment, system, and technology. Culinary Art streaming concentrate on the culinary competencies in both kitchen and pastry. While Hotel Operation Services streaming concentrates on the food beverage service and room division competencies.

To equip the students with hotel skills, Hotel Management BINUS conduct practical classes from the first semester to the fourth semester. Further, Hotel Management BINUS facilitate students to take study course according to their talents, passion, and interests following Merdeka Belajar Kampus Merdeka (MBKM) for one semester. Students can choose various courses in other study programs, including those located in other cities. By doing so, students are expected to obtain valuable skills and knowledge as their foundation. In addition, the student will have a one-year enrichment program, for instance, industry internship, entrepreneurship, research, study abroad, community development, and specific independent study. Moreover, students who pursue industry internships will have one year of industry work experience in international and multinational hotels: domestic and overseas, as well as other hospitality industries such as restaurant and convention centres.

To in extent, other experiences such as guest lecturers, seminars, workshops, and industry visits complement the teaching and learning activities. Participating in diverse international and national hospitality competitions becomes another fulfilment achievement. Upon graduation, a student will be encouraged to have hotel competencies certifications that are nationally recognized. All in all, all the programs, activities and curriculum has been augmented with international and local content to fully equip graduates in managing diverse hotel operations, followed by a high employment rate in multinational and global hospitality companies and food beverage start-ups.

Vision

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

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 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 Objective

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 create culinary products complying the knowledge, skills, techniques, and technology refer to industry quality standards;
6. Able to produce beverage products in the Food & Beverage Service Department and produce excellent service in the Room Division with the right knowledge, techniques, equipment, expertise and creativity as well as using technology that is in accordance with industry standards;
7. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career 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 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. 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, Chief Steward, Kitchen Artist, Cost Controller, Food Blogger, Research & Development, Consultant.

2. Food & Beverage Service

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

3. Rooms Division- Front Office

   Front Desk Agent, Guest Relation Officer, Concierge, Executive Lounge, Business Center Agent, Butler, Front Office Supervisor, Rooms Controller, Telephone Operator, Chief Concierge, Head Butler, Duty Manager, Recreation Manager, Executive Lounge Manager, Front Office Manager, Rooms Division Manager, Director of Rooms.

4. Rooms Division- Housekeeping

   Housekeeping Supervisor, Floor Supervisor, Housekeeping Order Taker, Laundry Manager, Linen & Uniform Supervisor, and Executive Housekeeper.

5. Sales & Marketing

   Sales Coordinator, Sales Executive, Sales Manager, Public Relations Officer, Public Relation Manager, Food & Beverage Sales, Banquet Sales, Event Manager, Wedding Specialist, Catering Manager, Conference Sales Manager, Senior Sales Manager, Director of Catering, Director of Event, Director of Sales, Director of Marketing, Director of Sales & Marketing.

6. Human Resources

   Human Resources Coordinator, Training Coordinator, Training Manager, Recruitment Manager, Human Resources Manager, Director of Human Resources, and Director of Learning & Development.

7. Top Management

   Resident Manager, Hotel Manager, Executive Assistant Manager, General Manager.

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 industry.

- Hospitality Culinary Area

  Kitchen Operation, Asian Cuisine, Indonesian Cuisine, Gastronomy Study, Pastry and Bakery Production, Pastry and Baking Art, Culinary Art, Stewarding

- Hospitality Operations Service Area

  Front Office Operations, Housekeeping Operations, Restaurant Operations, Bar Operations, Mixology, Coffee Art

- Hospitality Knowledge

  Introduction to Tourism, Introduction to Hospitality, Hygiene and Safety in Hospitality

- Hospitality Management

  Marketing Management, Human Resources Management, Financial Management, Food Production Management, Catering Management, Front Office Management, Housekeeping Management, Rooms Division Management, and Food and Beverage Management.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013021	Character Building: *Pancasila*	2	20
	HTMN6001021	Introduction to Hospitality*&**	4	
	HTMN6002021	Introduction to Tourism*&**	2	
	HTMN6123021	Hygiene and Safety for Hospitality*	4	
	HTMN6149021	Front Office Operation*&**	4	
	HTMN6150021	Housekeeping Operation*	4	
	Foreign Language Courses		0	
2	CHAR6014021	Character Building: *Kewarganegaraan*	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	HTMN6125021	Restaurant Operation*&**	4	
	HTMN6008021	Kitchen Operation*&**	4	
	HTMN6128021	Pastry and Bakery Operation*&**	4	

Sem	Code	Course Name	SCU	Total
	HTMN6129021	Bar Operation*&**	2	
	HTMN6130021	Steward Operation*	2	
	Foreign Language Courses		0	
3	CHAR6015021	Character Building: *Agama*	2	16/14
	HTMN6108021	Food and Beverage Management*	2	
	Stream: Culinary Art			
	HTMN6083021	Asian Cuisine*&**	4	
	HTMN6156021	Pastry and Baking Art*&***	4	
	HTMN6131021	Catering Management*	2	
	HTMN6132021	Gastronomy Study*	2	
	Stream : Hotel and Operation Services			
	HTMN6133021	Room Division Management*&**	4	
	HTMN6126021	Bar Management*	2	
	HTMN6134021	Mixology*&***	4	
	Foreign Language Courses		0	
4	LANG6027021	Indonesian	2	22/24
	MKTG6233021	Marketing Management in Hospitality*&**	4	
	HTMN6124021	Human Resources Management in Hospitality*	4	
	FINC6143021	Financial Management in Hospitality*	2	
	Streaming: Culinary Art			
	HTMN6076021	Indonesian Cuisine*&***	4	
	HTMN6021021	Food Production Management*	2	
	HTMN6011021	Culinary Art *&**	4	
	Streaming: Hotel and Operation Services			
	HTMN6135021	Front Office Management *	4	
	HTMN6136021	Housekeeping Management *&**	4	
	HTMN6137021	Coffee Art *&***	4	
	Foreign Language Courses		0	
5	ENTR6511005	Entrepreneurship: Market Validation	2	22
	Minor Program		20	
	Free Electives		20	
6	**Enrichment Program I**		20	20
7	**Enrichment Program II**		20	20
8	HTMN6031021	Final Project	6	6
			Total Credits 146 SCU	

*) This course is delivered in English
**) Global Learning System Course
***) Entrepreneurship Embedded

Minor/Free Electives:
-) For 5th 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

1. 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.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisan	
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	V
Interactive & Users Experience Design	V
Robotic Process Automation	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	V
Minor @ Binus Bandung	
DesignPreneur	V
Minor @ Binus Semarang	
Content Creation	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	V
Minor @ Binus Medan	
Global Creative Business and Technology	V

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

Supporting Courses

Course		SCU
ENGL6276024	Cultures, Language, and Arts Production	4
JAPN6212025	Anime and Manga as Storytelling	2
ENGL6277024	Music as Medium for Storytelling	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

Supporting Courses

Course		SCU
CHIN6134026	Chinese Conversation in Business Communication	4
LAWS6198028	Artificial Intelligence in Legal Discourse	2
INTR6135029	Comparative Politics	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**

Supporting Courses

Course		SCU
ISYS6682003	Application of Predictive Analytics to Business Data	4
ISYS6683003	Prescriptive Analytics and Optimization	4
MKTG6312005	Digitalization of Markets and Consumption	2
	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**

Supporting Courses

Course		SCU
COMM6501019	Narative Development	4
DSGN6834007	Visual Identity	4
COMP6685001	Cyber Security for Business	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**

Supporting Courses

Course		SCU
ENGL6258024	English for Global Leadership	2
ENGL6169024	English for Professionals	2
COMM6506024	Current Issues in Business Communications	2
ENGL6245024	Business Rhetoric	4
	Total SCU	**10**

Additional Information

None

6. Minor Program: Human Capital in Digital Workplace

Introduction

HCDW focuses on the human aspect of improving performance and developing human resources in the Industrial 4.0 era, which utilizes a significant number of digital and mobile workspaces.

Career Options

Human resource consultant, human resource manager, HR application developer (HRIS developer), HR development consultant.

Course Distribution

Fundamental Courses

Course		SCU
PSYC6174027	Psychology in The Workplace	4
MGMT6349005	Digital Workplace Strategy	4
ISYS6551003	Digital Workplace and Technology	4
LAWS6157028	Legal Aspects in Digital Workplace	4
PSYC6175027	Human Resources Development	4
	Total SCU	**20**

Additional Information

None

7. 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**

Supporting Courses

Course		SCU
ISYS6554003	Core Principles: Interactive Design	4
DSGN6837007	Digital Design Production	4
ISYS6556003	Information Architecture	2
	Total SCU	**10**

Additional Information

None

8. 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**

Supporting Courses

Course		SCU
ISYS6685003	RPA Developer Advance	4
ISYS6686003	RPA Business Analytics Fundamental	4
COMP6859001	Intelligence Automation	2
	Total SCU	**10**

Additional Information

None

9. 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**

Supporting Courses

Course		SCU
ISYE6155011	Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008	Engineering Material	4
CIVL6118013	Engineering Economic	4
	Total SCU	**10**

Additional Information

None

10. 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**

Supporting Courses

Course		SCU
ISYS6695003	Digital Marketing Analysis	4
STAT6200049	Practical Statistics for Digital Business	4
ISYS6560003	Success Factor for Leading Digital Transformation	2
	Total SCU	**10**

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**

Supporting Courses

Course		SCU
FILM6135009	K-Drama and Beyond: Analysis and Appreciation	4
COMM6719019	K-Pop Culture and Performance	4
MKTG6339005	K-Pop and K-Drama Marketing and Promotion	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**

Supporting Courses

Course		SCU
CHIN6199026	Chinese Digital Technology	2
CHIN6200026	Traveling to China	2
CHIN6201026	Special Topics in Chinese Business	2
CHIN6202026	Global Strategic Marketing: Chinese Perspective	4
	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: Digital Technopreneur

Introduction

Digital Technopreneur is a minor program that facilitates students in exploring the potentials of developing digital technology venture that combines technical competence with entrepreneurial skills, creativity, and innovative ideas to produce digital technology business models & prototypes. The minor program embraces the human-centered approach in helping students to develop innovative value propositions.

Career Options

Entrepreneur, Digital-preneur, Techno-preneur, Creative-preneur, Design-preneur.

Course Distribution

Fundamental Courses

Course		SCU
ENTR6528002	The Entrepreneurial Innovator	4
DSGN6839006	Interactive Design	4
COMM6504018	Digital Branding	2
ENPR6196002	Market Intelligence	2
COMP6687004	User Experience Design	4
DSGN6844023	Prototyping Digital Future	4
	Total SCU	**20**

Additional Information

None

14. Minor Program: Designpreneur

Introduction

The Designpreneur Minor program give students the ability to be able to produce innovative work in the form of products or services based on creativity and design that can be utilized in running or developing a business.

Career Options

Design journalist, product designer, packaging designer, service system designer, service process analyst, creative director, sociopreneur.

Course Distribution

Fundamental Courses

Course		SCU
ENTR6525032	Fundamental of Designpreneur	4
COMP6688031	UI/UX Development	4
DSGN6797034	Surface Packaging Design	4
ENTR6526032	Hospitality and Service Design	4
DSGN6843033	Project Design	4
	Total SCU	**20**

Additional Information

None

15. 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**

Supporting Courses

Course		SCU
DSIN6094053	Content Storytelling	4
DSIN6043053	Strategic Influence	2
DSIN6041053	Introduction to Visual Communication Design	4
	Total SCU	**10**

Additional Information

None

16. 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 (*Yoku Tsukaeru Bunpou*)	4
JAPN6222025	Survival Japanese in Various Situations (*Nihon E Ikou, Yasashii Kaiwa De*)	4
JAPN6223025	Ideas and Images of Japan (*Nihon Jijou*)	2
	Total SCU	**10**

Supporting Courses

	Course	SCU
JAPN6224025	Japanese Reading Comprehension (*Tanoshiku Yomou*)	4
JAPN6225025	Understanding Native Japanese Speakers (*Tanoshiku Kikou*)	2
JAPN6226025	Japanese N5 Level Certification Preparation (*Nihongo Charenji N5*)	4
	Total SCU	**10**

Additional Information

None

17. 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**

Supporting Courses

Course		SCU
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
	Total SCU	**10**

Additional Information

None

18. Minor Program: Global Creative Business and Technology

Introduction

The Global Creative Business and Technology minor program is designed for students who aspire to integrate creativity, business acumen, and technological expertise in a global context. This program equips students with essential knowledge and skills in digital business innovation, creative industry management, and emerging technologies. Students will explore topics such as digital entrepreneurship, creative content monetization, business model innovation, and the application of advanced technologies like artificial intelligence, blockchain, and immersive media in creative industries. By combining business strategy with technological advancements, this minor prepares students to become agile professionals capable of navigating and leading in the evolving global marketplace. This program is ideal for students from various disciplines who wish to enhance their competencies in creative business and technology, fostering interdisciplinary innovation and international competitiveness.

Career Options

Digital Business Strategist, Creative Entrepreneur, Digital Marketing Specialist, UX/UI Designer, Tech-Driven Product Manager, Creative Industry Manager, E-commerce & Content Monetization Expert, Brand & Digital Experience Manager, Creative Technologist.

Course Distribution

Fundamental Courses

Course		SCU
DSIN6142066	Global Interactive Design	4
BUSS6275061	E-Commerce and Digital Entrepreneurship	4
COSC6159060	Emerging Technologies in Global Business	4
ISYS6997064	Blockchain for Digital Economy	4
TRDE6001065	Global Regulatory Environment	4
	Total SCU	10

Additional Information

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

Appendix: Free Electives (5th Semester)

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6400005	Supply Chain Strategy	2	5
2	Business Management	MGMT6459005	Retail Management	4	5
3	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
4	Management	MGMT6297005	Operations Management	4	5
5	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
6	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
7	Global Business Marketing	MKTG6237005	Global Strategic Marketing: Asia Pacific Perspective	4	5
8	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
9	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
10	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
11	International Business Management	BUSS6223005	Trade in Asia	2	5
12	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
13	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
14	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
15	Food Technology	FOOD6092015	Molecular Gastronomy	2	5
16	Food Technology	FOOD6076015	Food Fermentation Technology	2	5
17	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
18	Food Technology	CPEN6235015	IoT in Food Industry	2	5
19	Food Technology	FOOD6094015	Nutrition & Health	4	5
20	Architecture	ARCH6144014	Digital Construction	4	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
21	Architecture	ARCH6146014	Interior Architecture	4	5
22	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
23	Architecture	ARCH6131014	Architectural Conservation	4	5
24	Architecture	ARCH6136014	Tropical Architecture	4	5
25	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
26	Computer Science	ISYS6197001	Business Application Development	2/2	5
27	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
28	Marketing Communication	COMM6620019	Online Publishing	2/2	5
29	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
30	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
31	Marketing Communication	COMM6630019	Crisis Communication	2	5
32	Marketing Communication	COMM6631019	Public Affair	2	5
33	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
34	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
35	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
36	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5
37	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
38	Marketing Communication	COMM6637019	Brand Activation	2/2	5
39	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
40	Tourism	TRSM6142022	Event Management	4	5
41	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
42	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	5
43	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
44	Tourism	TRSM6221022	Sport Tourism	2	5
45	Tourism	TRSM6222022	Climate Change & Tourism	2	5
46	Tourism	BUSS6137022	Tourism E-Business	4	5
47	Tourism	TRSM6212022	Indonesian Culture	4	5
48	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
49	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
50	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
51	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
52	Hotel Management	HTMN6027021	Service Management	4	5
53	Hotel Management	HTMN6146021	Food Safety Management	2	5
54	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
55	Hotel Management	HTMN6147021	Hospitality Management	4	5
56	Hotel Management	HTMN6148021	Research Methodology in Hospitality	4	5
57	Accounting	ACCT6116020	Social and Environmental Accounting	2	5
58	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
59	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
60	Mobile Application & Technology	MOBI6068001	Web Design	2	5
61	Mobile Application & Technology	MOBI6070001	Embedded System and Internet of Things	3	5
62	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
63	Information Systems	ISYS6196003	Business Analytics	2	5
64	Information Systems	ISYS6202003	Social Informatics	4	5
65	Information Systems	ISYS8066003	Business Process Management	4	5
66	Animation	DSGN6689007	Concept Art & Production Design	2	5
67	Animation	DSGN6690007	Animation Storytelling	2	5
68	Creative Advertising	DSGN6661007	Photography	4	5
69	Interior Design	DSGN6612008	Design Trend	2	5
70	Interior Design	DSGN6614008	Signage and Way Finding Design for Interior	2	5
71	International Relations	INTR6137029	Indonesia in Perspectives	2	5
72	International Relations	INTR6180029	Introduction to International Media	2	5
73	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
74	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
75	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
76	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
77	English Literature	ENGL6169024	English for Professionals	2	5
78	English Literature	ENGL6244024	Social Media Broadcasting	4	5
79	Business Law	LAWS6017028	Intellectual Property Rights	4	5
80	Business Law	LAWS6110028	Cyber Law	2	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
81	Business Law	LAWS6159028	Legal Aspect in Business	2	5
82	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
83	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
84	Business Law	LAWS6172028	Environmental and Natural Resources Law	2	5
85	Business Law	LAWS6174028	Contract & Legislative Drafting	2	5
86	Psychology	PSYC6130027	Human Performance Technology	4	5
87	Psychology	PSYC6191027	E-Learning Psychology	4	5
88	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
89	Primary Teacher Education	EDUC6063030	English for Academic Purposes	2	5
90	Primary Teacher Education	EDUC6074030	Art & Craft	4	5
91	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
92	Japanese Literature	JAPN6145025	Japanese Grammar I (Bunpou I)	4	5
93	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	5
94	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	5
95	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	5
96	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	5
97	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	5
98	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	5
99	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):
-) *Student will take one of enrichment program tracks (off campus).*

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	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	FS	: Further Study
CD	: Certified Community Development	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			
Streaming: Culinary Art			
HTMN6033021	Industrial Experience in Culinary	8	
HTMN6116021	Food Preparation	8	
HTMN6091021	EES in Culinary	4	20
Streaming: Hotel and Operation Services			
HTMN6036021	Industrial Experience in Hotel Operation	8	
HTMN6117021	Operational Skill in Hotel Operation	8	
HTMN6092021	EES in Hotel Operation	4	
Enrichment Program II			
Streaming: Culinary Art			
HTMN6039021	Professional Experience in Culinary	8	
HTMN6118021	Food Production	8	
HTMN6040021	Leadership in Culinary	4	20
Streaming: Hotel and Operation Services			
HTMN6042021	Professional Experience in Hotel Operation	8	
HTMN6119021	Managerial Skill in Hotel Operation	8	
HTMN6043021	Leadership in Hotel Operation	4	

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENPR6150021	New Venture Initiation in Hospitality and Tourism	8	20
ENPR6151021	Product Development Process for Hospitality and Tourism	8	
ENPR6152021	EES in New Hospitality and Tourism Business	4	
Enrichment Program II			
ENPR6150021	New Venture Initiation in Hospitality and Tourism	8	20
ENPR6151021	Product Development Process for Hospitality and Tourism	8	
ENPR6152021	EES in New Hospitality and Tourism Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I			
RSCH6664021	Research Experience in Hospitality and Tourism	8	20
RSCH6665021	Scientific Writing for Hospitality and Tourism Research	8	
RSCH6666021	Global EES in Hospitality and Tourism Research	4	
Enrichment Program II			
RSCH6664021	Research Experience in Hospitality and Tourism	8	20
RSCH6665021	Scientific Writing for Hospitality and Tourism Research	8	
RSCH6666021	Global EES in Hospitality and Tourism Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I			
CMDV6431021	Community Outreach Project Implementation in hospitality and tourism	8	20
CMDV6432021	Community Outreach Project Design in Hospitality and Tourism	8	
CMDV6433021	Employability and Entrepreneurial Skills in Hospitality and Tourism	4	
Enrichment Program II			
CMDV6431021	Community Outreach Project Implementation in hospitality and tourism	8	20
CMDV6432021	Community Outreach Project Design in Hospitality and Tourism	8	
CMDV6433021	Employability and Entrepreneurial Skills in Hospitality and Tourism	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
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	20
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	
Enrichment Program 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	20
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	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			
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	
CSIS6003021	Industrial Project	9	20
CSIS6004021	Soft Skill Enrichment	4	
CSIS6005021	Elective Course for Specific Independent Study 1	8	
CSIS6006021	Elective Course for Specific Independent Study 2	8	

Code	Course Name	SCU	Total
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.	FINC6143021	Financial Management in Hospitality*	C
6.	HTMN6124021	Human Resources Management in Hospitality	C
7.	ENTR6511005	Entrepreneurship: Market Validation	C
Stream Course			
8.	HTMN6126021	Bar Management*	C
8.	HTMN6021021	Food Production Management*	C

*) Tutorial & Multipaper