Hotel Management

Introduction

The Hotel Management Program at BINUS offers a comprehensive Bachelor of Applied Tourism (*Sarjana Terapan Pariwisata*) Program focused on equipping students for successful careers in the dynamic hotel and hospitality industry. With national accreditation of "*Baik Sekali*" from BAN-PT and international certifications such as TedQual from the United Nations World Tourism Organization and HEEACT from Taiwan, the program ensures adherence to global standards of education. Students benefit from a curriculum that emphasizes both management fundamentals and specialized streams: Culinary Art and Hotel Operation Services. These streams are designed to cultivate expertise in culinary competencies and hotel operations, respectively, supported by state-of-the-art equipment, systems, technology, and sustainability awareness.

From the first semester through the fourth semester, the Hotel Management Program at BINUS integrates practical classes to provide hands-on learning experiences essential for industry readiness. Additionally, through the Independent Learning Independent Campus (*Merdeka Belajar Kampus Merdeka* - MBKM) initiative, students have the flexibility to pursue courses aligned with their talents and interests, including options from other study programs and institutions. This initiative aims to broaden students' knowledge base and enhance their skills, preparing them to excel in diverse roles within the hospitality sector.

Furthermore, the program emphasizes experiential learning through a one-year enrichment program that encompasses a variety of tracks, including industry internships both domestically and internationally. This opportunity allows students to immerse themselves in esteemed hotels, restaurants, convention centers, and other hospitality venues, in gaining invaluable work experience. Additionally, students have the option to participate in study abroad programs, conduct research, pursue entrepreneurship ventures, or contribute to community development. Students will graduate equipped with the skills and knowledge to excel in various roles within the global hospitality sector.

Complementing these practical experiences are guest lectures, seminars, workshops, industry visits, and participation in national and international hospitality competitions. Moreover, recognizing the importance of emerging technologies, the curriculum incorporates basic knowledge of artificial intelligence (AI), preparing students to leverage AI applications in enhancing guest experiences, optimizing operations, and driving innovation in hospitality management.

Upon graduation, students are encouraged to pursue nationally recognized certifications in hotel competencies, enhancing their marketability for employment in multinational hospitality corporations, global food and beverage startups, and other sectors of the industry, including establishing their own entrepreneur business. The program's blend of international and local content ensures graduates are equipped to manage diverse hotel operations effectively in today's competitive global marketplace.

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 Fast Track.
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 Fast Track.
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 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 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, and consultant.

2. Food & Beverage Service
   barista, bartender, mixologist, greeter, waiter, banquet operations, restaurant manager, bar manager, beverage manager, sommelier, banquet manager, and 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, and 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 relations manager, food & beverage sales, banquet sales, event manager, wedding specialist, catering manager, conference sales manager, senior sales manager, director of catering, director of events, director of sales, director of marketing, and 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, and general manager.
8. Entrepreneur
   establish a coffee shop, specialize in cake decorations, or launch a café.

Curriculum

The 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.

- Hospitality Culinary Area
  Kitchen Operations, Asian Cuisine, Indonesian Cuisine, Gastronomy Study, Pastry and Bakery Production, Pastry and Baking Art, Culinary Art, and Stewarding.
- Hospitality Operations Service Area
  Front Office Operations, Housekeeping Operations, Restaurant Operations, Bar Operations, Mixology, and Coffee Art.
- Hospitality Knowledge
  Introduction to Tourism, Introduction to Hospitality, and Hygiene and Safety in Hospitality.
- Hospitality Management
  Marketing Management with AI Knowledge, Human Resources Management with AI Knowledge, 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[1&2]	4	
	HTMN6002021	Introduction to Tourism[1&2] ***(AOL)***	2	
	HTMN6123021	Hygiene and Safety for Hospitality[1] ***(AOL)***	4	
	HTMN6149021	Front Office Operation[1&2] ***(AOL)***	4	
	HTMN6150021	Housekeeping Operation[1] ***(AOL)***	4	
	Foreign Language Courses		0	
2	CHAR6014021	Character Building: *Kewarganegaraan*	2	20
	COSC6011021	Foundations of Artificial Intelligence	2	
	HTMN6125021	Restaurant Operation[1&2]	4	
	HTMN6008021	Kitchen Operation[1&2]	4	
	HTMN6128021	Pastry and Bakery Operation[1&2] ***(AOL)***	4	
	HTMN6129021	Bar Operation[1&2] ***(AOL)***	2	
	HTMN6130021	Steward Operation[1]	2	
	Foreign Language Courses		0	
3	CHAR6015021	Character Building: *Agama*	2	17/15
	HTMN6108021	Food and Beverage Management[1] ***(AOL)***	2	
	ENPR6311005	Creativity and Innovation	2	
	Stream: Culinary Art			
	HTMN6083021	Asian Cuisine[1&2] ***(AOL)***	4	
	HTMN6159021	Pastry and Baking Art[1] ***(AOL)***	3	
	HTMN6131021	Catering Management[1] ***(AOL)***	2	
	HTMN6132021	Gastronomy Study[1]	2	
	Stream: Hotel and Operation Services			
	HTMN6133021	Room Division Management[1&2] ***(AOL)***	4	
	HTMN6126021	Bar Management[1] ***(AOL)***	2	
	HTMN6161021	Mixology[1] ***(AOL)***	3	
	Foreign Language Courses		0	
4	LANG6027021	Indonesian	2	21/23
	MKTG6233021	Marketing Management in Hospitality[1&2] ***(AOL)*** & ***(AIE)***	4	
	HTMN6124021	Human Resources Management in Hospitality[1] ***(AOL)*** & ***(AIE)***	4	
	FINC6143021	Financial Management in Hospitality[1] ***(AOL)***	2	
	Stream: Culinary Art			
	HTMN6160021	Indonesian Cuisine[1] ***(AOL)***	3	
	HTMN6021021	Food Production Management[1] ***(AOL)***	2	
	HTMN6011021	Culinary Art [1&2] ***(AOL)***	4	
	Stream: Hotel and Operation Services			
	HTMN6135021	Front Office Management[1] ***(AOL)***	4	
	HTMN6136021	Housekeeping Management [1&2] ***(AOL)***	4	

Sem	Code	Course Name	SCU	Total
	HTMN6162021	Coffee Art[1] ***(AOL)***	3	
	Foreign Language Courses		0	
5	ENPR6312005	Venture Creation	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

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 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.

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisan	
Blockchain Technology and Business	-
Creative Digital Storytelling	V
Cross Cultural Communication	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
Data Analytics	V
Immersive Journey to Japanese Language and Culture	V
Metaverse in Business	V
Minor @ Binus Medan	
Global Business	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: 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
COSC6196001	Immersive Technology	2
GAME6002001	Game Design	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

4. 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

5. 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

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**

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

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**

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

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**

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

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**

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

10. 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

11. 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.

12. 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
COSC6164004	Web Programming for Business	4
COSC6165004	Data Analytics for Business	4
ENPR6370002	Market Intelligence	4
COMP6687004	User Experience Design	4
	Total SCU	**20**

Additional Information

None

13. 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

14. 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
INFS6066052	Introduction to Data Analytics	2
INFS6067052	Data Management & Descriptive Analytics	4
ISYE6371054	Statistical for Decision Making	4
	Total SCU	**10**

Supporting Courses

Course		SCU
COSC6183051	Application of Predictive Analytics to Business Data	4
ISYE6372054	Prescriptive Analytics and Optimization	4
BUSS6277055	Digitalization of Markets and Consumption	2
	Total SCU	**10**

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 Business

Introduction

The Global Business 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	Data Analytics For Global Business	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.

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Appendix: Free Electives (5th Semester)

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
1	Animation	DSGN6690007	Animation Storytelling	2	5
2	Animation	DSGN6689007	Concept Art & Production Design	2	5
3	Architecture	ARCH6128014	Multimedia in Design Presentation	4	5
4	Architecture	ARCH6145014	Property Assessment	2	5
5	Architecture	ARCH6129014	Urban Housing	4	5
6	Business Creation	ENPR6107005	Business Communication & Strategy	4	5
7	Business Creation	ENPR6142005	Digital Business Transformation	4	5
8	Business Creation	ENPR6106005	Product Design & Branding	2	5
9	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
10	Business Law	LAWS6052028	Bankruptcy Law	2	5
11	Business Law	LAWS6169028	Capital Market, Legal Audit, & Due Deligence	4	5
12	Business Law	LAWS6110028	Cyber Law	2	5
13	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
14	Business Law	LAWS6017028	Intellectual Property Rights	4	5
15	Business Law	LAWS6170028	Investment Law	2	5
16	Business Law	LAWS6159028	Legal Aspect in Business	2	5
17	Business Law	LAWS6167028	Legal Philosophy & Professional Ethics	2	5
18	Business Management	MGMT6461005	Category Management	2	5
19	Business Management	MGMT6459005	Retail Management	4	5
20	Business Management	MKTG6324005	Retail Marketing Management	2	5
21	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
22	Business Management	MGMT6400005	Supply Chain Strategy	2	5
23	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	5
24	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	5
25	Chinese Literature	CHIN6159026	Chinese Character Writing	2	5
26	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
27	Computer Science	COMP6800001	Human and Computer Interaction	2/1	5
28	Creative Advertising	DSGN6661007	Photography	4	5
29	English Literature	EDUC6054024	Classroom Communication and Learning	4	5
30	English Literature	ENGL6169024	English for Professionals	2	5
31	English Literature	SOCS6021024	Social and Digital Media Writing	2	5
32	English Literature	ENGL6244024	Social Media Broadcasting	4	5
33	Fashion	FASH6180040	Fashion Trend Forecasting	2	5
34	Film	FILM6059009	Global Cinema	4	5
35	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
36	Food Technology	FOOD6076015	Food Fermentation Technology	2	5
37	Food Technology	FOOD6132015	Herbs & Spices	2	5
38	Food Technology	FOOD6092015	Molecular Gastronomy	2	5
39	Food Technology	FOOD6094015	Nutrition & Health	4	5
40	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
41	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
42	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
43	Global Business Marketing	MKTG6631005	Marketing Research	3/1	5
44	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
45	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
46	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
47	Hotel Management	HTMN6146021	Food Safety Management	2	5
48	Hotel Management	HTMN6147021	Hospitality Management	4	5
49	Hotel Management	HTMN6148021	Research Methodology in Hospitality	4	5
50	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	5
51	Hotel Management	HTMN6027021	Service Management	4	5
52	Industrial Engineering	ISYE6167011	Decision Support System	2	5
53	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
54	Industrial Engineering	ISYE6169011	Maintenance Management Systems	2	5
55	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
56	Information Systems	ISYS6893003	Information Systems Analysis and Design	4/2	5
57	Information Systems	ISYS6596003	User Experience Research and Design	4/2	5
58	International Business Management	BUSS6223005	Trade in Asia	2	5
59	International Relations	INTR6137029	Indonesia in Perspectives	2	5
60	International Relations	INTR6180029	Introduction to International Media	2	5
61	International Relations	INTR6154029	Regional Integration in Africa and Middle East	2	5
62	International Relations	INTR6152029	Regional Integration in America	2	5
63	International Relations	INTR6153029	Regional Integration in East Asia	2	5
64	International Relations	INTR6151029	Regional Integration in Europe	2	5
65	Japanese Literature	JAPN6111025	Introductory Japanese I	4	5
66	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	5
67	Marketing Communication	COMM6622019	Audio Journalism	2/2	5
68	Marketing Communication	COMM6637019	Brand Activation	2/2	5
69	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
70	Marketing Communication	COMM6533019	Creative Program Design	2/2	5
71	Marketing Communication	COMM6630019	Crisis Communication	2	5
72	Marketing Communication	COMM6410019	Digital Broadcasting Production	2/2	5
73	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
74	Marketing Communication	COMM6624019	Digital Creative Content	2/2	5
75	Marketing Communication	COMM6634019	Environmental Issues and Brand Activism	4	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
76	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
77	Marketing Communication	COMM6620019	Online Publishing	2/2	5
78	Marketing Communication	COMM6631019	Public Affair	2	5
79	Marketing Communication	COMM6510019	Reportage & Interview Technique	2/2	5
80	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
81	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
82	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
83	Psychology	PSYC6145027	Urban Psychology	4	5
84	Tourism	TRSM6218022	Adventure Tourism Management	4	5
85	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	5
86	Tourism	TRSM6222022	Climate Change & Tourism	2	5
87	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	5
88	Tourism	TRSM6142022	Event Management	4	5
89	Tourism	TRSM6216022	Guiding and Interpretation	2	5
90	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	5
91	Tourism	TRSM6212022	Indonesian Culture	4	5
92	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
93	Tourism	TRSM6225022	Protected Area Planning & Management	4	5
94	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
95	Tourism	TRSM6221022	Sport Tourism	2	5
96	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
97	Tourism	TRSM6196022	Tourism Community Empowerment	2	5
98	Tourism	BUSS6137022	Tourism E-Business	4	5
99	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
100	Tourism	TRSM6219022	Wildlife and Marine Tourism	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	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	FS	: Fast Track
CD	: Community Impact Internship	etc	: Study Program Special Purposes

Description:
Student will take one of enrichment program tracks

Company Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
Streaming: Culinary Art			
HTMN6033021	Industrial Experience in Culinary	8	
HTMN6116021	Food Preparation	8	
HTMN6091021	EES in Culinary	4	
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			20
Streaming: Culinary Art			
HTMN6039021	Professional Experience in Culinary	8	
HTMN6118021	Food Production	8	
HTMN6040021	Leadership in Culinary	4	
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	

Entrepreneurship Track

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

Research Fellowship Track

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

Community Impact Internship Track

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

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	

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

Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for Specific Independent Study*			
Enrichment Program I/II: *(For students who take 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	
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	20
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 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 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	ENPR6312005	Venture Creation	C
Stream Course			
8	HTMN6126021	Bar Management*	C
8	HTMN6021021	Food Production Management*	C

*) Tutorial

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