

Hotel Management

Introduction

The Diploma IV in Hotel Management aims to offer an academic and vocational education for a successful career in hospitality/hotel management. The program provides expertise in food and beverage, events and comprehensive skills in management know-how as well as valuable knowledge of key management subjects (human resources, finance, marketing) which are essential for future industry leaders. Students will also gain an insight of hospitality/tourism industry through one (1) year of industry work experience in 4- or 5- star hotels, domestic and overseas. To create an international flavor, this exclusive and progressive program is conducted both in English and Indonesian for teaching and learning activities. The curriculum has been reinforced with international and local contents to fully equip graduates for managing hospitality operations (hotels and its sub sectors: restaurants, bars, cafes, and MICE businesses (Meeting, Incentive, Conference and Exhibition) in different parts of the world.

Vision

A leading and best recognized hospitality department in South East Asia by 2020.

Mission

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

1. Educating students with a thorough competency in hospitality, functional and managerial skills, as well as to encourage potential students to become entrepreneurs, by providing an innovative and creative education, supported with hospitality related work experience.
2. Educating students to become hospitality leaders in a diverse work environment and to prepare them for further advanced studies.
3. Providing professional training and consulting services in technical and managerial skills for all levels of hospitality organizations, both locally and internationally.
4. Improving the standards of living for Indonesians by providing community development programs and services in the hospitality sector.
5. Retaining and acknowledging hospitality talents through research and benchmarking which in turn will enhance the competitive advantage of the Indonesian tourism industry in South East Asia.

Program Objective

The objectives of the program are :

1. To provide students with a solid foundation of knowledge and understanding about the hospitality industry.
2. To provide students with technical skills and professional expertise in the hospitality field that can be applied to community development programs and training services in a hospitality organization.
3. To provide students with management skills through research and work experience, thereby empowering them to become leaders in a diverse range of hospitality businesses in South East Asia.

Graduate Competency

At the end of the program, graduates will be able to :

1. Apply fundamental principles of effective verbal and written communication skills in a culturally-diverse environment.
2. Demonstrate an understanding of fundamental issues, technology based and critical aspects in the operation of hospitality industry
3. Apply current management theories and concept principles of leadership and management skills in the work environment within the hospitality industry.
4. Implement entrepreneurial skills in hospitality industry
5. Design and implement facilities planning and future trends in hospitality industry.
6. Demonstrate the technical skills and knowledge in operating and managing Rooms Division and Food and Beverage Department.
7. Demonstrate the technical skills and knowledge in Food Management and Culinary Art
8. Demonstrate the technical skills and knowledge in Event and Showbiz Management

Prospective Career of the Graduates

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

1. Sales & Marketing : Reservations Manager, Public Relations & Sales Manager, Sales Director, Director of Marketing.
2. Finance : Cost Controller, Night Auditor, Accounts Payable/ Receivable, Hotel Accountant, Director of Finance.
3. Human Resources Management : Recruitment Manager, Training and Development Manager, Human Resources Manager, Director of Human Resources.
4. Rooms Division : Housekeeping Supervisor, Floor Supervisor, Senior Receptionist, Front Office Supervisor, Assistant Front Office Manager, Front Office Manager, Executive Housekeeper, Rooms Division Manager.
5. Food & Beverage : Restaurant Supervisor, Restaurant Manager, Assistant Food & Beverage Manager, Food and Beverage Manager, Catering Manager, Executive Chef.
6. Events Management : Corporate Hospitality Supervisor, Functions Manager, Events Coordinator/Organizer, Banquet Manager, Venue Manager.
7. Top Management : Resident Manager, Executive Assistant Manager, General Manager, Director, Owner.

Curriculum

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

- Common & Hospitality Core : Hospitality Knowledge; Intercultural Communication; Foreign Languages; Hygiene, Safety and Security.
- Hospitality Functional Areas: Food Production & Pastry; Food & Beverage Service; Rooms Division (front office & housekeeping); Event/MICE.
- General and Managerial Units : Sales & Marketing; General Administration and Management; Financial Administration and Management; Computer Technology; Human Resources Management; Entrepreneurship.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	CB412	CB: Self Development	2	20	
	G1372	English Entrant	2		
	V0504	Introduction to hospitality and operational services	4		
	V0514	Intercultural Communication and Service Excellence	4		
	V0602	Principles of Finance & Accounting	2		
	V0432	Organizational Behavior	2		
	V0072	French Language I	2		
	V0112	Chinese Language I	2		
2	CB422	CB: Spiritual Development	2	20	
	V0452	Hotel Management Information System	2		
	V0062	Introduction to Information Technology	2		
	G1382	English in Focus	2		
	V0834	Introduction to Tourism and Event Management	4		
	V0412	Tourism and Hospitality Law	2		
	V0594	Workplace Hygiene, Safety and Security	4		
	Elective Courses : Foreign Language I**				
	V0082	French Language II	2		
	V0122	Chinese Language II	2		
3	G1392	English Savvy	2	22	
	EN001	Entrepreneurship 1	2		
	Stream : Hotel Operation Services				
	V0196	Housekeeping Operations	2/4		
	V0966	Food and Beverage Service Operations	2/4		
	V0732	Hotel Accounting	2		
	V0022	English for Hotel	2		
	Stream : Culinary				
	V0624	Food Hygiene & Sanitation	4		
	V0526	Continental Cuisine	2/4		
	V0552	Food Nutrition	2		
	V0534	Pastry & Bakery I	2/2		
	Stream : Event Management				
	V0792	Event Sales and Marketing	2		
	V0802	Event Financial Management	2		
	V0576	Event Design & Production I	2/4		
	V0826	Meeting and Incentive Operation Services	2/4		
	Elective Courses : Foreign Language II**				
	V0092	French Language III	2		
	V0132	Chinese Language III	2		

Sem	Code	Course Name	SCU	Total	
4	CB432	CB: Interpersonal Development	2	23	
	Stream : Hotel Operation Services				
	V0206	Front Office Administrations and Operations	2/4		
	V0742	Hotel Purchasing	2		
	V0222	Hotel Sales and Marketing	2		
	V0697	Bar Management & Service Operation*	3/4		
	V0402	Hotel Financial Management	2		
	Stream : Culinary				
	V0636	Asian Cuisine	6		
	V0704	Culinary Art	4		
	V0652	Beverage for Culinary	2		
	V0617	Pastry & Bakery II*	3/4		
	Stream : Event Management				
	V0852	English for Event	2		
	V0867	Expo and Exhibition Management*	3/4		
	V0874	Public Relations	4		
	V0882	Fund Raising & Sponsorship	2		
	V0814	Event Design and Production II	4		
Elective Courses : Foreign Language III**					
V0102	French Language IV	2			
V0142	Chinese Language IV	2			
5	Stream : Hotel Operation Services			15	
	V0310	Industrial Work Placement I	10		
	V1025	Certificates & IWP Report I	5		
	Stream : Culinary				
	V0990	Industrial Work Placement I	10		
	V0985	Certificates & IWP Report I	5		
	Stream : Event Management				
	V1050	Industrial Work Placement I	10		
V1045	Certificates & IWP Report I	5			

Sem	Code	Course Name	SCU	Total
6	Stream : Hotel Operation Services			21/15/21
	CB442	CB: Professional Development	2	
	EN002	Entrepreneurship 2	2	
	V0757	The Art Wine and Coffee*	3/4	
	V0352	Supervision in the Hospitality Industry	2	
	V0774	Rooms Division Management	4	
	V0782	Restaurant Management	2	
	V0442	Research Methodology	2	
	Stream : Culinary			
	V1010	Industrial Work Placement II	10	
	V1005	Certificates & IWP Report II	5	
	Stream : Event Management			
	CB442	CB: Professional Development	2	
	EN002	Entrepreneurship 2	2	
	V0897	Showbiz & Entertainment Project Management*	3/4	
	V0904	Conference Management	4	
	V0922	Showbiz Project Financial Management	2	
V0442	Research Methodology	2		
V0582	Strategic Management and Contemporary issues in Event	2		
7	Stream : Hotel Operation Services			15/21/15
	V0320	Industrial Work Placement II	10	
	V1035	Certificates & IWP Report II	5	
	Stream : Culinary			
	CB442	CB: Professional Development	2	
	EN002	Entrepreneurship 2	2	
	V0562	Catering Management	2	
	V0767	Indonesian Cuisine*	3/4	
	V0684	Pastry & Bakery III	2/2	
	V0442	Research Methodology	2	
	V0642	Food Cost Control	2	
	Stream : Event Management			
	V1070	Industrial Work Placement II	10	
V1065	Certificates & IWP Report II	5		
8	V0844	Facility and Design Planning for Hotel, Resort & Restaurant	4	10
	Stream : Hotel Operation Services			
	V1096	Final Project	6	
	Stream : Culinary			
	V1086	Final Project	6	
	Stream : Event Management			
	V1106	Final Project	6	
G1402	English for Business Presentation	2		
G1412	English for Business Communication	2		
TOTAL CREDIT 146				

*) Entrepreneurship Embedded

***) Student choose one of Elective Foreign Language Courses on Semester 2, Semester 3 and Semester 4

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

No	Code	Course Name	Minimum Grade
1	CB412	CB: Self Development	B
2	EN002	Entrepreneurship II	C
3	V0504	Introduction to Hospitality and Operational Services*	C
4	V0514	Intercultural Communication and Service Excellence	C
5	V0834	Introduction to Tourism and Event Management	C
6	V0594	Workplace Hygiene, Safety and Security*	C
Stream			
Culinary			
7	V0552	Food Nutrition*	C
8	V0642	Food Cost Control	C
Hotel Operation Services			
7	V0774	Rooms Division Management	C
8	V0782	Restaurant Management*	C
Event Management			
7	V0826	Meeting and Incentive Operation Services	C
8	V0867	Expo and Exhibition Management*	C

*) Tutorial & Multipaper