

Hotel Management

Introduction

Bachelor of Applied Science in Hotel Management aims to offer a vocational education for a successful career in hotel industry. The program provides expertise in food & beverage division and room division with two streaming program to be chosen; Culinary Art and Hotel Operation Services. This program also provides the comprehensive management as well as valuable knowledge, skills and attitude to form competitive student competencies. Students will also gain an insight of hospitality industry through one year of industry work experience in four to five star international and multinational hotels, domestic and overseas. Competing in various international and national hospitality competitions becomes another must have achievements. In extent to that, international experiences such as study abroad, guest lecturer, seminar, and workshop supplement into teaching and learning activities are given. Hotel Management refers to both National and International standard from United Nation World Tourism Organizations to ensure student satisfaction in pursuit of the best education. This is in line with the curriculum that has been reinforced with international and local contents to fully equip graduates for managing diverse hotel operations, followed with high employment rate in multinational and global hospitality company and Food & Beverage startup.

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 advance 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 hospitality industry.
2. To provide students with technical skills and professional expertise in the hospitality field that can be applied for the community development program and training services in a hospitality organization.
3. To provide students with management skills through research and work experiences, thereby empowering them to become leaders in a diverse range of hospitality business in South East Asia.

Student Outcomes

After completing the study, graduates are:

1. Able to design a hotel operational system that includes policies, regulations, and business process diagrams.
2. Able to manage hotel operations including the ability to plan, run, supervise, evaluate and follow up evaluation results.
3. Able to analyze by using yield management method, evaluate, and propose alternative solution of hotel operational problem in room division and food and beverage division.
4. Able to design new operational procedures in room division and food & beverage division with effectively and efficiently way.
5. Able to improve the existing procedure in room division and food beverage division to upgrade the effectiveness and efficiency.
6. Able to planning, running, supervising, evaluating and following up the results of the evaluation of Human Resources at the hotel in room division and food beverage division.
7. Able to create and modify hotel products and services in accordance with the terms of reference specified.
8. Able to design promotion activities for hotel product and service.
9. Able to make financial reports in accordance with the standards of hotel financial statements for room division and food beverage division income.
10. Able to prepare procurement planning, recording, storage and distribution of materials and supplies for operational activities in room division and food beverage division.
11. Able to prepare procurement planning, recording, distribution, estimated maintenance and asset removal for hotel operational that fulfill the quality standards in hotels.
12. Able to apply the values of hospitality (Integrity, Perfect, Trusted, Professional, Personality) and Global Code of Ethic of Tourism in the hotel business.
13. Able to implement skills in the culinary which includes kitchen, pastry and bakery to produce an international quality product in terms of correct professional preparation, cooking process, presentation and taste.
14. Able to implement skills in room division (front office, housekeeping, laundry) and the division of the food and beverage (bar and restaurant), to provide excellent service in accordance with the standards of hotel operations.
15. Able to design business concepts in the hospitality which includes design concepts, operational systems, managerial systems and emerging trends.
16. Able to optimize the use of technology in room division and food beverage division.

Prospective Career of the Graduates

Graduates will be able to pursue national and international career paths on the hospitality industry at managerial as well as operational levels worldwide. The managerial positions open for the 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 Nutritionist.
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, 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, Conference Sales Manager, Senior Sales Manager, 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, Director of Learning & Development.
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 industry.

- Hospitality Culinary Area
 Food Production, Kitchen Operation, Asian Cuisine, Pastry & Bakery Production, Pastry & Bakery Decoration, Culinary Art, Food Nutrition, Indonesian Cuisine.
- Hospitality Operations Area
 Food & Beverage Service, Bar & Beverage, The Art of Wine & Coffee, Front Office, Housekeeping, Laundry
- Hospitality Knowledge
 Introduction to Tourism, Introduction to Hospitality, Workplace Hygiene Safety, and Security in Hospitality, Consumer Behavior, Hotel Operation Supervisory.
- Hospitality Managerial
- Catering Management, Restaurant Management, Marketing Management, Human Resources Management, Facility Management, Financial Management, Service Management, Strategic Management, Entrepreneurship.

Course Structure

Sem	Code	Course Name	SCU	Total	
1	HTMN6001	Introduction to Hospitality**	4	20	
	HTMN6002	Introduction to Tourism*&***	2		
	FINC6133	Principle of Accounting and Finance in Hospitality	4		
	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality	4		
	HTMN6004	Introduction to Food Production*	2		
	HTMN6005	Introduction to Hotel Operation Service*	2		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: Pancasila	2	21	
	FINC6143	Financial Management in Hospitality*	2		
	HTMN6006	Rooms Division Operation*&***	4		
	HTMN6007	Food and Beverage Service Operation*	4		
	HTMN6008	Kitchen Operation*&***	4		
	LANG6061	Indonesian	1		
	Elective Course****				
	LANG6016	French Language I	2		
	CHIN6061	Chinese Language I	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: Kewarganegaraan	2	24/22	
	ENTR6003	Entrepreneurship I	2		
	Stream : Culinary Art				
	HTMN6009	Asian Cuisine*&***	2/4		
	HTMN6010	Pastry & Bakery Production*	4		
	HTMN6011	Culinary Art*&***	4		
	HTMN6012	Food Nutrition	2		
	HTMN6013	Catering Management	2		
	Stream : Hotel and Operation Services				
	HTMN6014	Front Office Operation*	4		
	HTMN6015	Housekeeping Operation*&***	4		
	HTMN6016	Bar and Beverage Operation*&***	2/4		
	HTMN6017	Restaurant Management	2		
	Elective Course****				
	LANG6017	French Language II	2		
	CHIN6062	Chinese Language II	2		

Sem	Code	Course Name	SCU	Total	
4	CHAR6015	Character Building: Agama	2	22/24	
	MKTG6233	Marketing Management in Hospitality**	4		
	HTMN6018	Consumer Behavior in Hospitality*	2		
	MGMT6298	Human Resources Management in Hospitality*	2		
	Stream : Culinary Art				
	HTMN6019	Indonesian Cuisine*&***	4		
	HTMN6020	Pastry and Cake Decoration*&***	4		
	HTMN6021	Food Production Management	2		
	Stream : Hotel and Operation Services				
	HTMN6022	Front Office Management	2/2		
	HTMN6023	The Art Of Wine and Coffee*,&***	4		
	HTMN6024	Housekeeping Management	2/2		
	Elective Course****				
	LANG6018	French Language III	2		
CHIN6063	Chinese Language III	2			
5	Enrichment Program I		15	15	
6	Enrichment Program II		16	16	
7	ENTR6004	Entrepreneurship II	2	18	
	HTMN6025	Research Methodology in Hospitality	2/2		
	MGMT6305	Strategic Management in Hospitality*	2		
	HTMN6027	Service Management**	4		
	MGMT6304	Organization Behavior in Hospitality*	2		
	HTMN6029	Hotel Operations Supervisory***	4		
8	HTMN6030	Facility Management in Hospitality	4	10	
	HTMN6031	Final Project	6		
TOTAL CREDIT 146 SCU					

*) This course is delivered in English

**) Global Learning System Course

***) Entrepreneurship Embedded

****) Elective Courses:

- Student required to choose 2 credits from elective courses on 2nd semester
- Student selected elective courses on 3rd and 4th semester are same with selected elective courses on 2nd semester

English University Courses:

-) For 1st Semester: English University Courses I, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English in Focus, and student with score test greater than or equal to 500 will take English for Business Presentation

-) For 2nd Semester: English University Courses II, student with score BINUS UNIVERSITY English Proficiency Test less than 500 will take English Savvy, and student with score test greater than or equal to 500 will take English for Written Business Communication

Enrichment Program I (5th Semester) & Enrichment Program II (6th Semester):

-) Student will take one of enrichment program tracks (off campus).

Enrichment Internship Track

Code	Course Name	SCU	Total	
Enrichment Program I				
Stream : Culinary Art				
HTMN6033	Industrial Experience in Culinary	8	15	
HTMN6034	EES in Culinary	3		
HTMN6035	Food Preparation	4		
Stream : Hotel and Operation Services				
HTMN6036	Industrial Experience in Hotel Operation	8		
HTMN6037	EES in Hotel Operation	3		
HTMN6038	Operational Skill in Hotel Operation	4		
Enrichment Program II				
Stream : Culinary Art				
HTMN6039	Professional Experience in Culinary	8	16	
HTMN6040	Leadership in Culinary	4		
HTMN6041	Food Production	4		
Stream : Hotel and Operation Services				
HTMN6042	Professional Experience in Hotel Operation	8		
HTMN6043	Leadership in Hotel Operation	4		
HTMN6044	Managerial Skill in Hotel Operation	4		

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6004	Entrepreneurship II	C
3.	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality*	C
4.	HTMN6006	Rooms Division Operation*	C
5.	HTMN6018	Consumer Behavior in Hospitality	C
6.	HTMN6008	Kitchen Operation	C
Streaming : Culinary Art			
7.	HTMN6010	Pastry & Bakery Production	C
8.	HTMN6013	Catering Management*	C
Streaming : Hotel and Operation Services			
7.	HTMN6017	Restaurant Management*	C
8.	HTMN6022	Front Office Management	C

*) Tutorial & Multipaper