

## 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: <i>Pancasila</i>       | 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: <i>Kewarganegaraan</i> | 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   |       |
|                              | <b>Foreign Language Courses</b>                |  | 0   |       |
| 3                            | CHAR6015021                                    | Character Building: <i>Agama</i>           | 2   | 16/14 |
|                              | HTMN6108021                                    | Food and Beverage Management*              | 2   |       |
|                              | <b>Stream: Culinary Art</b>                    |  |     |       |
|                              | HTMN6083021                                    | Asian Cuisine*&**                          | 4   |       |
|                              | HTMN6156021                                    | Pastry and Baking Art*&***                 | 4   |       |
|                              | HTMN6131021                                    | Catering Management*                       | 2   |       |
|                              | HTMN6132021                                    | Gastronomy Study*                          | 2   |       |
|                              | <b>Stream : Hotel and Operation Services</b>   |  |     |       |
|                              | HTMN6133021                                    | Room Division Management*&**               | 4   |       |
|                              | HTMN6126021                                    | Bar Management*                            | 2   |       |
|                              | HTMN6134021                                    | Mixology*&***                              | 4   |       |
|                              | <b>Foreign Language Courses</b>                |  | 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   |       |
|                              | <b>Streaming: Culinary Art</b>                 |  |     |       |
|                              | HTMN6076021                                    | Indonesian Cuisine*&***                    | 4   |       |
|                              | HTMN6021021                                    | Food Production Management*                | 2   |       |
|                              | HTMN6011021                                    | Culinary Art *&**                          | 4   |       |
|                              | <b>Streaming: Hotel and Operation Services</b> |  |     |       |
|                              | HTMN6135021                                    | Front Office Management *                  | 4   |       |
|                              | HTMN6136021                                    | Housekeeping Management *&**               | 4   |       |
|                              | HTMN6137021                                    | Coffee Art *&***                           | 4   |       |
|                              | <b>Foreign Language Courses</b>                |  | 0   |       |
| 5                            | ENTR6511005                                    | Entrepreneurship: Market Validation        | 2   | 22    |
|                              | <b>Minor Program</b>                           |  | 20  |       |
|                              | <b>Free Electives</b>                          |  | 20  |       |
| 6                            | <b>Enrichment Program I</b>                    |  | 20  | 20    |
| 7                            | <b>Enrichment Program II</b>                   |  | 20  | 20    |
| 8                            | HTMN6031021                                    | Final Project                              | 6   | 6     |
| <b>Total Credits 146 SCU</b> |  |  |     |       |

\*) This course is delivered in English

\*\*) Global Learning System Course

\*\*\*) Entrepreneurship Embedded

#### Minor/Free Electives:

-) For 5<sup>th</sup> 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 |
|--|------------|
| <b>Minor @ Binus Kemanggisian</b>                  |            |
| 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          |
| <b>Minor @ Binus Alam Sutera</b>                   |            |
| Digital Transformation                             | V          |
| <b>Minor @ Binus Bekasi</b>                        |            |
| Culinary   | -          |
| Korean Culture and Creativity                      | V          |
| <b>Minor @ Binus Malang</b>                        |            |
| Chinese for Career Pathways                        | V          |
| English for Business Professionals                 | V          |
| Digital Technopreneur                              | V          |
| <b>Minor @ Binus Bandung</b>                       |            |
| DesignPreneur                                      | V          |
| <b>Minor @ Binus Semarang</b>                      |            |
| Content Creation                                   | V          |
| Immersive Journey to Japanese Language and Culture | V          |
| Metaverse in Business                              | V          |
| <b>Minor @ Binus Medan</b>                         |            |
| 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         |
| <b>Total SCU</b>                                  | <b>10</b> |

### 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         |
| <b>Total SCU</b>                                    | <b>10</b> |

### 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         |
| <b>Total SCU</b>                                     | <b>10</b> |

### 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         |
| <b>Total SCU</b>                                    | <b>10</b> |

#### Supporting Courses

| Course                                  | SCU       |
|---|-----------|
| COMM6501019 Narrative Development       | 4         |
| DSGN6834007 Visual Identity             | 4         |
| COMP6685001 Cyber Security for Business | 2         |
| <b>Total SCU</b>                        | <b>10</b> |

#### 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         |
| <b>Total SCU</b>  | <b>10</b> |

### 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         |
| <b>Total SCU</b>                                  | <b>10</b> |

#### Supporting Courses

| Course  | SCU       |
|---|-----------|
| ISYS6554003 Core Principles: Interactive Design | 4         |
| DSGN6837007 Digital Design Production           | 4         |
| ISYS6556003 Information Architecture            | 2         |
| <b>Total SCU</b>                                | <b>10</b> |

### 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         |
| <b>Total SCU</b>                             | <b>10</b> |

### 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         |
| <b>Total SCU</b>                                      | <b>10</b> |

#### Supporting Courses

| Course  | SCU       |
|---|-----------|
| ISYS6695003 Digital Marketing Analysis                        | 4         |
| STAT6200049 Practical Statistics for Digital Business         | 4         |
| ISYS6560003 Success Factor for Leading Digital Transformation | 2         |
| <b>Total SCU</b>  | <b>10</b> |

#### 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         |
| <b>Total SCU</b>                             | <b>10</b> |

### 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         |
| <b>Total SCU</b>  | <b>10</b> |

## 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         |
| <b>Total SCU</b>                             | <b>10</b> |

### 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         |
| <b>Total SCU</b>                           | <b>20</b> |

### 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         |
| <b>Total SCU</b>                        | <b>10</b> |

### Supporting Courses

| Course  | SCU       |
|---|-----------|
| DSIN6094053 Content Storytelling                        | 4         |
| DSIN6043053 Strategic Influence                         | 2         |
| DSIN6041053 Introduction to Visual Communication Design | 4         |
| <b>Total SCU</b>  | <b>10</b> |

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

#### Supporting Courses

| Course      |  | SCU |
|-------------|--|-----|
| JAPN6224025 | Japanese Reading Comprehension ( <i>Tanoshiku Yomou</i> )                  | 4   |
| JAPN6225025 | Understanding Native Japanese Speakers ( <i>Tanoshiku Kikou</i> )          | 2   |
| JAPN6226025 | Japanese N5 Level Certification Preparation ( <i>Nihongo Charenji N5</i> ) | 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         |
| <b>Total SCU</b>              | <b>10</b> |

#### Supporting Courses

| Course                       | SCU       |
|------------------------------|-----------|
| ISYS6778052 Data Analytics   | 2         |
| DSGN6981053 Design Thinking  | 4         |
| DSGN6980053 Interface Design | 4         |
| <b>Total SCU</b>             | <b>10</b> |

### 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         |
| <b>Total SCU</b>                                     | <b>20</b> |

### Additional Information

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

### Appendix: Free Electives (5<sup>th</sup> 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<br>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 (6<sup>th</sup> Semester) & Enrichment Program II (7<sup>th</sup> 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                    |  |     | 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   | 20    |
| Enrichment Program II                   |  |     |       |
| 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   |       |

**Certified Entrepreneurship Track**

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 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   |       |
| <b>Enrichment Program II</b> |   |     | 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   |       |

**Certified Research Track**

| Code                         | Course Name   | SCU | Total |
|------------------------------|---|-----|-------|
| <b>Enrichment Program I</b>  |   |     | 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   |       |
| <b>Enrichment Program II</b> |   |     | 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   |       |

**Certified Community Development Track**

| Code                         | Course Name  | SCU | Total |
|------------------------------|--|-----|-------|
| <b>Enrichment Program I</b>  |  |     | 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   |       |
| <b>Enrichment Program II</b> |  |     | 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   |       |



**Certified Study Abroad Track**

| Code                                    | Course Name                         | SCU | Total |
|---|-------------------------------------|-----|-------|
| Elective courses list for study abroad* |                                     |     | 20    |
| 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   |       |
| 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                   |                                     |     | 20    |
| 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.

**Certified Specific Independent Study**

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

| 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: <i>Pancasila</i>      | 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             |
| <b>Stream Course</b> |             |   |               |
| 8.                   | HTMN6126021 | Bar Management*                           | C             |
| 8.                   | HTMN6021021 | Food Production Management*               | C             |

\*) Tutorial & Multipaper

