

Business Hotel Management

Introduction

The program is aimed at producing professionals and entrepreneurs who will be equipped with the applicable knowledge and skills in the hospitality business including hotel operation, culinary and business events. The Hotel Business curriculum is designed by applying local Indonesian cultural wisdom that has been recognized by the worldwide service industry, and the international standards from The World Tourism Organization (UNWTO). Business Hotel Management curriculum is designed by applying Business and entrepreneurship fundamentals as its foundation. Our vision, mission and objectives are focused on producing future leaders and entrepreneurs with strong leadership and entrepreneurial skills. The. This curriculum offers more applications and is also supported with sufficient knowledge to ensure students can apply it when starting a business in the field of services and easily gain immediate employment in the hospitality industry upon graduation. Students will be required to conduct two enrichment programs within one year (Industrial internship in hotel/Restaurant/Catering Services, Study Abroad, Research Track, Micro-Credential, Community Development, and Entrepreneurship Track to develop a business model in Culinary and Restaurant). Through a comprehensive curriculum involving industry experts, students will have exciting career opportunities in management, supervisory and administrative positions in the hospitality industry.

Vision

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

Mission

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

- 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 Objectives

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:

- 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 make culinary and hospitality business plan in accordance with digital and technology transformation through business analyst and entrepreneurship competency;
- 6. 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 Business 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 as follows:

- 1. Food & Beverage Service
 - Barista, Bartender, Mixologist, Sommelier, Banquet Manager, Convention Manager, Restaurant Manager, Bar Manager, Beverage Manager, and Food & Beverage Director.
- 2. Food Production (Kitchen & Pastry)
 - Chef de Cuisine, Chef de Partie, Demi Chef, Pastry Chef, Executive Chef, Celebrity Chef, Private Chef, Chef on Board, Catering Manager, Production Manager, Kitchen Manager, and Food Stylist.
- 3. Rooms Division
 - Front Desk Agent, Guest Relation Officer, Front Office Supervisor, Chief Concierge, Duty Manager, Recreation Manager, Front Office Manager, Rooms Division Manager, Housekeeping Supervisor, Floor Supervisor, Executive Housekeeper, and Director of Rooms.
- 4. Sales & Marketing
 - Sales Coordinator, Sales Executive, Sales Manager, Public Relations Officer, Public Relations Manager, Food & Beverage Sales, Banquet Sales, Event Manager, Wedding Specialist, Conference Sales Manager, Senior Sales Manager, Director of Events, and Director of Sales & Marketing.
- 5. Human Resources
 - Human Resources Coordinator, Training Coordinator, Training Manager, Recruitment Manager, Human Resources Manager, Director of Human Resources, and Director of Learning & Development.
- 6. Accounting and Finance
 - Procurement, Purchasing Manager, Financial Controller, Credit Manager, General Cashier, Income Auditor, and Cost Controller.
- 7. Top Management
 - Resident Manager, Executive Assistant Manager, General Manager, Director of Operation.
- 8. Entrepreneur
 - Business Owner, Food and Beverage Consultant, Restaurant/Cafe Start-Up



Curriculum

The Business 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.

- 1st-year curriculum
 - Introduction to Hospitality, Introduction to Tourism, Hygiene and Safety for Hospitality, Front Office Operation, Housekeeping Operation, Restaurant Operation, Kitchen Operation, Pastry and Bakery Operation, Bar Operation, Steward Operation, Entrepreneurship: Ideation.
- 2nd-year curriculum

Human Resources Management in Hospitality, Marketing Management in Hospitality, Food and Beverage Management, Cafe Business Management, Financial Management in Hospitality, Event Management, Pastry and Bakery Business Management, and Culinary Business Management.

- 3rd-year curriculum
 - Enrichment Program: an industrial internship in hotel/Restaurant/Catering Services, Study Abroad, Research Track, Micro-Credential, Community Development, and Entrepreneurship Track (develop a business model in Culinary and Restaurant).
- 4th-year curriculum

Hotel Supervisory, Hospitality Business Management, Hospitality Business Research, Digital Media for Hospitality Business, Entrepreneurship: Market Validation, Final project (individual thesis and business plan for Hotel, Restaurant, and Catering).

Course Structure

Sem	Code	Course Name	SCU	Total
	CHAR6013021	Character Building: Pancasila	2	
	HTMN6001021	Introduction to Hospitality*&**	4	TV
	HTMN6002021	Introduction to Tourism*&**	2	II
1	HTMN6123021	Hygiene and Safety for Hospitality*	4	20
	HTMN6149021	Front Office Operation*&**	4	
	HTMN6150021	Housekeeping Operation*	4	
	Foreign Languag	ge Courses	0	
	CHAR6014021	Character Building: Kewarganegaraan	2	
	ENTR6509005	Entrepreneurship: Ideation	2	
	HTMN6125021	Restaurant Operation*&**	4	
2	HTMN6008021	Kitchen Operation*&**	4	20
2	HTMN6128021	Pastry and Bakery Operation*&**	4	20
	HTMN6129021	Bar Operation*&**	2	
	HTMN6130021	Steward Operation*	2	
	Foreign Languag	ge Courses	0	
	CHAR6015021	Character Building: Agama	2	
	LANG6027021	Indonesian	2	
3	HTMN6108021	Food and Beverage Management*	2	
	HTMN6138021	Cafe Business Management*&***	4	18
	HTMN6127021	Event Management*	4	
	HTMN6139021	Pastry and Bakery Business Management*	4	
	Foreign Langua	ge Courses	0	



Sem	Code	Course Name	SCU	Total
	MKTG6233021	Marketing Management in Hospitality*&**	4	
	HTMN6124021	Human Resources Management in Hospitality	* 4	
	FINC6143021	Financial Management in Hospitality*	2	
4	HTMN6140021	Culinary Business Management*&***	4	24
	Minor Program		10	
	Free Electives		10	
	Foreign Langua	ge Courses	0	
	ENTR6511005	Entrepreneurship: Market Validation	2	18
5	HTMN6141021	Hotel Supervisory*	4	
	HTMN6142021	Hospitality Business Management*	4	
	HTMN6143021	Hospitality Business Research*	4	
	HTMN6144021 Digital M	Digital Media for Hospitality Business*	2/2	
	Foreign Langua	ge Courses	0	
6	Enrichment Prog	gram I	20	20
7	Enrichment Program II		20	20
8	HTMN6031021	Final Project	6	6
	TOTAL CREDITS 146 Credit			46 Credits

^{*)} This course is delivered in English

Minor/Free Electives:

-) For 4th 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:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. <u>Students must pass with a minimum Grade of C.</u>

Appendix Foreign Language Courses

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 Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
- 2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
- 3. Students with Binus University English Proficiency Test score equal to or greater than 520 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.

^{**)} Global Learning System course

^{***)} Entrepreneurship Embedded



Minor Scheme

Minor Program	Semester 4
Minor @ Binus Kemanggisan	
Digital Ecosystem	٧
Sustainable Development	V
Cross Cultural Communication	V
Interactive & Users Experience Design	V
Data Analytics	V
Robotic Process Automation	٧
Creative Digital Storytelling	V
Minor @ Binus Alam Sutera	
Digital Transformation	٧
Minor @ Binus Bekasi	
Virtual Service Experience	٧
Culinary	-
Minor @ Binus Semarang	
Metaverse in Business	٧
Content Creation	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: Digital Ecosystem

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

2. Minor Program: Sustainable Development

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

3. Minor Program: Cross Cultural Communication

Fundamental Courses

	Course	SCU
CHIN6132026	Chinese Conversation in Daily Activities	4
COMM6502019	Communication in Diversity	2
BUSS6170025	Asian Business Ethics	4
	Total SCU	10



4. Minor Program: Interactive & Users Experience Design

Fundamental Courses

	Course	SCU
ISYS6553003	User-Centered Research and Evaluation	4
PSYC6176027	Psychology and User Experience	4
DSIN6003007	Fundamental of Interface Design	2
	Total SCU	10

5. Minor Program: Data Analytics

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

6. Minor Program: Robotic Process Automation

Fundamental Courses

	Course	SCU
COMP6857001	Basic Programming for Automation	2
COMP6858001	RPA Concept & Design	2
ISYS6684003	RPA Developer Fundamental	4
ISYS6687003	Business Process Improvement	2
	Total SCU	_10_

7. Minor Program: Creative Digital Storytelling

Fundamental Courses

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	Course	SCU
ENGL6274024	Approaches in Multimodal Storytelling	2
DSIN6033007	Visual Storytelling	2
ENGL6275024	Storytelling for Business	2
FILM6118009	Script Development & Pitching	4
	Total SCU	10

8. Minor Program: Digital Transformation

Fundamental Courses

	Course	SCU
ISYS6559003	Business Models and Technology Innovation	4
ISYS6557003	Business Data Management	4
MGMT6484005	Digital Strategy	2
	Total SCU	10



9. Minor Program: Virtual Service Experience

Fundamental Courses

	Course	SCU
ISYS6561003	Fundamental of Virtual Services	2
ACCT6350020	Virtual Financial Services	4
MGMT6354005	Virtual Operation and Supply Chain	4
	Total SCU	10

10. Minor Program: Metaverse in Business

Fundamental Courses

	Course	SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
	Total SCU	10

11. Minor Program: Content Creation

Fundamental Courses

Course	SCU
FILM6105009 Filmmaking Fundamental	4
MKTG6392055 Digital marketing	4
DSIN6042053 Photography for Creators	2
Total SCU	10

Appendix: Free Electives (4th Semester)

No	Course Owner Department	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6455005	Servitization and Customer Experience Management	2	4
2	Business Management	MKTG6319005	Service Marketing Management	4	4
3	Business Management	MGMT6456005	Fundamentals of Supply Chain Management	4	4
4	Business Management	MGMT6457005	Global Supply Chain Services	4	4
5	Business Management	MGMT6401005	Digital Supply Chain Management	2	4
6	Business Management	MGMT6365005	Current Issue in Service Business and Technology	2	4
7	Management	MGMT6462005	Leadership Agility	4	4
8	Management	MGMT6463005	Organizational Behavior	4	4
9	Management	MGMT6464005	Corporate Governance	2	4
10	Management	MGMT6341005	Strategic Management	4	4
11	Management	BUSS6109005	Business Development	4	4
12	Management	MGMT6196005	Project Management	4	4
13	Management	BUSS6229005	Business Simulation	4	4
14	Management	MGMT6033005	Advanced Topics in Business and Organization	2	4



15	No	Course Owner Department	Course Code	Course Name	scu	Semester
17	15	Management	LAWS6159005	Legal Aspect in Business	2	4
18	16	Management	MGMT6374005	Analysis on E-Business Investment	4	4
Implementation	17	Management	ISYS6079005	-	4	4
20	18	Management	ISYS6744005		4	4
Marketing	19	<u> </u>	ISYS6085005	Advanced Topics in E-Business	2	4
Marketing MKTG6237005 Management 4 4 4 4 4 4 4 4 4	20	Marketing	MKTG6321005	·	4	4
Marketing MKTG6270005 Retail and Omni Channel 2 4	21	Marketing	MKTG6322005	Management	4	4
Marketing	22	Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	4
24 Marketing MRT G6272005 Marketing Research 2/2 4 25 Marketing MGMT6358005 Managing Business Information 2/2 4 26 Management BUSS6222005 Export-Import Cost Management 2 4 27 International Business Management MGMT6458005 Global Supply Chain Management 2 4 28 International Business Management MGMT6458005 Export-Import Management 2 4 29 Computer Science COMP6823001 Multimedia Systems 2 4 30 Computer Science COMP6823001 Web Based Application Development 2/2 4 31 Computer Science COMP8129001 User Experience 2/2 4 32 Computer Science COMP128001 Game Design 2 4 33 Computer Science COMP128001 Game Design 2 4 34 Marketing COMM6613019 Interduction to Media Industry 2 4 34 Mar	23	Marketing	MKTG6270005	Retail and Omni Channel	2	4
Marketing	24	Marketing	MKTG6272005	Marketing Research	2/2	4
Management	25	Marketing	MGMT6358005	Managing Business Information	2/2	4
Management	26	Management	BUSS6222005	Export-Import Cost Management	2	4
28 Management BUSS6191005 Export-import Management 2 4 29 Computer Science COMP6823001 Multimedia Systems 2 4 30 Computer Science ISYS6211001 Development 2/2 4 31 Computer Science COMP8129001 User Experience 2/2 4 32 Computer Science COMP7128001 Game Design 2 4 33 Marketing Communication COMM6613019 Introduction to Media Industry 2 4 34 Marketing Communication COMM6615019 Script Writing 2/2 4 35 Communication COMM6625019 Theory of Mass Communication 2 4 36 Marketing Communication COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Communication COMM6425019 Event Management 2 4 40 Marketing Communication <td< td=""><td>27</td><td>Management</td><td>MGMT6458005</td><td>Global Supply Chain Management</td><td>2</td><td>4</td></td<>	27	Management	MGMT6458005	Global Supply Chain Management	2	4
30 Computer Science ISYS6211001 Web Based Application Development 2/2 4 31 Computer Science COMP8129001 User Experience 2/2 4 32 Computer Science COMP7128001 Game Design 2 4 33 Marketing Communication COMM6613019 Introduction to Media Industry 2 4 4 34 Marketing Communication COMM6615019 Script Writing 2/2 4 35 Communication COMM6625019 Theory of Mass Communication 2 4 36 Marketing Communication COMM6617019 Media Convergence 2 4 37 Communication COMM6629019 Communication Audit 2 4 38 Marketing Communication COMM6629019 Event Management 2 4 39 Marketing Communication COMM6629019 Communication 2 4 4 4 4 4 4 4 4 4	28		BUSS6191005	Export-Import Management	2	4
30 Computer Science COMP8129001 User Experience 2/2 4 32 Computer Science COMP7128001 Game Design 2 4 33 Marketing Communication COMM6613019 Introduction to Media Industry 2 4 34 Marketing Communication COMM6615019 Script Writing 2/2 4 35 Marketing Communication COMM6625019 Theory of Mass Communication 2 4 36 Marketing Communication COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Marketing Communication COMM6425019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational 2 4 40 Communication COMM6629019 Understanding Intergenerational 2 4 40 Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM614022 Event Management 4 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6220022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	29	Computer Science	COMP6823001	-	2	4
32 Computer Science COMP7128001 Game Design 2 4 33 Marketing Communication COMM6613019 Introduction to Media Industry 2 4 34 Marketing Communication COMM6615019 Script Writing 2/2 4 35 Marketing Communication COMM6625019 Theory of Mass Communication 2 4 36 Marketing Communication COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Marketing Communication COMM6629019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6629019 Wedia Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4	30	Computer Science	*ISYS6211001		2/2	4
33 Marketing Communication COMM6613019 Introduction to Media Industry 2 4 34 Marketing Communication COMM6615019 Script Writing 2/2 4 35 Marketing Communication COMM6625019 Theory of Mass Communication 2 4 36 Marketing Communication COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Marketing Communication COMM6425019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4	31	Computer Science	COMP8129001	User Experience	2/2	4
33 Communication Marketing Communication COMM6615019 Script Writing 2/2 4 35 Marketing Communication COMM6625019 Theory of Mass Communication 2 4 36 Marketing Communication COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Marketing Communication COMM6425019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 <tr< td=""><td>32</td><td></td><td>COMP7128001</td><td>Game Design</td><td>2</td><td>4</td></tr<>	32		COMP7128001	Game Design	2	4
Communication	33	Communication	COMM6613019	Introduction to Media Industry	2	4
30 Marketing COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Marketing Communication COMM6628019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6629019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	34	Communication	COMM6615019	Script Writing	2/2	4
36 Communication COMM6617019 Media Convergence 2 4 37 Marketing Communication COMM6628019 Communication Audit 2 4 38 Marketing Communication COMM6425019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism <t< td=""><td>35</td><td>Communication</td><td>COMM6625019</td><td>Theory of Mass Communication</td><td>2</td><td>4</td></t<>	35	Communication	COMM6625019	Theory of Mass Communication	2	4
37 Communication COMM6628019 Communication Addit 2 4 38 Marketing Communication COMM6425019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS613	36	Communication	COMM6617019	Media Convergence	2	4
38 Communication COMM6425019 Event Management 2 4 39 Marketing Communication COMM6629019 Understanding Intergenerational Communication 2 4 40 Marketing Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	37	Communication	COMM6628019	Communication Audit	2	4
S9 Communication COMM6829019 Communication 2 4 40 Marketing Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	38	Communication	COMM6425019	-	2	4
40 Communication COMM6424019 Media Campaign and Monitoring 2/2 4 41 Tourism TRSM6142022 Event Management 4 4 42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	39	Communication	COMM6629019		2	4
42 Tourism TRSM6196022 Tourism Community Empowerment 2 4 43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	40		COMM6424019	Media Campaign and Monitoring	2/2	4
43 Tourism TRSM6218022 Adventure Tourism Management 4 4 44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	41	Tourism	TRSM6142022	Event Management	4	4
44 Tourism TRSM6219022 Wildlife and Marine Tourism 2 4 45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	42	Tourism	TRSM6196022	Tourism Community Empowerment	2	4
45 Tourism TRSM6220022 Rural Tourism Entrepreneurship 4 4 46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	43	Tourism	TRSM6218022	Adventure Tourism Management	4	4
46 Tourism TRSM6221022 Sport Tourism 2 4 47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	44	Tourism	TRSM6219022	Wildlife and Marine Tourism	2	4
47 Tourism TRSM6222022 Climate Change & Tourism 2 4 48 Tourism BUSS6137022 Tourism E-Business 4 4	45	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	4
48 Tourism BUSS6137022 Tourism E-Business 4 4	46	Tourism	TRSM6221022	Sport Tourism	2	4
	47	Tourism	TRSM6222022	Climate Change & Tourism	2	4
49 Tourism TRSM6216022 Guiding and Interpretation 2 4	48	Tourism	BUSS6137022	Tourism E-Business	4	4
	49	Tourism	TRSM6216022	Guiding and Interpretation	2	4



No	Course Owner Department	Course Code	Course Name	scu	Semester
50	Tourism	TRSM6217022	Immigration, Quarantine and Customs	2	4
51	Tourism	TRSM6212022	Indonesian Culture	4	4
52	Tourism	TRSM6159022	Anthropology of Travel and Tourism	2	4
53	Tourism	TRSM6140022	Tourism Law and Regulation	2	4
54	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	4
55	Tourism	MGMT6408022	Strategic Management for Tourism	2	4
56	Tourism	TRSM6225022	Protected Area Planning & Management	4	4
57	Tourism	TRSM6224022	Environmental Health and Safety in Tourism	2	4
58	Hotel Management	MGMT6304021	Organization Behavior in Hospitality	2	4
59	Hotel Management	HTMN6145021	Revenue Management in Hospitality	2	4
60	Hotel Management	HTMN6146021	Food Safety Management	2	4
61	Hotel Management	HTMN6147021	Hospitality Management	4	4
62	Accounting	ACCT6461020	Accounting Syariah	2	4
63	Data Science	DTSC6005001	Data Mining and Visualization	2/1	4
64	Information Systems	BUSS6043003	Introduction to E-Business	4	4
65	Information Systems	ISYS6016003	Social Media Fundamental	2	4
66	Information Systems	*ISYS6169003	Database Systems	4/2	4
67	Information Systems	ISYS6210003	Data Visualization	2	4
68	Information Systems	ISYS6280003	Database Systems	4/2	4
69	Information Systems	ISYS6284003	Analytical Information System	4	4
70	Information Systems	ISYS6285003	Digital and New Media	2	4
71	Business Information Technology	ISYS6577003	Machine Learning & Foundations	2	4
72	Business Information Technology	ISYS6606003	Smart Application	2	4
73	Creative Advertising	DSGN6671007	Creative Writing for Commercials	4	4
74	Creative Advertising	DSGN6651007	Photography	4	4
75	Film	FILM6026009	History of Indonesian Cinema	2	4
76	Film	FILM6082009	Alternative Distribution and Film Festival	2	4
77	Film	FILM6080009	Southeast Asian Cinema & Popular Culture	4	4
78	Interior Design	DSGN6888008	Interior Accessories Design	2	4
79	Chinese Literature	CHIN6157026	Chinese Business for Etiquette (Beginner)	4	4
80	Chinese Literature	CHIN6158026	Chinese Business in Daily Communication	4	4
81	Chinese Literature	CHIN6159026	Chinese Character Writing	2	4
82	English Literature	SOCS6021024	Social and Digital Media Writing	2	4
83	English Literature	ENGL6169024	English for Professionals	2	4
84	English Literature	ENGL6244024	Social Media Broadcasting	4	4
85	English Literature	EDUC6054024	Classroom Communication and Learning	4	4
86	Psychology	PSYC6123027	Educational Psychology	2	4



No	Course Owner Department	Course Code	Course Name	scu	Semester
87	Psychology	PSYC6167027	Industrial and Organizational Psychology	4	4
88	Japanese Literature	JAPN6151025	Reflection of Japanese Experience (Nihon Keiken no Han'ei)	2	4
89	Japanese Literature	JAPN6162025	Japanese Literary Criticism (Nihon Bungaku Hyouron)	2	4
90	Japanese Literature	JAPN6111025	Introductory Japanese I	4	4
91	Japanese Literature	JAPN6148025	Japanese Letter I (Kanji I)	2	4
92	Japanese Literature	JAPN6149025	Reading Comprehension I (Dokkai I)	2	4
93	Japanese Literature	JAPN6116025	Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento)	2	4
94	Japanese Literature	JAPN6150025	Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji)	2	4
95	Japanese Literature	JAPN6173025	Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata)	2	4
96	Japanese Literature	JAPN6056025	Practical Japanese Culture (Nihon Bunka Taiken)	2	4
97	Japanese Literature	JAPN6210025	Japanese Management (Nihon no Keiei)	2	4
98	Japanese Literature	JAPN6071025	Japanese Drama (Nihon no Geki)	2	4
99	Japanese Literature	JAPN6036025	Japanese Tourism (Nihon Kankou)	2	4
100	Japanese Literature	JAPN6104025	Japanese Industry and Technology	2	4

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track			Seme	ster 6		Semester 7						
Hack	IN	RS	EN	CD	SA	IS	IN	RS	EN	CD	SA	IS
1			V				٧					
2			V					V				
3			V						V			
4			V							V		
5			V								V	
6			V									٧
7	٧								V			
8		>							٧			
9				V					V			
10					٧				V			
11						٧			V			

Note:

IN : Certified Internship SA : Certified Study Abroad

RS : Certified Research IS : Certified Specific Independent Study
EN : Certified Entrepreneurship etc : Study Program Special Purposes
CD : Certified Community Development

Description:

Student will take one of enrichment program tracks



Certified Internship Track

Code	Course Name	SCU	Total		
Enrichment Program I					
HTMN6100021	Industrial Experience Hotel Business	8	20		
HTMN6120021	Operational Skill in Hotel Business	8	20		
HTMN6101021	EES in Hotel Business	4			
Enrichment Prog	ram II				
HTMN6100021	Industrial Experience Hotel Business	8	20		
HTMN6120021	Operational Skill in Hotel Business	8	20		
HTMN6101021	EES in Hotel Business	4			

Certified Entrepreneurship Track

certified Efficientship frack						
Code	Course Name		Total			
Enrichment Program I						
ENTR6659021	New Venture Initiation in Hospitality	8	20			
ENTR6660021	Product Development Process for Hospitality	8	20			
ENTR6469021	EES in New Hospitality Business	4				
Enrichment Prog	ram II					
ENTR6661021	Product Launching in Hospitality	8	20			
ENTR6662021	Business Development for Hospitality	8	20			
ENTR6469021	EES in New Hospitality Business	4				

Certified Research Track

Code	Course Name	scu	Total				
Enrichment Prog	Enrichment Program I						
RSCH6658021	Research Experience in Hospitality	8	20				
RSCH6659021	Proposal Writing for Hospitality Research	20					
RSCH6660021	Global EES in Hospitality Research						
Enrichment Prog	gram II						
RSCH6658021	Research Experience in Hospitality	8	20				
RSCH6659021	Proposal Writing for Hospitality Research	8	20				
RSCH6660021	Global EES in Hospitality Research	4					

Certified Community Development Track

Code	Course Name	SCU	Total			
Enrichment Prog	Enrichment Program I					
CMDV6425021	Community Outreach Project Implementation	8				
CMDV6426021	Community Outreach Project Design in Hospitality	8	20			
CMDV6427021	Employability and Entrepreneurial Skills in Hospitality	4				
Enrichment Prog	ıram II		20			
CMDV6425021	Community Outreach Project Implementation	8	20			



Code	Course Name	SCU	Total
CMDV6426021	Community Outreach Project Design in Hospitality	8	
CMDV6427021	Employability and Entrepreneurial Skills in Hospitality	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005021	Elective Course for Study Abroad 1	4	
GLOB6006021	Elective Course for Study Abroad 2	4	
GLOB6007021	Elective Course for Study Abroad 3	4	
GLOB6008021	Elective Course for Study Abroad 4	4	
GLOB6009021	Elective Course for Study Abroad 5	2	
GLOB6010021	Elective Course for Study Abroad 6	2	20
GLOB6011021	Elective Course for Study Abroad 7	2	
GLOB6012021	Elective Course for Study Abroad 8	2	
GLOB6013021	Elective Course for Study Abroad 9	2	
GLOB6014021	Elective Course for Study Abroad 10	2	
GLOB6015021	Elective Course for Study Abroad 11	2	
GLOB6016021	Elective Course for Study Abroad 12	2	
GLOB6251021	Elective Course for Study Abroad 29	4	
Enrichment Prog	gram II		
GLOB6005021	Elective Course for Study Abroad 1	4	
GLOB6006021	Elective Course for Study Abroad 2	4	EK:
GLOB6007021	Elective Course for Study Abroad 3	4	
GLOB6008021	Elective Course for Study Abroad 4	4	
GLOB6009021	Elective Course for Study Abroad 5	2	
GLOB6010021	Elective Course for Study Abroad 6	2	20
GLOB6011021	Elective Course for Study Abroad 7	2	20
GLOB6012021	Elective Course for Study Abroad 8	2	
GLOB6013021	Elective Course for Study Abroad 9	2	
GLOB6014021	Elective Course for Study Abroad 10	2	
GLOB6015021	Elective Course for Study Abroad 11	2	
GLOB6016021	Elective Course for Study Abroad 12	2	
GLOB6251021	Elective Course for Study Abroad 29	4	

Certified Specific Independent Study

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



Code	Course Name	SCU	Total	
CSIS6003021	Industrial Project	9		
CSIS6004021	Soft Skill Enrichment	4		
CSIS6005021	Elective Course for Specific Independent Study 1	8		
CSIS6006021	Elective Course for Specific Independent Study 2	8		
CSIS6007021	Elective Course for Specific Independent Study 3	6		
CSIS6008021	Elective Course for Specific Independent Study 4	6		
CSIS6009021	Elective Course for Specific Independent Study 5	6		
CSIS6010021	Elective Course for Specific Independent Study 6	5		
CSIS6011021	Elective Course for Specific Independent Study 7	5		
CSIS6012021	Elective Course for Specific Independent Study 8	5		
CSIS6013021	Elective Course for Specific Independent Study 9	5		
CSIS6014021	Elective Course for Specific Independent Study 10	4		
CSIS6015021	Elective Course for Specific Independent Study 11	4		
CSIS6016021	Elective Course for Specific Independent Study 12	4		
CSIS6017021	Elective Course for Specific Independent Study 13	4		
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	ED	CITY
CSIS6024021	Elective Course for Specific Independent Study 20	3		SITY
CSIS6025021	Elective Course for Specific Independent Study 21	2		
CSIS6026021	Elective Course for Specific Independent Study 22	2		
CSIS6027021	Elective Course for Specific Independent Study 23	2		
CSIS6028021	Elective Course for Specific Independent Study 24	2		
CSIS6029021	Elective Course for Specific Independent Study 25	2		
CSIS6030021	Elective Course for Specific Independent Study 26	2		
CSIS6031021	Elective Course for Specific Independent Study 27	2		
CSIS6032021	Elective Course for Specific Independent Study 28	2		
CSIS6033021	Elective Course for Specific Independent Study 29	1		
CSIS6034021	Elective Course for Specific Independent Study 30	1		
CSIS6035021	Elective Course for Specific Independent Study 31	1		
CSIS6036021	Elective Course for Specific Independent Study 32	1		

^{*)} For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.



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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013021	Character Building: Pancasila	В
2.	HTMN6002021	Introduction to Tourism*	С
3.	HTMN6125021	Restaurant Operation	С
4.	HTMN6008021	Kitchen Operation	С
5.	HTMN6127021	Event Management*	С
6.	HTMN6124021	Human Resources Management in Hospitality	С
7	FINC6143021	Financial Management in Hospitality*	С
8	ENTR6511005	Entrepreneurship: Market Validation	С

^{*)} Tutorial & Multipaper

