# 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:

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 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:

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 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 |
|---|---|---|---|---|
| 1 | CHAR6013021 | Character Building: *Pancasila* | 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: *Kewarganegaraan* | 2 | 20 |
| | ENTR6509005 | Entrepreneurship: Ideation | 2 | |
| | HTMN6125021 | Restaurant Operation*&** | 4 | |
| | HTMN6008021 | Kitchen Operation*&** | 4 | |
| | HTMN6128021 | Pastry and Bakery Operation*&** | 4 | |
| | HTMN6129021 | Bar Operation*&** | 2 | |
| | HTMN6130021 | Steward Operation* | 2 | |
| | **Foreign Language Courses** | | 0 | |
| 3 | CHAR6015021 | Character Building: *Agama* | 2 | 18 |
| | LANG6027021 | Indonesian | 2 | |
| | HTMN6108021 | Food and Beverage Management* | 2 | |
| | HTMN6138021 | Cafe Business Management*&*** | 4 | |
| | HTMN6127021 | Event Management* | 4 | |
| | HTMN6139021 | Pastry and Bakery Business Management* | 4 | |
| | **Foreign Language Courses** | | 0 | |

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

*) This course is delivered in English

**) Global Learning System course

***) Entrepreneurship Embedded

**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. Students must pass with a minimum Grade of C.

**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.

**Minor Scheme**

| Minor Program | Semester 4 |
|---|---|
| **Minor @ Binus Kemanggisan** | |
| 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 | - |
| Interactive & Users Experience Design | V |
| Robotic Process Automation | V |
| Sustainable Development | V |
| **Minor @ Binus Alam Sutera** | |
| Digital Transformation | V |
| **Minor @ Binus Bekasi** | |
| Culinary | - |
| Korean Culture and Creativity | V |
| **Minor @ Binus Malang** | |
| Chinese for Career Pathways | V |
| English for Business Professionals | V |
| Digital Technopreneur | - |
| **Minor @ Binus Bandung** | |
| DesignPreneur | - |
| **Minor @ Binus Semarang** | |
| Content Creation | V |
| Immersive Journey to Japanese Language and Culture | V |
| Metaverse in Business | V |

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

## 1. Minor Program: Creative Digital Storytelling

### Introduction

Digital storytelling, by definition, is the process of telling a story using video, images, audio, music, geospatial applications, and any other digital media. Thus, this minor introduces the concept and skills in producing and communicating videos, images, and texts through English. It is interdisciplinary in its nature and relies heavily on critical and analytical thinking. It also aims to familiarize students with the technology/ tools needed to adapt a literary work to another form or vice versa. It is the minor that blend perspectives of arts with humanities to facilitate new interpretation of literary works**.**

**Career Options**

Social Media Content Creator; Digital Storyteller; Brand Designer; Digital Storytelling News Editor; Social Media Specialist; Digital Associate; Video Editor; Content Creator; Content Creator; Scriptwriter; Fiction writers; Non-Fiction Writers; Copywriter; Social Media Specialist.

## Course Distribution

**Fundamental Courses**

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

## Additional Information

None

## 2. Minor Program: Cross Cultural Communication

### Introduction

This minor program equips students with the ability to communicate using languages and understanding cultures of foreign parties. In addition, this minor program enables students to apply intercultural awareness through both Indonesian and foreign languages and cultures.

### Career Options

Language specialist, language localization specialist, translator, interpreter, mobility consultant/staff.

## Course Distribution

**Fundamental Courses**

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

## 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** |

**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 |
| | **Total SCU** | **10** |

**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 |
| | **Total SCU** | **10** |

**Additional Information**

None

## 6. Minor Program: Interactive & Users Experience Design

**Introduction**

In today's digital era, people are competing to produce the best digital products that suit the users' needs. How can we make this happen? Minor Interactive & User Experience (UX) Design is the answer. In this Minor program, students will learn about the basics of UX starting from finding, designing, and building a digital product that is in accordance with a good UX concept to ensure that the digital products produced have adopted the UX theory. In this minor program, students will study UX from 3 (three) main pillars of UX, namely Information Systems, Psychology, and Design through 6 (six) subjects that can be selected.

**Career Options**

UX Researcher, UX Designer, Usability Analyst, Information Architect, Interaction Designer, Visual Designer, Content Strategies

**Course Distribution**

**Fundamental Courses**

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

**Additional Information**

None

### 7. Minor Program: Robotic Process Automation

**Introduction**

The Robotic Process Automation minor program provides an understanding of the concept of Robotic Process Automation (RPA) in automating repetitive processes, as well as providing an understanding of how the RPA development process involving the concept of Artificial Intelligence.

**Career Options**

RPA Developer, RPA Architect, RPA Business Analyst, System Analyst, Corporate Information Systems Designer, Technopreneur, IS Project Manager, IT/IS Consultant.

**Course Distribution**

**Fundamental Courses**

| Course | | SCU |
|---|---|---|
| COMP6857001 | Basic Programming for Automation | 2 |
| COMP6858001 | RPA Concept & Design | 2 |
| ISYS6684003 | RPA Developer Fundamental | 4 |
| ISYS6687003 | Business Process Improvement | 2 |
| | **Total SCU** | **10** |

**Additional Information**

None

### 8. Minor Program: Sustainable Development

**Introduction**

The minor program on the topic of Sustainable Development prepares students from other disciplines for careers in engineering-related fields. Students will receive enrichment in the fields of Architecture, Industrial Engineering, Civil Engineering, Computer Engineering, and Food Technology. Students also gain knowledge of the development and application of the latest technology in the engineering field, which supports sustainable development and the industrial revolution 4.0.

**Career Options**

Construction Manager; Property Manager; Building Manager; Civil Engineer; Project Manager; Pre Sales and Marketing Engineer, Product Specialist, Product Development, Business Development.

**Course Distribution**

**Fundamental Courses**

| Course | | SCU |
|---|---|---|
| ISYE6154011 | Sustainable Design and Manufacture | 4 |
| CPEN6217010 | Digital for Sustainable Development | 4 |
| ARCH6119014 | Introduction to Sustainable Development | 2 |
| | **Total SCU** | **10** |

**Additional Information**

None

## 9. Minor Program: Digital Transformation

**Introduction**

Digital Transformation provides knowledge on how information technology can be a competitive advantage in business processes. In this minor program, students will learn about innovation in business processes, data management, and strategies that can support companies to become leaders in the digital era.

**Career Options**

Business Analyst, System Analyst, Corporate Information Systems Designer, Database Administrator, Database Designer, Technopreneur, IS Project Manager, IT/IS Consultant and Auditor, Social Media professional, and Marketing Analyst.

**Course Distribution**

**Fundamental Courses**

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

**Additional Information**

None

## 10. Minor Program: Culinary

**Introduction**

The Culinary Minor Program provides learning that focuses on Culinary, Pastry & Bakery field. The curriculum design is more of practicums, which aim to make students have the competencies required in the fields of Food Production, Pastry & Bakery and Authentic Indonesian Cuisine.

**Career Options**

Entrepreneur in the field of Culinary (Resto, Café, Catering Business), Chef, Restaurant Owner/Manager.

**Course Distribution**

**Fundamental Courses**

| | Course | SCU |
|---|---|---|
| HTMN6108021 | Food and Beverage Management | 2 |
| HTMN6008021 | Kitchen Operation | 4 |
| HTMN6128021 | Pastry and Bakery Operation | 4 |
| | **Total SCU** | **10** |

*SCU for HTMN6008021, HTMN6128021 are practical*

**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 |
| | **Total SCU** | **10** |

**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 |
| | **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: Content Creation

**Introduction**

You've probably heard it by now: Content is king. But why? Those days Consumers are going online, marketing has gone digital, and content creation is more important now than ever. Content creation encapsulates copywriting, design, production and other media that provide value and connect you to your target audience. Matching search intent and providing value (to the consumer and brand) is the foundation of successful content creation. Content creators produce work on a variety of platforms including social media, blogs, podcasts, video platforms, case studies, white papers, infographics and more.

**Career Options**

Content Creator, Influencer, Social media Specialist.

**Course Distribution**

**Fundamental Courses**

| | Course | SCU |
|---|---|---|
| FILM6105009 | Filmmaking Fundamental | 4 |
| MKTG6336055 | Content Marketing Analytics | 4 |
| DSIN6042053 | Photography for Creators | 2 |
| | **Total SCU** | **10** |

**Additional Information**

None

## 14. Minor Program: Immersive Journey to Japanese Language and Culture

**Introduction**

Immersive Journey to Japanese Language and Culture Minor program is focused on the basic learning of the Japanese language (equivalent to N5 or corresponding to CEFR levels A1 to A2). This includes an understanding of Japanese characters (Hiragana, Katakana, basic Kanji) and grammar. Additionally, it encompasses the comprehension of reading and listening skills in Japanese, covering vocabulary, phrases, and simple sentences. This program also includes the development of basic writing and speaking skills in Japanese.

Upon completion of this minor, students will be prepared to read Japanese written in Hiragana, Katakana, and basic Kanji, as well as understand everyday conversations in the Japanese language. Subsequently, students will be equipped to engage in basic-level Japanese speaking and writing.

The outcomes of this minor, built upon a foundation of basic Japanese language proficiency, will benefit students who plan to study abroad in Japan, travel to Japan, or pursue interests and hobbies related to Japan.

**Career Options**

Working in Japan, either in Indonesia or Japan, in the following fields as Consultant, Front Office, Tour Guide, Secretary, Finance, HR, Industry Creative (Content creator, dubber, cosplayer).

**Course Distribution**

**Fundamental Courses**

| Course | | SCU |
|---|---|---|
| JAPN6221025 | Essential Japanese Grammar (*Yoku Tsukaeru Bunpou*) | 4 |
| JAPN6222025 | Survival Japanese in Various Situations (*Nihon E Ikou, Yasashii Kaiwa De*) | 4 |
| JAPN6223025 | Ideas and Images of Japan (*Nihon Jijou*) | 2 |
| | **Total SCU** | **10** |

**Additional Information**

None

## 15. Minor Program: Metaverse in Business

**Introduction**

The objective of the Metaverse in Business minor program in general is to offer a new learning experience in business innovation in the digital world. After completing the Metaverse in Business minor program, students will be able to design Virtual Reality applications so that they are able to present users in a virtual world, as if they are in another place, and develop Augmented Reality applications to present virtual effects in the real world.

**Career Options**

AR/VR Designer, AR/VR Developer, AR/VR Engineer, AR/VR Researcher.

**Course Distribution**

**Fundamental Courses**

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

**Additional Information**

None

**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 | Management | LAWS6159005 | Legal Aspect in Business | 2 | 4 |
| 16 | Management | MGMT6374005 | Analysis on E-Business Investment | 4 | 4 |
| 17 | Management | ISYS6079005 | E-Business System | 4 | 4 |
| 18 | Management | ISYS6744005 | E-Business Strategy and Implementation | 4 | 4 |
| 19 | Management | ISYS6085005 | Advanced Topics in E-Business | 2 | 4 |
| 20 | Global Business Marketing | MKTG6321005 | Marketing Data Analytics | 4 | 4 |
| 21 | Global Business Marketing | MKTG6322005 | Sales and Customer Relationship Management | 4 | 4 |
| 22 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing : Asia Pasific Perspective | 4 | 4 |
| 23 | Global Business Marketing | MKTG6270005 | Retail and Omni Channel | 2 | 4 |
| 24 | Global Business Marketing | MKTG6272005 | Marketing Research | 2/2 | 4 |
| 25 | Global Business Marketing | MGMT6358005 | Managing Business Information | 2/2 | 4 |
| 26 | International Business Management | BUSS6222005 | Export-Import Cost Management | 2 | 4 |
| 27 | International Business Management | MGMT6458005 | Global Supply Chain Management | 2 | 4 |
| 28 | International Business Management | BUSS6191005 | Export-Import Management | 2 | 4 |
| 29 | Computer Science | COMP6823001 | Multimedia Systems | 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 |
| 34 | Marketing Communication | COMM6615019 | Script Writing | 2/2 | 4 |
| 35 | Marketing Communication | COMM6625019 | Theory of Mass Communication | 2 | 4 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-------------------------|-------------|-------------|-----|----------|
| 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 |
| 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 |
| 49 | Tourism | TRSM6216022 | Guiding and Interpretation | 2 | 4 |
| 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 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-------------------------|-------------|-------------|-----|----------|
| 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 |
| 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 | 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 | 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 | |
| HTMN6101021 | EES in Hotel Business | 4 | |
| **Enrichment Program II** | | | |
| HTMN6100021 | Industrial Experience Hotel Business | 8 | 20 |
| HTMN6120021 | Operational Skill in Hotel Business | 8 | |
| HTMN6101021 | EES in Hotel Business | 4 | |

**Certified Entrepreneurship Track**

| Code | Course Name | SCU | Total |
|---|---|---|---|
| **Enrichment Program I** | | | |
| ENTR6659021 | New Venture Initiation in Hospitality | 8 | 20 |
| ENTR6660021 | Product Development Process for Hospitality | 8 | |
| ENTR6469021 | EES in New Hospitality Business | 4 | |
| **Enrichment Program II** | | | 20 |
| ENTR6661021 | Product Launching in Hospitality | 8 | |

| Code | Course Name | SCU | Total |
|------|-------------|-----|-------|
| ENTR6662021 | Business Development  for Hospitality | 8 | |
| ENTR6469021 | EES in New Hospitality Business | 4 | |

## Certified Research Track

| Code | Course Name | SCU | Total |
|------|-------------|-----|-------|
| **Enrichment Program I** | | | 20 |
| RSCH6658021 | Research Experience in Hospitality | 8 | |
| RSCH6659021 | Proposal Writing for Hospitality Research | 8 | |
| RSCH6660021 | Global EES in Hospitality Research | 4 | |
| **Enrichment Program II** | | | 20 |
| RSCH6658021 | Research Experience in Hospitality | 8 | |
| RSCH6659021 | Proposal Writing for Hospitality Research | 8 | |
| RSCH6660021 | Global EES in Hospitality Research | 4 | |

## Certified Community Development Track

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

| Code | Course Name | SCU | Total |
|------|-------------|-----|-------|
| 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 | |

**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)* | | | |
| CSIS6001021 | Course Certification | 3 | |
| CSIS6002021 | Technical Skill Enrichment | 4 | |
| CSIS6003021 | Industrial Project | 9 | |
| CSIS6004021 | Soft Skill Enrichment | 4 | |
| CSIS6005021 | Elective Course for Specific Independent Study 1 | 8 | |
| CSIS6006021 | Elective Course for Specific Independent Study 2 | 8 | |
| CSIS6007021 | Elective Course for Specific Independent Study 3 | 6 | |
| CSIS6008021 | Elective Course for Specific Independent Study 4 | 6 | |
| CSIS6009021 | Elective Course for Specific Independent Study 5 | 6 | |
| CSIS6010021 | Elective Course for Specific Independent Study 6 | 5 | 20 |
| 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 | |

| Code | Course Name | SCU | Total |
|------|-------------|-----|-------|
| 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: Pancasila | B |
| 2 | HTMN6002021 | Introduction to Tourism* | C |
| 3 | HTMN6125021 | Restaurant Operation | C |
| 4 | HTMN6008021 | Kitchen Operation | C |
| 5 | HTMN6127021 | Event Management* | C |
| 6 | HTMN6124021 | Human Resources Management in Hospitality | C |
| 7 | FINC6143021 | Financial Management in Hospitality* | C |
| 8 | ENTR6511005 | Entrepreneurship: Market Validation | C |

*) Tutorial & Multipaper