

Business Hotel Management

Introduction

The Hotel Business program at BINUS is dedicated to nurturing professionals and entrepreneurs equipped with essential knowledge and skills in hospitality, encompassing hotel operations, culinary arts, and business events. Rooted in Indonesian cultural wisdom and aligned with international standards from the World Tourism Organization (UNWTO), our curriculum prepares students to excel in the global service industry.

In addition to emphasizing business and entrepreneurship fundamentals, our curriculum integrates an awareness of emerging technologies like artificial intelligence (AI) and sustainability practices. This prepares students to leverage AI applications for optimizing guest experiences and operational efficiencies in hospitality management. An awareness of sustainability ensures that students are equipped to address environmental challenges and implement sustainable practices within hospitality operations.

Our vision, mission, and objectives are centered on developing future leaders with strong leadership capabilities and entrepreneurial spirit. Through a diverse range of enrichment programs such as industrial internships, study abroad opportunities, research tracks, micro-credentials, community development projects, and entrepreneurship tracks, students gain practical experience and develop business models in culinary and restaurant management.

By engaging with industry experts and benefiting from a comprehensive curriculum, our graduates are well-prepared for dynamic careers in management, supervisory roles, and administrative positions within the hospitality industry. They are equipped not only with theoretical knowledge but also with practical skills that enable them to succeed in starting their own businesses or securing immediate employment upon graduation.

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 Careers 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, and director of operations.

8. Entrepreneur
 business owner, food and beverage consultant, and restaurant/cafe start-up.

Curriculum

The Business Hotel Management curriculum is designed to meet the industry needs that cover the 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, and Entrepreneurship: Ideation.
- 2nd-year curriculum
 Human Resources Management in Hospitality with AI awareness, Marketing Management in Hospitality with AI awareness, 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, and Final Project (individual thesis and business plan for a hotel, restaurant, and catering).

Course Structure

| Sem | Code | Course Name | SCU | Total |
|---------------------------------|---------------------------------|--|-----|-------|
| 1 | CHAR6013021 | Character Building: <i>Pancasila</i> | 2 | 20 |
| | HTMN6001021 | Introduction to Hospitality ^{1&2} | 4 | |
| | HTMN6002021 | Introduction to Tourism ^{1&2} (AOL) | 2 | |
| | HTMN6123021 | Hygiene and Safety for Hospitality ¹ (AOL) | 4 | |
| | HTMN6149021 | Front Office Operation ^{1&2} (AOL) | 4 | |
| | HTMN6150021 | Housekeeping Operation ¹ (AOL) | 4 | |
| | Foreign Language Courses | | | |
| 2 | CHAR6014021 | Character Building: <i>Kewarganegaraan</i> | 2 | 20 |
| | COSC6011021 | Foundations of Artificial Intelligence | 2 | |
| | HTMN6125021 | Restaurant Operation ^{1&2} (AOL) | 4 | |
| | HTMN6008021 | Kitchen Operation ^{1&2} (AOL) | 4 | |
| | HTMN6128021 | Pastry and Bakery Operation ^{1&2} (AOL) | 4 | |
| | HTMN6129021 | Bar Operation ^{1&2} (AOL) | 2 | |
| | HTMN6130021 | Steward Operation ¹ | 2 | |
| Foreign Language Courses | | | 0 | |
| 3 | CHAR6015021 | Character Building: <i>Agama</i> | 2 | 19 |
| | LANG6027021 | Indonesian | 2 | |
| | ENTR6510005 | Entrepreneurship: Prototyping | 2 | |

| Sem | Code | Course Name | SCU | Total |
|----------------------|---------------------------------|--|----------------|-------|
| | HTMN6108021 | Food and Beverage Management ¹ (AOL) | 2 | |
| | HTMN6157021 | Cafe Business Management ¹ | 3 | |
| | HTMN6127021 | Event Management ¹ (AOL) | 4 | |
| | HTMN6139021 | Pastry and Bakery Business Management ¹ | 4 | |
| | Foreign Language Courses | | 0 | |
| 4 | MKTG6233021 | Marketing Management in Hospitality ^{1&2} (AOL) (AIE) | 4 | 23 |
| | HTMN6124021 | Human Resources Management in Hospitality ¹ (AOL) (AIE) | 4 | |
| | FINC6143021 | Financial Management in Hospitality ¹ (AOL) | 2 | |
| | HTMN6158021 | Culinary Business Management ¹ (AOL) | 3 | |
| | Minor Program | | 10 | |
| | Free Electives | | 10 | |
| | Foreign Language Courses | | 0 | |
| 5 | ENTR6511005 | Entrepreneurship: Market Validation | 2 | 18 |
| | HTMN6141021 | Hotel Supervisory ¹ | 4 | |
| | HTMN6142021 | Hospitality Business Management ¹ (AOL) | 4 | |
| | HTMN6143021 | Hospitality Business Research ¹ | 4 | |
| | HTMN6144021 | Digital Media for Hospitality Business ¹ | 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 SCU | |

1) This course is delivered in English

2) Global Learning System course

-) **AOL** - Assurance of Learning Process System

-) **AIE** - Artificial Intelligence Embedded Course

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

- 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 |
| 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 | - |
| Virtual Services Experience | v |
| Minor @ BINUS Malang | |
| Digital Technopreneur | - |
| Minor @ BINUS Bandung | |
| Designpreneur | - |
| Minor @ BINUS Semarang | |
| Content Creation | 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

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 |

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 |
| Total SCU | 10 |

2. 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 |

Supporting Courses

| Course | SCU |
|--|-----------|
| CHIN6134026 Chinese Conversation in Business Communication | 4 |
| LAWS6158028 Private International Law | 2 |
| INTR6135029 Comparative Politics | 4 |
| Total SCU | 10 |

3. 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 |

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 |

4. 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 |

Supporting Courses

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

5. 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 |

Supporting Courses

| Course | SCU |
|---|-----------|
| ISYS6554003 Core Principles: Interactive Design | 4 |
| DSGN6837007 Digital Design Production | 4 |
| ISYS6556003 Information Architecture | 2 |
| 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 |

Supporting Courses

| Course | SCU |
|--|-----------|
| ISYS6685003 RPA Developer Advance | 4 |
| ISYS6686003 RPA Business Analytics Fundamental | 4 |
| COMP6859001 Intelligence Automation | 2 |
| Total SCU | 10 |

7. 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 |

Supporting Courses

| Course | SCU |
|---|-----------|
| ISYE6155011 Occupational, Health, Safety, and Administration in Engineering | 2 |
| DSGN6835008 Engineering Material | 4 |
| CIVL6118013 Engineering Economic | 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 |

Supporting Courses

| Course | SCU |
|---|-----------|
| ISYS6695003 Digital Marketing Analysis | 4 |
| STAT6200049 Practical Statistics for Digital Business | 4 |
| ISYS6560003 Success Factor for Leading Digital Transformation | 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 |

Supporting Courses

| Course | | SCU |
|------------------|--------------------------------|-----------|
| ISYS6562003 | Virtual Market Place | 4 |
| HTMN6082021 | Virtual Hospitality Management | 4 |
| ISYS6563003 | Seminar on Virtual Services | 2 |
| Total SCU | | 10 |

10. Minor Program: Content Creation
Fundamental Courses

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

Supporting Courses

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

11. Minor Program: Metaverse in Business
Fundamental Courses

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

Supporting Courses

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

Appendix: Free Electives (4th Semester)

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-------------------------|-------------|-------------------------------------|-----|----------|
| 1 | Accounting | ACCT6461020 | Accounting Syariah | 2 | 4 |
| 2 | Accounting | ACCT6313020 | Public Sector Accounting | 2 | 4 |
| 3 | Accounting | ACCT6116020 | Social and Environmental Accounting | 2 | 4 |
| 4 | Business Creation | ENPR6104005 | Digital Marketing and Analytics | 4 | 4 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|---------------------------------|-------------|---|-----|----------|
| 5 | Business Information Technology | ISYS6574003 | Information Retrieval | 4 | 4 |
| 6 | Business Information Technology | ISYS6823003 | Machine Learning & Foundations | 4 | 4 |
| 7 | Business Information Technology | ISYS6606003 | Smart Application | 2 | 4 |
| 8 | Business Law | LAWS6159005 | Legal Aspect in Business | 2 | 4 |
| 9 | Business Management | MGMT6365005 | Current Issue in Service Business and Technology | 2 | 4 |
| 10 | Business Management | MGMT6456005 | Fundamentals of Supply Chain Management | 4 | 4 |
| 11 | Business Management | MGMT6557005 | Logistics and Retail Distribution Management | 4 | 4 |
| 12 | Business Management | MKTG6274005 | Service Marketing Management | 4 | 4 |
| 13 | Business Management | MGMT6455005 | Servitization and Customer Experience Management | 2 | 4 |
| 14 | Business Management | MGMT6556005 | Technology Management in Supply Chain and Service | 2 | 4 |
| 15 | Chinese Literature | CHIN6157026 | Chinese Business for Etiquette (Beginner) | 4 | 4 |
| 16 | Chinese Literature | CHIN6158026 | Chinese Business in Daily Communication | 4 | 4 |
| 17 | Chinese Literature | CHIN6159026 | Chinese Character Writing | 2 | 4 |
| 18 | Computer Science | COMP7128001 | Game Design | 2 | 4 |
| 19 | Computer Science | COMP6800001 | Human and Computer Interaction | 2/1 | 4 |
| 20 | Computer Science | COMP8129001 | User Experience | 2/2 | 4 |
| 21 | Creative Advertising | DSGN6671007 | Creative Writing for Commercials | 4 | 4 |
| 22 | Creative Advertising | DSGN6651007 | Photography | 4 | 4 |
| 23 | Creative Advertising | DSGN6732007 | Photography | 4 | 4 |
| 24 | English Literature | EDUC6054024 | Classroom Communication and Learning | 4 | 4 |
| 25 | English Literature | ENGL6169024 | English for Professionals | 2 | 4 |
| 26 | English Literature | SOCS6021024 | Social and Digital Media Writing | 2 | 4 |
| 27 | English Literature | ENGL6244024 | Social Media Broadcasting | 4 | 4 |
| 28 | Film | FILM6082009 | Alternative Distribution and Film Festival | 2 | 4 |
| 29 | Film | FILM6080009 | Southeast Asian Cinema & Popular Culture | 4 | 4 |
| 30 | Global Business Marketing | MKTG6237005 | Global Strategic Marketing : Asia Pasific Perspective | 4 | 4 |
| 31 | Global Business Marketing | MGMT6358005 | Managing Business Information | 2/2 | 4 |
| 32 | Global Business Marketing | MKTG6321005 | Marketing Data Analytics | 4 | 4 |
| 33 | Global Business Marketing | MKTG6631005 | Marketing Research | 3/1 | 4 |
| 34 | Global Business Marketing | MKTG6270005 | Retail and Omni Channel | 2 | 4 |
| 35 | Global Business Marketing | MKTG6322005 | Sales and Customer Relationship Management | 4 | 4 |
| 36 | Hotel Management | HTMN6018021 | Consumer Behavior in Hospitality | 2 | 4 |
| 37 | Hotel Management | HTMN6146021 | Food Safety Management | 2 | 4 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|----|-----------------------------------|-------------|--|-----|----------|
| 38 | Hotel Management | HTMN6147021 | Hospitality Management | 4 | 4 |
| 39 | Hotel Management | MGMT6304021 | Organization Behavior in Hospitality | 2 | 4 |
| 40 | Hotel Management | HTMN6148021 | Research Methodology in Hospitality | 4 | 4 |
| 41 | Hotel Management | HTMN6145021 | Revenue Management in Hospitality | 2 | 4 |
| 42 | Hotel Management | HTMN6027021 | Service Management | 4 | 4 |
| 43 | Industrial Engineering | ISYE6113011 | Leadership & Organizational Behavior | 2 | 4 |
| 44 | Information Systems | ISYS6892003 | Database Fundamental | 4/2 | 4 |
| 45 | Information Systems | ISYS6897003 | Digital Innovation | 2 | 4 |
| 46 | Information Systems | ISYS6256003 | Information Systems Project Management | 4 | 4 |
| 47 | Interior Design | DSGN6888008 | Interior Accessories Design | 2 | 4 |
| 48 | International Business Management | BUSS6222005 | Export-Import Cost Management | 2 | 4 |
| 49 | International Business Management | BUSS6191005 | Export-Import Management | 2 | 4 |
| 50 | International Business Management | MGMT6458005 | Global Supply Chain Management | 2 | 4 |
| 51 | International Relations | INTR6147029 | Contemporary Issues in African and Middle Eastern Societies | 2 | 4 |
| 52 | International Relations | INTR6145029 | Contemporary Issues in American Society | 2 | 4 |
| 53 | International Relations | INTR6146029 | Contemporary Issues in East Asian Society | 2 | 4 |
| 54 | International Relations | INTR6144029 | Contemporary Issues in European Society | 2 | 4 |
| 55 | International Relations | INTR6158029 | Indonesia's Defense and Security Policy | 2 | 4 |
| 56 | International Relations | INTR6162029 | Multiculturalism and Digital Society | 2 | 4 |
| 57 | International Relations | INTR6148029 | Multinational Corporations Global Strategy and Social Responsibility | 2/2 | 4 |
| 58 | International Relations | INTR6161029 | Political Economy of Global Media | 2 | 4 |
| 59 | International Relations | INTR6157029 | Terrorism and International Security | 2 | 4 |
| 60 | Japanese Literature | JAPN6173025 | Contemporary Japanese Society Through Various Perspective (Nihon Shakai e no Kangaekata) | 2 | 4 |
| 61 | Japanese Literature | JAPN6150025 | Ideas and Images of Japanese Culture (Nihon Bunka Aidea to Imeeji) | 2 | 4 |
| 62 | Japanese Literature | JAPN6111025 | Introductory Japanese I | 4 | 4 |
| 63 | Japanese Literature | JAPN6116025 | Japanese Corporate Culture and Management (Nihon No Kigyou Bunka to Manejimento) | 2 | 4 |
| 64 | Japanese Literature | JAPN6162025 | Japanese Literary Criticism (Nihon Bungaku Hyouron) | 2 | 4 |
| 65 | Japanese Literature | JAPN6151025 | Reflection of Japanese Experience (Nihon Keiken no Han'ei) | 2 | 4 |
| 66 | Management | MGMT6465005 | Advanced Topic in Business Development Management | 2 | 4 |
| 67 | Management | MGMT6033005 | Advanced Topics in Business and Organization | 2 | 4 |
| 68 | Management | ISYS6085005 | Advanced Topics in E-Business | 2 | 4 |
| 69 | Management | BUSS6109005 | Business Development | 4 | 4 |

| No | Course Owner Department | Course Code | Course Name | SCU | Semester |
|-----|-------------------------|-------------|---|-----|----------|
| 70 | Management | ISYS6744005 | E-Business Strategy and Implementation | 4 | 4 |
| 71 | Management | MGMT6462005 | Leadership Agility | 4 | 4 |
| 72 | Marketing Communication | COMM6628019 | Communication Audit | 2 | 4 |
| 73 | Marketing Communication | COMM6425019 | Event Management | 2 | 4 |
| 74 | Marketing Communication | COMM6613019 | Introduction to Media Industry | 2 | 4 |
| 75 | Marketing Communication | COMM6424019 | Media Campaign and Monitoring | 2/2 | 4 |
| 76 | Marketing Communication | COMM6617019 | Media Convergence | 2 | 4 |
| 77 | Marketing Communication | COMM6615019 | Script Writing | 2/2 | 4 |
| 78 | Marketing Communication | COMM6629019 | Understanding Intergenerational Communication | 2 | 4 |
| 79 | New Media | DSGN6733007 | Professional Designer Class | 4 | 4 |
| 80 | Psychology | PSYC6123027 | Educational Psychology | 2 | 4 |
| 81 | Psychology | PSYC6167027 | Industrial and Organizational Psychology | 4 | 4 |
| 82 | Psychology | PSYC6122027 | Social Psychology | 4 | 4 |
| 83 | Taxation | TAXN6055020 | Customs, Export and Import Tax Planning | 2 | 4 |
| 84 | Tourism | TRSM6218022 | Adventure Tourism Management | 4 | 4 |
| 85 | Tourism | TRSM6159022 | Anthropology of Travel and Tourism | 2 | 4 |
| 86 | Tourism | TRSM6222022 | Climate Change & Tourism | 2 | 4 |
| 87 | Tourism | TRSM6224022 | Environmental Health and Safety in Tourism | 2 | 4 |
| 88 | Tourism | TRSM6142022 | Event Management | 4 | 4 |
| 89 | Tourism | TRSM6216022 | Guiding and Interpretation | 2 | 4 |
| 90 | Tourism | TRSM6217022 | Immigration, Quarantine and Customs | 2 | 4 |
| 91 | Tourism | TRSM6212022 | Indonesian Culture | 4 | 4 |
| 92 | Tourism | ACCT6383022 | Principles of Tourism Accounting and Finance | 2 | 4 |
| 93 | Tourism | TRSM6225022 | Protected Area Planning & Management | 4 | 4 |
| 94 | Tourism | TRSM6220022 | Rural Tourism Entrepreneurship | 4 | 4 |
| 95 | Tourism | TRSM6221022 | Sport Tourism | 2 | 4 |
| 96 | Tourism | MGMT6408022 | Strategic Management for Tourism | 2 | 4 |
| 97 | Tourism | TRSM6196022 | Tourism Community Empowerment | 2 | 4 |
| 98 | Tourism | BUSS6137022 | Tourism E-Business | 4 | 4 |
| 99 | Tourism | TRSM6140022 | Tourism Law and Regulation | 2 | 4 |
| 100 | Tourism | TRSM6219022 | Wildlife and Marine Tourism | 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/II | | | 20 |
| HTMN6100021 | Industrial Experience Hotel Business | 8 | |
| HTMN6120021 | Operational Skill in Hotel Business | 8 | |
| HTMN6101021 | EES in Hotel Business | 4 | |

Certified Entrepreneurship Track

| Code | Course Name | SCU | Total |
|------------------------------|---|-----|-------|
| Enrichment Program I | | | 20 |
| ENTR6659021 | New Venture Initiation in Hospitality | 8 | |
| ENTR6660021 | Product Development Process for Hospitality | 8 | |
| ENTR6469021 | EES in New Hospitality Business | 4 | |
| Enrichment Program II | | | 20 |
| ENTR6661021 | Product Launching in Hospitality | 8 | |
| ENTR6662021 | Business Development for Hospitality | 8 | |
| ENTR6469021 | EES in New Hospitality Business | 4 | |

Certified Research Track

| Code | Course Name | SCU | Total |
|--------------------------------|---|-----|-------|
| Enrichment Program I/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/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* | | | 20 |
| Enrichment Program I/II | | | |
| 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* | | | 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 | |
| CSIS6007021 | Elective Course for Specific Independent Study 3 | 6 | |

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

