Business Hotel Management

Introduction

The program is aimed at producing professional and entrepreneurs who will be equipped with the applicable knowledge and skills in the hospitality business including hotel operation, culinary and business event. We offering two streaming in Hotel Business and Culinary Art. Hotel Business curriculum is designed by applying local Indonesian cultural wisdom that have been recognized by the worldwide service industry, and the international standards from The World Tourism Organization (UNWTO). Culinary Art curriculum is designed by applying local Indonesian cuisine and French cuisine 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 six months (internship, study abroad or entrepreneurship). Through a comprehensive curriculum involving industry experts, students will have exciting career opportunities in management, supervisory and administrative positions in the hospitality industry.

Vision

To be the center of service excellence in hospitality for hotelier in South East Asia.

Mission

The mission of Business Hospitality Management Department is to provide application oriented international standard education and training to produce competent and committed human resources to meet the demands of the hospitality industries by:

1. Train and educate, at all levels persons of outstanding abilities who can become future leaders and entrepreneur in hospitality industry.
2. Engage between the students, industries and community to participate in developing hospitality industries.
3. Providing professional training and consulting services for all levels of hospitality sectors.
4. Stimulate and inspire the students to become entrepreneurs by providing an innovative and creative education.

Program Objectives

The objectives of the program are:

1. To provide a common body of knowledge in hospitality management coupled with a broad education and awareness of skills and attitudes which prepare students for responsible leadership roles in the hospitality industry.
2. Provide students with relevant hands-on operational experience in some facet of the hospitality industry.
3. Develop employability skills required of hotel – restaurant management and culinary professional through the use of competency – based program.

Student Outcomes

After completing the study, graduates are:

1. Able to design a hotel operational system that includes policies, regulations, and business process diagrams.

2. Able to manage hotel operations including the ability to plan, run, supervise, evaluate and follow up evaluation results.

3. Able to analyze by using yield management method, evaluate, and propose alternative solution of hotel operational problem in room division and food and beverage division.

4. Able to design new operational procedures in room division and food & beverage division with effectively and efficiently way.

5. Able to improve the existing procedure in room division and food beverage division to upgrade the effectiveness and efficiency.

6. Able to planning, running, supervising, evaluating and following up the results of the evaluation of Human Resources at the hotel in room division and food beverage division.

7. Able to create and modify hotel products and services in accordance with the terms of reference specified.

8. Able to design promotion activities for hotel product and service.

9. Able to make financial reports in accordance with the standards of hotel financial statements for room division and food beverage division income.

10. Able to prepare procurement planning, recording, storage and distribution of materials and supplies for operational activities in room division and food beverage division.

11. Able to prepare procurement planning, recording, distribution, estimated maintenance and asset removal for hotel operational that fulfil the quality standards in hotels.

12. Able to apply the values of hospitality (Integrity, Perfect, Trusted, Professional, Personality) and Global Code of Ethic of Tourism in the hotel business.

13. Able to make national and international food by applying classical and contemporary cooking techniques based on international standards and Indonesian local wisdom..

14. Able to manage a business in culinary or hospitality services by applying aspects in business planning.

15. Able to show services that suitable with international five-star hotel standards and Indonesian local wisdom.

16. Able to make classic and contemporary drinks that represent variations of Indonesian and international drinks.

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 the 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:

1. Food & Beverage Service

    Barista, Bartender, Mixologist, Waiter, Banquet Manager, Convention Manager, Restaurant Manager, Bar Manager, Beverage Manager, Food & Beverage Manager.

2. Food Production (Kitchen & Pastry)

    Chef de Cuisine, Chef de Partie, Demi Chef, Pastry Chef, Executive Chef, Celebrity Chef, Chef on Board, Catering Manager, Production Manager, Kitchen Manager, Kitchen Artist.

3. Food & Beverage Service

   Barista, Bartender, Mixologist, Greeter, Waiter, Restaurant Manager, Bar Manager, Beverage Manager, Banquet Manager, Food & Beverage Manager, Café Manager.

4. Rooms Division

   Front Desk Agent, Guest Relation Officer, Concierge, Executive Lounge, Business Center Agent, Front Office Supervisor, Chief Concierge, Duty Manager, Recreation Manager, Executive Lounge Manager, Front Office Manager, Rooms Division Manager, Housekeeping Supervisor, Floor Supervisor, Housekeeping Order Taker, Executive Housekeeper, Director of Rooms.

5. Sales & Marketing

   Sales Coordinator, Sales Executive, Sales Manager, Public Relations Officer, Public Relation Manager, Food & Beverage Sales, Banquet Sales, Event Manager, Wedding Specialist, Conference Sales Manager, Senior Sales Manager, Director of Events, Director of Sales, Director of Marketing, Director of Sales & Marketing.

6. Human Resources

   Human Resources Coordinator, Training Coordinator, Training Manager, Recruitment Manager, Human Resources Manager, Director of Human Resources, Director of Learning & Development.

7. Top Management

   Resident Manager, Executive Assistant Manager, General Manager, Director, Owner.

Course Structure

Sem	Code	Course Name	SCU	Total
1	HTMN6001	Introduction to Hospitality*	4	20
	HTMN6002	Introduction to Tourism*	2	
	FINC6133	Principle of Accounting and Finance in Hospitality*	4	
	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality*	4	
	HTMN6004	Introduction to Food Production*	2	
	HTMN6005	Introduction to Hotel Operation Service*	2	
	English University Courses I			
	ENGL6128	English in Focus	2	
	ENGL6130	English for Business Presentation	2	
2	CHAR6013	Character Building: Pancasila	2	21
	HTMN6008	Kitchen Operation*	4	
	HTMN6006	Rooms Division Operation*	4	
	HTMN6007	Food and Beverage Service Operation*	4	
	LANG6061	Indonesian	1	
	ENTR6509	Entrepreneurship: Ideation	2	
	HTMN6045	Introduction to Pastry and Bakery*	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: Kewarganegaraan	2	24
	HTMN6018	Consumer Behavior in Hospitality*	2	
	FINC6143	Financial Management in Hospitality*	2	
	Stream: Culinary Art			
	HTMN6078	Advanced in Pastry and Bakery*	4	
	HTMN6012	Food Nutrition	2	
	HTMN6079	Western and French Cuisine*&***	2/4	
	HTMN6049	Restaurant Service*	4	

Sem	Code	Course Name	SCU	Total
3	**Stream: Hotel Business**			
	HTMN6054	Café and Bar Operation*&***	2/4	
	HTMN6053	Hotel Front Office Management*	2/4	
	HTMN6024	Housekeeping Management	2/2	
	Elective Course*			
	LANG6016	French Language I	2	
	CHIN6061	Chinese Language I	2	
4	CHAR6015	Character Building: Agama	2	22
	MKTG6233	Marketing Management in Hospitality*	4	
	MGMT6298	Human Resources Management in Hospitality*	2	
	Stream: Culinary Art			
	HTMN6080	Authentic Indonesian Cuisine*&***	2/4	
	HTMN6050	Culinary Business Event*	2/2	
	Stream: Hotel Business			
	HTMN6051	Cross Culture Studies*	2	
	HTMN6081	Hospitality Business Event*&***	2/2	
	HTMN6057	Revenue Management*	2	
	HTMN6055	Hotel and Resort Management*	2	
	Elective Course*			
	LANG6098	French Language II	4	
	CHIN6120	Chinese Language II	4	
5	**Enrichment Program I**		15	15
6	**Enrichment Program II**		16	16
7	MGMT6304	Organization Behavior in Hospitality*	2	22
	HTMN6025	Research Methodology in Hospitality*	2/2	
	HTMN6027	Service Management*	4	
	HTMN6032	Hotel Operations Supervisory*	4	
	MGMT6305	Strategic Management in Hospitality*	2	
	ENTR6511	Entrepreneurship: Market Validation	2	
	HTMN6030	Facility Management in Hospitality*	4	
8	HTMN6031	Final Project	6	6
			TOTAL CREDITS 146 SCU	

*) This course is delivered in English

**) Entrepreneurship Embedded

***) Elective Courses:
- Student required to choose 2 credits from elective courses in semester 3
- Student chooses elective courses in semester 4, same with foreign language courses taken in semester 3

English University Courses:

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

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

-) Students must pass English Savvy with a minimum Grade of C.

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

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

Enrichment Track Scheme

Track	Semester 5						Semester 6					
	IN	RS	EN	CD	SA	etc	IN	RS	EN	CD	SA	etc
1	v						v					
2	v								v			
3	v										v	
4			v				v					
5					v		v					

Notes:
IN   : Internship   CD   : Community Development
RS   : Research   SA   : Study Abroad
EN   : Entrepreneurship   etc   : Study Program Special Purposes

Notes:
Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
Stream: Culinary Art			
HTMN6058	Hospitality Work Placement	8	
HTMN6059	Culinary Preparation	4	
HTMN6060	EES in Culinary Industry	3	15
Stream: Hotel Business			
HTMN6058	Hospitality Work Placement	8	
HTMN6064	Operational Service in Hospitality Industry	4	
HTMN6065	Front Liner Skills	3	
Enrichment Program II			
Stream: Culinary Art			
HTMN6061	Hospitality Apprenticeship	8	
HTMN6062	Culinary Production	4	
HTMN6063	EES in Hospitality Industry	4	16
Stream: Hotel Business			
HTMN6061	Hospitality Apprenticeship	8	
HTMN6066	Managerial Skills in Hospitality Industry	4	
HTMN6067	Leadership in Hospitality	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			
ENTR6465	Business Start Up in Hospitality	8	
ENTR6466	Business Model & Validation for Hospitality	2	15
ENTR6467	Launching New Hospitality Venture	2	
ENTR6468	EES in New Hospitality Business	3	
Enrichment Program II			
ENTR6465	Business Start Up in Hospitality	8	
ENTR6466	Business Model & Validation for Hospitality	2	16
ENTR6467	Launching New Hospitality Venture	2	
ENTR6469	EES in New Hospitality Business	4	

Enrichment Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I			
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	
GLOB6011	Elective Course for Study Abroad 7	2	15
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	
GLOB6041	Elective Course for Study Abroad 25	3	
GLOB6042	Elective Course for Study Abroad 26	1	
Enrichment Program II			
GLOB6005	Elective Course for Study Abroad 1	4	
GLOB6006	Elective Course for Study Abroad 2	4	
GLOB6007	Elective Course for Study Abroad 3	4	
GLOB6008	Elective Course for Study Abroad 4	4	
GLOB6009	Elective Course for Study Abroad 5	2	
GLOB6010	Elective Course for Study Abroad 6	2	16
GLOB6011	Elective Course for Study Abroad 7	2	
GLOB6012	Elective Course for Study Abroad 8	2	
GLOB6013	Elective Course for Study Abroad 9	2	
GLOB6014	Elective Course for Study Abroad 10	2	
GLOB6015	Elective Course for Study Abroad 11	2	
GLOB6016	Elective Course for Study Abroad 12	2	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 15 credits for Enrichment Program I and 16 credits for Enrichment Program II.

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

No	Course Code	Course Name	Minimal Grade
1.	CHAR6013	Character Building: Pancasila	B
2.	ENTR6511	Entrepreneurship: Market Validation	C
3.	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality*	C
4.	HTMN6006	Rooms Division Operation*	C
5.	HTMN6018	Consumer Behavior in Hospitality	C
6.	HTMN6008	Kitchen Operation	C
Stream: Culinary Art			
7.	HTMN6078	Advanced in Pastry and Bakery	C
8.	HTMN6080	Authentic Indonesian Cuisine*	C
Stream: Hotel Business			
7	HTMN6054	Café and Bar Operation	C
8	HTMN6081	Hospitality Business Event*	C

*) Tutorial & Multipaper