

## **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. 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. To Provide students with relevant hands-on operational experience in some facet of the hospitality industry.
3. To 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 construct a small-scale hotel (non-star hotel) operational system that includes policies, regulations, and business process diagrams;

2. Able to operate small-scale hotel operations (including the ability to design, operate, inspect, examine and adopt the results of evaluations of hotel operations) through growth of guest satisfaction index, number of guests, reliability and responsibility of services, cleanliness, and price efficiency;
3. Able to analyze hotel operational problems in room division and food and beverage division using yield management method;
4. Able to design effective and efficient new operating procedures in room division and food and beverage division;
5. Able to independently interpret existing procedures improvement in room division and food and beverage division to enhance effectiveness and efficiency;
6. Able to perform the human resources training for small-scale hotel through employee's competency enhancement in room division and food and beverage division;
7. Able to create product-services for small-scale hotel and to assemble product-services for large-scale hotel, that meet industry quality standard;
8. Able to examine promotion activities for hotel products and services by maximizing the resources to increase the guests' number;
9. Able to design financial reports in accordance with the standard of hotel financial statements that include revenue from room division and food and beverage division in large-scale hotels;
10. Able to interpret supplies process for room division and food beverage division operational, including all the stages of purchasing, inventorying, storing, and distributing, to meet quality standards through cost efficiency;
11. Able to interpret assets for both small-scale and large-scale hotels, including all the stages of planning, purchasing, inventorying, storing, distributing, and maintenance that meet quality standards through operational cost efficiency;
12. Able to apply the values of integrity, responsiveness, trustworthiness, and professionalism in accordance with Global Code of Ethics for Tourism in line with Indonesian values;
13. Able to create hospitality business plan in line with the industry technology development.

### **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 as follows:

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.

**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 Tourism, Principle of Accounting and Finance in Hospitality , Workplace, Hygiene, Safety and Security for Hospitality, Introduction to Food Production, Introduction to Hotel Operation Service, Financial Management in Hospitality, Rooms Division Operation, Food and Beverage Service Operation, Kitchen Operation.

- 2nd year curriculum

Human Resources Management in Hospitality, Consumer Behavior in Hospitality, Hotel Restaurant and Catering Management, Pastry and Bakery Production, Authentic Indonesian Cuisine, Café and Bar Business, Marketing Management in Hospitality, Culinary Business, Service Management, Food and Beverage Management, Rooms Division Management.

- 3rd year curriculum

Enrichment Program: industrial internship in hotel, restaurant, and track entrepreneurship (develop business model in Culinary and Restaurant).

- 4th year curriculum

Research Methodology in Hospitality, Strategic Management in Hospitality, Organization Behavior in Hospitality, Hotel Operations Supervisory, Facility Management in Hospitality. Final project (individual thesis and business plan for hotel and restaurant).

**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		
	<b>English University Courses I</b>				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		

Sem	Code	Course Name	SCU	Total	
2	CHAR6013	Character Building: <i>Pancasila</i>	2	20	
	FINC6143	Financial Management in Hospitality*	2		
	HTMN6006	Rooms Division Operation*&**	4		
	HTMN6007	Food and Beverage Service Operation*	4		
	HTMN6008	Kitchen Operation*&**	4		
	ENTR6509	Entrepreneurship: Ideation	2		
	<b>English University Courses II</b>				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014021	Character Building: <i>Kewarganegaraan</i>	2	24	
	LANG6027021	Indonesian	2		
	MGMT6298021	Human Resources Management in Hospitality*	2		
	HTMN6018021	Consumer Behavior in Hospitality*	2		
	HTMN6109021	Hotel Restaurant and Catering Management	2		
	HTMN6074021	Pastry and Bakery Production*	4		
	HTMN6093021	Authentic Indonesian Cuisine *&**	4		
	HTMN6112021	Café and Bar Business*&***	2/4		
4	CHAR6015021	Character Building: <i>Agama</i>	2	20	
	MKTG6233021	Marketing Management in Hospitality**	4		
	HTMN6113021	Culinary Business*&***	4		
	HTMN6027021	Service Management**	4		
	HTMN6108021	Food and Beverage Management	2		
	HTMN6095021	Rooms Division Management**	4		
5	<b>Enrichment Program I</b>		20	20	
6	<b>Enrichment Program II</b>		20	20	
7	ENTR6511005	Entrepreneurship: Market Validation	2	16	
	HTMN6090021	Research Methodology in Hospitality	4		
	MGMT6305021	Strategic Management in Hospitality*	2		
	MGMT6304021	Organization Behavior in Hospitality*	2		
	HTMN6032021	Hotel Operations Supervisory	4		
	HTMN6111021	Facility Management in Hospitality	2		
8	HTMN6031021	Final Project	6	6	
<b>TOTAL CREDITS 146 Credits</b>					

\*) This course is delivered in English

\*\*) Global Learning System course

\*\*\*) Entrepreneurship Embedded

#### English University Courses:

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

-) For 2nd Semester: English University Courses II, students with Binus University English Proficiency Test score less than 500 will take English Savvy, and students with test score 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 (5<sup>th</sup> Semester) & Enrichment Program II (6<sup>th</sup> 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	IS	etc	IN	RS	EN	CD	SA	IS	etc
1	v							v						
2	v									v				
3			v					v						
4	v												v	
5						v		v						

**Note:**

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	FS	: Further Study
CD	: Certified Community Development	etc	: Study Program Special Purposes

**Description:**

Student will take one of enrichment program tracks

**Certified Internship Track**

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			20
HTMN6100021	Industrial Experience Hotel Business	8	
HTMN6120021	Operational Skill in Hotel Business	8	
HTMN6101021	EES in Hotel Business	4	
<b>Enrichment Program II</b>			20
HTMN6103021	Professional Experience in Hotel Business	8	
HTMN6121021	Managerial Skill In Hotel Business	8	
HTMN6104021	Leadership in Hotel Business	4	

**Certified Entrepreneurship Track**

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

**Certified Specific Independent Study**

Code	Course Name	SCU	Total
<b>Elective courses list for certified specific independent study*</b>			
<b>Enrichment Program I/II: (For students who take Certified Specific Independent Study Track in either odd or even semester, they should take these courses)</b>			
MICR6033021	Course Certification I	3	20
MICR6034021	Technical Skill Enrichment I	4	
MICR6035021	Industrial Project I	9	
MICR6036021	Soft Skill Enrichment I	4	
MICR6001021	Elective Course for Micro Credential Course 1	8	
MICR6002021	Elective Course for Micro Credential Course 2	8	
MICR6003021	Elective Course for Micro Credential Course 3	6	
MICR6004021	Elective Course for Micro Credential Course 4	6	
MICR6005021	Elective Course for Micro Credential Course 5	6	
MICR6006021	Elective Course for Micro Credential Course 6	5	
MICR6007021	Elective Course for Micro Credential Course 7	5	
MICR6008021	Elective Course for Micro Credential Course 8	5	
MICR6009021	Elective Course for Micro Credential Course 9	5	
MICR6010021	Elective Course for Micro Credential Course 10	4	
MICR6011021	Elective Course for Micro Credential Course 11	4	
MICR6012021	Elective Course for Micro Credential Course 12	4	
MICR6013021	Elective Course for Micro Credential Course 13	4	
MICR6014021	Elective Course for Micro Credential Course 14	4	
MICR6015021	Elective Course for Micro Credential Course 15	3	
MICR6016021	Elective Course for Micro Credential Course 16	3	
MICR6017021	Elective Course for Micro Credential Course 17	3	
MICR6018021	Elective Course for Micro Credential Course 18	3	
MICR6019021	Elective Course for Micro Credential Course 19	3	
MICR6020021	Elective Course for Micro Credential Course 20	3	
MICR6021021	Elective Course for Micro Credential Course 21	2	
MICR6022021	Elective Course for Micro Credential Course 22	2	
MICR6023021	Elective Course for Micro Credential Course 23	2	
MICR6024021	Elective Course for Micro Credential Course 24	2	
MICR6025021	Elective Course for Micro Credential Course 25	2	
MICR6026021	Elective Course for Micro Credential Course 26	2	
MICR6027021	Elective Course for Micro Credential Course 27	2	
MICR6028021	Elective Course for Micro Credential Course 28	2	
MICR6029021	Elective Course for Micro Credential Course 29	1	
MICR6030021	Elective Course for Micro Credential Course 30	1	
MICR6031021	Elective Course for Micro Credential Course 31	1	
MICR6032021	Elective Course for Micro Credential Course 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.	CHAR6013	Character Building: <i>Pancasila</i>	B
2.	ENTR6511005	Entrepreneurship: Market Validation	C
3.	HTMN6003	Workplace, Hygiene, Safety and Security for Hospitality	C
4.	HTMN6018021	Consumer Behavior in Hospitality*	C
5.	HTMN6006	Rooms Division Operation*	C
6.	HTMN6008	Kitchen Operation	C
7.	HTMN6109021	Hotel Restaurant and Catering Management*	C
8.	HTMN6112021	Café and Bar Business	C

\*) Tutorial & Multipaper