

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		
	English University Courses I				
	ENGL6128	English in Focus	2		
	ENGL6130	English for Business Presentation	2		
2	CHAR6013	Character Building: <i>Pancasila</i>	2	20	
	FINC6143	Financial Management in Hospitality*	2		

Sem	Code	Course Name	SCU	Total	
	HTMN6006	Rooms Division Operation*&**	4		
	HTMN6007	Food and Beverage Service Operation*	4		
	HTMN6008	Kitchen Operation*&**	4		
	ENTR6509	Entrepreneurship: Ideation	2		
	English University Courses II				
	ENGL6129	English Savvy	2		
	ENGL6131	English for Written Business Communication	2		
3	CHAR6014	Character Building: <i>Kewarganegaraan</i>	2	24	
	LANG6027	Indonesian	2		
	MGMT6298	Human Resources Management in Hospitality*	2		
	HTMN6018	Consumer Behavior in Hospitality*	2		
	HTMN6109	Hotel Restaurant and Catering Management	2		
	HTMN6074	Pastry and Bakery Production*	4		
	HTMN6093	Authentic Indonesian Cuisine *&**	4		
	HTMN6112	Café and Bar Business*&***	2/4		
4	CHAR6015	Character Building: <i>Agama</i>	2	20	
	MKTG6233	Marketing Management in Hospitality**	4		
	HTMN6113	Culinary Business*&***	4		
	HTMN6027	Service Management**	4		
	HTMN6108	Food and Beverage Management	2		
	HTMN6095	Rooms Division Management**	4		
5	Enrichment Program I		20	20	
6	Enrichment Program II		20	20	
7	ENTR6511	Entrepreneurship: Market Validation	2	16	
	HTMN6090	Research Methodology in Hospitality	4		
	MGMT6305	Strategic Management in Hospitality*	2		
	MGMT6304	Organization Behavior in Hospitality*	2		
	HTMN6032	Hotel Operations Supervisory	4		
	HTMN6111	Facility Management in Hospitality	2		
8	HTMN6031	Final Project	6	6	
			TOTAL CREDITS 146 SCU		

*) 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 (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					

Notes:

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

Description:

Student will take one of enrichment program tracks

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
HTMN6100	Industrial Experience Hotel Business	8	
HTMN6120	Operational Skill in Hotel Business	8	
HTMN6101	EES in Hotel Business	4	
Enrichment Program II			20
HTMN6103	Professional Experience in Hotel Business	8	
HTMN6121	Managerial Skill In Hotel Business	8	
HTMN6104	Leadership in Hotel Business	4	

Enrichment Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I			20
ENTR6659	New Venture Initiation in Hospitality	8	
ENTR6660	Product Development Process for Hospitality	8	
ENTR6469	EES in New Hospitality Business	4	
Enrichment Program II			20
ENTR6661	Product Launching in Hospitality	8	
ENTR6662	Business Development for Hospitality	8	
ENTR6469	EES in New Hospitality Business	4	

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.	HTMN6018	Consumer Behavior in Hospitality*	C
5.	HTMN6006	Rooms Division Operation*	C
6.	HTMN6008	Kitchen Operation	C
7.	HTMN6109	Hotel Restaurant and Catering Management*	C
8.	HTMN6112	Café and Bar Business	C

*) Tutorial & Multipaper