Hotel Management

Introduction

Bachelor of Applied Science *(Sarjana Terapan Pariwisata)* in Hotel Management aims to offer a vocational education for a successful career in the hotel and hospitality industry. Hotel Management has National Accreditation "A" from BAN- PT and International Certification TedQual from United Nation World Tourism Organizations. Both accreditation ensure the best standards in pursuit the best education for the students. The program provides comprehensive management as well as valuable knowledge, skills, and attitude to form competitive student proficiency with two streaming to be chosen: Culinary Art and Hotel Operation Services. Culinary Art streaming concentrate on the culinary competencies in both kitchen and pastry. While Hotel Operation Services streaming concentrate on the food beverage service and room division competencies. Further, students will gain hospitality industry insight through one year of industry work experience in international and multinational hotels: domestic and overseas, as well as other hospitality industry such as restaurant and convention center. In extent, other experiences such as studying abroad, guest lecturer, seminar, workshop, and industry visit complement the teaching and learning activities. Participating in various international and national hospitality competitions becomes another fulfillment achievement. Upon graduation, student will be encouraged to have hotel competencies certification that are nationally recognized. All in all, all the programs, activities and the curriculum has been augmented with international and local contents to fully equip graduates in managing diverse hotel operations, followed with high employment rate in multinational and global hospitality companies and food & beverage startups.

Vision

A leading and best recognized hospitality department in South East Asia by 2020.

Mission

The mission of Hotel Management Department is to contribute to the global community through the provision of world-class education by:

1. Educating students with a thorough competency in hospitality, functional and managerial skills, as well as to encourage potential students to become entrepreneurs, by providing an innovative and creative education, supported with hospitality related work experience.
2. Educating students to become hospitality leaders in a diverse work environment and to prepare them for further advance studies.
3. Providing professional training and consulting services in technical and managerial skills for all levels of hospitality organizations, both locally and internationally.
4. Improving the standards of living for Indonesians by providing community development programs and services in the hospitality sector.
5. Retaining and acknowledging hospitality talents through research and benchmarking which in turn will enhance the competitive advantage of the Indonesian tourism industry in South East Asia.

Program Objective

The objectives of the program are:

1. To provide students with a solid foundation of knowledge and understanding about hospitality industry.
2. To provide students with technical skills and professional expertise in the hospitality field that can be applied for the community development program and training services in a hospitality organization.

3. To provide students with management skills through research and work experiences, thereby empowering them to become leaders in a diverse range of hospitality business in South East Asia.

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 demonstrate skills and knowledge in the culinary department including kitchen, pastry and bakery from correct professional preparation, cooking process, presentation, and taste to produce products with an international quality standard;
14. Able to demonstrate skills and knowledge in room division and food and beverage service to provide excellent service in accordance with hotel operational standards.

Prospective Career of the Graduates

Graduates will be able to pursue national and international career paths on the hospitality industry at managerial as well as operational levels worldwide. The managerial positions open for the 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 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, Chief Steward, Kitchen Artist, Cost Controller, Food Blogger, Research & Development, Consultant.

2. Food & Beverage Service

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

3. Rooms Division- Front Office

Front Desk Agent, Guest Relation Officer, Concierge, Executive Lounge, Business Center Agent, Butler, Front Office Supervisor, Rooms Controller, Telephone Operator, Chief Concierge, Head Butler, Duty Manager, Recreation Manager, Executive Lounge Manager, Front Office Manager, Rooms Division Manager, Director of Rooms.

4. Rooms Division- Housekeeping

Housekeeping Supervisor, Floor Supervisor, Housekeeping Order Taker, Laundry Manager, Linen & Uniform Supervisor, Executive Housekeeper.

5. Sales & Marketing

Sales Coordinator, Sales Executive, Sales Manager, Public Relations Officer, Public Relation Manager, Food & Beverage Sales, Banquet Sales, Event Manager, Wedding Specialist, Catering Manager, Conference Sales Manager, Senior Sales Manager, Director of Catering, Director of Event, 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, Hotel Manager, Executive Assistant Manager, General Manager.

Curriculum

The 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.

- Hospitality Culinary Area

  Food Production, Kitchen Operation, Asian Cuisine, Indonesian Cuisine, Indonesian Gastronomy, Pastry & Bakery Production, Pastry and Baking Art, Culinary Art

- Hospitality Operations Service Area

  Food & Beverage Service, Bar & Beverage, The Art of Wine & Coffee, Front Office, Housekeeping, Laundry, The Art of Wine and Coffee

- Hospitality Knowledge

  Introduction to Tourism, Introduction to Hospitality, Workplace Hygiene Safety, and Security in Hospitality, Consumer Behavior, Hotel Operation Supervisory, Organization Behavior, Research Methodology

- Hospitality Management

  Hotel Restaurant and Catering Management, Food and Beverage Management, Marketing Management, Human Resources Management, Facility Management, Financial Management, Service Management, Strategic Management, Entrepreneurship.

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	20
	HTMN6006	Rooms Division Operation*&**	4	
	HTMN6007	Food and Beverage Service Operation*	4	
	HTMN6008	Kitchen Operation*&**	4	
	ENTR6509	Entrepreneurship: Ideation	2	
	FINC6143	Financial Management in Hospitality*	2	
	English University Courses II			
	ENGL6129	English Savvy	2	
	ENGL6131	English for Written Business Communication	2	
3	CHAR6014	Character Building: *Kewarganegaraan*	2	20/22
	LANG6027	Indonesian	2	
	HTMN6109	Hotel Restaurant and Catering Management	2	
	HTMN6108	Food and Beverage Management	2	
	Streaming: Culinary Art			
	HTMN6083	Asian Cuisine*&**	4	
	HTMN6074	Pastry and Bakery Production*&***	4	
	HTMN6011	Culinary Art*&**	4	
	Stream: Hotel and Operation Services			
	HTMN6014	Front Office Operation*	4	
	HTMN6015	Housekeeping Operation*&***	4	
	HTMN6075	Bar and Beverage Operation*,**&***	2/4	
4	CHAR6015	Character Building: *Agama*	2	20/18
	MKTG6233	Marketing Management in Hospitality**	4	
	HTMN6018	Consumer Behavior in Hospitality*	2	
	MGMT6298	Human Resources Management in Hospitality*	2	
	Stream: Culinary Art			
	HTMN6076	Indonesian Cuisine***	4	
	HTMN6088	Pastry and Baking Art*	4	
	HTMN6087	Indonesian Gastronomy	2	
	Stream: Hotel and Operation Services			
	HTMN6114	Front Office Management	2	
	HTMN6115	Housekeeping Management	2	
	HTMN6077	The Art of Wine and Coffee *,**&***	4	
5	**Enrichment Program I**		20	20
6	**Enrichment Program II**		20	20
7	ENTR6511	Entrepreneurship: Market Validation	2	20

Sem	Code	Course Name	SCU	Total
	HTMN6090	Research Methodology in Hospitality	4	
	MGMT6305	Strategic Management in Hospitality[*]	2	
	HTMN6027	Service Management[**]	4	
	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).

Enrichment Internship Track

Code	Course Name	SCU	Total
Enrichment Program I			
Stream : Culinary Art			
HTMN6033	Industrial Experience in Culinary	8	
HTMN6116	Food Preparation	8	
HTMN6091	EES in Culinary	4	20
Stream : Hotel and Operation Services			
HTMN6036	Industrial Experience in Hotel Operation	8	
HTMN6117	Operational Skill in Hotel Operation	8	
HTMN6092	EES in Hotel Operation	4	
Enrichment Program II			
Stream : Culinary Art			
HTMN6039	Professional Experience in Culinary	8	
HTMN6118	Food Production	8	
HTMN6040	Leadership in Culinary	4	20
Stream : Hotel and Operation Services			
HTMN6042	Professional Experience in Hotel Operation	8	
HTMN6119	Managerial Skill in Hotel Operation	8	
HTMN6043	Leadership in Hotel Operation	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.	HTMN6006	Rooms Division Operation*	C
5.	HTMN6008	Kitchen Operation	C
6.	HTMN6109	Hotel Restaurant and Catering Management*	C
7.	HTMN6018	Consumer Behavior in Hospitality*	C
Streaming : Culinary Art			
8.	HTMN6076	Indonesian Cuisine	C
Streaming : Hotel and Operation Services			
8.	HTMN6014	Front Office Operation	C

*) Tutorial & Multipaper