



# HOTEL AND TOURISM MANAGEMENT



### Our Partner:





## About Hotel and Tourism Management Program

Hotel Management is an area of study that covers a wide range of topics concerned with the operational aspects of hoteliery. SGU Hotel & Tourism Management graduates will earn a bachelor's degree in management under the business administration faculty. Given that the world of hospitality and tourism is growing rapidly both in Indonesia and abroad, SGU graduates can get excellent career prospects in managerial level positions. You will have career opportunities to work in national and multinational organizations within the hospitality industry.

**Career Prospect**  
 offering excellent career prospects in managerial level positions for which the knowledge, skills, and competence that are needed are also being developed by SGU. SGU's Hotel & Tourism Management and International Culinary Business graduates will have career opportunities to work in national and multi-national organizations within the hospitality industry, such as accommodation, food & beverage, business in travel & tourism, and marketing events. In addition, graduates are also trained with professional business skills to operate within this industry as future supervisors, managers, and owners.

### International Academic Experience:

- Joint Degree Program with **Fachhochschule Südwestfalen** (approx. 6 months), get Sarjana Manajamenen (S.M.) and Bachelor of Arts (B. Arts) degrees.
- Joint Degree Program with **IMI SWITZERLAND** (approx. 1 year), get Sarjana Manajamenen (S.M.) and Bachelor of Arts (B. Arts) degrees.
- Internship program to ensure students receive global professional experience.

*Alumni of the Hotel & Tourism Management Study Program have been accepted into top-tier firms, and the study program has established industry partnership, such as:*

		
		

The Ritz-Carlton®

# CURRICULUM

DOUBLE DEGREE  
Academic Year 2024/2025

## SEMESTER 1

English 1  
Business Communication \*  
Analytical and Creative Thinking \*  
Intro to ICT for Business \*  
Fundamental Economics \*  
Principle Accounting \*  
Intro to Tourism Management  
Workplace, Safety, and Security in Hospitality

### Extracurricular Courses

German Language and Culture 1

## SEMESTER 2

English 2  
Ethnics & Religious Philosophy  
Intro to Entrepreneurship \*  
Business Math / Business Statistic  
Human Resources Management  
Hotel Finance Administration  
Operation Management (Front Office)  
Operation Management (Housekeeping)

### Extracurricular Courses

German Language and Culture 2

## SEMESTER 3

Internship 1 (Local)  
Professional Development

## SEMESTER 4

English 3  
Pancasila & Civic  
Tourism Marketing Management  
Tourism Destination Management  
Restaurant Operation Management 1  
Kitchen Operation Management 1  
Consumer Behavior  
Total Mandatory

### Extracurricular Courses

German Language and Culture 3

## SEMESTER 5

English 4  
Bahasa Indonesia  
Tourism Impact, Planning and Management  
Restaurant Operation Management 2  
Kitchen Operation Management 2  
Pastry  
Elective 1 (DD-IMI Subject List)  
Elective 2 (DD-IMI Subject List)

### Extracurricular Courses

German Language and Culture 4

## SEMESTER 6

Portfolio Preparation  
Professional Competence Assessment  
Hospitality Strategic Management  
Character & Professional Development  
Program (CPDP)  
Hospitality Business Plan

## SEMESTER 8

Continuous Professional Development \*\*  
Applied Research \*\*  
Global Marketing Management \*\*  
Digital and Social Media Management \*\*  
Hospitality Leadership & Innovation \*\*  
Sustainable Tourism Plan Development \*\*  
Pathway Dissertation / Thesis Project \*\*

## SEMESTER 8

Internship 2 (at Switzerland) \*\*

# INTERNSHIP EXPERIENCES



Contact Us:

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