

HOSPITALITY MANAGEMENT, BBA

The Bachelor of Business Administration in Hospitality Management degree is a rigorous program that covers all aspects of management in the hospitality industry. Graduates are prepared to enter a wide range of management positions in the lodging, food and beverage, event management, and tourism industries. The program contains a comprehensive business management curriculum that is hospitality industry-specific with a strong emphasis on communication skills. Students are exposed to various sectors within the field through internships, theory, case studies, group projects, and a broad selection of electives that provide valuable insights into operations and often lead to clear career paths upon graduation. Graduates aspire to positions of progressive responsibility within leading properties or enter into graduate programs in the same field. The degree program offers two specializations that students may choose, one in Culinary Management and the other in Tourism and Destination Management. The program level objectives for students completing the BBA in Hospitality Management are as follows:

1. Demonstrate professional interpersonal communication and team building skills needed for roles within the hospitality industry.
2. Apply leadership skills in problem-solving to identify, analyze and solve business problems.
3. Apply classroom theory to real-world experiential settings when in the lab setting and through cooperative learning experiences.
4. Develop customer service strategies and relate the importance of providing exceptional guest service to achieve guest satisfaction.
5. Develop the managerial and financial skills necessary to successfully operate within the global hospitality business environment.
6. Research, analyze and evaluate hospitality industry changes and trends.

Requirements

Code	Title	Credits
Major-Related Courses		
HP-101	Introduction to the Hospitality & Tourism Industry	3
HP-102	Lodging Operations Management	3
HP-111	Restaurant Operations Management	3
HP-116	Beverage Management	3
HP-215	Customer Relationship Management in the Hospitality Industry	3
HP-225	Dining Room Management	3
HP-290	Hospitality Internship I	3
HP-310	Sales and Marketing for Hotels and Restaurants	3
HP-315	Managerial Accounting for Hospitality	3
HP-325	Hospitality Law	3
HP-390	Senior Management Apprenticeship I	3
HP-450	Hospitality Leadership Capstone	3
AC-161	Principles of Financial Accounting	3
MG-101	Introduction to Business	3
MG-105	Personal Financial Management	3
MG-211	Introduction to Human Resource Management	3
Major Area Electives		18

Major-Related Courses Subtotal		66
General Education and Related Courses		
IT-115	Electronic Spreadsheet Applications	3
LA-122	Fundamentals of Communication	3
or LA-205	Professional Communication	
MA-115	Quantitative Reasoning	3
MA-135	Statistical Applications	3
English Credits ¹		12
Liberal Arts Elective(s)		12
Open Electives		18
General Education and Related Courses Subtotal		54
Total Credits		120

¹ LA-205 Professional Communication may be substituted for one English (EN) course.

Recommended Sequence

Course	Title	Credits
Semester 1		
HP-101	Introduction to the Hospitality & Tourism Industry	3
EN-111	College Writing and Critical Analysis	3
LA-122	Fundamentals of Communication	3
LA-ELE	Liberal Arts Elective	3
MG-105	Personal Financial Management	3
Credits		15
Semester 2		
HP-102	Lodging Operations Management	3
HP-111	Restaurant Operations Management	3
EN-121	Analytical Thinking, Writing & Research	3
MA-115	Quantitative Reasoning	3
MG-101	Introduction to Business	3
Credits		15
Semester 3		
HP-116	Beverage Management	3
HP-215	Customer Relationship Management in the Hospitality Industry	3
AC-161	Principles of Financial Accounting	3
EN-206	Professional Writing and Presentation	3
IT-115	Electronic Spreadsheet Applications	3
Credits		15
Semester 4		
HP-225	Dining Room Management	3
HP-290	Hospitality Internship I	3
HP-ELE	Hospitality Management Elective	3
EN-221 or LA-205	Literary Criticism and Analysis or Professional Communication	3
MA-135	Statistical Applications	3
Credits		15
Semester 5		
HP-310	Sales and Marketing for Hotels and Restaurants	3
HP-325	Hospitality Law	3
HP-ELE	Hospitality Management Elective ¹	3
MG-211	Introduction to Human Resource Management	3
Open Elective ¹		3
Credits		15
Semester 6		
HP-315	Managerial Accounting for Hospitality	3
HP-ELE	Hospitality Management Elective ¹	3

LA-ELE	Liberal Arts Elective	3
Open Electives ¹		6
Credits		15
Semester 7		
HP-ELE	Hospitality Management Elective ¹	6
LA-ELE	Liberal Arts Elective	3
Open Electives ¹		6
Credits		15
Semester 8		
HP-390	Senior Management Apprenticeship I	3
HP-450	Hospitality Leadership Capstone	3
HP-ELE	Hospitality Management Elective ¹	3
LA-ELE	Liberal Arts Elective	3
Open Elective ¹		3
Credits		15
Total Credits		120

¹ Major Area and Open Electives should be chosen based upon advisement and area of concentration.

BBA Hospitality Management Concentrations

Concentration in Culinary Management

The Culinary Management concentration requires successful completion of 15 credits in specialized courses, as follows:

Code	Title	Credits
Culinary Mangement Specialized Courses		
HP-253	Techniques of Nutritional and Healthy Cooking (lecture)	2
HP-253L	Techniques of Nutritional & Healthy Cooking (lab)	1
HP-302	Menu Planning and Design	3
HP-412	Entrepreneurship for Hotels and Restaurants	3
HP-435	Catering Management	3
HP-436	Cost Controls for Food, Beverage and Labor	3
Total Credits		15

Concentration in Tourism and Destination Management

The Tourism and Destination Management concentration requires successful completion of 15 credits in specialized courses, as follows:

Code	Title	Credits
Tourism & Destination Management Specialized Courses		
HP-305	Tourism Planning & Development	3
HP-401	Destination Marketing	3
HP-408	Niche Tourism	3
HP-412	Entrepreneurship for Hotels and Restaurants	3
HP-430	Meeting and Event Management	3
Total Credits		15