

Bachelor of Arts in Hospitality Management

The Bachelor of Arts in Hospitality Management provides a foundation of research, critical thinking, and writing skills, along with the practical know-how required for success in global hospitality workplaces. This online degree program is helpful if you want to manage or own a restaurant, or seek entry- to mid-management positions in the event planning, lodging and travel destination, and tourism fields. You'll be taught by experienced faculty, many who draw on their own experiences in hospitality to share their knowledge of industry best practices used around the world today.

This program has been designed in consultation with industry business leaders and is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) (<http://www.acbsp.org>).

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Apply concepts and principles of hospitality service excellence in marketing, law, revenue management and strategic planning, to the unique aspects of hospitality operations.
- Judge current political, economic, and social issues that affect food service, lodging and travel and tourism industries.
- Apply strategic management principles to accomplish goals and objectives of hospitality operations.
- Assess unique hospitality characteristics and principles that are the business of hospitality management.

Degree at a Glance

Code	Title	Semester Hours
General Education Requirements		30
Major Required		30
Select one of the following concentrations:		21
Business and Hospitality Financial Analytics (p. 3)		
Food Service (p. 3)		
Lodging (p. 4)		
Meeting and Event Planning (p. 4)		
Tourism (p. 4)		
Final Program Requirements		3

Elective Requirements	36
Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)¹		
Select 2 courses from the following:		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	
RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	
Civics, Political and Social Sciences (6 semester hours)¹		

Select 2 courses from the following:	6
ANTH100 Introduction to Anthropology	
ANTH202 Introduction to Cultural Anthropology	
CHFD220 Human Sexuality	
COMM211 Social Media and Society	
COMM240 Intercultural Communication	
ECON101 Microeconomics	
ECON102 Macroeconomics	
ECON201 Microeconomics for Business	
ECON202 Macroeconomics for Business	
EDUC200 Humane Education: A Global Interdisciplinary Perspective	
GEOG101 Introduction to Geography	
HOSP110 Practical Food Safety and Awareness	
IRLS210 International Relations I	
LITR212 Forgotten America—Under Represented Cultures in American Literature	
LITR235 Four Points of the Compass: Culture and Society Around the World	
POLS101 Introduction to Political Science	
POLS210 American Government I	
PSYC101 Introduction to Psychology	
SOCI111 Introduction to Sociology	
SOCI212 Social Problems	
SOCI220 American Popular Culture	
STEM280 Exploring Society and Cultures via Science Fiction	

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120 Information and Digital Literacy	3
ENGL110 Making Writing Relevant	3
Select 1 course from the following:	3
COMM200 Public Speaking	
ENGL101 Proficiency in Writing	
ENGL115 Argumentation and Rhetoric	
ENGL210 Introduction to Literature	
ENGL220 Technical Writing	
ENGL221 Scientific Writing	
ENGL225 Business Writing	
HRMT101 Human Relations Communication	
IRLS200 Information Literacy and Global Citizenship	
ITCC231 Introduction to Information Technology Writing	
MGMT100 Human Relations	

History (3 semester hours)

Select 1 course from the following:	3
HIST101 American History to 1877	

HIST102 American History since 1877	
HIST111 World Civilization before 1650	
HIST112 World Civilization since 1650	
HIST121 Western Civilization before The Thirty Years War	
HIST122 Western Civilization since The Thirty Years War	
HIST221 African-American History before 1877	
HIST222 African-American History since 1877	
HIST223 History of the American Indian	
HIST270 History of Science	
STEM185 The History and Context of STEM	

Mathematics and Applied Reasoning (3 semester hours)

Select 1 course from the following:	3
ACCT105 Accounting for Non Accounting Majors	
ENTD200 Fundamentals of Programming	
MATH110 College Algebra	
MATH111 College Trigonometry	
MATH120 Introduction to Statistics	
MATH125 Math for Liberal Arts Majors	
MATH225 Calculus	

Natural Sciences (3 semester hours)

Select 1 course from the following:	3
BIOL180 Introduction to Biology	
BIOL181 Introduction to Human Anatomy and Physiology	
CHEM180 Introduction to Chemistry	
ERSC180 Introduction to Meteorology	
ERSC181 Introduction to Geology	
EVSP180 Introduction to Environmental Science	
PHYS180 Introduction to Physics	
PHYS180 Introduction to Physics	
SPST180 Introduction to Astronomy	
STEM100 Introduction to STEM Disciplines	

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (30 semester hours)

Code	Title	Semester Hours
HOSP100	Introduction to Hospitality Management	3
HOSP101	Foodservice Sanitation	3
HRMT200	Human Resource Fundamentals	3
MGMT201	Organizational Fundamentals	3
HOSP300	Managerial Accounting for the Hospitality Industry	3

HOSP302	Hospitality Law	3
HOSP321	Marketing and the Hospitality Industry	3
HOSP335	Leadership and Management in Hospitality	3
HOSP400	Quality Service Management	3
MGMT314	Management Ethics	3
Total Semester Hours		30

Students must choose a concentration for this degree program and may select from the Concentration in Business and Hospitality Financial Analytics, Concentration in Food Service, the Concentration in Lodging, the Concentration in Meeting and Event Planning, or the Concentration in Tourism.

Concentration in Business and Hospitality Financial Analytics (21 semester hours)

This concentration introduces big data analytics for hospitality management professionals in general terms which can be applied to hospitality organizations. Students will analyze, evaluate, and organize data to facilitate problem solving and decision making in areas where data is collected and utilized. Students will focus on the analysis methods used within the hospitality industry in order to make financially sound business decisions to focus on financial outcomes.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Integrate various statistical analysis methods to assist in business decision making.
- Implement Excel-based models to process and analyze statistical data.
- Develop policies and procedures for controlling the purchasing function in the hospitality industry.
- Analyze the value of various financial analyses to test the effectiveness of control systems.
- Evaluate the quality of revenue management decision making as applied to the hospitality industry.
- Construct revenue management strategies to assemble a customer-centric plan that would improve profits, despite varying economic conditions.

Concentration Requirements (21 semester hours)

Code	Title	Semester Hours
HOSP203	Hotel and Restaurant Purchasing	3
HOSP207	Principles of Cost Control in Foodservice Operations	3
BUSN250	Analytics I	3
MATH302	Statistics	3
HOSP325	Revenue Management for the Hospitality Industry	3
BUSN350	Analytics II	3
BUSN450	Advanced Analytics	3
Total Semester Hours		21

Concentration in Food Service (21 semester hours)

Examines current trends, issues, and challenges in the food service industry, such as the layout, design, equipment, and human engineering involved in a food service facility. Topics include cost control, dietary guidelines, table service, and the history and culture of wine.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Plan a food service facility with emphasis on human engineering, layout, design, and equipment selection.
- Comprehend hotel food service operations including concession, restaurant, room service, banquet, snack bar, and other forms of food service.
- Examine and discuss the leading issues associated with food service in the 21st Century including food service trends, issues, and challenges.

Concentration Requirements (21 semester hours)

Code	Title	Semester Hours
Select 7 courses from the following:		21
HOSP200	Food and Beverage Management	
HOSP201	Restaurant Operations Management	
HOSP202	Quantity Food Preparation	
HOSP203	Hotel and Restaurant Purchasing	
HOSP207	Principles of Cost Control in Foodservice Operations	
HOSP304	Nutrition in the Food Service Industry	

HOSP316	History and Culture of Wine	
HOSP319	Foodservice Facilities Design	
Total Semester Hours		21

Concentration in Lodging (21 semester hours)

Evaluates the scope and diversity of the lodging industry and its contribution to a global society. Looks at marketing concepts, guest liability laws, and various career options in lodging, as well as the necessary partnerships among lodging organizations, convention centers, and convention bureaus.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Describe the make-up and size of the lodging industry and explain its contribution to a global society.
- Explain the necessary partnerships between lodging organizations, convention centers and convention bureaus.
- Summarize career options in the lodging segment, including advantages and disadvantages of working in the industry.
- Describe laws associated with guest liabilities in lodging management.
- Understand marketing concepts that are used by lodging facilities.

Concentration Requirements (21 semester hours)

Code	Title	Semester Hours
HOSP203	Hotel and Restaurant Purchasing	3
HOSP207	Principles of Cost Control in Foodservice Operations	3
HOSP309	Convention Sales and Services	3
HOSP310	Management of Lodging Operations	3
HOSP320	Business and Conference Hospitality Mgmt	3
HOSP325	Revenue Management for the Hospitality Industry	3
HOSP350	Managing Technology in the Hospitality Industry	3
Total Semester Hours		21

Concentration in Meeting and Event Planning (21 semester hours)

Provides a thorough overview of the meeting, exposition, and convention industry, including the environmental concerns involved in event management. Courses cover industry organizations, such as convention bureaus, as well as emergency preparedness, liability and insurance, and the use of technology.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Apply the steps involved in planning meetings and special events.
- Evaluate the administration and logistics of a given event scenario.
- Explain the environmental concerns involved in managing an event.
- Analyze elements of a client culture affecting meeting and event planning.

Concentration Requirements (21 semester hours)

Code	Title	Semester Hours
HOSP308	Meeting and Convention Planning	3
HOSP309	Convention Sales and Services	3
HOSP320	Business and Conference Hospitality Mgmt	3
HOSP350	Managing Technology in the Hospitality Industry	3
HOSP410	Advanced Tourism and Hospitality Management	3
HOSP413	Meeting and Event Risk Management	3
HOSP415	Destinations and Cultures	3
Total Semester Hours		21

Concentration in Tourism (21 semester hours)

Explores essential tourism topics, including revenue management, forecasting, budgeting, pricing and inventory management, service quality, ethics, and technology. Delves into the operation of hospitality facilities, such as operating costs, building system characteristics, and engineering/maintenance.

Objectives

Upon successful completion of this concentration, the student will be able to:

- Explain tourism topics including revenue management, forecasting, budgeting, measuring performance, transient versus group displacement, pricing and inventory management, service quality, ethics, and technology.
- Examine the study of the tourism from a global perspective in addition to the public and private organizations that organize, promote, manage, and participate in tourism and travel.
- Analyze and describe the operation of hospitality facilities including facility operating costs, building system characteristics, and the function of the engineering-maintenance department. The renovation needs of hospitality facilities are examined and key managerial aspects of renovations considered.

Concentration Requirements (21 semester hours)

Code	Title	Semester Hours
HOSP205	Tourism and Travel Industry	3
HOSP212	Fundamentals of Tourism Management	3
HOSP311	Club Management	3
HOSP313	Theory and Concepts of Leisure	3
HOSP410	Advanced Tourism and Hospitality Management	3
HOSP412	Destinations Management and Marketing	3
HOSP415	Destinations and Cultures	3
Total Semester Hours		21

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
HOSP495	Senior Seminar in Hospitality Management (to be taken as the last course before graduation) ¹	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major or concentration courses prior to enrollment.

Elective Requirements (36 semester hours)

Select any courses that have not been used to fulfill major requirements. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.