

Food & Beverage Industry Management - B.S.

The Food & Beverage Industry Management bachelor's degree program prepares students for a management career across the career spectrum in the food and beverage industry.

As part of this program all students will complete a required, term-long internship and have the opportunity to choose a specialization focusing in one of the following areas: Culinary, Beverage, or Guest Relations.

Areas of management study also include critical thinking, financial analysis, industry technology, social media, marketing, leadership, food and beverage strategy and logistics, human resources and customer awareness.

Students are provided the opportunity to obtain value-added certifications within the degree include an industry-recognized responsible alcohol service and allergen certifications, a national manager sanitation certification recognized by the Conference for Food Protection, and the International School of Mixology Bartending Certificate.

Upon completion of the program, graduates are expected to:

- Apply food and beverage industry concepts, skills and values to current industry issues.
- Communicate effectively to diverse audiences, purposes and situations in food and beverage operations.
- Use data and other relevant sources to improve organizational performance within food and beverage operations.
- Produce and implement comprehensive management plans for food industry operations.
- Create business plans for beverage operations.

Upon completion of the Culinary specialization (offered at the Providence and Charlotte campuses), graduates are expected to:

- Apply food and beverage preparation and service skills.

Upon completion of the Beverage specialization (offered at the Providence and Charlotte campuses), graduates are expected to:

- Apply knowledge of beverage characteristics and properties within professional beverage operations.

Upon completion of the Guest Relations specialization (offered at the Providence and Charlotte campuses), graduates are expected to:

- Implement and assess strategies to deliver excellent customer/guest service experiences within professional food & beverage settings.

Graduates with sufficient experience, a professional attitude, and technical expertise may obtain positions in a variety of areas that include, but are not limited to, restaurant manager, kitchen manager, food and beverage director, catering manager, room service manager, beverage manager, and dining room manager.

According to the National Restaurant Association, the food and beverage industry is the largest U.S. employer besides the government.

Food & Beverage Industry Management

A four-year program leading to the bachelor of science degree

Business Foundations

ACCT2150	Accounting for Hospitality Service Organizations	3
ACCT3150	Financial Management for Hospitality Service Organizations	3
CAR0010	Career Management	1
LAW2005	Hospitality Law	3

Major Courses

FSM1001	Introduction to the Food & Beverage Industry	3
FSM2007	Food and Beverage Technology & Application Systems	3
FSM2055	Beverage Appreciation	3
FSM2080	Food Service Operations	3
FSM3060	Front of the House Operations Management	3
FSM4061	Advanced Food Service Operations Management	3
FSM4160	Food and Beverage Strategies and Logistics	3
FSM4880	Beverage Operations Management	3
HOSP2040	Human Resources Management in Service Organizations	3
HOSP3053	Hospitality Strategic Marketing	3

Specialization

Choose 15 credits of a Specialization listed below†	15
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Applied/Experiential Learning

COHM4799	College of Hospitality Management Internship	12
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A&S Core Experience

Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	

Integrative Learning		6
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Two ILS courses, one at the 2000 level, and one at the 4000 level

Arts and Humanities		6
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PHIL3240 Ethics: A Global Perspective

One course from ART, HIST, HUM, LIT or REL

Mathematics		6
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MATH1002 A Survey of College Mathematics (or higher, based on student's placement)

MATH2001 Statistics I

Science		3
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SCI1050 Nutrition

Social Sciences		6
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LEAD1010 Foundations of Leadership Studies

One course from ANTH, ECON, GEND, PSCI, PSYC, RES or SOC

A&S Electives		6
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ECON1001 Macroeconomics

One course with an EASC attribute

Free Electives

12 credits selected from 1000-4999 numbered offerings within the university	12
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Total Credits	121.0
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†Specialization in Beverage 15

CUL3020 Foundations of Wine

CUL3092 Brewing Arts

CUL3093 Coffee, Tea and Non-alcoholic Beverage Specialist

CUL4045 Spirits and Mixology Management

FSM4070 The Business of Alcohol Distribution, Retail and Sales

†Specialization in Culinary 15

BPA1701 Foundations of Baking and Pastry

CUL1100 Introduction to Culinary Skills and Techniques

CUL1210 Breakfast & Lunch Cafe

CUL2510 Contemporary Restaurant Operations and Management

FSM3012 Advanced Menu Analysis

†Specialization in Guest Relations 15

FSM3080 Food & Beverage Marketing and Distribution

FSM3111 Catering: Sales and Operations Management

HOSP2260 Exploring the Private Club Industry

HOSP3005 Leading Service Excellence in the Hospitality Industry

HOSP4055 Hospitality Operations Analysis

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

NOTE: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math course(s).

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000 level courses

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?