

# Hospitality Management - B.S.

The Hospitality Management bachelor's degree program offers students a broad exposure to the various segments of the hospitality industry. The course of study prepares students with both a foundation in management theories and operational competencies necessary to enter any segment of the hospitality industry upon graduation. The inclusion of electives offers students the ability to customize their program of study based on their interests in a specific segment or management area.

Upon completion of the program, graduates are expected to:

- Use the major concepts, skills and values of the hospitality industry to address industry problems within diverse hospitality operations.
- Communicate effectively to diverse stakeholders in the hospitality industry.
- Use decision support tools to resolve guest service issues and facilitate organizational process changes.
- Apply financial reasoning and performance analysis to optimize performance within hospitality operations.

The curriculum provides opportunities for students to learn effective management practices in the dynamic hospitality industry, with an emphasis on customer service and problem solving. They apply such advanced techniques as revenue management, operational analysis, and financial analysis. Graduates may seek employment in supervisor or management positions in hotels, resorts, restaurants, tourism organizations, event venues, and on-site food service operations.

## Hospitality 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
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2005	Hospitality Law	3

### Major Courses

FSM2033	Food Service in Hospitality and Tourism	3
HOSP1001	Orientation to the Hospitality Industry	3
HOSP1015	Managing the Hotel Guest Experience	3
HOSP2011	Hospitality Sales and Meeting Management	3
or EVNT2020	The Business of Event Management	
HOSP2040	Human Resources Management in Service Organizations	3
HOSP3005	Leading Service Excellence in the Hospitality Industry	3
HOSP3053	Hospitality Strategic Marketing	3
HOSP3077	Revenue Management	3
HOSP4055	Hospitality Operations Analysis	3
HOSP4060	Hospitality Strategy Design and Execution Seminar	3
TRVL3010	Dynamics of Tourism and Sustainability	3

### Major Electives

Choose two of the following:		6
FSM2055	Beverage Appreciation	
HOSP2260	Exploring the Private Club Industry	
HOSP4040	Hotel Asset Management	
SEE3170	International Exhibitions & Events	
TRVL3020	Ecotourism	

### 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
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	

MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
LEAD1010	Foundations of Leadership Studies	
One course from ANTH, ECON, PSCI, PSYC or SOC		
A&S Electives		6
ECON1001	Macroeconomics	
One course with an EASC attribute		
<b>Free Electives #</b>		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		121.0

# 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 adviser before scheduling free elective credits.

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

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills are assessed in ENG1021 Rhetoric & Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

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?