Degree Description

This program offers a business and hospitality management that can lead to a wide selection of jobs.

This program is a specialization within the Business Administration program. This degree includes all the courses in the Business Administration - Hospitality Certificate and allows the student continue to build their foundation in business, studying management, team building, economics, marketing, accounting, and business law to progress in

the fast-paced and diverse world of hospitality management.

Marketable Skills:

* Service Orientation - Actively looking for ways to help people * Time Management - Managing one's own time and the time of others. * Systems Evaluation - Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system. * Management of Material Resources - Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work. * Complex Problem Solving - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions. * Instructing - Teaching others how to do something. * Coordination - Adjusting actions in relation to others' actions. * Writing - Communicating effectively in writing as appropriate for the needs of the audience.

Semester I	Hours
HAMG 1321 Introduction to Hospitality Industry	3 hours
CHEF 1305 Sanitation and Safety	3 hours
HAMG 2337 Hospitality Facilities Management	3 hours
BMGT 2309 Leadership	3 hours
BCIS 1305 Business Computer Applications	3 hours
	15 hours

Semester II	Hours
HAMG 2330 Convention and Group Management and Services	3 hours
TRVM 1300 Introduction to Travel and Tourism	3 hours
HAMG 2301 Principles of Food & Beverage Operation	3 hours
MRKG 1311 Principles of Marketing	3 hours
HRPO 2301 Human Resources Management	3 hours
	15 hours

Semester III	Hours
ENGL 1301 Composition I *or* ENGL 2311 Technical & Business Writing	3 hours
BMGT 1327 Principles of Management	3 hours
Math elective	3 hours
ECON 2301 Principles of Macroeconomics *or* ECON 2302 Principles of Microeconomics	3 hours
BMGT 1307 Team Building	3 hours
	15 hours

Semester IV	Hours
ACNT 1303 Introduction to Accounting I *or* BMGT 2310 Financial Management	3 hours
BMGT 1341 Business Ethics *or* BMGT 1344 Negotiations and Conflict Management	3 hours
MRKG 2349 Advertising & Sales Promotion *or* MRKG 1302 Principles of Retailing *or* MRKG 2333 Principles of Selling	3 hours
Speech elective	3 hours
BUSI 2301 Business Law	3 hours
	15 hours

Total hours: **60 hours**

Electives/General Education Courses

Math

MATH 1314 College Algebra	3 hours
MATH 1316 Plane Trigonometry	3 hours
MATH 1324 Mathematics for Business & Social Sciences	3 hours
MATH 1325 Calculus for Business & Social Sciences	3 hours
MATH 1332 Contemporary Mathematics (Quantitative Reasoning)	3 hours
MATH 1342 Elementary Statistical Methods	3 hours
MATH 2412 Pre-Calculus Mathematics	4 hours
MATH 2413 Calculus I	4 hours
PHIL 2303 Introduction to Formal Logic	3 hours

Speech

COMM 1307 Introduction to Mass Communication	3 hours
SPCH 1311 Introduction to Speech Communication	3 hours
SPCH 1315 Public Speaking	3 hours
SPCH 1318 Interpersonal Communication	3 hours
SPCH 1321 Business & Professional Communication	3 hours

Course Descriptions

HAMG 1321 Introduction to Hospitality Industry

Explores the elements and career opportunities within the multiple segments of the hospitality industry. Semester Hours 3 (3 lec) AHLEI Certification: $50

CHEF 1305 Sanitation and Safety

Emphasizes personal cleanliness; sanitary practices in food preparation; causes, investigation, control of illness caused by food contamination (Hazard Analysis Critical Control Points); and workplace safety standards. Semester Hours 3 (3 lec)

HAMG 2337 Hospitality Facilities Management

Identifies hospitality building systems and facilities; to include sustainability and risk management. Semester Hours 3 (3 lec)

BMGT 2309 Leadership

Introduces concepts of leadership and its relationship to management. Prepares the student with leadership and communication skills needed to motivate and identify leadership styles. This is a Capstone course that integrates knowledge from previous courses and provides the opportunity to apply management and leadership principles to real world situations. Semester Hours 3 (3 lec)

BCIS 1305 Business Computer Applications

Introduces and develops foundational skills in applying essential and emerging business productivity information technology tools. The focus of this course is on business productivity software applications, including word processing, spreadsheets, databases, presentation graphics, data analytics, and business-oriented utilization of the internet. (BCIS 1305 is included in the Business Field of Study.) Semester Hours 3 (2 lec/2 lab)

HAMG 2330 Convention and Group Management and Services

Presents the essential components of successful convention and meeting planning. Semester Hours 3 (3 lec)

TRVM 1300 Introduction to Travel and Tourism

Presents an overview of the travel and tourism industry. Emphasis on travel careers and the impact on society. Semester Hours 3 (3 lec)

HAMG 2301 Principles of Food & Beverage Operation

Introduces food and beverage management in various hospitality environments. Emphasizes cost controls from procurement to marketing to sales. Semester Hours 3 (3 lec) EXPrep Lab: $50

MRKG 1311 Principles of Marketing

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. Semester Hours 3 (3 lec)

HRPO 2301 Human Resources Management

Introduces behavioral and legal approaches to the management of human resources in organizations. Recommended completion of BMGT 1303 or BMGT 1327. Semester Hours 3 (3 lec)

ENGL 1301 Composition I

Intensive study of and practice in writing processes, from invention and researching to drafting, revising, and editing, both individually and collaboratively. Emphasis is on effective rhetorical choices, including audience, purpose, arrangement, and style. Focus is on writing the academic essay as a vehicle for learning, communication, and critical analysis. Note: ENGL 1301 is a pre-requisite for all 2000-level literature courses. Prerequisite: TSI complete in Writing or the equivalent. Semester Hours 3 (3 lec)

ENGL 2311 Technical & Business Writing

Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice of individual and collaborative processes involved in the creation of ethical and efficient documents. Prerequisite: TSI complete in Writing or the equivalent. Semester Hours 3 (3 lec)

BMGT 1327 Principles of Management

Examines concepts, terminology, principles, theories, and issues in the field of management. Semester Hours 3 (3 lec)

ECON 2301 Principles of Macroeconomics

Analyzes the economy as a whole including measurement and determination of aggregate demand and aggregate supply, national income, inflation, and unemployment. Other topics include international trade, economic growth, business cycles, fiscal policy and monetary policy. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in INRW 0402. Semester Hours 3 (3 lec)

ECON 2302 Principles of Microeconomics

Analyzes the behavior of individual economic agents, including consumer behavior and demand, producer behavior and supply, price and output decisions by firms under various market structures, factor markets, market failures, and international trade. Prerequisite: Must have passed the TSI Assessment or be concurrently enrolled in INRW 0402. Semester Hours 3 (3 lec)

BMGT 1307 Team Building

Introduces principles of building and sustaining teams in organzations. Includes team dynamics, process improvement, trust and collaboration, conflict resolution, and the role of the individual in the team. Semester Hours 3 (3 lec)

ACNT 1303 Introduction to Accounting I

Analyzes, classifies, and records business transactions in a manual and computerized environment. Emphasis is on understanding the complete accounting cycle and preparing financial statements, bank reconciliations, and payroll. May not be counted toward the associate degree if taken after successful completion of ACCT 2401. Semester Hours 3 (3 lec/lab)

BMGT 2310 Financial Management

Presents examination of accounting information to support managerial decision-making processes. Topics include managerial concepts and systems, various analyses for decision making, and planning and control. Semester Hours 3 (3 lec)

BMGT 1341 Business Ethics

Discusses ethical issues, the development of a moral frame of reference, and the need for an awareness of social responsibility in management practices and business activities. Includes ethical corporate responsibility. Semester Hours 3 (3 lec)

BMGT 1344 Negotiations and Conflict Management

Discusses theories that aid in the diagnosis of interpersonal and intergroup conflict. The role of manager as negotiator, intermediary, and problem-solver. Semester Hours 3 (3 lec)

MRKG 2349 Advertising & Sales Promotion

Presents integrated marketing communications. Introduces advertising principles, practices, and multimedia of persuasive communication, including buyer behavior, budgeting, and regulatory constraints. Offered only in fall. Semester Hours 3 (3 lec)

MRKG 1302 Principles of Retailing

Introduces to the retailing environment types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing. Semester Hours 3 (3 lec/lab)

MRKG 2333 Principles of Selling

Presents an overview of the selling process. Identification of the elements of the communication process between buyers and sellers in business and examination of the legal regulations and ethical issues of business that affect salespeople. Offered only in spring. Semester Hours 3 (3 lec)

BUSI 2301 Business Law

Provides the student with foundational information about the U.S. legal system and dispute resolution, and their impact on business. The major content areas will include general principles of law, the relationship of business and the U.S. Constitution, state and federal legal systems, the relationship between law and ethics, contracts, sales, torts, agency law, intellectual property, and business law in the global context. Semester Hours 3 (3 lec)

MATH 1314 College Algebra

In-depth study and applications of polynomial, rational, radical, exponential and logarithmic functions, and systems of equations using matrices. Additional topics such as sequences, series, probability, and conics may be included. Graphing calculator required. Prerequisite: TSI math complete or MATH 0311. Semester Hours 3 (3 lec)

MATH 1316 Plane Trigonometry

In-depth study and applications of trigonometry including definitions, identities, inverse functions, solutions of equations, graphing, and solving triangles. Additional topics such as vectors, polar coordinates and parametric equations may be included. Graphing calculator required. Prerequisite: MATH 1314 with a minimum grade of C, or passing score on non-credit equivalency exam for MATH 1314, or consent of division chair. Semester Hours 3 (3 lec)

MATH 1324 Mathematics for Business & Social Sciences

The application of common algebraic functions, including polynomial, exponential, logarithmic and rational, to problems in business, economics and the social sciences are addressed. The applications include mathematics of finance, including simple and compound interest and annuities; systems of linear equations; matrices, linear programming; and probability, including expected value. Prerequisite: TSI math complete or MATH 0311. Semester Hours 3 (3 lec)

MATH 1325 Calculus for Business & Social Sciences

This course is the basic study of limits and continuity, differentiation, optimization and graphing, and integration of elementary functions, with emphasis on applications in business, economics and social sciences. This course is not a substitute for MATH 2313 or 2413 - Calculus I. Prerequisite: MATH 1314 or MATH 1324, minimum grade C. Semester Hours 3 (3 lec)

MATH 1332 Contemporary Mathematics (Quantitative Reasoning)

Intended for Non-STEM (Science, Technology, Engineering, and Mathematics) majors. Topics include introductory treatments of sets and logic, financial mathematics, probability and statistics with appropriate applications. Number sense, proportional reasoning, estimation, technology, and communication should be embedded throughout the course. Additional topics may be covered. Graphing calculator required. Prerequisite: TSI math complete or MATH 0308. Semester Hours 3 (3 lec)

MATH 1342 Elementary Statistical Methods

Collection, analysis, presentation and interpretation of data, and probability. Analysis includes descriptive statistics, correlation and regression, confidence intervals and hypothesis testing. Use of appropriate technology is recommended. Graphing calculator required. Prerequisite: TSI math complete or MATH 0308 or completion of college-level math course. Semester Hours 3 (3 lec)

MATH 2412 Pre-Calculus Mathematics

In-depth combined study of algebra, trigonometry, and other topics for calculus readiness. Prerequisite: MATH 1314 with a minimum grade of C, or passing score on non-credit equivalency exam for MATH 1314, or consent of division chair. Semester Hours 4 (4 lec)

MATH 2413 Calculus I

Limits and continuity; the Fundamental Theorem of Calculus; definition of the derivative of a function and techniques of differentiation; applications of the derivative to maximizing or minimizing a function; the chain rule, mean value theorem, and rate of change problems; curve sketching; definite and indefinite integration of algebraic, trigonometric, and transcendental functions, with an application to calculation of areas. Graphing calculator required. Prerequisite: MATH 2412 with a minimum grade of C, or both MATH 1314 and MATH 1316 with minimum grades of C, or passing score on non-credit equivalency exam for MATH 2412, or consent of division chair. Semester Hours 4 (4 lec)

PHIL 2303 Introduction to Formal Logic

The purpose of the course is to introduce the student to symbolic logic, including syllogisms, propositional and predicate logic, and logical proofs in a system of rules. Semester Hours 3 (3 lec)

COMM 1307 Introduction to Mass Communication

Survey of basic content and structural elements of mass media and their functions and influences on society. Semester Hours 3 (3 lec)

SPCH 1311 Introduction to Speech Communication

Introduces basic human communication principles and theories embedded in a variety of contexts, including interpersonal, small group, and public speaking. Semester Hours 3 (3 lec)

SPCH 1315 Public Speaking

Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations. Semester Hours 3 (3 lec)

SPCH 1318 Interpersonal Communication

Application of communication theory to interpersonal relationship development, maintenance, and termination in relationship contexts, including friendships, romantic partners, families, and relationships with co-workers and supervisors. Semester Hours 3 (3 lec)

SPCH 1321 Business & Professional Communication

Study and application of communication within the business and professional context. Special emphasis will be given to communication competencies in presentations, dyads, teams, and technologically mediated formats. Semester Hours 3 (3 lec)