

HOSPITALITY MANAGEMENT / BACHELOR OF ARTS

Offered to students enrolled at the St. Augustine College location only.

The Bachelor of Arts in Hospitality Management is a comprehensive degree designed to prepare students for employment in the wide and growing field of hospitality. Based on a liberal arts foundation, the hospitality program prepares students with a strong business curriculum, experience in culinary arts, and content courses which cover the major areas of the hospitality industry. The curriculum includes a senior seminar with a capstone project that presents students with the opportunity to research specialty areas, including international tourism, gaming, sports hospitality, and ethnic/global hospitality. This degree prepares students to work with diverse organizations and educates them to work closely, as well as independently, with staff, supervisors, businesses, and customers.

Careers in Hospitality Management

The Bachelor of Arts in Hospitality Management will help you obtain an exciting career in the Hospitality Industry. If you are a student who has decided to pursue a career in Hospitality Management, our program will prepare you to acquire an entry-level position in a variety of customer service institutions, such as Hotels, Restaurants, Resorts, Amusement Parks, and many more.

If you are a student already working in a hospitality serving establishment, this degree will give you the opportunity and tools to succeed in the Hospitality Business.

The Bachelor of Arts in Hospitality Management is a comprehensive program covering knowledge in the following areas: Culinary Arts, Accounting, Business Management, Legal and Ethical Issues, Human Resources, Lodging, Management of Food Services, Management of events, Industrial Psychology, and Management of Information Systems.

Program Outcomes

Program objectives of the Bachelor of Arts in Hospitality Management are:

- To educate students with the knowledge and skills necessary to be competent business professionals in the hospitality industry and competitive in the job market, with special emphasis on multi-cultural understanding and practice in a global industry.
- Graduates will be well-prepared professionals, able to collaborate as well as lead, with many different types of people, solve problems quickly and concentrate on details, have initiative and self-discipline, effective communication skills, and the ability to organize and direct the work of others.
- Graduates will have strong knowledge of lodging and food and beverage service operations, including customer service, reservations, purchasing and accounting systems, safety and security, design, event planning, maintenance and repair, personnel practices, and business ethics, legal requirements, management and finance.
- Upon graduation, the graduate will be able to assume employment in the hospitality industry in management or operations or as a leader or owner for a lodging establishment, events and meeting management, restaurant, food service, sales, or related business field.

Requirements Academic Requirements

Code	Title	Hours
Core Courses		
ACCT 10000	Applied Accounting for Business Professionals	3
BSAD 20000	Principles of Management	3
MKTG 20000	Principles of Marketing	3
BSAD 25000	Business Law 1	3
BSAN 20000	Accounting and Business Information Systems	3
BSAD 30000	Business Communication in the Digital Age	3
FINA 20000	Principles of Finance	3
ORGL 36100	Leadership Strategies for Innovation, Influence, and Impact	3
BSAD 21000	Introduction to International Business	3
MKTG 30500	Introduction to Digital Marketing	3
FINA 35000	Personal Financial Planning	3
MATH 17000	Finite Mathematics	3
ECON 20000	Basic Macroeconomics	3
PHIL 21500	Introduction to Ethics	3
BSAD 49800	Applied Integrative Business Administration Capstone	3
Recommended Course		
BSAD 11000	Business Fundamentals for Professionals	
Major Required Courses		
CULN 10000	Introduction To Culinary Arts	3
BSAD 36000	Human Resource Management	3
HOST 30000	Marketing and Tourism in the Hospitality Industry	3
HOST 40000	Lodging in the Hospitality Industry	3
HOST 41000	Management Food Service in the Hospitality Industry	3
HOST 42000	Managing Events in the Hospitality Industry	3
HOST 43000	Senior Seminar in the Hospitality Industry	3
ORGL 34000	Organizational Development	3
Electives		
Select 24 credits of Electives		24
Total Hours		93