

HOSPITALITY LEADERSHIP, GENERAL CONCENTRATION (BSB)

Concentration Overview

The Hospitality Leadership General concentration is designed to meet the needs of students who desire to obtain positions in the hospitality industry, such as front office managers, restaurant supervisors, and event coordinators. Hospitality professionals add value to their organizations by understanding how the business operates and through the design and delivery of exceptional guest experiences to meet changing service standards.

Course	Title	Quarter Hours
HSB 330	RESTAURANT OPERATIONS	4
HSB 340	LODGING PROPERTY MANAGEMENT	4
HSB 350	EVENT PLANNING	4
Eight hours of elective credit chosen from the following courses		8
HSB 331	FOODSERVICE PURCHASING	
HSB 332	BEVERAGE MANAGEMENT	
HSB 333	INTERNATIONAL WINE EDUCATION & MANAGEMENT	
HSB 334	EXPLORING GLOBAL SPARKLING WINES	
HSB 335	CRAFT BEER EDUCATION AND MANAGEMENT	
HSB 336	WORLD OF SCOTCH WHISKY	
HSB 343	CASINO MANAGEMENT	
HSB 351	EVENT TOURISM	
HSB 352	EVENT PRODUCTION	
HSB 353	EVENT SALES, SERVICE & PROMOTION	
HSB 355	ADVANCED EVENT MANAGEMENT	
HSB 372	BRANDING & CUSTOMER LOYALTY	
HSB 398	SPECIAL TOPICS	
HSB 399	INDEPENDENT STUDY	
IB 350	INTERNATIONAL BUSINESS SEMINAR (Hospitality-led programs only)	

Open Electives

Open elective credit (16.0 hours) is needed to meet the minimum graduation requirement of 192 hours.

Experiential Learning

Hospitality Leadership majors must complete HSB 303 and HSB 304. The completed sequence satisfies the requirement for Experiential Learning in the Liberal Studies Program (or University Honors Program) Requirements.

Career Management Course

Students are required to complete the Career Course (250) associated with the major. Students who double major may choose the Career Course (250) associated with either major provided that hours for

graduation are satisfied. Students should take the Career Course as soon as possible.

Global Business Perspective

If an IB or HSB course is shared between Global Business Perspective and the Hospitality major, additional hours of Open Elective credit are required. Any IB or HSB course must be passed with C- or higher.

Graduation Requirements

All Hospitality & Sports Business (HSB) courses and any other courses used toward the major must be completed with a minimum grade of C- (or PA where specified) and with a combined GPA of 2.000 or higher.