

HOSPITALITY LEADERSHIP

Hospitality Leadership Major

Director: Dr. HyeRyeon Lee

Total minimum number of credits required for a major in Hospitality Leadership leading to the Bachelor of Science degree – 125

The Hospitality Leadership program will provide students with the opportunity to develop expertise in business management applied to the world of hospitality industry. Students will have a variety of managerial career opportunities in lodging, food and beverage, gaming, tourism, cruises, airlines, managed services for clubs and institutions, and the convention and meeting industry.

The Sidhu undergraduate business program focuses on self-development through three interconnected components: leadership development, a balanced set of foundation courses, and preparation for entry into specific careers and jobs. The Hospitality Leadership program within the Sidhu School will provide core business education and will help students develop the skills for authentic hospitality leadership and ethical business practices.

All Sidhu School students will work to sharpen their critical thinking and economic reasoning skills; for the Hospitality Leadership major, specifically, a student should be relatively outgoing with great communication skills, an understanding of 'People Process Culture,' and the ability to excel at solving problems quickly and keeping track of details. In addition, hospitality leadership students will take opportunities to have the specialized career preparation and leadership development. To prepare their managerial skills, students will take Certification in Hospitality Industry Analytics (CHIA) and Training for Intervention procedures (Tips) Certification. Students will also apply their knowledge to real-world experience through two internships.

The Hospitality Leadership major requires an additional 30 credits, including:

REQUIREMENTS FOR THE HOSPITALITY LEADERSHIP MAJOR (30 credits)

Each student with a major in Hospitality Leadership must complete the following 24 credits:

- [[HL-201]] – Introduction to Hospitality 3
- [[LDR-201]] – Introduction to Leadership 3
- [[HL-381]] – Hotel Operations Management 3
- [[HL-356]] – Hospitality Law & Leadership Ethics 3
- [[HL-382]] – Food and Beverage Management 3
- [[HL-341]] – Hospitality Finance 3
- [[HL-353]] – Human Resource Management in the Service Industry 3
- [[HL-325]] – Advanced Hospitality Marketing 3

Each student with a major in Hospitality Leadership must complete 6 credits from the following list:

- [[HL-355]] – Event Management 3
- [[HL-386]] – Gaming and Casino Management 3
- [[HL-198]] / [[HL-298]] / [[HL-398]] – Topics in Hospitality Leadership 3
- [[SM-355]] – Facility Management 3
- [[SM-201]] – Introduction to Sports Management 3
- [[SM-325]] – Sports Marketing 3
- [[MKT-328]] – Customer Behavior 3

[[ENT-252]] – The Entrepreneurial Leader 3

[[BA-419]] – Quantitative Decision Making 3

Hospitality Leadership Major Required Courses and Recommended Course Sequence

First Semester	Credits	Fifth Semester	Credits
[[BA-151]] – Integrated Management Experience I	3	[[EC-101]] – Principles of Economics	3
[[CS-115]] – Computers and Applications	3	[[MKT-221]] – Marketing	3
[[HST-101]] - Historical Fnds. of the Modern World	3	[[HL-381]] - Hotel Operations Management	3
[[ENG-101]] – Composition	4	[[HL-356]] - Hospitality Law & Leadership Ethics	3
[[FYF-101]] – First-Year Foundations	3	Free Elective	3
[[PPD-101]] – Personal & Professional Development I	1	[[PPD-301]] – Personal & Professional Development V	1
Total Credits	17	Total Credits	16
Second Semester		Sixth Semester	
Arts Distribution Requirement (Area IV)	3	[[EC-102]] - Principles of Economics II	3
[[BA-152]] – Integrated Management Exp. II	3	[[HL-382]] – Food and Beverage Management	3
[[COM-101]] – Fundamentals of Public Speaking	3	[[HL-341]] - Hospitality Finance	3
[[ENG-120]] - Intro. to Literature and Culture	3	Science Distribution Requirement (Area II)	3
Social Science Distribution Requirement (Area III)	3	Humanities Distribution Requirement (Area I)	3
Total Credits	15	Free Elective	3

		Total Credits	18
Third Semester		Seventh Semester	
[[ACC-161]] – Financial Acctg & Decision Making	3	[[MGT-358]] – International Business	3
[[MGT-251]] – Management of Organizations & People	3	[[HL-353]] - Human Resource Management in the Service Industry	3
[[FIN-240]] – Introduction to Finance	3	[[HL-325]] - Advanced Hospitality Marketing	3
[[MTH-101]] – Solving Problems Using Mathematics	3	HL Major Elective Course	3
[[HL-201]] - Introduction to Hospitality	3	Science Distribution Requirement (Area II)	3
[[PPD-201]] – Personal & Professional Development II	1	[[PPD-401]] – Personal & Professional Development VII	1
Total Credits	16	Total Credits	16
Fourth Semester		Eighth Semester	
[[ACC-162]] – Managerial Acctg & Decision Making	3	[[HL-461]] – Capstone in Hospitality	3
[[LDR-201]] - Introduction to Leadership	3	[[HL-466]] – Advanced Hospitality Internship	3
[[BA-335]] - Law & Business	3	Free Elective	3
[[BA-319]] - Business Statistics	3	HL Major Elective Course	3
[[HL-462]] – Hospitality Internship	3	Total Credits	12
Total Credits	15		

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[BA-151]]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[BA-152]]

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum GPA of 2.0.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites

[[ENT-152]] or [[BA-153]] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY

Credits: 3

Terms Offered: Fall

An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER

Credits: 3

Terms Offered: Spring

Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

ENT-321. ANALYZING MARKETS AND COMPETITION

Credits: 3

Terms Offered: Fall

In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

Pre-Requisites

[[MKT-221]] with a minimum GPA of 2.0.

ENT-342. ENTREPRENEURIAL FINANCE

Credits: 3

Terms Offered: Spring

The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

Pre-Requisites

[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY

Credits: 3

Terms Offered: Spring

Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY

Credits: 3

Terms Offered: Spring

Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-399. COOPERATIVE EDUCATION

Credits: 1-6

Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP

Credits: 3

Terms Offered: Fall

Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

Pre-Requisites

Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP

Credits: 3

The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.

BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL

Credits: 1

This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3

Terms Offered: Fall

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[ENT-151]].

BA-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3

Terms Offered: Spring

Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[ENT-152]].

Pre-Requisites

[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum grade of 2.0

BA-153. MANAGEMENT FOUNDATIONS

Credits: 3

Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.

Hospitality Leadership

BA-319. BUSINESS STATISTICS

Credits: 3

Terms Offered: Fall

An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with [[EC-319]]

Pre-Requisites

[[MTH-101]] or higher

BA-335. LAW AND BUSINESS

Credits: 3

This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW

Credits: 3

Terms Offered: Spring

This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT

Credits: 3

Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-338. INTERNATIONAL BUSINESS LAW

Credits: 3

Terms Offered: On Demand, Spring

The course will focus on international business law applicable to international business transactions. Topics covered will include comparable legal systems in the world and the law relative to 1) international sales, transport, credit and commercial agreements; 2) trade law including imports, customs, tariff regulations/agreements, regional free trade areas; 3) regulation of the marketplace including licensing, patent, advertising, sales representation, foreign investment and business formation, currency risk, anti-trust, employment and environmental law. This course is offered every other fall – odd years.

Pre-Requisites

[[BA-335]] with a minimum grade of 2.0

BA-419. QUANTITATIVE DECISION MAKING

Credits: 3

This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

Pre-Requisites

[[BA-319]] or [[MTH-150]]

BA-461. BUSINESS STRATEGY AND DECISION-MAKING

Credits: 3

The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites

[[MKT-221]], [[EC-101]], [[EC-102]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-462. PROFESSIONAL BUSINESS EXPERIENCE

Credits: 3

Pre-Requisites

[[MKT-221]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE

Credits: 3

This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites

Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE

Credits: 3

The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student's understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.