

# HOSPITALITY AND EVENT BUSINESS MAJOR (A)

The Hospitality and Event Business Major/Minor is housed within the Sport and Hospitality Business Department.

Let's address the obvious: the global COVID-19 pandemic significantly impacted the hospitality industry. However, as the planet returns to normal, hospitality is in the midst of an incredible recovery. The result? There aren't enough qualified people for available positions in this dynamic, varied and ever-changing industry.

The numbers are staggering. On average, 1.8 million meetings take place every year in the US. And of those meetings, 85% require lodging. When you factor in tourism, more than \$1 trillion in revenue is generated every single year. That means a lot of people are traveling for a number of different reasons. And when they travel, they need a place to stay. It's a growing industry, and there's a ton of room for you to grow and really make your mark within it.

The Hospitality and Event Business (HEB) major allows you to pursue a your career of choice in 4 different concentrations:

1. Event Management
2. Food & Beverage Management
3. Lodging Management
4. Hospitality Business

You'll enjoy innovative instruction – with a curriculum that is current, engaging and challenging – to help you develop the core skills and character necessary to thrive in these competitive and creative industries.

Through HEB, you will network with and learn from professionals in hospitality, tourism and event management, as well as business people who work within the many sub-professions tied to these industries. Better still, when you display consistent professional and personal growth in the classroom, you could even earn the opportunity to gain intensive field experience at major events, like the Final Four or the Super Bowl.

## Program Learning Outcomes

(Developed and Approved by Department Faculty on Jan. 24, 2018)

- Demonstrate growth and skills in communication methods used within the Hospitality and Event industries.
- Exhibit growth in project management, design, and execution to exceed the expectations of various industry stakeholders.
- Utilizing real-time project-based learning, students will develop a creative, well-organized mindset that fosters skills required for confident decisions that align with industry best practices.
- Consistently framing and assessing globally-minded personal and professional leadership competencies that increase opportunities in the Hospitality and Event industries.
- Demonstrate service mindset based on Christian values intended to benefit the person, community and the world.

## Curriculum

Code	Title	Hours
	Core Requirements ( <a href="https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/">https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/</a> ) <sup>1</sup>	45

Major Requirements	49
Concentration Requirements	12
Electives	14
Minor: Optional	
<b>Total Hours</b>	<b>120</b>

<sup>1</sup> For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

## Major Requirements

Code	Title	Hours
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201) or COMM 20 Interpersonal Communication	
<i>Core Business Requirements</i>		
ACCT 205	Accounting & Finance for Business Professionals	3
BUS 210	Business Law I	3
BUS 161	Business Essentials	3
	or BUS 162 Quantitative Business Essentials	
BUS 355	Management Information Systems	3
SHB 300	Professional Development - Field Experience	3
BUS 453	Business Policy and Ethics	3
ECON 231	Microeconomics	3
MGMT 130	Management & Leadership	3
	or MBA 544 People-Focused Management	
MKTG 131	Sales and Marketing	3
<i>Required Major Courses</i>		
SHB 140	Exposition & Special Event Management	3
SHB 200	Contemporary Leadership Behavior	3
SHB 202	Professional Development - Intro to Field Experience	1
SHB 215	Intro to Culinary Management	3
SHB 310	Integrated PR & Social Media	3
SHB 330	Financial Aspects of Hospitality	3
SHB 400	Sales, Sponsorship, & Fundraising Strategies	3
SHB 450	Professional Development - Program Capstone	3
<b>Required Concentration Courses (12 Credits)</b>		<b>12</b>
<i>Event Management Concentration</i>		
SHB 120	Introduction to Hospitality & Event Business	
SHB 220	Concessions, Catering, & Vendor Strategies	
SHB 230	Ceremonial Management	
SHB 410	Event & Production Management	
<i>Food &amp; Beverage Management Concentration</i>		
SHB 120	Introduction to Hospitality & Event Business	
SHB 220	Concessions, Catering, & Vendor Strategies	
SHB 235	Intro to Beer, Wine, and Spirits Management	
SHB 405	Culinary Management Operations	
<i>Lodging Management Concentration</i>		
SHB 120	Introduction to Hospitality & Event Business	
SHB 312	Hotel Administration	

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SHB 322 Front Office Management

SHB 410 Event & Production Management

*Hospitality Business Concentration*

SHB 120 Introduction to Hospitality & Event Business

Select 1 course (3 credits) from Event Management concentration

Select 1 course (3 credits) from Food & Beverage Management concentration

Select 1 course (3 credits) from Lodging Management concentration

**Total Hours**

**61**