

HOSPITALITY AND EVENT BUSINESS MAJOR (M)

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

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.

Our program allows you to pursue a variety of careers in hospitality, tourism, culinary arts and event management. 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.

We have a professional advisory board made up of industry experts, who design courses and experiences that will prepare you for your career. You'll have the ability to 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'll earn the opportunity to gain intensive field experience at major events, like the Final Four and even the Super Bowl.

Program Student Learning Outcomes for Hospitality and Event Business Major/Minor

(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.

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		63
Electives		12
Minor: Optional		
Total Hours		120

¹ 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
Business Core		
<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)	
COMM 201	Interpersonal Communication (or COMM 105)	
<i>Required Business Core Courses</i>		
ACCT 203	Financial Accounting	3
ACCT 223	Managerial Accounting	3
BUS 161	Business Essentials	3
BUS 210	Business Law I	3
BUS 355	Management Info Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics	3
ECON 231	Microeconomics	3
FIN 300	Principles of Finance	3
MGMT 130	Principles of Management	3
MGMT 336	Human Resource Management	3
MGMT 450	International Business	3
MKTG 131	Principles of Marketing	3
Required Courses		
SHB 120	Introduction to Hospitality & Event Business	3
SHB 140	Exposition & Special Event Management	3
SHB 200	Contemporary Leadership Behavior	3
SHB 220	Concessions, Catering, & Vendor Strategies	3
SHB 230	Ceremonial Management	3
SHB 300	Professional Development - Field Experience	3
SHB 310	Integrated PR & Social Media	3
SHB 330	Financial Aspects of Hospitality	3
SHB 400	Sales, Sponsorship, & Fundraising Strategies	3
SHB 410	Event & Production Management	3
SHB 450	Professional Development - Program Capstone	3
Total Hours		72