

HOSPITALITY AND EVENT BUSINESS MINOR (M)

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

How does the Hospitality and Event Business MINOR differ from the major?

1. Only 18 credits from the Sport and Hospitality Program are required for the minor.
(Click on the CURRICULUM tab for more information.)
2. Students minoring in Hospitality and Event Business are NOT required to take SHB 450 - Program Capstone.
3. Students minoring in Hospitality and Event Business are NOT required to take SHB 300 - SHB Internship.

Business now finds itself firmly entrenched within the "Experience Economy." This minor is a popular option for students in the Batterman School of Business that are majoring in entrepreneurship, marketing and public relations, as it provides valuable customer service, guest engagement, event activation and hospitality skills that today are applied in ALL industries.

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.

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

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.

Curriculum

| Code | Title | Hours |
|----------------------------------|--|-----------|
| Required Courses | | |
| SHB 120 | Introduction to Hospitality & Event Business | 3 |
| SHB 220 | Concessions, Catering, & Vendor Strategies | 3 |
| SHB 330 | Financial Aspects of Hospitality | 3 |
| SHB 400 | Sales, Sponsorship, & Fundraising Strategies | 3 |
| SHB 410 | Event & Production Management | 3 |
| <i>Pick One of the following</i> | | 3 |
| SHB 140 | Exposition & Special Event Management | |
| SHB 230 | Ceremonial Management | |
| Total Hours | | 18 |