

Program Overview: Bachelor of Applied Science Hospitality Management

About This Major . . .

The Bachelor of Applied Science (BAS) in Hospitality Management degree combines the technical skills and business proficiency necessary for success in today's business world. A unique program, the BAS allows students who have already earned an associate of applied science degree to build upon their technical skills with general education courses and junior and senior level business classes. This allows associate of science degree holders to earn a 4-year degree in approximately four additional full-time semesters, depending upon prior coursework.

Business course to be taken include courses in marketing, promotion, management, accounting, finance, small business management, and entrepreneurship. Upon completion of the program, students will be technically and academically prepared for leadership positions in the hospitality industry in the areas of resort and hotel management, food and beverage management, travel and tourism management, and food service management. With the ever-expanding world hospitality market, this degree has endless opportunities and will provide students with upward mobility in their area of employment as they move into supervision/management positions.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.

In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Critical Thinking Skills: Apply business knowledge and skills in appropriate business contexts and transfer knowledge and skills to new business situations.
2. Communication Skills: Independently communicate clearly, appropriately, and persuasively to the audience, both orally and in writing.
3. Quantitative fluency: Analyze business data critically, reason logically, and apply quantitative analysis methods correctly to develop appropriate business conclusions.
4. Strategic Application of Information: Strategically apply information across functional business areas.
5. Team Work: Effectively work in a team.
6. General Business Knowledge: Integrate knowledge from multiple functional areas of business to solve business problems and to develop sound business strategies.
7. Work Products: Produce professional business work products.
8. Apply financial, marketing, and operational business principles within the hospitality industry. (Specialized Knowledge)

Program Highlights:

This four-year degree complements an earned associate of applied science degree and provides students with the technical skills needed for upward mobility into management positions.

Graduates of this program currently hold the following positions: small business owner, general manager, front office manager, and restaurant manager.

Through the American Hotel and Lodging Educational Institute and CMU's Hospitality Management Concentration, students can work toward certification in a variety of hospitality industry facets. Knowledge and experience, in addition to classroom testing, support preparation for this certification, a valuable addition to their resume.

Internships are available for juniors and seniors at local, regional, and international companies. Recent internships have been completed at Caesar's Palace, Springhill Suites, Alaska Tour Adventures, and Gateway Canyons.

A solid base in business enables students to gain the necessary knowledge to work across the functional areas of business in today's global environment.



Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 33 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

2. What You Will Study in This Major. . .

Business Core Classes

These courses provide a solid basis for upper division business classes and focus in functional areas.

- Economics
- Accounting
- Business Statistics
- Management
- Marketing
- Finance
- Legal Environment of Business
- Human Resource Management
- Quantitative Analysis
- Entrepreneurship

Concentration Requirements

These courses will provide the basis for study in the ever-evolving field of hospitality management. Analysis, critical thinking, and communication are key skills any effective business person needs in today’s workplace.

Required

Associate of Applied Science core, which contains 36 hours from a regionally-accredited institution offering an AAS degree in Business or closely-related field.

Electives from which to choose

- Internships
- Risk Management
- International Business
- Compensation and Rewards
- Promotion

Electives

The electives for this degree are taken in the context of the required AAS degree.

In addition, 11 semester hours or sufficient hours to bring the total hours to 120 hours is required. 33 of the 120 hours must be upper-division.

These 11 hours (or more in some instances) can be taken across the business curriculum in areas that will complement both the already-earned 2-year degree and the in-progress 4-year degree.

For more information about this major, go to: <http://www.coloradomesa.edu/business/degrees.html> or contact the Academic Department Head for Business, 309 Dominguez Hall, 970.248.1778.