

## Program Overview: Bachelor of Business Administration Hospitality Management Concentration



### About This Major . . .

The Bachelor of Business Administration (BBA) degree with a concentration in Hospitality Management combines business knowledge with a focus on the hospitality management skills needed in this industry. Potential employment opportunities include management in any of the following areas: 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 both within the United States and in the global hospitality industry.

The senior-level capstone course, Business Strategy, allows students the opportunity to bring together the functional areas of business and apply business knowledge and skills to solve today's complex and ever-changing problems. The course focuses on developing a strategic plan for an organization using critical analysis of business data. To develop the strategic plan, students identify the current strengths and weaknesses of the organization as well as strategies for maintaining a competitive advantage in the future. Assignments such as oral presentations, written papers, and working on a team simulation help students to develop the knowledge and skills needed to manage successfully in the future.

**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:

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

Students participating in the national Phi Beta Lambda competition earned first place in the Strategic Analysis and Decision Making and in the Business Decision Making categories.

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 a 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 40 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. . .

#### Foundational Courses

These courses provide a solid basis for upper-division business classes and focus in functional areas. An exciting first class in the business program is Freshman Business Seminar, which provides an overview of both the world of business and the Department of Business at CMU.

- Accounting
- Business Communications
- Economics
- Business Statistics
- Computer Information Literacy

#### Business Core Courses

These include the following functional areas.

- Management
- Marketing
- Finance
- Management Information Systems
- International Business
- Legal Environment of Business
- Human Resource Management

#### 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

- Travel Industry I
- Management and Supervisory Skills for the Hospitality Industry
- Travel and Tourism Marketing Techniques

##### Electives from which to choose

- Risk Management
- Advanced Managerial Accounting
- Solving Problems Using Spreadsheets
- Compensation and Rewards

#### Electives

An option within the BBA for most concentrations is the ability for students to graduate with two concentrations within the required 120 hours. For example, many students pair a Hospitality Management concentration with a Marketing or Management concentration. Other students choose to complete an intensive internship. These opportunities enable students to gain knowledge and skills in differing business areas.

Additionally, students can select electives from the following topics.

- Emerging Markets
- Business Ethics
- Big Questions in Business
- Project Management
- Sales and Sales Management
- Promotions
- Small Business Management

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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.