

HOSPITALITY MANAGEMENT, B.B.A.

Major Code: 0073

This program, which builds on associate degrees in Hotel Management, Restaurant Management, Culinary Arts Management, Business Management, Recreation and Resort Management, prepares students for rewarding careers in the global service economy. The curriculum combines resort and recreation management theory, evolving technology applications, business management and operational services. The program includes a semester where seniors fulfill an internship at resort and recreation facilities.

Career Opportunities: Management-level positions worldwide at resorts, attractions, vacation excursion companies, hotels, restaurants, sports and entertainment complexes, theme parks, commercial recreation establishments, casinos and cruise lines, world professional associations and travel-related companies.

Student Learning Outcomes

Upon successful completion of this program, students will be able to:

- Appraise situations and make strategic decisions from a top manager's viewpoint.
- Critically evaluate a strategic plan for an organization.
- Discuss ethical, regulatory, environmental, social, political and technological issues related to human resource management.
- Demonstrate methods to motivate staff to maximize revenues, reduce turnover and increase customer satisfaction.
- Develop approaches for training a diverse staff.
- Explain current technology applications in Resort and Recreation facilities and select software applications appropriate for operational challenges.
- Complete needs assessment, design, and implementation training program at the property or corporate level.
- Explain the principles of "Hospitality Law" and be able to practically apply the basic legal theory and prevention techniques.
- Describe factors that have contributed to globalization and global economy as well as their impact on resorts.
- Describe and implement qualitative and quantitative research methodologies.
- Collect, synthesize and analyze customer satisfaction data and present findings using various methodologies.
- Recognize and explain the liability and compliance issues associated with resort security and safety.
- Communicate effectively both in written and oral presentations.
- Research and analyze the work environment in large, medium and small organizations as well as investigate an employer's expectations in order to secure an ideal job placement.
- To develop an appreciation of various cultures and global hospitality business practices and discuss the intricacies of particular regions of the world.

Curriculum Requirements

A minimum of 120 credits is required for degree completion. A minimum of 2.0 GPA required in all RRMT courses.

Code	Title	Credits
Major Field Requirements		
ACCT	Accounting as advised	3
BSAD 108	Business Law 1	3
BSAD 116	Business Organization & Mgmt	3
BSAD 112	Marketing	3
CITA 101	Principles Computer Apps	3
TOUR 106	Travel-Tourism/Hospitality	3
FSAD 154	Equipment Selection & Layout	3
FSAD 257	Senior Seminar	1
CUL 101	Culinary Arts I	4
CUL 111	Professional Baking	3
CUL 201	Advanced Culinary Arts	4
CUL 211	Culinary Restaurant	6
FSAD 201	Cooperative Summer Work	2
BSAD 221	Business Statistics	3
	or MATH 141	Statistics
BSAD 310	Human Resource Management	3
BSAD 449	Management Policy and Issues	3
RRMT 320	Legal Implications RR Industry	3
RRMT 425	Training Design & Impl - Hosp	3
RRMT 430	Assessment Customer Satisfacti	3
RRMT 440	Tech Applications for RR Mgt	4
RRMT 470	Capstone Exp. Orientation	2
RRMT 480	Internship RR Service Mgt	12
300-400 Level Electives in RRMT, BSAD, ENTR		6
Required SUNY General Education Coursework		
COMM 105	Research & Communication	3
SUNY General Education Diversity, Equity, Inclusion and Social Justice as advised		3
MATH 102	Intermediate Algebra w Trig	3
	or MATH 127	Mathematical Reasoning
SUNY General Education World Languages as advised		3
PSYC 101	Introduction to Psychology	3
ECON 100	Introduction to Macroeconomics	3
HIST 101	United States History to 1800	3
	or HIST 102	U.S. History 1800 to 1900
	or HIST 103	U.S. History from 1900-Present
SUNY General Education Natural Sciences as advised		3
Additional SUNY General Education Credits as advised		14-16
Total Credits		121-123

Suggested Course Sequence

Course	Title	Credits
Year 1		
Fall		
COMM 105	Research & Communication	3
PSYC 101	Introduction to Psychology	3
MATH 102	Intermediate Algebra w Trig	3
	or MATH 127	or Mathematical Reasoning
TOUR 106	Travel-Tourism/Hospitality	3
CUL 101	Culinary Arts I	4
Credits		16

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Spring		
BSAD 116	Business Organization & Mgmt	3
FSAD 154	Equipment Selection & Layout	3
CUL 111	Professional Baking	3
SUNY General Education as advised		3
ECON 100	Introduction to Macroeconomics	3
Credits		15
Year 2		
Fall		
BSAD 112	Marketing	3
FSAD 201	Cooperative Summer Work	2
CUL 201	Advanced Culinary Arts	4
ACCT 100 or ACCT 101	Accounting Info & Mgt Decision or Principles of Accounting I	3
HIST 101 or HIST 102 or HIST 103	United States History to 1800 or U.S. History 1800 to 1900 or U.S. History from 1900-Present	3
Credits		15
Spring		
BSAD 108	Business Law 1	3
FSAD 257	Senior Seminar	1
CUL 211	Culinary Restaurant	6
CITA 101	Principles Computer Apps	3
SUNY General Education as advised		3
Credits		16
Year 3		
Fall		
RRMT 320	Legal Implications RR Industry	3
300-400 Level RRMT Electives as advised		6
SUNY General Education World Languages as advised		3
SUNY General Education Natural Sciences as advised		3
Credits		15
Spring		
BSAD 310	Human Resource Management	3
BSAD 449	Management Policy and Issues	3
RRMT 425	Training Design & Impl - Hosp	3
RRMT 430	Assessment Customer Satisfacti	3
SUNY General Education Diversity, Equity, Inclusion and Social Justice as advised		3
300-400 Level RRMT as advised		3
Credits		18
Year 4		
Fall		
RRMT 440	Tech Applications for RR Mgt	4
RRMT 470	Capstone Exp. Orientation	2
BSAD 221 or MATH 141	Business Statistics or Statistics	3
300-400 Level Elective as advised		3
SUNY General Education as advised		3
Credits		15
Spring		
RRMT 480	Internship RR Service Mgt	12
Credits		12
Total Credits		122