

Hospitality Management, B.B.A.

Program Description

The Bachelor of Business Administration in Hospitality Management program is designed to prepare students for employment in the growing field of hospitality defined broadly as hotels, restaurants, convention and exposition centers, theme and amusement parks etc. Based on a business core foundation, the hospitality program prepares students with a strong business curriculum, experience in the hospitality industry, and content courses that cover key areas of hospitality business. The curriculum lies at the intersection of service management and analytics, through courses in guest service management, revenue management, and strategic analytics in hospitality. In the age of Big Data, the prospective program aims to equip students with skills to analyze and interpret how external and internal factors influence decision making in hospitality enterprises, and thereby impact organizational performance.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admissions Requirements

Admission to the Hospitality Management, BBA program is separate from Admissions to Kennesaw State University. Students must meet the program's requirements outlined below to pursue this degree program.

- All students must meet the admission requirements for freshmen and/or transfer students as determined by KSU prior to applying to the Coles College Professional Program.
- Business majors must apply for and be accepted to the Coles College Undergraduate Professional Program in order to graduate with a B.B.A. degree – a Bachelor of Business Administration.
- The Coles B.B.A. requires 120 semester hours. Students apply for this program during or after their sophomore year. Admission to the program gives students access to upper division-business courses needed to complete the B.B.A. degree, as well as professional and career development opportunities.
- Once students declare their major as business, they will need to meet with a Coles College Academic Advisor, successfully complete BUSA 2150 and satisfactorily complete the Coles Sophomore GPA requirement.
- Students must complete the seven courses in the Lower Division Business Core with a GPA of 3.00 or above, including a grade of "C" or better in each course.

- Once a student is accepted into the Coles College of Business, then he/she can proceed with a hospitality management major.

View the special admission, progression, and graduation requirements of the Coles College of Business.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core IMPACTS Curriculum Requirements Specific to This Major

Students must take MATH 1111 or higher in Mathematics & Quantitative Skills.

Core Field of Study (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

Leadership and Career Program (0 Credit Hours)

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

Major Requirements (39 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Business Core (24 Credit Hours)

- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- ECON 3300: Applied Statistical and Optimization Models
- MGT 4199: Strategic Management

Major Field Required Courses (15 Credit Hours)

- HMGT 3300: Introduction to Hospitality
- HMGT 3500: Guest Service Management
- HMGT 3397: Work Experience In Hospitality Management
- HMGT 4100: Hospitality Marketing and Revenue Management
- HMGT 4300: Hotel Management and Operations
- HMGT 4500: Strategic Analytics for Hospitality Managers

Major Electives (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Major Field Elective Courses (9 Credit Hours)

Select 9 credit hours from the following list of courses:

- BLAW 4960: Current Issues in Business Ethics and Law
- BUSA 3500: Culture & International Business
- HMGT 4490: Special Topics in Hospitality Management
- MGT 3190: Business, Ethics, and Society
- MGT 3600: Introduction to International Business
- MGT 4123: Family Business Management
- MGT 4124: Franchise Management
- ENTR 4125: International Entrepreneurship
- MGT 4130: Commercial Real Estate Ventures
- MGT 4161: Organizational Communications
- MGT 4174: International Human Resource Management
- MGT 4190: International Management
- MGT 4476: Contemporary Global Business Practices
- MGT 4880: Service Operations Management

- MKTG 4620: Services Marketing
 - MKTG 4880: Hospitality and Tourism Marketing
- Select 3 credit hours of 4000-level HMGH coursework

Related Studies (9 Credit Hours)

Select 9 credit hours of 3000-4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, ENTR, FIN, FTA, HMGH, INS, IS, ISA, MGT, MKTG, RE.

University Electives (3 Credit Hours)

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

Free Electives (3 Credit Hours)

Select 3 credit hours of 1000-4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)