



Bachelor's Degree Program *Business Administration*

Specialization: **Hospitality Management**

ABOUT THIS DEGREE PROGRAM

Businesses large and small are the core of the American economy. Earning a bachelor's degree in the Business Administration degree program at DeVry University can help you launch a successful career in many business areas and industries, such as finance, accounting, operations, marketing or project management.

Our program can help you develop critical communication and interpersonal skills, as well as teach you key business concepts and tactics. As a student, you'll address real business issues taken from the boardrooms and offices of Fortune 500 companies.

Our Business Administration degree program is designed to accommodate students with a wide range of experiences, including those with little or no prior college education or work experience. While earning your bachelor's degree, you can benefit from selecting a business specialization that can further prepare you for a specific career path of your choosing.

Specializations offered within the Business Administration degree program:

- Accounting
- Business Information Systems
- Finance
- Health Services Management
- Hospitality Management
- Human Resource Management
- Operations Management
- Project Management
- Sales and Marketing
- Security Management
- Small Business Management and Entrepreneurship
- Sustainability Management
- Technical Communication

Those with prior work or educational experience may also want to consider our Technical Management or Management degree programs, which are available with many of the same specializations.

GENERAL EDUCATION COURSEWORK

At DeVry University, we believe in the value of a comprehensive education. This means broadening your knowledge and skill sets beyond the area of your degree program, to prepare you to succeed in today's diverse and evolving workplace.

From day one, you'll learn important analytical and communication skills, such as problem-solving, reasoning and analysis, academic and professional writing, and mathematics and statistics skills. These skills can better equip you to work across cultures and understand a wide range of concepts that influence your area of study.

General Education Coursework:

- Communication Skills
- Humanities
- Mathematics
- Natural Sciences
- Personal and Professional Development
- Social Sciences

CORE-DEGREE COURSEWORK

all
of these
courses

ACCT-212	Financial Accounting
BIS-155	Data Analysis with Spreadsheets with Lab
BUSN-115	Introduction to Business and Technology
BUSN-319	Marketing
BUSN-379	Finance
COMP-100	Computer Applications for Business with Lab
ECON-312	Principles of Economics
MGMT-303	Principles of Management
MGMT-404	Project Management

1
of these
courses

BIS-245	Database Essentials for Business with Lab
ECON-210	Fundamentals of E-Commerce

1
of these
courses

ACCT-344	Cost Accounting
ACCT-346	Managerial Accounting

2-3
of these
courses

These electives are chosen through academic advising from courses that are different from those used to meet any other graduation requirement. They may be selected from other courses in the Business Administration program, or from other courses listed in the academic catalog, provided prerequisites are satisfied.

General Education Coursework (credit hours)	<i>50</i>
Core-Degree Coursework (credit hours)	<i>+ 45</i>
Career-Focused Coursework (credit hours)	<i>+ 31</i>
Approximate Credit Hours Required for Graduation (Eight Full-Time Semesters to Complete)	<i>126</i>

Note: DeVry's academic catalog, available via www.devry.edu/uscatalog, contains the most current and detailed program information, including graduation requirements.



Bachelor's Degree Program Business Administration

Specialization: *Hospitality Management*

ABOUT THIS SPECIALIZATION

DeVry University's Bachelor's degree in Business Administration can help prepare you for the workplace with a solid business foundation. Our specialization in Hospitality Management can further focus your studies and help equip you for the career you want to pursue.

The field of hospitality management is diverse, spanning lodging and gaming, restaurants and tourism, and meetings and events. DeVry University's curriculum can help provide you with the skills to best pursue the breadth of available opportunities within the hospitality field.

Our curriculum explores the operations and day-to-day managerial challenges and responsibilities within hospitality management. Students can learn the particulars of meeting and event management which can include venue selection, staffing, sponsorships, finance and exhibit coordination. As a student, you can study the operational and managerial practices in new and established restaurants, as well as the fundamentals of food safety. Our specialization introduces you to the operating conditions and management responsibilities in casinos and related properties and services. In addition, you can become familiar with the many aspects of the tourism and hospitality industry. As a graduate, you can be prepared to work as a hospitality manager in a variety of settings.

Graduates of DeVry University's Business Administration program with a specialization in Hospitality Management may consider careers including:

- Casino Operations Manager
- Customer Service Representative
- Event Planner
- Hotel and Restaurant Operations Manager
- Meeting and Convention Planner
- Retail Store Manager
- Tourism Operations Manager

According to the Bureau of Labor Statistics, employment of lodging managers is expected to grow by 5 percent from 2008 to 2018, for all occupations. According to its *Occupational Outlook Handbook*, "larger full-service hotels, including resort, casino, and convention hotels that provide a wider range of services to a much larger customer base will continue to generate job openings for experienced managers and management trainees."¹

¹Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2010-11 Edition*, Lodging Managers, on the Internet at www.bls.gov/oco/ocos015.htm (visited February 11, 2011).

²DeVry University, on the internet at www.devry.edu/degree-programs/college-business-management/hospitality-management-about.jsp.

³O*NET OnLine, Lodging Managers, on the Internet at www.online.onetcenter.org/link/summary/11-90-81.00 (visited February 11, 2011).

In New York, DeVry University operates as DeVry College of New York. Program and course requirements and availability vary by location. Some courses may be available online only. Refer to the current academic catalog for more detailed information. DeVry University operates as DeVry Institute of Technology in Calgary, Alberta. DeVry is certified to operate by the State Council of Higher Education for Virginia. AC0060. DeVry University is authorized for operation by the THEC, www.state.tn.us/thec. Nashville Campus – 3343 Perimeter Hill Dr., Nashville, TN 37211. ©2011 DeVry Educational Development Corp. All rights reserved. *Version 7/1/11*

For comprehensive consumer information, visit devry.edu/bba

KNOWLEDGE AND SKILLS

FOUNDATIONS OF HOTEL MANAGEMENT² — Understand lodging industry management, economics and measurement, including reservation systems, staffing, security and maintenance.

MEETINGS AND EVENTS MANAGEMENT² — Learn about sponsorship, venues, staffing, finance, exhibit coordination, contracted services, legal implications, marketing and convention bureaus.

RESTAURANT MANAGEMENT² — Explore service, customer relations, mission, marketing strategy and menu creation, as well as financial management in the form of pricing, budgets, cost control, payroll, fixed assets, leasing and cash and revenue control for both new and established restaurants.

CASINO MANAGEMENT² — Understand operating conditions and management responsibilities in casinos and related properties and services. Explore gaming history and regulations, as well as modern gaming laws, physical and financial controls, taxes, accounting, reporting, marketing, and the mathematics and statistics behind games.

TOURISM MANAGEMENT² — Examine the social and behavioral aspects of tourism and the structure and function of major tourism delivery systems. Analyze supply and demand for facilities, products and services; forecast demand; and explore revenue and yield management approaches.

CUSTOMER AND PERSONAL SERVICE³ — Demonstrate the principles and processes of personal service, including conducting customer needs assessments, meeting quality standards for services and evaluating customer satisfaction.

ADMINISTRATION AND MANAGEMENT³ — Understand the principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods and coordination of people and resources.

PUBLIC SAFETY AND SECURITY³ — Become familiar with relevant equipment, policies, procedures and strategies to promote effective local, state or national security operations for the protection of people, data, property and institutions.

PERSONNEL RESOURCE MANAGEMENT³ — Motivate, develop and direct people as they work, identifying the best people for the job, setting performance standards and monitoring performance.

EDUCATION AND TRAINING³ — Learn principles and methods for training design, as well as teaching and instruction for individuals and groups, including how to measure the effectiveness of training.

CAREER-FOCUSED COURSEWORK

all
of these
courses

HMT-310	Introduction to Hospitality Management
HMT-320	Foundations of Hotel Management
HMT-330	Meetings and Events Management
HMT-410	Restaurant Management
HMT-420	Food Safety and Sanitation
HMT-450	Tourism Management

1
of these
courses

HMT-440	Casino Management
3 HOURS	Advanced course option

all
of these
courses

BUSN-460	Senior Project
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OR

all
of these
courses

BUSN-462	Senior Project I
BUSN-463	Senior Project II

Visit DeVry.edu or call 888.DEVRY.04

