WHAT YOU’LL LEARN

ESSENTIALS
• Communicate methods and findings
• Collaborate in a dynamic work environment
• Analyze business-related data
• Apply appropriate technologies

BUSINESS CORE
• Lead, manage and collaborate in diverse environments
• Allocate financial and human resources, manage risk and analyze business opportunities
• Evaluate and solve complex problems using data
• Use technology to develop business solutions to improve daily operations and long-term strategy

PROGRAM
• Apply leadership, resource management and conflict management techniques
• Apply managerial theories and techniques to improve organizational performance and foster continuous improvement
• Effectively communicate business information to varying audiences through varying media

SPECIALIZED
• Apply traditional and contemporary practices to the lodging industry
• Explore event models in the context of sponsors, venues, staffing, finance, exhibits, procuring services, marketing and legal implications
• Analyze restaurant operations, planning and marketing as a business venture

ABOUT THIS DEGREE PROGRAM

A FOUNDATION IN BUSINESS
This program features a series of essential Business Core courses to help build interdisciplinary skills critical to workplace success. These courses introduce students to key disciplines that support business careers and cover concepts related to general business principles, including accounting, marketing, management and the analytic skills that inform business decision-making.

The Business Core coursework introduces students to contemporary workplace applications. In each course, the learning experience is enhanced through activities that help students apply the course material, while shaping future education and career choices.

A PROGRAM TO FUEL YOUR FUTURE
In this specialization, study hospitality techniques, technologies and strategies for new and established restaurants, hotels, event spaces, resorts, casinos and government organizations.

IS THIS PROGRAM FOR YOU?
Interested in management in the hospitality or tourism field? Then this program might be the right fit for you.

CAREER OPPORTUNITIES
Graduates of DeVry University’s Business Administration program with a specialization in Hospitality Marketing may consider, but are not limited to, the following careers:

• Administrative Service Managers
• Casino Operations Manager
• Event Planner
• Hotel and Restaurant Operations Manager
• Meeting and Convention Planner
• Tourism Operations Manager

QUICK FACTS

124 CREDIT HOURS
Minimum credit hours required for graduation

6.9% GROWTH
Nationally from 2018-2028 for employment of General and Operations Managers

2 + 8 YEARS MONTHS
Minimum length to graduation

MICROSOFT OFFICE PRODUCTIVITY TOOLS
To ensure you have a robust learning experience, as part of your program, you will use latest version of the Microsoft Office suite to communicate business information, analyze data and report findings.

ACCREDITATION MATTERS
The Bachelor of Science in Business Administration degree has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it meets standards of business education that promote teaching excellence.

LEARN FROM THOSE WHO LEAD
Our faculty embody strong academic credentials. Partners in your learning, they walk into the classroom bringing hard-earned knowledge and expertise honed through years of experience in the fields they teach.

1 128 for students enrolled at a New Jersey location. 2 127 for students enrolled at a Pennsylvania location. 3 https://data.bls.gov/projections/occupationProj. Data reflects a national projected percentage change in employment from 2018-2028 and may not reflect local economic conditions. *Not including breaks. Assumes year-round, full-time enrollment. Additional program information may be found at https://www.devry.edu/degree-programs.html.
Bachelor’s Degree Program
Business Administration | Hospitality Management

COMMUNICATION SKILLS
- ENGL112 Composition
- ENGL135 Advanced Composition
- ENGL216 Technical Writing
- SPECH275 Public Speaking

HUMANITIES
- HUMN303 Introduction to the Humanities
- ETHC445 Principles of Ethics
- LAS432 Technology, Society, and Culture

SOCIAL SCIENCES
- SOCS185 Culture and Society
- SOCS325 Environmental Sociology
- LAWS310 The Legal Environment

MATHEMATICS AND NATURAL SCIENCES
- MATH114 Algebra for College Students
- MATH221 Statistics for Decision-Making
- SCI228 Nutrition, Health and Wellness with Lab

PERSONAL AND PROFESSIONAL DEVELOPMENT
- CARD405 Career Development
- COLL148 Critical Thinking and Problem-Solving

BUSINESS CORE
- ACCT212 Financial Accounting
- BIS155 Data Analysis with Spreadsheets with Lab
- BUSN115 Introduction to Business and Technology
- BUSN319 Marketing
- COMP100 Computer Applications for Business with Lab
- MGMT303 Principles of Management

FINANCE AND MANAGEMENT
- ACCT346 Managerial Accounting
- BIS245 Database Essentials for Business with Lab
- BUSN379 Finance
- ECON312 Principles of Economics
- MGMT404 Project Management

ELECTIVES
- The following suggested electives ensure students meet prerequisite requirements and offer applied tech skills for today’s business world. Qualifying prior college coursework not meeting other program requirements may be applied toward the elective hours. Students may request alternate elective courses through academic advising.

- CIS115 Logic and Design
- MGMT408 Management of Technology Resources
- SEC310 Principles and Theory of Security Management

SENIOR PROJECT
- BUSN460 Senior Project

HOSPITALITY MANAGEMENT
- HOSP310 Introduction to Hospitality Management
- HOSP320 Foundations of Hotel Management
- HOSP330 Meetings and Event Management
- HOSP410 Restaurant Management
- HOSP420 Food Safety and Sanitation
- HOSP440 Casino Management
- HOSP450 Tourism Management

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DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC). Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus: 2450 Crystal Dr., Arlington, VA 22202. DeVry is authorized for operation as a postsecondary educational institution by the Tennessee Higher Education Commission. Nashville Campus: 3343 Perimeter Hill Dr., Nashville, TN 37211. Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-based programs will be required to take some coursework online and, for some programs and locations, a substantial portion of the program may be required to be completed online.

DeVry's academic catalog, available via devry.edu/catalogs, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2019 DeVry Educational Development Corp. All rights reserved. Version 9/23/19