

HOSPITALITY ADMINISTRATION (B.S.) GENERAL HOSPITALITY

Degree: Bachelor of Science

Major: Hospitality Administration

Concentration: Hospitality Administration

Total Hours: 120

Program Coordinator

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Program Educational Objectives

- Provide instruction of a quality and scope that will qualify students to work as supervisors and managers in the hospitality industry.
- Provide the necessary material resources, knowledge, facilities, and environment for students to obtain the marketable skills to succeed in the Hospitality industry.
- Participate in the activities of community organizations/businesses and develop a network of professionals who act as mentors for students in their learning experiences and provide employment opportunities in the field of hospitality.
- Encourage students' interest and participation in scholarly research activities through group projects, independent study, and attendance at professional meetings and seminars.
- Attract, accommodate and support a diverse student population.
- Practice analytical and critical evaluation skills to be applied to real-life case resolution.

Program Student Outcomes

Upon program completion, graduates will be able to:

- Critically examine, discuss, and demonstrate ethical decision-making that addresses stakeholder and organization needs.
- Demonstrate a high level of success in applying effective group work strategies by identifying the talents and skills of individuals to deliver the best product and service to targeted customers.
- Demonstrate proficiency in analyzing hospitality market situations and financial positions and developing proactive business plans.
- Evaluate market conditions, customer needs, and the financial constraints and goals of a business situation in order to successfully position products and services in the market.
- Integrate practical and content knowledge and professional work attitudes in their applied field of practice.
- Apply general hospitality standards such as great service at a reasonable price in a designated period of time in any hospitality context.
- Mindfulness of using relevant and sensitive principles and tactics to address ethics- and diversity-based industry issues

Curriculum

The philosophy that underpins Lamar University's (LU) Hospitality Administration program is meant to provide students with both technical- and content-based learning opportunities. The current undergraduate curriculum builds a knowledge and skill base that is rooted in everyday operational skills as well as managerial skills such as problem-solving and real-life accountability. Given the scope of the industry, students are exposed to a wide range of courses emphasizing everything from lodging and food and beverage management to event planning and meeting management to facilities management and tourism. Management courses in law, organizational behavior, human resources, marketing, and accounting are taught from a hospitality perspective so that students learn the unique challenges of the industry.

Code	Title	Hours
General Education Core Curriculum		
<i>Communication</i>		
ENGL 1301	Composition I	3
Select one of the following:		3
COMM 1315	Public Speaking I	
COMM 1321	Business and Professional Speech	
DSDE 1371	ASL I	
FREN 1311	Beginning French I	
SPAN 1311	Beginning Spanish I	
<i>Mathematics</i>		
MATH 1332	Contemporary Mathematics I	3
<i>Life and Physical Sciences</i>		
Select two of the following:		6
BIOL 1308	General Biology (Non-Science Majors)	
BIOL 1315	Plants and Human Society (Non-Majors)	
BIOL 2306	Environmental Science	
CHEM 1306	Chemistry for Allied Health Sciences	
CHEM 1308	Biochemistry for Allied Health Sciences	
CHEM 1311	General Chemistry I	
CHEM 1312	General Chemistry II	
GEOL 1390	Introductory Environmental & Physical Geology	
PHYS 1305	Elementary Physics I Lecture	
PHYS 1307	Elementary Physics II Lecture	
PHYS 1311	Introduction to Astronomy Lecture	
SPSC 1301	Space Exploration	
<i>Language, Philosophy and Culture</i>		
Select one of the following:		3
DSDE 1374	Introduction to Deaf Studies	
ENGL 2300	Close Reading II	
ENGL 2322	British Literature	
ENGL 2326	American Literature	
ENGL 2331	World Literature	
ENGL 2376	African-American Literature	
FREN 2312	Intermediate French II	
PHIL 1370	Philosophy of Knowledge	
PHIL 2306	Ethics	
SPAN 2312	Intermediate Spanish II	
<i>Creative Arts</i>		
Select one of the following:		3

ARTS 1301	Art Appreciation	
ARTS 1303	Art History I	
COMM 1375	Film Appreciation	
COSC 1324	The Art of Computer Game Development	
DANC 2304	Dance Appreciation	
MUSI 1306	Music Appreciation	
MUSI 1309	Jazz History and Appreciation	
MUSI 1310	History of Rock and Roll	
PHIL 1330	Arts and Ideas	
THEA 1310	Theatre Appreciation	
<i>American History</i>		6
HIST 1301	U S History I 1763-1877	
HIST 1302	U S History II Since 1877	
HIST 2301	Texas History	
<i>Government/Political Science</i>		
POLS 2301	Intro to American Government I	3
POLS 2302	Intro/American Government II	3
<i>Social and Behavioral Sciences</i>		
Select one of the following:		3
ANTH 2346	Introduction to Anthropology	
ANTH 2351	Cultural Anthropology	
BULW 1370	Business Environment and Public Policy	
CRIJ 1301	Intro to Criminal Justice	
ECON 1301	Principles and Policies	
ECON 2301	Principles of Economics I Macro	
ECON 2302	Principles of Economics II Micro	
FINC 2310	Intro to Consumer Finance	
INEN 2373	Engineering Economics	
POLS 1301	Intro to Political Science	
PSYC 2301	General Psychology	
PSYC 2315	Lifespan Development	
SOCI 1301	Introduction to Sociology	
SOWK 2361	Intro Social Work	
<i>Component Area Option</i>		6
Any core course not previously applied.		
Required Major Courses		
<i>NHHS Courses</i>		
FCSC 4301	Senior Seminar Professional Development	3
FCSC 4367	Field Experience	3
HOSP 1315	Basic Foods	3
HOSP 1372	Introduction to the Hospitality Industry	3
HOSP 1374	Hotel Management	3
HOSP 2314	Hospitality Financial Basics	3
HOSP 2324	Commercial Food Production I	3
HOSP 3314	Food and Beverage Controls	3
HOSP 3333	Human Resources in Hospitality	3
HOSP 3360	Quantity Foods Management	3
HOSP 3375	Beverage Management and Wine Appreciation	3
HOSP 3376	Conventions Management	3
HOSP 4311	Travel and Tourism	3
HOSP 4312	Hospitality Law	3
HOSP 4314	Hospitality Marketing	3

HOSP 4322	Destination Marketing	3
HOSP 4357	Hospitality Operational Analysis	3
NUTR 1322	Basic Nutrition	3
MGMT 3310	Principles of Organizational Behavior and Management	3
	or HOSP 4360 Organizational Management for Services	
HOSP 4321	Hospitality Technology Mgmt	3
	or HOSP 4306 Tourist Behavior	

Electives

Six electives at 3000 or 4000 level	18
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Total Hours	120
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Course	Title	Hours
First Year		
Fall		
HOSP 1372	Introduction to the Hospitality Industry	3
ENGL 1301	Composition I	3
Creative Arts		3
Social & Behavioral Sciences		3
Communication Core		3
Hours		15
Spring		
HOSP 1315	Basic Foods	3
HOSP 1374	Hotel Management	3
POLS 2301	Intro to American Government I	3
Component Area Core		3
MATH 1332	Contemporary Mathematics I	3
Hours		15
Second Year		
Fall		
POLS 2302	Intro/American Government II	3
HOSP 2324	Commercial Food Production I	3
HIST 1301	U S History I 1763-1877	3
Life/Physical Sciences		3
Language, Philosophy, Culture		3
Hours		15
Spring		
NUTR 1322	Basic Nutrition	3
HOSP 2314	Hospitality Financial Basics	3
HIST 1302	U S History II Since 1877	3
Life/Physical Sciences		3
Component Area Core		3
Hours		15
Third Year		
Fall		
HOSP 3376	Conventions Management	3
HOSP elective 3000-4000		6
HOSP 4360	Organizational Management for Services ²	3
	or MGMT 3310 or Principles of Organizational Behavior and Management	
HOSP 4321	Hospitality Technology Mgmt ²	3
	or HOSP 4306 or Tourist Behavior	
Hours		15
Spring		
HOSP 3375	Beverage Management and Wine Appreciation	3
HOSP 3314	Food and Beverage Controls	3
HOSP 3333	Human Resources in Hospitality	3
HOSP 4312	Hospitality Law	3
HOSP elective 3000-4000		3
Hours		15

Fourth Year

Fall

HOSP 3360	Quantity Foods Management	3
HOSP 4314	Hospitality Marketing	3
HOSP 4311	Travel and Tourism	3
HOSP elective 3000-4000		3
Elective	3000-4000 Level	3
Hours		15

Spring

HOSP 4357	Hospitality Operational Analysis	3
FCSC 4367	Field Experience	3
HOSP 4322	Destination Marketing	3
FCSC 4301	Senior Seminar Professional Development	3
Elective	3000-4000 Level	3
Hours		15
Total Hours		120