

HOSPITALITY MANAGEMENT, B.S.

The Bachelor in Science in Hospitality Management prepares students with the required skill sets and expertise to explore their interests in the vast career opportunities associated with the hospitality industry, and teaches students step-by-step how to creatively solve real-world problems in hospitality, apply a business model to their solutions, and then assess the feasibility of their proposed solutions.

Once matriculated at NJCU, transfer students must complete at least 30 credits at NJCU to satisfy the university's residency requirement. Students must also maintain a GPA of 2.5 or better in courses taken in the School of Business. Students must earn a grade of C or higher in each School of Business course (ACCT, BUSI, ECON, FINC, MGMT, MKTG) used in fulfillment of a graduation requirement.

Code	Title	Credits
Common Core Requirements (33 Credits)		
MGMT 225	Business Enterprise Applications	3
MGMT 251	Operations and Project Management Fundamentals	3
ECON 203	Business Statistics	3
MGMT 211	Principles of Management	3
MKTG 231	Principles of Marketing	3
MGMT 241	Global Business	3
ACCT 251	Financial Accounting	3
ACCT 252	Management Accounting	3
MGMT 235	Business Law I: Legal Environment of Business	3
FINC 371	Managerial Finance	3
MGMT 411	Business Policy	3
Hospitality Major Requirements (24 credits)		
MGMT 230	Business Communications Essentials	3
MGMT 249	Service Management Principles	3
MKTG 361	Customer Relationship Marketing	3
MGMT 313	Event and Meeting Planning Management	3
MGMT 302	Undergraduate Business Field Study I	3
MGMT 403	Business Field Study II	3
MGMT 414	Management Analytics	3
MGMT 491	Hospitality Management Capstone: Contemporary Issues in Hospitality Management	3
General Education Courses Requirement (10 credits)		
MATH 164 or ECON 221	Pre-Calculus for Business Students Analytics For Business and Economics	4
ECON 207	Principles of Economics:Macro	3
ECON 208	Principles of Economics:Micro	3
Total: 67 credits		

¹ Taken as a pre-major required course.

*Students must earn a C or better in all Business courses

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Freshman		Credits
Semester 1		
ENGL 101 or ESL 101	English Composition I ¹ or English Composition I for English as a Second Language Students	4-6
MATH 164 or ECON 221	Pre-Calculus for Business Students or Analytics For Business and Economics	3-4
General Education Tier I Course		3
General Education Tier I Course		3
INTD 101	Orientation to College ^{*first time freshmen only}	1
Credits		14-17
Semester 2		
ENGL 102 or ESL 102	English Composition II ¹ or	4-6
MGMT 211	Principles of Management	3
General Education Tier I Course		3
Elective		3
Credits		13-15
Sophomore		
Semester 1		
ECON 207	Principles of Economics:Macro (School of Business requirement. General Education Tier II Course)	3
ACCT 251	Financial Accounting	3
MGMT 225	Business Enterprise Applications	3
MGMT 241	Global Business	3
General Education Tier I Course		3
Credits		15
Semester 2		
ECON 208	Principles of Economics:Micro (School of Business requirement. General Education Tier II Course)	3
ECON 203	Business Statistics	3
ACCT 252	Management Accounting	3
General Education Tier II Course		3
General Education Tier II Course		3
Credits		15
Junior		
Semester 1		
MGMT 251	Operations and Project Management Fundamentals	3
MGMT 235	Business Law I: Legal Environment of Business	3
MGMT 230	Business Communications Essentials	3
MGMT 361	Customer Relationship Marketing	3
General Education Tier II Course		3
Credits		15

Semester 2

MKTG 231	Principles of Marketing	3
FINC 371	Managerial Finance	3
MGMT 249	Service Management Principles	3
General Education Tier III Course		3
Elective/Minor Course		3
Credits		15

Senior**Semester 1**

MGMT 313	Event and Meeting Planning Management	3
MGMT 302	Undergraduate Business Field Study I	3
MGMT 414	Management Analytics	3
MGMT 411	Business Policy	3
Elective/Minor Course		3
Credits		15

Semester 2

MGMT 403	Business Field Study II	3
MGMT 491	Hospitality Management Capstone: Contemporary Issues in Hospitality Management	3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		2
Credits		17
Total Credits		119-124

¹ Students who take English Composition I and II for English as a Second Language (ESL 101 and ESL 102) complete these in place of ENGL 101 and 102 but have fewer free elective credits as a result.

Student Learning Outcomes

Upon completion of the Bachelor of Science in Hospitality Management program, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.
8. Effectively use theory from the hospitality management curriculum in practically applied or experiential learning endeavors.
9. Apply evidence-based management practices to foster ongoing superior customer service.