

# B.S. HOSPITALITY & TOURISM MANAGEMENT/M.B.A.

The dual degree B.S. in Hospitality and Tourism Management / M.B.A. with Hospitality and Tourism Management concentration may be earned in as few as 5 years. Candidates for this dual degree program are required to maintain an undergraduate grade point average of 3.0 and a graduate grade point average of 3.0.

This dual-degree offering acknowledges the importance of the hospitality and tourism industry to the economy of Maine and the United States. This 5 year program prepares hospitality and tourism management students for advancement to upper management levels through course content taught by successful practitioners. This program of study provides the local hospitality industry with a much needed higher level of skilled personnel for their management teams.

Students will complete the program outcomes for both the B.S. Hospitality and Tourism Management and the MBA - Hospitality and Tourism Management degrees. Alternative MBA Concentrations may be selected in combination with the B.S. Hospitality and Tourism Management degree.

In the Hospitality and Tourism program, 84 credits out of your 122 total credits at the undergraduate level are business and hospitality management courses. At the graduate level ALL of your credits are business and hospitality courses.

The Graduate program learning outcomes of the B.S. Hospitality & Tourism Management/M.B.A. are:

1. Students will apply best practices to solve managerial issues.
2. Students will integrate theories and practice to perform strategic analysis.
3. Students will demonstrate effective written forms of communication and oral business presentations.
4. Students will implement leadership skills to work effectively within diverse teams.
5. Students will identify and analyze ethical responsibilities of businesses.
6. Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.

The Undergraduate program learning outcomes of the B.S. Hospitality & Tourism Management are:

1. Students will integrate the core areas of business to inform decision making.
2. Students will apply legal and ethical principles in business to organizational decision making.
3. Students will apply business-related quantitative and qualitative methods and tools to formulate management decision alternatives.
4. Students will demonstrate leadership skills.
5. Students will demonstrate professional business communication.
6. Students will demonstrate the ability to work with diverse colleagues in team situations.
7. Students will demonstrate general and functional knowledge of Hospitality and Tourism Management principles including those

related to the Food and Beverage Industry; the Lodging Industry; Travel and Tourism; and Sustainability.

The following courses are required for this track:

## General Education Courses

BA 211	Microeconomics	3
BA 212	Macroeconomics	3
BA 302	Business Ethics	3
EH 105	College Writing	3
EH 200	Approaches to Literature	3
HA 200	Tourism and Travel	3
HA 301	Supervision in Hospitality Management	3
HE 111	The Husson Experience ***	1
MS 132	Probability and Statistics	3
SC 101	Introduction to Nutrition	3
Fine Arts Elective		3
Foreign Culture and Conversation Elective or Open Elective		3
Historical Elective		3
Humanities Elective		3
Math I Elective		4
Philosophical Elective		3
Psychological/Sociological Elective		3

## General Business Courses

AC 121	Principles of Accounting I	3
AC 122	Principles of Accounting II	3
AC 211	Managerial Accounting	3
BA 201	Business Law I	3
BA 202	Business Law II	3
BA 310	Organization and Management	3
BA 362	Financial Management	3
BA 490	International Business	3
IT 111	Introduction to Microsoft Office	3
or IT 214	Spreadsheet Concepts and Applications	
MK 220	Marketing Fundamentals	3
MK 422	Sales and Sales Management	3

## Hospitality & Tourism Management

HA 101	Intro to Hospitality Mgmt	3
HA 201	Food & Beverage Control Systems	3
HA 202	Facilities & Guest Services	3
HA 302	Hotel Operations	3
HA 303	Event Planning and Management	3
HA 311	Destination Management and Marketing	3
HA 401	Hospitality Internship	3
HA 402	Leadership in Hospitality Management	3

Business Related Electives 15

## Graduate Business Courses

BA 600	Research Methods in Business and Education	3
BA 605	Management Communications	3
BA 621	Marketing Management	3
or BA 712	Strategic Marketing for Nonprofit Organizations	
or BA 720	Advanced Sales and Marketing in Hospitality	
or BA 754	Strategic Selling	

BA 625	Global Strategic Management	3
BA 642	Leadership in Business and Professions	3
BA 643	Strategic Change Management	3
Graduate Business Electives		12
<b>Total Hours</b>		<b>152</b>

### Suggested Course Sequence

**First Year**

Fall	Hours	Spring	Hours
EH 105	3	HA 200	3
HA 101	3	IT 111 or 214	3
HE 111 ***	1	MS 132	3
Humanities Elective	3	Foreign Culture and Conversation Elective or Open Elective	3
Math I Elective	4	Historical Elective	3
Philosophical Elective	3		
		<b>17</b>	<b>15</b>

**Second Year**

Fall	Hours	Spring	Hours
AC 121	3	AC 122	3
BA 201	3	BA 202	3
BA 211	3	BA 212	3
EH 200	3	HA 202	3
HA 201	3	MK 220	3
		<b>15</b>	<b>15</b>

**Third Year**

Fall	Hours	Spring	Hours
AC 211	3	BA 302	3
BA 310	3	HA 302	3
HA 301	3	HA 303	3
HA 311	3	SC 101	3
Psychological/Sociological Elective	3	Fine Arts Elective	3
		<b>15</b>	<b>15</b>

**Fourth Year**

Fall	Hours	Spring	Hours
BA 362	3	BA 490	3
MK 422	3	HA 402	3
HA 401	3	Business Related Elective	3
Business Related Elective	3	Business Related Elective	3

Business Related Elective	3	Business Related Elective	3
		<b>15</b>	<b>15</b>

**Fifth Year**

Fall	Hours	Spring	Hours
BA 600	3	BA 625	3
BA 605	3	BA 642	3
BA 643	3	BA 621, 712, 720, or 754	3
Graduate Business Elective	3	Graduate Business Elective	3
Graduate Business Elective	3	Graduate Business Elective	3
		<b>15</b>	<b>15</b>

**Total Hours: 152**

\*\*\*Credit may not be required for degree completion.