

Hospitality Management (BBA Emphasis and BA) in the Faculty of Business Administration and Economics (in partnership with the American Hotel & Lodging Educational Institute-AHLEI)

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The Faculty of Business Administration and Economics offers two undergraduate pathways in Hospitality Management: a Bachelor of Business Administration (BBA) with an Emphasis in Hospitality Management and a Bachelor of Arts (B.A.) in Hospitality Management, enabling students to choose the academic route that best aligns with their career goals and interests.

A student who completes the Emphasis in Hospitality Management program receives a Bachelor of Business Administration degree (BBA) with an emphasis in Hospitality Management. Interested students can also receive a Hospitality Management Diploma from the American Hotel & Lodging Educational Institute (AHLEI), Haigazian University being the only AHLEI accredited educational institution in Lebanon.

A student who completes the Bachelor of Arts in Hospitality Management program receives a Bachelor of Arts (B.A.) degree in Hospitality Management. Interested students can also receive a Hospitality Management Diploma from the American Hotel & Lodging Educational Institute.

On completion of the degree, graduating students will be able to:

- Demonstrate a methodical understanding of the Hospitality Industry;
- Recognize the importance of and apply exceptional guest service quality and ethics;
- Apply analytical thought, evaluate arguments and critically analyze problems;
- Express ideas clearly in writing; speak articulately; communicate with others using appropriate media channels and work effectively with others;
- Set appropriate goals;
- Work effectively as part of a team;
- Apply their theoretical knowledge to a “real life” experience in the hospitality industry.

Hospitality Management (BBA): **An Emphasis in the Faculty of Business Administration and Economics**

Students may choose between two programs: Hospitality Operations Certificate or Hospitality Management Diploma (A certificate from the American Hotel & Lodging Educational Institute is awarded upon completion of the program).

Students intending to major in Business Administration with an emphasis in Hospitality Management must first secure the approval of the Faculty. Those following the Certificate Program must complete at least 76 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 106 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 136 credits, of which 106 credits must be in 200-level courses. Those following the Diploma Program must complete at least 88 credit hours in faculty requirements. Students entering as Sophomores must complete a minimum of 118 credits of 200-level courses. Students entering as Freshmen must complete a minimum of 148 credits, of which 118 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 60.

Core Requirements (45 cr.)

ACC 211 Fundamentals of Accounting I*	3 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
ADC 241 Marketing Management	3 cr.
BAD 205 Business Ethics	1 cr.
BAD 231 Business Management	3 cr.
BAD 255 Models for Decision Making	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295F Senior Seminar: Capstone Course	3 cr.
ECO 201 Microeconomic Principles*	3 cr.
ECO 202 Macroeconomic Principles*	3 cr.
FIN 220 Financial Management	3 cr.
FIN 221 Financial Markets, Institutions, and Instruments	3 cr.
FIN 226 Quantitative Methods in Finance	3 cr.
LST 260 Business law	2 cr.
WRN 200 Work Ready Now	3 cr.
MIS 260 Business Data Analytics and Visualization	3 cr.

**Students must successfully complete ACC 211, ECO 201, and ECO 202 during their sophomore year, earning a minimum grade of 70 in each course.*

Electives

(6 cr.)

Any elective in the Faculty of Business Administration & Economics 6 cr.

Hospitality Management Emphasis

Choose between two programs: Hospitality Operations Certificate or Hospitality Management Diploma.

Hospitality Operations Certificate (9 courses)

(25 cr.)

HOM 200 The Lodging and Food Service Industry	3 cr.
HOM 241 Management of Food and Beverage Operations	3 cr.
HOM 250 Supervision in the Hospitality Industry	3 cr.
HOM 260 Hospitality Industry Financial Accounting	3 cr.
HOM 299 Internship	1 cr.
HOM 333 Managing Front Office Operations	3 cr.
HOM 338 Managing Housekeeping Operations	3 cr.
HOM 468 Managing Technology in the Hospitality Industry	3 cr.
HOM 472 Hospitality Sales & Marketing	3 cr.

Hospitality Management Diploma (13 Courses)

(37 cr.)

HOM 200 The Lodging and Food Service Industry	3 cr.
HOM 241 Management of Food and Beverage Operations	3 cr.
HOM 250 Supervision in the Hospitality Industry	3 cr.
HOM 260 Hospitality Industry Financial Accounting	3 cr.
HOM 281 Hospitality Facilities Management and Design	3 cr.
HOM 299 Internship	1 cr.
HOM 304 Leadership and Management in the Hospitality Industry	3 cr.
HOM 333 Managing Front Office Operations	3 cr.
HOM 338 Managing Housekeeping Operations	3 cr.
HOM 357 Managing Hospitality Human Resources	3 cr.
HOM 374 Revenue Management in Hospitality Operations	3 cr.
HOM 468 Managing Technology in the Hospitality Industry	3 cr.
HOM 472 Hospitality Sales & Marketing	3 cr.

Hospitality Management Training Internship Program

This program blends theory with practice by combining classroom education with work experience relating to studies. All students majoring in hospitality management must complete a minimum of one summer's full time working experience in a hospitality and tourism enterprise. Students at HU have done their internships at the most prestigious hotels and restaurants in Lebanon, the Gulf, Europe, and the US.

Courses in Hospitality Management (HOM)

HOM 200 The Lodging and Food Service Industry (3 cr.)

Helps students understand the hospitality industry as a whole and see how departments work together. Covers both the lodging and food service industries .

HOM 241 Management of Food and Beverage Operations (3 cr.)

(Equivalent to NSD 230)

Shows how to profitably manage a food service operation in order to satisfy guests. Employees learn how to give guests the highest priority as all details of food and beverage operations are planned, implemented, and evaluated. Corequisite: HOM 200.

HOM 250 Supervision in the Hospitality Industry (3 cr.)

This course develops the communication skills essential for effective leadership, different ways to increase productivity and raise performance standards as well as turning basic human resource functions into motivational strategies. Corequisite: HOM 200.

HOM 260 Hospitality Industry Financial Accounting (3 cr.)

Introduces the fundamentals of financial accounting through examples from hotels, restaurants, and clubs. Students will easily understand the accounting process and its function in hospitality operations. Summarizes the ten steps in the accounting cycle and covers in detail the income statement and balance sheet and their uses in hospitality-specific accounting systems. Students cannot receive credit for both ACC 211 and HOM 260. Corequisite: HOM 200.

HOM 270 Marketing in the Hospitality Industry (3 cr.)

Hospitality marketing is based on understanding the needs of consumers, knowing the segmentation of the market and selecting the best marketing tools to reach customers. It provides students with a real-world perspective on the world of hospitality marketing, industry forms, and useful ideas for increasing sales and making marketing more effective: understanding marketing trends, using market research tools to help make sound strategy decisions, writing a strategic marketing plan and how technology is impacting hospitality marketing. Corequisite: HOM 200.

HOM 281 Hospitality Facilities Management and Design (3 cr.)

Shows operations managers how to handle today's engineering and maintenance concerns. Covers all major facility systems. Clearly shows non-engineers how to understand and speak the language of vendors, suppliers, and maintenance/engineering staff, reduce expenses, and increase the efficiency of a facility's systems. Corequisite: HOM 200.

HOM 299 Internship (1 cr.)

This program blends theory with practice by combining classroom education with work experience relating to studies. All students majoring in Hospitality Management must complete a minimum of two summer's full-time working experience in a Hospitality and tourism enterprise.

HOM 304 Leadership and Management in the Hospitality Industry (3 cr.)

Designed to acquaint students with quality and leadership issues facing today's hospitality industry. Included are the Malcolm Baldrige National Quality Award, continuous improvement, quality service, power and empowerment, communication skills, goal setting, high performance teams, diversity, managing organizational change, and strategic career planning. Corequisite: HOM 200.

HOM 333 Managing Front Office Operations (3 cr.)

Designed to increase front office efficiency and help sales grow with the knowledge gained from this course. Includes yield management techniques and the latest computer technology. Shows how front office activities and functions affect other departments and stresses how to manage the front office to ensure that the firm's goals are met. Corequisite: HOM 200.

HOM 338 Managing Housekeeping Operations (3 cr.)

Students will learn what it takes to manage this vital department. Provides a thorough overview, from the big picture of maintaining a quality staff, planning, and organizing, to the technical details of cleaning each area of the hotel. Corequisite: HOM 200.

HOM 346 Managing Beverage Operations (3 cr.)

Discussions of leadership and supervision focus on the management and leadership practices specific to a beverage operation, including emotional intelligence and the importance of relationships, communication, recruitment and training and motivation and performance reviews. This course covers a real-world approach to beverage controls, purchasing through serving, technology, design and handling guest complaints. A new chapter on sales and marketing includes both food and beverage products and boosting sales through technology and unique service. Corequisite: HOM 200

HOM 357 Managing Hospitality Human Resources (3 cr.)

Written in practical terms to give students solutions to today's sensitive problems. Explains how to fulfill the requirements of the Americans With Disabilities Act (ADA) and other employment and workplace laws. Covers the latest strategies for attracting a wider range of applicants, minimizing turnover, reducing productivity losses, and much more. Corequisite: HOM 200.

HOM 374 Revenue Management in Hospitality Operations (3 cr.)

The Revenue Management: Maximizing Revenue in Hospitality Operations provides a basic understanding of the revenue management process. It distinguishes between tactical and strategic revenue management, addresses the proper use and importance of revenue management in hospitality operations and describes a wide range of elements that must be considered to use revenue management effectively. Corequisite: HOM 200.

HOM 390 Hospitality Law (3 cr.)

Teaches students how to avoid lawsuits and protect property in the hospitality industry. Gives students an understanding of potential legal problems and how important legal considerations can affect a property. Corequisite: HOM 200.

HOM 462 Hospitality Industry Managerial Accounting (3 cr.)

With this course, students make effective managerial, business, and operational decisions based on a thorough understanding of financial analysis. Includes how to analyze financial statements, identify costs, develop realistic budgets, forecast, plan cash flow, and more. Prerequisite: HOM 260.

HOM 464 Planning and Control for Food and Beverage Operations (3 cr.)

Helps students take charge of the complexities of controlling food, beverages, labor, and sales income. Covers standards determination, the operating budget, and income/cost control, as well as control systems, the basics of computers, and computer applications in planning and control functions. Corequisite: HOM 200.

HOM 468 Managing Technology in the Hospitality Industry (3 cr.)

Gives students a thorough understanding of hospitality computer technology and the management of information systems. Features applications for all functional areas, including reservations, rooms, food and beverage, sales, event management, and accounting. Students learn to improve efficiency while serving guests better. Corequisite: HOM 200.

HOM 469 Culinary Theory and Practice (3 cr.)

This course is designed to introduce the student to food and beverage operations through three major components: fundamental food composition and properties, food products and preparation, and food safety. Students will prepare recipes, menus, and production schedules. Students will develop the ability to recognize properly prepared foods through preparing, tasting and evaluating foods. They will also plan menus, develop recipes, and produce them in a final project.

HOM 472 Hospitality Sales and Marketing (3 cr.)

Builds a top-flight sales team with creative, successful sales and marketing programs that really work. Features new ways to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners. Industry pros give tips on sales programs and advertising strategies that worked for them, as well as suggestions for playing up the unique features of a property. Corequisite: HOM 200.

HOM 498 Hospitality Internship (3 cr.)

This course provides an opportunity for the student to complete a relevant internship in a specialized area of the hospitality and tourism industry. Students will maintain a written journal of internship experiences and produce a report that analyzes the results of research on a problem unique to the establishment. Additionally, student will prepare a professional career portfolio based on the internship experience. Students may pursue a wide variety of hospitality establishments for their internships including hotels, restaurants, resorts, convention centers, sports clubs, country clubs, and associations.

HOM 499 Hospitality Internship (3 cr.)

(Same description as HOM 498)

WRN 200 Work Ready Now**(3 cr.)**

The Work Ready Now course is designed to provide students with the foundational “soft skills” and work-based learning experiences to prepare them for success in the workplace. Work Ready Now is designed to facilitate participatory, hands-on teaching and learning. Students will be actively engaged in the learning process and provided opportunities to practice and enhance new skills and gain the self-confidence necessary to secure and maintain work related to their professional goals. Work-based learning activities are woven into the course and will require students to go to real workplaces in the community outside of class time. Students will be guided to use free online digital tools to demonstrate their learning. Throughout the course, students will create a career portfolio that will help them on their experiential Work Ready Now journey from student to employee. They will also learn essential research skills, including gathering and assessing data through questionnaires and interviews, to support professional business reports.