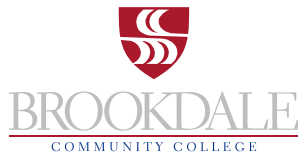




in partnership with



NJCU SCHOOL OF BUSINESS @ FT. MONMOUTH

Bachelor of Science in Hospitality Management

Earn your bachelor's degree close to home.
Start at BCC and finish at NJCU @ Fort Monmouth.



Job growth in the hospitality industry has increased by 17 percent over the past decade, generating more than 2 million new jobs in the U.S. with 12.4 million people working in the hospitality industry today, making about 8.6 percent of all employment.

– *The Bureau of Labor Statistics*

B.S. 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.

Additionally, students will interact directly with the hospitality community, focusing on changing demographics, cultural assessment, and consumer-oriented listening. Emphasis is placed on the development of analytical skills and decision-making processes through practical application of theory in the field.

Why Choose NJCU For Your Degree?

- Ranked “Best Bang for Your Buck” Among Public Universities in the Northeast with easy transfer of credits
- Classes offered close to home, online, in-person and blended to fit your busy life
- Extensive and relevant degree options in high demand fields for existing job holders, business professionals and career changes alike
- Full-time NJCU business faculty teach, advise, and provide personalized support to students
- NJCU School of Business programs are accredited by ACBSP — a global standard of excellence in business education
- Access to specialized services for BCC students and transfers including academic advising, special speakers and business focused career counselors to help you find an internship or co-op close to home in a field of your choice

NJCU School of Business proudly partners with Brookdale Community College to offer students the opportunity to earn bachelors and master's degrees in a wide range of programs previously unavailable to residents in central and southern New Jersey.

NJCU offers students a seamless path to earning a bachelor's degree through our Dual Admissions program! See your academic advisor to begin planning your path to transfer.

Contact Information:

njcu.edu/brookdale
brookdale@njcu.edu
 201-200-3230

NJCU B.S. in Hospitality Management From BCC A.S. in Business Administration

PROGRAM STRUCTURE

The program will consist of 11 interdisciplinary courses known as the common core for all business disciplines (33 credits), eight specialization courses (24 credits), and up to two elective courses (6 credits). *The BCC A.S. in Hospitality is designed for those students who desire to transfer to a baccalaureate program in Hospitality Management.*

BROOKDALE GEN. ED. REQ.			CR.	NJCU EQUIV.	CR.
Communication			9		
ENGL	121	English Composition: The Writing Process	3	English Comp I	3
ENGL	122	English Composition: Writing & Research	3	English Comp II	3
SPCH	115	Effective Speech	3		
Humanities			3-4		
General Ed Foreign Language			3	Any Modern Language*	3
Social Sciences			3		
PSYC 105 or PSYC 106			3		
Environmental Science			3		
ENVR	107		3		
Math/Science/Technological & Information Literacy Competency			14		
Mathematics					
MATH	131	Statistics	4		
MATH	156	Pre-Calculus	4	MATH 164 Pre-Calc for Business* (4) or ECON 221 Analytics for Business and Economics* (3)	3 or 4
<i>Technological or Information Literacy Competency</i>					
COMP	129		3		
Total General Education Credits			32		
Career Studies Requirements					
ECON	105	Macro Economics	3	ECON 207	3
BUSI	221	Business Law	3	MGMT 235 Business Law I: Legal Environment of Business	3
HOSP	105	Intro to Hospitality Management	3	MGMT 390 Intro to Tourism & Hospitality†	3
HOSP	115	Menu Planning & Food Safety	3		
HOSP	215	Food & Beverage Management	3		
HOSP	225	Hotel & Operations Management	3	MGMT 251	3
HOSP	235	Catering & Event Planning	3	MGMT 313 (Event & Meeting Planning)	3
HOSP	245	Travel & Tourism	3		
HOSP	299	Hospitality Internship	3	MGMT 302 Business Field Study 1	3
Career Studies Choices					
ACCT	101	Principles of Accounting I	3	ACCT 251	3
ACCT	102	Principles of Accounting II	3	ACCT 252	3
BUSI	222	Business Law II	3	MKTG 236*	3
ECON	105	Macro Economics	3	ECON 207	3
MRKT	101	Intro to Marketing	3	MKTG 231	3
MRKT	115	Social Media Marketing	3	MKTG 350*	3
Total Credits			60		

* No longer required by NJCU.
 † Elective, no longer required by NJCU.

NJCU HOSPITALITY MANAGEMENT			CR.	BCC EQUIV.	CR.
Common Core Requirements (33 credits - some satisfied to the left and only required if not taken in Career Studies at BCC)					
BUSI	241	Global Business**	3	BUSI 251	3
MGMT	225	Business Enterprise Applications	3		
ACCT	251	Financial Accounting	3	ACCT 101	3
ACCT	252	Managerial Accounting	3	ACCT 102	3
ECON	203	Business Statistics	3	ECON 225	3
MGMT	211	Principles of Management	3	BUSI 205	3
MKTG	231	Principles of Marketing	3	MRKT 101	3
FINC	371	Managerial Finance (ECON 208, ACCT 252, MATH 164 or ECON 221)	3		
MGMT	411	Business Policy (FINC 371)	3		
Major Requirements (27 credits - some satisfied above)					
MGMT	230	Business Communications Essentials	3	COMM 102	3
MGMT	249	Service Management Principles	3		
MKTG	361	Customer Relationship Marketing	3		
MGMT	403	Business Field Study II	3		
MGMT	414	Management Analytics (ECON 203, MGMT 211, MATH 164 or ECON 221)	3		
MGMT	491	Hospitality Management Capstone: Contemporary Issues in Hospitality	3		

** Course Not Required in Curriculum for BCC.

Electives as needed and approved by department.

Students are encouraged to use electives for a second major or minor. See academic advisors for details.

Ready to Take the Next Step?

At NJCU, we offer many different ways for you to get the answers you need to move forward with your educational and professional goals. Connect with the NJCU School of Business and Admissions representatives at an upcoming event tailored just for you. We offer everything from informal online coffee chats, to virtual instant decision days, Zoom webinars, Instagram Live chats, guest speaker sessions, and more.

For more information on upcoming events, visit: njcu.edu/transfer-events



ACBSP Accredited Programs



For More Information:

njcu.edu/brookdale • brookdale@njcu.edu • 201-200-3230