

NJCU School of Business

# B.S. IN HOSPITALITY MANAGEMENT



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.

It will focus on coursework and applications that incorporate current research, ethical decision-making and models of best practice. The interdisciplinary curriculum will enable students to learn how to effectively market, manage, and apply analytics and data driven decision making to the hospitality industry, preparing them to be productive members of the hospitality community, while aiding in the economic development of the region and nation.

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.

**NJCU hospitality management program** is interdisciplinary and involves statistical analysis, accounting, marketing, and organizational behavior, strategic thinking and planning, sales, promotions, and operations, or any area in which one makes business decisions that affect employees, guests, and company profits.

**FOR MORE INFORMATION, CONTACT:**

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**MANAGEMENT DEPARTMENT**  
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[www.njcu.edu/department/management/](http://www.njcu.edu/department/management/)

## 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 five elective courses (18 credits) for a total of 75 credits.

### COMMON CORE REQUIREMENT (33 CREDITS)

|          |   |   |
|----------|---|---|
| MGMT 225 | Business Enterprise Applications                                      | 3 |
| MGMT 251 | Operations and Project Management Fundamentals                        | 3 |
| MGMT 203 | Business Statistics<br>(prerequisite: MATH 164)                       | 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<br>(prerequisite ACCT 251)                      | 3 |
| ACCT 281 | Business Law I  | 3 |
| FINC 371 | Managerial Finance<br>(prerequisites MATH 164,<br>ECON 208, ACCT 252) | 3 |
| MGMT 411 | Business Policy<br>(prerequisite FINC 371)                            | 3 |

### ELECTIVES (18 CREDITS)

Student may take electives as approved by the Department Advisor in general business, or across disciplines including but not limited to courses from Economics, Finance, Accounting, Marketing, Computer Science, Political Science, Geoscience, or group classes for a Minor or Double Major.

### SPECIALIZATION REQUIREMENT (24 CREDITS)

|          |  |   |   |
|----------|--|---|---|
| MGMT 230 | <b>Business Communications Essentials</b>  | 3 | <i>This course is designed to provide students with an understanding of the many communication needs for business professionals, especially start-ups and small business owners, including written, oral, and digital communication. The course will examine how communications skills are applied, including interpersonal communication, intercultural and international communication, and leadership.</i>             |
| MGMT 249 | <b>Service Management Principles</b>   | 3 | <i>This course provides an overview of the various components of service management and how to manage customer needs through delivery of a bundle of services and physical goods that generate value. This course covers a mix of topics including service strategy design, service quality management, and service delivery processes.</i>   |
| MGMT 313 | <b>Event and Meeting Planning Management</b>                                     | 3 | <i>This course provides an analysis of details pertinent to the planning and execution of a hospitality event, large scale meeting and/or conference. Topics include strategic planning, event project management, event technology, financial management, human resources, event design, event marketing, and on-site management.</i>  |
| MKTG 361 | <b>Customer Relationship Marketing</b>   | 3 | <i>This course provides students with a thorough understanding of customer relationship marketing and its role in successful business.</i>  |
| MGMT 302 | <b>Business Field Study I</b>  | 3 | <i>The undergraduate Business Field Study I emphasizes the relationship of concepts and skills learned in the classroom with real-world experience. Students will work part-time in a position approved by the undergraduate program advisor or department chair and complete a project paper under the supervision of a faculty advisor.</i>   |
| MGMT 403 | <b>Business Field Study II</b>   | 3 | <i>This course builds on the relationship of concepts and skills learned in the classroom with real-world experience and the lessons learned from Field Study I. Students will work in an approved position complete a project paper under the supervision of a faculty advisor.</i>  |
| MGMT 511 | <b>Seminar: Management Science</b>   | 3 | <i>This course offers the rationale for applying certain models to managerial problems, assists students in the application of such models and guides students in the interpretation of results. The course includes basic quantity techniques used in managerial decision making. The topics covered include: linear programming, queuing, network analysis, inventory models and decision making under uncertainty.</i> |
| MGMT 514 | <b>Hospitality Management Capstone: Current Topics in Hospitality Management</b> | 3 | <i>This course is the capstone for the Hospitality Management degree. Students will focus on an applied project relative to a specific aspect of hospitality management that best reflects his or her academic or professional interests. In this way, the course assesses cross-functional knowledge of the hospitality industry.</i>  |

