

# Bachelor of Arts in Tourism & Hospitality Management

*\*\*Pending Office of the Chancellor approval\*\**

The Bachelor of Arts in Tourism and Hospitality Management degree completion program is designed to equip students with the skills and abilities that prepare them for management positions in the world's largest and most exciting industry. The primary goal of the new B.A. in Tourism and Hospitality Management is to expand opportunities for community college students in the Coachella Valley and Inland Empire to achieve a bachelor's degree. Emphasizing experiential learning and practical applications, this degree blends operations, marketing, and customer service principles with analytics, digital marketing, and customer experience management techniques. The curriculum provides numerous opportunities for hands-on activities, and professional development during the gala scholarship dinner, trade show trips, finance technology professionals club, and study abroad in Italy. This degree completion program is designed to attract graduating culinary arts and hospitality management students from community colleges, or students from 4-year institutions with 60 or more units who wish to transfer to CSUSB to earn a degree in tourism and hospitality management.

## Admission requirements:

Generally, applicants will qualify for consideration as upper division transfer admission if they meet all of the following requirements:

- Cumulative grade point average of at least 2.0 in all transferable units attempted
- In good standing at the last college or university attended
- Completed at least sixty (60) transferable semester (90 quarter) units of college-level coursework with a grade point average of 2.0 or higher and a grade of C or better in each course used to meet the CSU general education requirements in written communication, oral communication, critical thinking, quantitative reasoning, e.g. mathematics.

The Program will be restricted to upper-division transfer students from culinary arts or hospitality management areas. The CSUSB hospitality management courses will be delivered via an in-person format with a synchronous delivery option available, consisting of only upper-division courses. Students can transfer an equivalent of up to 70 semester units into CSUSB consisting of 40 units GE and 30 units from the culinary arts or hospitality management coursework. All admitted students must complete an additional total of 50-semester units minimum at CSUSB to meet the graduation requirement of 120 units.

## Requirements (27 units)

**Total units required for graduation: 120**

## Requirements for a B.A. in Tourism and Hospitality

The BA in Tourism and Hospitality Management enables the transfer of up to 70 units of coursework and requires 50 units of upper-division coursework to complete the degree. Upper-division courses consist of

9 units in GEs, 14 units in free electives, and 27 units in tourism and hospitality management coursework.

|   |   |           |
|---|---|-----------|
| HOSM 1600                                   | Restaurant Management                         | 3         |
| HOSM 3700                                   | Customer Relationship Management              | 3         |
| HOSM 3900                                   | Tourism and Sustainable Development           | 3         |
| HOSM 4500                                   | Hotel Operations Tactics and Strategies       | 3         |
| HOSM 5300                                   | Meetings and Event Planning                   | 3         |
| 12 units chosen from the following courses: |   | 12        |
| HOSM 2500                                   | Introduction to Hospitality and Tourism       |           |
| HOSM 3800                                   | Global Issues in Hospitality Management       |           |
| MKTG 5250                                   | Sports and Entertainment Marketing            |           |
| HOSM 5400                                   | The Art and Science of Wine                   |           |
| MKTG 5730                                   | Festival and Entertainment Management         |           |
| MKTG 5740                                   | Tribal Gaming: Cultural and Political Context |           |
| MKTG 5750                                   | Hospitality Internship I                      |           |
| MKTG 5752                                   | Hospitality Internship II                     |           |
| HRM 4550                                    | Human Resources Management                    |           |
| <b>Total Units</b>                          |   | <b>27</b> |