

# HOSPITALITY AND EVENT MANAGEMENT - B.S.

College of Education Health and Human Services  
School of Foundations, Leadership and Administration  
www.kent.edu/ehhs/fla

## Contact Information

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- Speak with an Advisor
  - Ashtabula Campus
  - Kent Campus
- Chat with an Admissions Counselor

## Fully Offered

- Ashtabula Campus
- Kent Campus

## Examples of Possible Careers\*

### First-line supervisors of gambling services workers

- 16.4% much faster than the average
- 58,000 number of jobs
- \$50,440 potential earnings

### Food service managers

- 0.6% little or no change
- 352,600 number of jobs
- \$56,590 potential earnings

### Gambling managers

- 8.8% much faster than the average
- 5,100 number of jobs
- \$75,470 potential earnings

### Lodging managers

- -11.7% decline
- 57,200 number of jobs
- \$56,670 potential earnings

### Meeting, convention, and event planners

- 7.8% faster than the average
- 138,600 number of jobs
- \$51,560 potential earnings

### Personal service managers, all other; entertainment and recreation managers, except gambling; and managers, all other

- -1.8% decline
- 1,189,200 number of jobs
- \$116,350 potential earnings

#### \*Note

Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics'

Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

## Description

The Bachelor of Science degree in Hospitality and Event Management prepares leaders for the hospitality industry. The curriculum combines specialty classes in hospitality and business management, preparing graduates for well-compensated positions as managers in restaurants, hotels and resorts, cruise ships, amusement parks, destination marketing organizations, convention centers, country clubs and many more.

The Hospitality and Event Management major comprises three concentrations, each encompassing two of the following three focus areas. Students must choose one concentration that matches their interests and career preferences.

- The **Event Management** concentration focuses on planning and managing events – from large to small and from corporate to personal – in addition to following protocols and ensuring safety and security during the events.
- The **Hotel and Resort Management** concentration focuses on business skills such as managing staff and revenue, as well as the specific skills such as managing clubs and casinos.
- The **Food and Beverage Management** concentration focuses on the business side of food, such as ordering and inventory, managing budgets and planning and pricing menus. In addition, students learn food science, food production and the pairing of food and beverages.

## Accreditation

Accreditation Commission for Programs in Hospitality Administration

## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students who graduated from high school three or more years ago.

**Freshman Students on the Kent Campus:** The freshman admission policy on the Kent Campus is selective. Admission decisions are based upon the following: cumulative grade point average, ACT and/or SAT scores, strength of high school college preparatory curriculum and grade trends. The Admissions Office at the Kent Campus may defer the admission of students who do not meet admissions criteria but who demonstrate areas of promise for successful college study. Deferred applicants may begin their college coursework at one of seven regional campuses of Kent State University. For more information on admissions, including additional requirements for some academic programs, visit the admissions website for first-year students.

**Freshman Students on the Regional Campuses:** Kent State campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, have open enrollment admission for students who hold a high school diploma, GED or equivalent.

**English Language Proficiency Requirements for International Students:**

All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 525 TOEFL score (71 on the Internet-based version), minimum 75 MELAB score, minimum 6.0 IELTS score, minimum 48 PTE score or minimum 100 DET score; or by completing the ESL level 112 Intensive Program. For more information on international admission, visit the Office of Global Education's admission website.

**Transfer, Transitioning and Former Students:** For more information about admission criteria for transfer, transitioning and former students, please visit the admissions website.

**Current Kent State and Transfer Students:** Active Kent State students who wish to change their major must have attempted a minimum 12 credit hours at Kent State and earned a minimum 2.000 overall Kent State GPA to be admitted. Students who have not attempted 12 credit hours at Kent State will be evaluated for admission based on their high school GPA for new students or transfer GPA for transfer students. Transfer students who have not attempted 12 credit hours of college-level coursework at Kent State and/or other institutions will be evaluated based on both their high school GPA and college GPA.

## Program Learning Outcomes

Graduates of this program will be able to:

1. Demonstrate foundational knowledge of the industry operations.
2. Demonstrate competence in business practices and managerial decision making.
3. Demonstrate effective written and verbal communication skills.
4. Demonstrate interpersonal skills including professional behavior, collaborative relationships and proficiency in networking.
5. Demonstrate analytical thinking and problem solving.

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Destination Kent State: First Year Experience	1
Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies
Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 (or 42)
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. Students in a B.A. and/or B.S. degree in the College of Arts and Sciences must complete 42 upper-division credit hours.	
Total Credit Hour Requirement	120

Some bachelor's degrees require students to complete more than 120 credit hours.

## Kent Core Requirements

Kent Core Composition (KCMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Requirements

### Major Requirements

Code	Title	Credit Hours
<b>Major Requirements (courses count in major GPA)</b>		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
HEM 13022	SANITATION AND SAFETY PRINCIPLES AND PRACTICES	3
HEM 13023	FUNDAMENTALS OF FOOD PRODUCTION	3
HEM 13024	INTRODUCTION TO HOSPITALITY MANAGEMENT	3
HEM 20040	THE BUSINESS OF EVENT MANAGEMENT	3
HEM 23030	HOTEL OPERATIONS	3
HEM 33020	LEGAL ISSUES IN THE HOSPITALITY AND EVENT INDUSTRY	3
HEM 33050	PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT	2
HEM 43027	HOSPITALITY AND EVENT MANAGEMENT: HUMAN RESOURCE STRATEGIES (WIC) <sup>1</sup>	3
HEM 43031	LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS	3
HEM 43092	PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR) <sup>2</sup>	3
HEM 43099	CAPSTONE: STRATEGIC HOSPITALITY AND EVENT MANAGEMENT (ELR)	3
HRM 34180	HUMAN RESOURCE MANAGEMENT	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
<b>Additional Requirements (courses do not count in major GPA)</b>		
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
NUTR 23511	SCIENCE OF HUMAN NUTRITION (KBS)	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Mathematics Elective, choose from the following:		3
MATH 10041	INTRODUCTORY STATISTICS (KMCR)	
or MATH 10040	INTRODUCTORY STATISTICS PLUS (KMCR)	
MATH 10051	QUANTITATIVE REASONING (KMCR)	
or MATH 10050	QUANTITATIVE REASONING PLUS (KMCR)	
MATH 11008	EXPLORATIONS IN MODERN MATHEMATICS (KMCR)	

MATH 11009	MODELING ALGEBRA (KMCR)	
or MATH 10772 MODELING ALGEBRA PLUS (KMCR)		
MATH 11010	ALGEBRA FOR CALCULUS (KMCR)	
or MATH 10675 ALGEBRA FOR CALCULUS BOOST (KMCR)		
or MATH 10775 ALGEBRA FOR CALCULUS PLUS (KMCR)		
MATH 11012	INTUITIVE CALCULUS (KMCR)	
MATH 11022	TRIGONOMETRY (KMCR)	
MATH 12002	ANALYTIC GEOMETRY AND CALCULUS I (KMCR)	
MATH 12011	CALCULUS WITH PRECALCULUS I (KMCR)	
MATH 12012	CALCULUS WITH PRECALCULUS II (KMCR)	
MATH 14001	BASIC MATHEMATICAL CONCEPTS I (KMCR)	
or MATH 10771 BASIC MATHEMATICAL CONCEPTS I PLUS (KMCR)		
MATH 14002	BASIC MATHEMATICAL CONCEPTS II (KMCR)	
Kent Core Composition		6
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from different disciplines)		3
Kent Core Basic Sciences (must include one laboratory)		3
<b>Concentrations</b>		
Choose from the following:		36
Event Management/Food and Beverage Management		
Event Management/Hotel and Resort Management		
Food and Beverage Management/Hotel and Resort Management		
Minimum Total Credit Hours:		120

- <sup>1</sup> A minimum C grade must be earned to fulfill the writing-intensive requirement.
- <sup>2</sup> A minimum 3 credit hours of practicum experience must be in one of both of the concentration focus areas. A maximum 6 credit hours of HEM 43092 may apply towards major requirements.

### Event Management/Food and Beverage Management Concentration Requirements

Code	Title	Credit Hours
<b>Concentration Requirements (courses count in major GPA)</b>		
HEM 20160	SAFETY AND SECURITY RISK MANAGEMENT	3
HEM 20201	FOOD AND BEVERAGE MANAGEMENT	3
HEM 43226	FOOD AND BEVERAGE COST MANAGEMENT	3
SPAD 45022	EVENT PLANNING AND PRODUCTION	3
Event Management Electives, choose from the following:		9
HEM 30110	FUNDRAISING AND PHILANTHROPIC EVENT MANAGEMENT	
HEM 30120	WEDDINGS AND SPECIAL EVENT PROTOCOL	
HEM 33129	CATERING AND BANQUET MANAGEMENT	
HEM 33140	CONVENTION SALES AND MANAGEMENT	
HEM 43143	HOSPITALITY MEETINGS AND EVENT MANAGEMENT	
Food and Beverage Management Electives, choose from the following:		9
HEM 20250	ADVANCED FOOD PRODUCTION	
HEM 23212	INTRODUCTORY FOOD SCIENCE	
HEM 30280	FUNDAMENTALS OF FOOD AND BEVERAGE SERVICE	
HEM 33145	BAKING AND PASTRY FUNDAMENTALS	
HEM 33270	GLOBAL CUISINE	
HEM 43231	FOOD, WINE AND BEVERAGE PAIRING	
Professional Electives, choose from the following:		6
HEM 23335	HOSPITALITY EXPERIENCE MANAGEMENT	

HEM 23336	CLUB MANAGEMENT	
HEM 37377	CASINO MANAGEMENT AND GAMING OPERATIONS	
HEM 43377	REVENUE MANAGEMENT	
HEM 43388	LEADERSHIP AND ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY INDUSTRY	
RPTM 36060	ENTREPRENEURIAL APPROACHES TO LEISURE AND HOSPITALITY SERVICES	
Minimum Total Credit Hours:		36

### Event Management/Hotel and Resort Management Concentration Requirements

Code	Title	Credit Hours
<b>Concentration Requirements (courses count in major GPA)</b>		
HEM 20160	SAFETY AND SECURITY RISK MANAGEMENT	3
HEM 43325	HOSPITALITY MARKETING	3
HEM 43329	HOSPITALITY FINANCIAL POLICY	3
SPAD 45022	EVENT PLANNING AND PRODUCTION	3
Event Management Electives, choose from the following:		9
HEM 30110	FUNDRAISING AND PHILANTHROPIC EVENT MANAGEMENT	
HEM 30120	WEDDINGS AND SPECIAL EVENT PROTOCOL	
HEM 33129	CATERING AND BANQUET MANAGEMENT	
HEM 33140	CONVENTION SALES AND MANAGEMENT	
HEM 43143	HOSPITALITY MEETINGS AND EVENT MANAGEMENT	
Hotel and Resort Management Electives, choose from the following:		9
HEM 23335	HOSPITALITY EXPERIENCE MANAGEMENT	
HEM 23336	CLUB MANAGEMENT	
HEM 37377	CASINO MANAGEMENT AND GAMING OPERATIONS	
HEM 43377	REVENUE MANAGEMENT	
HEM 43388	LEADERSHIP AND ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY INDUSTRY	
Professional Electives, choose from the following:		6
HEM 20250	ADVANCED FOOD PRODUCTION	
HEM 23212	INTRODUCTORY FOOD SCIENCE	
HEM 30280	FUNDAMENTALS OF FOOD AND BEVERAGE SERVICE	
HEM 33145	BAKING AND PASTRY FUNDAMENTALS	
HEM 33270	GLOBAL CUISINE	
HEM 43231	FOOD, WINE AND BEVERAGE PAIRING	
RPTM 36060	ENTREPRENEURIAL APPROACHES TO LEISURE AND HOSPITALITY SERVICES	
Minimum Total Credit Hours:		36

### Food and Beverage Management/Hotel and Resort Management Concentration Requirements

Code	Title	Credit Hours
<b>Concentration Requirements (courses count in major GPA)</b>		
HEM 20201	FOOD AND BEVERAGE MANAGEMENT	3
HEM 43325	HOSPITALITY MARKETING	3
HEM 43226	FOOD AND BEVERAGE COST MANAGEMENT	3
HEM 43329	HOSPITALITY FINANCIAL POLICY	3
Food and Beverage Management Electives, choose from the following:		9
HEM 20250	ADVANCED FOOD PRODUCTION	

HEM 23212	INTRODUCTORY FOOD SCIENCE	
HEM 30280	FUNDAMENTALS OF FOOD AND BEVERAGE SERVICE	
HEM 33145	BAKING AND PASTRY FUNDAMENTALS	
HEM 33270	GLOBAL CUISINE	
HEM 43231	FOOD, WINE AND BEVERAGE PAIRING	
Hotel and Resort Management Electives, choose from the following:		9
HEM 23335	HOSPITALITY EXPERIENCE MANAGEMENT	
HEM 23336	CLUB MANAGEMENT	
HEM 37377	CASINO MANAGEMENT AND GAMING OPERATIONS	
HEM 43377	REVENUE MANAGEMENT	
HEM 43388	LEADERSHIP AND ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY INDUSTRY	
Professional Electives, choose from the following:		6
HEM 30110	FUNDRAISING AND PHILANTHROPIC EVENT MANAGEMENT	
HEM 30120	WEDDINGS AND SPECIAL EVENT PROTOCOL	
HEM 33129	CATERING AND BANQUET MANAGEMENT	
HEM 33140	CONVENTION SALES AND MANAGEMENT	
HEM 43143	HOSPITALITY MEETINGS AND EVENT MANAGEMENT	
RPTM 36060	ENTREPRENEURIAL APPROACHES TO LEISURE AND HOSPITALITY SERVICES	

Minimum Total Credit Hours: 36

## Progression Requirements

Students must complete 400 hours of industry experience prior to taking HEM 33050 and HEM 43092.

## Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.250	2.000

## Roadmap

This roadmap is a recommended semester-by-semester plan of study for this major. However, courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One		Credits
HEM 13022	SANITATION AND SAFETY PRINCIPLES AND PRACTICES	3
HEM 13024	INTRODUCTION TO HOSPITALITY MANAGEMENT	3
UC 10097	DESTINATION KENT STATE: FIRST YEAR EXPERIENCE	1
Kent Core Requirement		3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		16
Semester Two		
CIS 24053	INTRODUCTION TO COMPUTER APPLICATIONS	3
HEM 13023	FUNDAMENTALS OF FOOD PRODUCTION	3
NUTR 23511	SCIENCE OF HUMAN NUTRITION (KBS)	3
Mathematics Elective		3
Kent Core Requirement		3
Credit Hours		15
Semester Three		
ACCT 23020	INTRODUCTION TO FINANCIAL ACCOUNTING	3

COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	3
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
HEM 23030	HOTEL OPERATIONS	3
Kent Core Requirement		3
Credit Hours		15
Semester Four		
HEM 20040	THE BUSINESS OF EVENT MANAGEMENT	3
MGMT 24163	PRINCIPLES OF MANAGEMENT	3
MKTG 25010	PRINCIPLES OF MARKETING	3
Kent Core Requirement		3
Kent Core Requirement		3
Credit Hours		15
Semester Five		
ECON 22061	PRINCIPLES OF MACROECONOMICS (KSS)	3
HEM 33050	PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT	2
HRM 34180	HUMAN RESOURCE MANAGEMENT	3
Concentration Requirements		6
Credit Hours		14
Semester Six		
HEM 33020	LEGAL ISSUES IN THE HOSPITALITY AND EVENT INDUSTRY	3
HEM 43027	HOSPITALITY AND EVENT MANAGEMENT: HUMAN RESOURCE STRATEGIES (WIC)	3
HEM 43031	LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS	3
Concentration Requirement		3
Concentration Elective		3
Credit Hours		15
Third Summer Term		
HEM 43092	PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR)	3
Credit Hours		3
Semester Seven		
Concentration Requirement		3
Concentration Electives		6
Professional Elective		3
Credit Hours		12
Semester Eight		
HEM 43099	CAPSTONE: STRATEGIC HOSPITALITY AND EVENT MANAGEMENT (ELR)	3
Concentration Electives		9
Professional Elective		3
Credit Hours		15
Minimum Total Credit Hours:		120