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
• Delivery: In person
• Location:
  • 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 focus area emphasizes 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 focus area emphasizes 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 focus area emphasizes 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.

First-Year Students on the Kent Campus: First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campus to begin their college coursework. For more information, visit the admissions website for first-year students.

First-Year Students on the Regional Campuses: First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic
Center, is open to anyone with a high school diploma or its equivalent. Check with a regional campus admissions office to determine application requirements, as they may differ among campuses.

**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, visit the admissions website for international students.

**Transfer Students:** For more information, visit the admissions website for transfer students.

**Former Students:** Former Kent State students or graduates who have not attended another college or university since Kent State may complete the reenrollment or reinstatement form on the University Registrar’s 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. Identify and apply the knowledge and skills necessary for hospitality and tourism operations
2. Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization
3. Demonstrate competence in the communication skills necessary for hospitality and tourism management
4. Formulate business decisions in hospitality and tourism management
5. Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry

**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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course is not required for students with 25 transfer credits, excluding College Credit Plus, or age 21+ at time of admission.</td>
<td>1</td>
</tr>
<tr>
<td>Diversity Domestic/Global (DIVD/DIVG)</td>
<td>2 courses</td>
</tr>
<tr>
<td>Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.</td>
<td></td>
</tr>
<tr>
<td>Experiential Learning Requirement (ELR)</td>
<td>varies</td>
</tr>
<tr>
<td>Students must successfully complete one course or approved experience.</td>
<td></td>
</tr>
<tr>
<td>Kent Core (see table below)</td>
<td>36-37</td>
</tr>
<tr>
<td>Writing-Intensive Course (WIC)</td>
<td>1 course</td>
</tr>
</tbody>
</table>

**Program Requirements**

**Major Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 23020</td>
<td>INTRODUCTION TO FINANCIAL ACCOUNTING</td>
<td>3</td>
</tr>
<tr>
<td>CIS 24053</td>
<td>INTRODUCTION TO COMPUTER APPLICATIONS</td>
<td>3</td>
</tr>
<tr>
<td>HEM 13022</td>
<td>SANITATION AND SAFETY PRINCIPLES AND PRACTICES</td>
<td>3</td>
</tr>
<tr>
<td>HEM 13023</td>
<td>FUNDAMENTALS OF FOOD PRODUCTION</td>
<td>3</td>
</tr>
<tr>
<td>HEM 13024</td>
<td>INTRODUCTION TO HOSPITALITY MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>HEM 20040</td>
<td>THE BUSINESS OF EVENT MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>HEM 23030</td>
<td>HOTEL OPERATIONS</td>
<td>3</td>
</tr>
<tr>
<td>HEM 33020</td>
<td>LEGAL ISSUES IN THE HOSPITALITY AND EVENT INDUSTRY</td>
<td>3</td>
</tr>
<tr>
<td>HEM 33050</td>
<td>PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT</td>
<td>2</td>
</tr>
<tr>
<td>HEM 43027</td>
<td>HOSPITALITY AND EVENT MANAGEMENT: HUMAN RESOURCE STRATEGIES (WIC)</td>
<td>3</td>
</tr>
<tr>
<td>HEM 43031</td>
<td>LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS</td>
<td>3</td>
</tr>
<tr>
<td>HEM 43092</td>
<td>PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>HEM 43099</td>
<td>CAPSTONE: STRATEGIC HOSPITALITY AND EVENT MANAGEMENT (ELR)</td>
<td>3</td>
</tr>
<tr>
<td>HRM 34180</td>
<td>HUMAN RESOURCE MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 24163</td>
<td>PRINCIPLES OF MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 25010</td>
<td>PRINCIPLES OF MARKETING</td>
<td>3</td>
</tr>
</tbody>
</table>

**Additional Requirements (courses do not count in major GPA)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 15000</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION (KADL)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22060</td>
<td>PRINCIPLES OF MICROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 22061</td>
<td>PRINCIPLES OF MACROECONOMICS (KSS)</td>
<td>3</td>
</tr>
<tr>
<td>NUTR 23511</td>
<td>SCIENCE OF HUMAN NUTRITION (KBS)</td>
<td>3</td>
</tr>
<tr>
<td>UC 10097</td>
<td>DESTINATION KENT STATE: FIRST YEAR EXPERIENCE</td>
<td>1</td>
</tr>
</tbody>
</table>

**Mathematics Elective, choose from the following:**

- MATH 10041 INTRODUCTORY STATISTICS (KMCR)
- MATH 10040 INTRODUCTORY STATISTICS PLUS (KMCR)
- MATH 10051 QUANTITATIVE REASONING (KMCR)

**Kent Core Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCMR 6</td>
<td>Kent Core Composition (KCMR)</td>
<td>6</td>
</tr>
<tr>
<td>KMC 3</td>
<td>Kent Core Mathematics and Critical Reasoning (KMC)</td>
<td>3</td>
</tr>
<tr>
<td>KHC 9</td>
<td>Kent Core Humanities and Fine Arts (KHC)</td>
<td>9</td>
</tr>
<tr>
<td>KSS 6</td>
<td>Kent Core Social Sciences (KSS) (must be from two disciplines)</td>
<td>6</td>
</tr>
<tr>
<td>KBS 6-7</td>
<td>Kent Core Basic Sciences (KBS) (must include one laboratory)</td>
<td>6-7</td>
</tr>
<tr>
<td>KADL 6</td>
<td>Kent Core Additional (KADL)</td>
<td>6</td>
</tr>
</tbody>
</table>

**Total Credit Hours:**

- 36-37
Concentration Requirements

Food and Beverage Management Electives, choose from the following:

- HEM 43092
- HEM 33140
- HEM 30120
- HEM 30110

Concentration Requirements (courses count in major GPA)

- Code
- Minimum Total Credit Hours: 120

1. A minimum C grade must be earned to fulfill the writing-intensive requirement.
2. 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
--- | --- | ---
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:

- HEM 30110
- HEM 30120
- HEM 33129
- HEM 33140
- HEM 43143

Food and Beverage Management Electives, choose from the following:

- HEM 20250
- HEM 23212
- HEM 30280
- HEM 33145

Minimum Total Credit Hours: 36

Event Management/Hotel and Resort Management Concentration Requirements

Code | Title | Credit Hours
--- | --- | ---
HEM 20160 | SAFETY AND SECURITY RISK MANAGEMENT | 3
HEM 43225 | HOSPITALITY MARKETING | 3
HEM 43329 | HOSPITALITY FINANCIAL POLICY | 3
SPAD 45022 | EVENT PLANNING AND PRODUCTION | 3

Hotel and Resort Management Electives, choose from the following:

- HEM 20250
- HEM 23212
- HEM 30280
- HEM 33145

Food and Beverage Management/Hotel and Resort Management Concentration Requirements

Code | Title | Credit Hours
--- | --- | ---
HEM 20201 | FOOD AND BEVERAGE MANAGEMENT | 3
HEM 43325 | HOSPITALITY MARKETING | 3

Minimum Total Credit Hours: 36
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
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