

HOSPITALITY AND EVENT MANAGEMENT - B.S.

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

About This Program

The Bachelor of Science in Hospitality and Event Management provides a comprehensive education in the planning, management and execution of events and hospitality services. With real-world experience, industry partnerships, and a supportive community, you'll gain the skills needed to succeed in this dynamic field. Read more...

Contact Information

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

Program Delivery

- **Delivery:**
 - In person
- **Location:**
 - Ashtabula Campus *
 - Kent Campus

* Applications to B.S. in Hospitality and Event Management at the Ashtabula Campus are not being accepted starting with the fall 2025 admission term.

Examples of Possible Careers and Salaries*

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

Accreditation

Accreditation Commission for Programs in Hospitality Administration

* Source of occupation titles and labor data comes 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.

Admission Requirements

Applications to B.S. in Hospitality and Event Management at the Ashtabula Campus are not being accepted starting with the fall 2025 admission term.

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 campuses 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. For more information on admissions, contact the Regional Campuses admissions offices.

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 or minimum 48 PTE Academic score, or by completing the ELS level 112 Intensive Program. For more information, visit the admissions website for international students.

Transfer Students: Students who have attended any other educational institution after graduating from high school must apply as

undergraduate 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.

Admission policies for undergraduate students may be found in the University Catalog's Academic Policies.

Some programs may require that students meet certain requirements before progressing through the program. For programs with progression requirements, the information is shown on the program's Coursework tab.

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 Requirements

Major Requirements

| Code | Title | Credit Hours |
|--|--|--------------|
| Major Requirements (courses count in major GPA) | | |
| ACCT 23020 | INTRODUCTION TO FINANCIAL ACCOUNTING | 3 |
| CIS 24053 | INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES | 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) ¹ | 3 |
| HEM 43031 | LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS | 3 |
| HEM 43092 | PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR) ² | 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 |
| Additional Requirements (courses do not count in major GPA) | | |
| 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 10001 | FLASHES 101 | 1 |

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|---|---|---|
| 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 two disciplines) | | 3 |
| Kent Core Basic Sciences (must include one laboratory) | | 3 |

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| Concentrations | | |
| 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 |

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 |
|--|--|--------------|
| Concentration Requirements (courses count in major GPA) | | |
| 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 |
|---|--|--------------|
| Concentration Requirements (courses count in major GPA) | | |
| 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 |
|--|--|--------------|
| Concentration Requirements (courses count in major GPA) | | |
| 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 10001 | FLASHES 101 | 1 |
| Kent Core Requirement | | 3 |
| Kent Core Requirement | | 3 |

| | |
|---|-----------|
| Kent Core Requirement | 3 |
| Credit Hours | 16 |
| Semester Two | |
| CIS 24053 INTRODUCTION TO INFORMATION SYSTEMS AND DIGITAL TECHNOLOGIES | 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 |

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.

| | |
|--|--------------------|
| Flashes 101 (UC 10001) | 1 credit hour |
| Course is not required for students with 30+ 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 credit hours |
| Writing-Intensive Course (WIC) | 1 course |
| Students must earn a minimum C grade in the course. | |
| Upper-Division Requirement | 39 credit hours |
| Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate. | |
| Total Credit Hour Requirement | 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 |
| Total Credit Hours: | 36-37 |

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

Full 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.