



Bachelor of Science in Hospitality Management

Required courses in the 123-credit BS in Hospitality Management degree program at the CIA are listed in the typical sequence offered. The program also includes 12 credits of liberal arts electives that students may satisfy by choosing from a wide variety of courses, as well as six credits in hospitality management electives.

Please note that the CIA reserves the right to modify course sequence, content, and offerings.

College Writing

Students will write and revise essays that demonstrate their ability to read and think critically, to incorporate evidence into the development of their ideas, and to articulate their responses persuasively. Readings may include essays, articles, literature, or literary criticism. Basic concepts of information literacy will be introduced. Grammar, usage, and mechanics will be reviewed as necessary.

Introduction to Statistics

This introductory course in descriptive and inferential statistics places emphasis on the application of theory to real-life situations in a variety of contexts. Topics discussed will include, but are not limited to, measures of central tendency and variance, probability, probability distributions, hypothesis testing, confidence intervals, correlation, and regression. Other topics may be included at the discretion of the instructor. Technology—a graphing calculator, Excel, or statistical analysis software—will be used regularly throughout the course.

Principles of Science and Food

This course provides an introduction to the chemical and biological sciences that serve as foundations for food safety and nutrition. Fundamental aspects of food safety in light of changing regulations, standards, and codes, as well as biological conditions associated with microorganism growth, will be covered. Students will also learn about the basic chemistry of macro and micronutrients in food. The course will introduce the scientific method and research design so that students will be able to find and comprehend reliable sources of science-based information.

Elementary French, Italian, or Spanish I

For students who have had little or no previous exposure to the language. This course is a foundation in spoken and written French, Italian, or Spanish listening and reading comprehension, grammatical usage, and cultural backgrounds. Class will be conducted in French, Italian, or Spanish and students will spend weekly sessions in a language laboratory.

Introduction to Food and Beverage Management

Students will learn about preparing themselves as professionals with the attitudes and self-preparations for a rewarding career. They will prepare communications for a successful employment search, engage in active practice interviews, learn how to conduct themselves at a career fair and in telephone interviews, and be able to manage the employment search process. Students will learn about the knowledge, skills, and abilities necessary to flourish as a food and beverage manager, and food and beverage career options will be explored within the context of the hospitality industry.

College Writing II

Based on the assumptions that writing is a way of thinking and that the process of writing is an act of discovery, the goals of the writing program are to help students think, read, and write critically. Through these interrelated activities, students will learn to develop and communicate ideas about focused subjects for particular audiences in a clear, convincing manner. This course proceeds from College Writing to further develop students' abilities to read and think critically and to write clearly. Students will compose persuasive, well-developed, and clearly organized essays that synthesize, document, and respond to sources in building arguments. In addition, students will develop a substantial research project that demonstrates the information literacy skills required to find, evaluate, and make appropriate use of primary and secondary materials relevant to their topic.

Elementary French, Italian, or Spanish II

A continuation of Elementary French, Italian, or Spanish I. This course is a foundation in spoken and written French, Italian, or Spanish listening and reading comprehension, grammatical usage, and cultural backgrounds. Class will be conducted in French, Italian, or Spanish and students will spend weekly sessions in a language laboratory.

Globalization in Historic and Contemporary Contexts

This course examines the interdisciplinary topic of globalization, beginning with the history of increasing interconnection, including colonialism and imperialism, and highlighting the differences and similarities of previous forms of exchange from those practiced today. Students will discuss the impact of globalization on the state, individuals, and multinational entities such as corporations and NGOs, while avoiding the over-generalized use of the term that reduces it to the trope of McDonald's in Siberia or sushi in American grocery stores. At the end of this class, students will emerge with an understanding of how new global mobility and the power structures implicit in that mobility require us to reexamine previously accepted units such as state, company, or social group.

Principles of Microeconomics

This is a survey course in the theory and application of microeconomics. In contrast to macroeconomics, microeconomics focuses on individual decision-making. The focus throughout the semester will be the understanding of the relationship between economics and policy, which requires an understanding of history and institutions. The course topics focus on microeconomic issues and problems such as competition and monopoly, pricing, consumer demand, and producer supply. The course develops a theoretical framework for microeconomic analysis and applies this theory to practical domestic and international economic policy problems.

OR

Principles of Macroeconomics

This is a survey course in the theory and application of macroeconomics. In contrast with microeconomics, macroeconomics focuses on aggregate behavior, or the behavior of the economy as a whole. The student will be introduced to methods of economic reasoning and the variety of ways economists develop models based on observed behavior. The focus throughout the semester will be the understanding of the relationship between economics and policy, which requires an understanding of history and institutions. The course develops a theoretical framework for macroeconomic analysis and applies this theory to practical domestic and international economic policy problems, specifically: unemployment, inflation, business cycles (fluctuations in the economy), and growth.

Food Product Identification, Selection, and Procurement

Students will examine principles and practices concerned with the sourcing, quality assessment, and proper care and handling of meat, seafood, produce, dairy, and grocery products available to today's food buyer. Special topics include expert product information on various food groupings and the need for clear and concise specifications. Testing and evaluation techniques are also emphasized. This course will also include observation and experience in a "Manager in Training" role in storeroom operations utilizing campus meat/fish fabrication and storeroom facilities.

Culinary Fundamentals

An introduction to the application and development of fundamental cooking theories and techniques. Topics of study include tasting, kitchen equipment, knife skills, classical vegetable cuts, stock production, thickening agents, soup preparation, grand sauces, timing and multi-tasking, station organization, palate development, culinary French terms, and food costing. The course also introduces the student to fundamental concepts and techniques of basic protein, starch, and vegetable cookery. Emphasis is placed upon the study of ingredients and an introduction to the concepts of ratios and formulas will be given.

Financial Accounting

This course provides an introduction to accounting theory and concepts that will lay the foundation for the preparation of financial statements. Students will learn how to record, process, and summarize financial transactions. Emphasis is placed on the preparation of the income statement, balance sheet, statement of owner's equity, and statement of cash flows for a sole proprietorship, partnership, and corporation. This course includes an interactive component using accounting software to reinforce the concepts discussed.

Marketing and Promoting Food

An examination of the principles of pricing, placing, product development and enhancement, market planning, target marketing, and purchasing. Topics will include forecasting, market research, competitive analysis, market segmentation, and promotional mix as they affect marketing food, restaurants, and services. The challenges and opportunities of advertising, public relations, sales promotion, and personal selling will also be covered. Students will develop a specific marketing plan as well as analyze the current merchandising plans for food products and services used in the United States.

Public Speaking

Speaking clearly and confidently is essential to success in both professional and personal situations. This introductory course in public speaking will provide students with the opportunity to develop and strengthen their ability to speak in public in a variety of contexts. Public Speaking is a performance-based class in which students will be expected to deliver informative, persuasive, special occasion, and extemporaneous speeches. Students will also learn the proper techniques for delivering a PowerPoint presentation. Preparation for effective oral presentation will also help develop students' organizational and critical-thinking skills.

Managerial Accounting

This course involves the interpretation and analysis of financial reports used in business organizations. It covers various topics such as implementing internal controls, budgeting, conducting break-even analysis, and performing financial statement analysis. Emphasis is placed on how management uses financial data to support business decisions related to the hospitality industry.

Service and Beverage Management

This course explores table service principles and skills with an emphasis on customer service in a restaurant. Topics to be examined include guest relations, professional communication, and order taking in an à la carte environment; service sequence; point-of-sale systems; cash handling; beginning merchandising; table skills; and dining room preparation. The focus is on service to the guest, while looking at various styles such as Russian, American, and family-style service. Students will also learn the basic principles of beverage service, including suggesting wines and opening wine bottles correctly; serving wine in appropriate glassware and at the correct temperature; identifying key differences between New and Old World wine styles; understanding basic principles of how climate and geography affect the quality and style of wine; showing competence in reading labels from the major wine-producing nations; experiencing the wine tasting process; and identifying grape types used as well as the flavors of wines.

Industrial Psychology

This course is an introduction to the major concepts of industrial and organizational psychology: the application of behavioral science research and theory to humans in the workplace. Industrial and organizational psychology is an applied behavioral science, which means that it takes research findings and theories and applies them to human behavior in the workplace. This course will explore individual behavioral patterns relative to job function, the psychological impacts of stress, the development of emotional intelligence, business anthropology's cultural impact, the dynamics of group performance, and motivational and leadership theory.

Modern Banquet Cookery

This course examines the varied ways in which banquets and catering events may be executed. Terms relating to equipment, food preparation, service, and presentation will be discussed. Students will prepare a menu each day, following the principles and techniques associated with preparing and serving food to large groups, as well as concentrating on principles of modern batch cookery. An emphasis will be placed on maintaining quality and foundational cooking methodology. Students will also learn how to organize, plan, and operate a banquet kitchen.

Cooking applications are at a beginning level in preparation for increased understanding of food production.

Baking and Pastry Skill Development

An introduction to the principles and techniques used in the preparation of high-quality baked goods and pastries, with an emphasis on fundamental production techniques and evaluation of quality characteristics. Topics include bread fermentation and production, ingredient functions, and custard ratios and preparations.

Finance

This course is designed to provide students with an understanding of basic finance as it applies to the small business owner. As an overview of various finance issues faced in the hospitality industry, the course covers topics such as the time value of money, capital budgeting, business valuation, the cost of capital, capital structure, and risk analysis. In addition, the course will cover the legal and tax issues related to the various forms of business organizations. Emphasis will be placed on developing analytical skills necessary for making effective business decisions relevant to the hospitality industry small business owner.

Human Resource Management

An analysis of the legal, operational, and psychological considerations in recruiting, selecting, hiring, training, compensating, developing, disciplining, evaluating, and terminating employees. Other topics will include workforce demographics, employee illiteracy, substance abuse in the workplace, affirmative action, workers with disabling conditions, workforce stress, human resource planning, collective bargaining, and safety and equity considerations. Students will also analyze cases, solve actual or simulated personnel problems, and investigate successful practices in these areas.

Interpreting Literature

This is an upper-level, discussion-based course focusing on the critical reading and analysis of literature. Students will learn to read texts closely and deeply while understanding them within thematic, historical, and/or cultural contexts. Readings may include novels, short fiction, poetry, drama, essays, and literary criticism. Course work includes reading assessments and writing of critical essays.

Cuisines and Cultures of Asia

Prepare, taste, serve, and evaluate traditional and regional dishes of Asia. Emphasis will be placed on ingredients, flavor profiles, preparations, and techniques representative of the cuisines from China, Korea, Japan, Vietnam, Thailand, and India. The course develops an expanded understanding and appreciation of why and how people from diverse world cultures with varying backgrounds approach food and beverages differently.

OR

Cuisines and Cultures of the Americas

Prepare, taste, serve, and evaluate traditional regional dishes of the Americas. Emphasis will be placed on ingredients, flavor profiles, preparations, and techniques for cuisines representative of the United States, Mexico, South America, and the Caribbean. The course develops an expanded

understanding and appreciation of why and how people from diverse world cultures with varying backgrounds approach food and beverages differently.

OR

Cuisines and Cultures of the Mediterranean

Prepare, taste, serve, and evaluate traditional, regional dishes of Europe and the Mediterranean. Emphasis will be placed on ingredients, flavor profiles, preparations, and techniques representative of the cuisines from Spain, France, Italy, Morocco, Tunisia, Greece, and Egypt. The course develops an expanded understanding and appreciation of why and how people from diverse world cultures with varying backgrounds approach food and beverages differently.

Hospitality Management Internship

A required 500-hour, 12-week experiential course designed as a complementary work experience to enhance students' knowledge, skills, and abilities in hospitality business management. Students will work alongside industry professionals, experiencing real-life context and application of their course work. Internship site selections are individually tailored to support each student's academic goals and experience. All sites require the use of research, writing, analytical, and presentation skills in a supervised setting to accomplish a specific project or goal within a designated time frame.

Justice, Ethics, and Leadership

This course will examine the intersection of leadership and ethics as it relates to the idea of justice in a variety of contexts including, but not limited to, political, social, and economic. Students will examine the ethical dilemmas of leadership and the moral implication of decision-making for both personal integrity and citizenship. The purpose of this course is to make visible the ethical challenges and decisions facing leaders as they decide what is just. Readings that focus on equality, liberty, empathy, and rights will be interwoven throughout the course.

History and Cultures of Asia

An examination of the major historical and geographical developments in Asia and ways in which these developments have affected the creation of various cultural patterns. Topics include the plurality of cultures of Asia, and global interdependency and reactions to it.

OR

History and Cultures of Europe

An exploration of the major historical and philosophical developments that have shaped the European and western experience. Topics include the European Union, Christianity, systems of government, Enlightenment, Revolution, and Nationalism.

OR

History and Cultures of the Americas

An examination of the major historical and cultural underpinnings of the societies that constitute the Americas. Inherent in this endeavor is an effort to understand not only the culture of the United States but also those of Latin America. As we proceed through the twenty-first century, the global community takes on increased significance; therefore, it is imperative that we understand the historical and cultural developments of other nations.

Hospitality Law

This course will introduce the student to various business structures, ethical practices, and governmental regulations. Legal issues with regard to employees, menus, beverages, contracts, and management responsibilities will be reviewed. Safety and security of guests and employees will be studied. Emphasis will be placed on the examination, interpretation, and analysis of hospitality-related legal cases.

Hospitality Facilities and Operations Management

This course will introduce the student to the basic concepts and design features that are practiced in the foodservice and hospitality industry. Topics will include project development concepts, conceptual space planning, construction management, architectural design processes, industry practices, equipment selection, and layout principles. Emphasis will be placed on the management aspect of facility maintenance and repair. Students will design a hypothetical foodservice facility using appropriate software.

Research Methods

This course is a survey of research methods with an emphasis on comprehension of business and behavioral science research literature. Its purpose is to introduce students to quantitative and qualitative methods for conducting meaningful inquiry and research. Students will gain an overview of research intent and design, methodology and technique, format and presentation, and data management and analysis informed by commonly used statistical methods. Topics include: developing a hypothesis, a research problem, and related questions; framing the problem with the correct research methodology; collecting data that accurately addresses the research problem; measuring the effectiveness of a program; using data to make decisions; and presenting data to decision-makers and other consumers. The course will provide an overview of the important concepts of research design, data collection, statistical and interpretive analysis, and final report presentation.

Contemporary Topics in Food and Beverage

An exploration of contemporary issues in the culinary world, this class will explore a number of key issues in different hospitality businesses. Students will explore current nutrition fads and analyze culinary topics in specific hospitality concepts. These topics will include food safety, nutrition, food allergies, healthy menus, food trends, technology in and out of the kitchen, and the evolution and disruption of the foodservice industry. We will look at food sourcing and traceability, molecular gastronomy, modern kitchen science, the local and sustainable movement, and other important topics in the quickly changing culinary world.

Managing Technology in the Hospitality Industry

This course will introduce students to the information needs of hospitality businesses and the technologies utilized by those businesses. Current technologies will be evaluated along with the selection, implementation, and management of those technologies. Security and the effective use of technology to support management decision-making will be explored. In addition, students will research emergent technologies and evaluate their future impact on hospitality businesses.

History and Cultures of Asia OR History and Cultures of Europe OR History and Cultures of the Americas

See descriptions on page 6.

Strategic Management in the Hospitality Industry

This capstone course will provide an in-depth study as to how hospitality organizations develop and maintain competitiveness in a global environment. Topics will include strategy formation, branding, mergers, acquisitions, new entrants, crisis management, and the development of new brands. Emphasis will be placed on how companies maintain their competitive focus, develop strategic thinking, make effective use of internal and external resources, and develop strategies for future growth and sustained success. Additional emphasis will be placed on ethical practices and socially responsible management, while staying true to all stakeholders.