

HOSPITALITY AND EVENT MANAGEMENT - B.S.

Ambassador Crawford College of Business and Entrepreneurship
Department of Sport, Hospitality and Event Management
www.kent.edu/business

About This Program

Earn your bachelor's in Hospitality and Event Management and gain the business and hospitality expertise to manage hotels, resorts, restaurants, events and more. With real-world experience, industry partnerships and a supportive community, you'll learn the skills needed to succeed in this dynamic industry. 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:**
 - Kent Campus

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

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 proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international 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.

Transfer students visit the admissions website for transfer students for more information.

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

Students may be required to meet certain criteria to progress in their program. Any progression requirements will be listed on the program's Coursework tab

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 23335	HOSPITALITY EXPERIENCE MANAGEMENT	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 43092	PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR) ²	1
HEM 43099	CAPSTONE: STRATEGIC HOSPITALITY AND EVENT MANAGEMENT (ELR)	2
HEM 43329	HOSPITALITY FINANCIAL POLICY	3
HEM 43388	LEADERSHIP AND ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY INDUSTRY	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)		
ECON 22060	PRINCIPLES OF MICROECONOMICS (KSS)	3
UC 10001	FLASHES 101	1
Mathematics Elective, choose from the following: 3		
MATH 10040	INTRODUCTORY STATISTICS PLUS (KMCR)	
or MATH 10041 INTRODUCTORY STATISTICS (KMCR)		
MATH 10050	QUANTITATIVE REASONING PLUS (KMCR)	
or MATH 10051 QUANTITATIVE REASONING (KMCR)		
MATH 10675	ALGEBRA FOR CALCULUS BOOST (KMCR)	
or MATH 10775 ALGEBRA FOR CALCULUS PLUS (KMCR)		
or MATH 11010 ALGEBRA FOR CALCULUS (KMCR)		
MATH 10772	MODELING ALGEBRA PLUS (KMCR)	
or MATH 11009 MODELING ALGEBRA (KMCR)		
MATH 10771	BASIC MATHEMATICAL CONCEPTS I PLUS (KMCR)	

or MATH 14001 BASIC MATHEMATICAL CONCEPTS I (KMCR)		
MATH 11008	EXPLORATIONS IN MODERN MATHEMATICS (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 14002	BASIC MATHEMATICAL CONCEPTS II (KMCR)	
American Civic Literacy Requirement ³		3
Kent Core Composition		6
Kent Core Humanities and Fine Arts (minimum one course from each) ³		6-9
Kent Core Social Sciences (must be from two disciplines) ³		0-3
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Additional		6
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)		15
Concentrations		
Choose from the following:		18
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 1 credit hour of practicum experience must be in one of both of the concentration focus areas. A maximum 5 credit hours of HEM 43092 may apply towards major requirements.

³ If students complete the American Civic Literacy requirement by taking HIST 12061, the course will apply to the Kent Core Humanities category. If they complete it with POL 10101, the course will apply to the Kent Core Social Sciences category.

Event Management/Food and Beverage Management Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
HEM 20201	FOOD AND BEVERAGE MANAGEMENT	3
HEM 33129	CATERING AND BANQUET MANAGEMENT	3
HEM 43031	LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS	3
HEM 43226	FOOD AND BEVERAGE COST MANAGEMENT	3
HEM 43325	HOSPITALITY AND EVENT MARKETING	3
SPAD 45022	EVENT PLANNING AND PRODUCTION	3
Minimum Total Credit Hours:		18

Event Management/Hotel and Resort Management Concentration Requirements

Code	Title	Credit Hours
Concentration Requirements (courses count in major GPA)		
HEM 23336	CLUB MANAGEMENT	3
HEM 33129	CATERING AND BANQUET MANAGEMENT	3
HEM 33140	CONVENTION SALES AND MANAGEMENT	3

HEM 43325	HOSPITALITY AND EVENT MARKETING	3
HEM 43377	REVENUE MANAGEMENT	3
SPAD 45022	EVENT PLANNING AND PRODUCTION	3

Minimum Total Credit Hours: 18

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 23336	CLUB MANAGEMENT	3
HEM 33140	CONVENTION SALES AND MANAGEMENT	3
HEM 43031	LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS	3
HEM 43226	FOOD AND BEVERAGE COST MANAGEMENT	3
HEM 43377	REVENUE MANAGEMENT	3

Minimum Total Credit Hours: 18

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 program. Students will work with their advisor to develop a sequence based on their academic goals and history. 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
Mathematics Elective	3
Kent Core Requirement	3
Kent Core Requirement	3
Credit Hours	15
Semester Three	
ACCT 23020 INTRODUCTION TO FINANCIAL ACCOUNTING	3
ECON 22060 PRINCIPLES OF MICROECONOMICS (KSS)	3
HEM 23030 HOTEL OPERATIONS	3
Kent Core Requirement	3

Kent Core Requirement	3
Credit Hours	15

Semester Four	Credit Hours
HEM 20040 THE BUSINESS OF EVENT MANAGEMENT	3
MGMT 24163 PRINCIPLES OF MANAGEMENT	3
MKTG 25010 PRINCIPLES OF MARKETING	3
American Civic Literacy Requirement	3
Kent Core Requirement	3
Credit Hours	15

Semester Five	Credit Hours
HEM 23335 HOSPITALITY EXPERIENCE MANAGEMENT	3
HEM 33050 PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT	2
HRM 34180 HUMAN RESOURCE MANAGEMENT	3
Concentration Requirement	3
Kent Core Requirement	3
Credit Hours	14

Semester Six	Credit Hours
HEM 33020 LEGAL ISSUES IN THE HOSPITALITY AND EVENT INDUSTRY	3
HEM 43027 HOSPITALITY AND EVENT MANAGEMENT: HUMAN RESOURCE STRATEGIES (WIC)	3
HEM 43388 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY INDUSTRY	3
Concentration Requirement	3
General Elective	3
Credit Hours	15

Third Summer Term	Credit Hours
HEM 43092 PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR)	1
Credit Hours	1

Semester Seven	Credit Hours
HEM 43329 HOSPITALITY FINANCIAL POLICY	3
Concentration Requirements	6
General Electives	6
Credit Hours	15

Semester Eight	Credit Hours
HEM 43099 CAPSTONE: STRATEGIC HOSPITALITY AND EVENT MANAGEMENT (ELR)	2
Concentration Requirements	6
General Electives	6
Credit Hours	14
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.	
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

budgets and planning and pricing menus. In addition, students learn food science, food production and the pairing of food and beverages.

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