

BBA - Hospitality

The BBA in hospitality is a business degree that prepares students to become hospitality professionals. Graduates will possess the business knowledge, managerial skills and professional competencies to obtain management positions in a large array of businesses operating in the hospitality sector. We expect our graduates to seek careers in hotels, restaurant and other dining establishments, food and beverage businesses, lodging, residential facilities, senior living facilities, event planning, country clubs, resorts, and all aspects of the tourism sector. The curriculum offers core business education that assures capabilities in business functions such as finance, accounting, marketing, human resource management, operations and information technology along with broad general education.

Program Requirements

A minimum total of 120 credit hours is required for the Bachelor of Business Administration (BBA) in hospitality. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>) and the requirements for all BBA programs (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) set by the W. Frank Barton School of Business, candidates for the BBA in hospitality must satisfy the following requirements of the curricular major:

Course	Title	Hours
General Education		
Select courses to meet General Education requirements ¹		34-35
College Requirements ²		
Bachelor of Business Administration Core Requirements		27
Advanced Standing Requirements		23-25
Hospitality Major		
HSP 411	Introduction to Hospitality	3
HSP 412	Advanced Concepts in Hospitality	3
HSP 413	Applied Learning in Hospitality	3
HSP 414	Human Resource Management in Hospitality	3
HSP 415	Customer Experience in Hospitality	3
ENTR 455	Entrepreneurial Finance	3
<i>Major Elective Courses</i>		
Select two of the following courses		6
MGMT 460	Designing Successful Organizations	
MGMT 462	High Performance Leadership	
MGMT 463	Building Remarkable Teams	
MGMT 464	Communicating Effectively in Organizations	
MGMT 662	Managing in Diverse Organizations	
HRM 666	Talent Acquisition	
HRM 669	Learning in Organizations	
IB 600	International Management	
MKT 403	Marketing Research	
MKT 404	Innovations in Retailing	
MKT 607	Brand Planning and Promotion	
MKT 608	Selling and Sales Force Management	
RE 310	Principles of Real Estate	

RE 420	Real Estate Property Management
RE 618	Real Estate Investment Analysis
RE 619	Urban Land Development

Open Electives

Select enough electives to reach 120 credit hours 9-12

Total Credit Hours 120

- ¹ Required major courses may also count towards General Education requirements. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.
- ² See the Bachelor of Business Administration (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) page of the catalog for a full explanation of these college requirements.

Applied Learning

Students in the BBA in hospitality program are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing HSP 413 Applied Learning in Hospitality.