This course provides an overview of the retail industry and explores significant developments in the retailing field such as consolidation, multichannel offerings, centralization, and globalization. Students will examine the key retail decision variables (location, merchandise management, pricing, communications, store design, customer service, and store management), and explore the principles and practices of successful retail management through contemporary examples. Students will also observe a variety of management theories applied in a retail context.
Quarter Credit Hours: 5 | Prerequisite: CM107

This course examines and applies financial decision-making techniques to everyday life. You will be exposed to the importance of good financial planning. It will emphasize the importance of setting goals, creating financial statements, preparing budgets, and planning for college, retirement, and your estate planning. The course will also introduce you to careers that are available within the financial services industry.
Quarter Credit Hours: 5 | Prerequisite: None

In this course, aspiring managers learn about the many global opportunities available in the hospitality industry. Highlights include examination of hospitality and tourism industry careers. Students gain a better understanding of the organization and structures of hotels and restaurants from a management perspective, including franchising and management contracts, business ethics, human resources, and marketing. Through analysis, students appreciate both the management and customer service viewpoints concerned with global hospitality venues.
Quarter Credit Hours: 5 | Prerequisite: None

This course studies the use of the following promotional tools and their applications: advertising, sales promotions, events, and loyalty and frequency shopper programs. It looks at the application of these tools to increase customer market share. This course examines the effect that consumer behavior and customer management have on brand image and loyalty.
Quarter Credit Hours: 5 | Prerequisite: CM107

A hotel management and departmental perspective on daily operations addressing the optimal guest experience is emphasized in this introductory course. The interactions between functional areas of the hotel are examined to assist management in realizing the property’s goals. Topics include problem solving and leadership skills, revenue management, technology, and team-building skills.
Quarter Credit Hours: 5 | Prerequisite: AB117 or permission from the Department Chair

This course will introduce students to the world of entrepreneurship and their role in small business. There will be an emphasis on building a business which will include the elements of entrepreneurship, management, marketing, and finance. The Internet will be used as a resource and many real-life cases will be studied.
Quarter Credit Hours: 5 | Prerequisite: None

This course provides a foundational understanding of food and beverage operations from a management perspective for potential industry professionals. Key topics include commercial and onsite food and beverage service management, regulatory compliance, and food production and service quality and standards.
Quarter Credit Hours: 5 | Prerequisite: None

In this course, students will learn how companies can develop customer loyalty and address personalized customer needs. Students will apply concepts learned to real-world scenarios and learn how to recapture previous customers and acquire new ones through effective relationship-building strategies. Online communication tools and call center strategies will also be examined.
Quarter Credit Hours: 5 | Prerequisite: CM107

This course introduces future hospitality managers to meetings, conventions, trade show management, and operations. This overview of the meetings business in hotels and convention centers highlights the production process, sales, and services, and will allow you to apply industry best practices to solve real-world problems. You will receive an inside look at sales and marketing efforts, an introduction to adhering to client budget parameters, and will learn to manage the logistics of the meetings business in hotels and convention centers.
Quarter Credit Hours: 5 | Prerequisite: None

In this course, important elements of planning, organizing, and managing conferences and events are examined. Recommended planning steps involved in the execution and management of professional conferences and events are applied to real-world scenarios. Through analysis of marketing and management concepts, budgeting best practices, and operational considerations, the skill sets necessary to become an effective practitioner in this field are reviewed to provide an initial foundation for future hospitality professionals.
Quarter Credit Hours: 5 | Prerequisite: None

In this course, you will learn the essential planning and organizing strategies needed for successful meeting, event, and conference creation. Resources, contingency planning, and problem solving will be emphasized. Ethical, environmental, and diversity concerns involved in designing, coordinating, and planning professional meetings, conferences, and events will also be addressed.
Quarter Credit Hours: 5 | Prerequisite: AB230

This course will provide you with practical work experience in a real-world business environment. You will arrange an onsite internship working as a professional for a cooperating employer. The onsite internship will provide practical, real-world experiences and mentoring from experienced professionals. This experience will help you to develop professional competencies that are desirable in the career marketplace.
Quarter Credit Hours: 5 | Prerequisite: Must be taken in final term or have approval of the Dean
AB297: Associate’s Capstone in Small Group Management
This capstone course builds on the concepts of all the courses taken within the Associate of Applied Science in Small Group Management and provides students with an opportunity to integrate their previous coursework in a meaningful review of their learning and to assess their level of mastery of the stated outcomes of their degree program.
Quarter Credit Hours: 5 | Prerequisite: Capstone course must be taken in final term or have approval of the Dean

AB298: Associate’s Capstone in Accounting
This capstone course builds on the concepts of all the courses taken within the Associate of Applied Science in Accounting and provides students with an opportunity to integrate their previous coursework in a meaningful review of their learning and to assess their level of mastery of the stated outcomes of their degree program.
Quarter Credit Hours: 5 | Prerequisite: Capstone course must be taken in final term or have approval of the Dean

AB299: Associate’s Capstone in Management
This capstone course builds on the concepts of all the courses taken within the Associate of Applied Science in Business Administration and provides students with an opportunity to integrate their previous coursework in a meaningful review of their learning and to assess their level of mastery of the stated outcomes of their degree program.
Quarter Credit Hours: 5 | Prerequisite: Capstone course must be taken in final term or have approval of the Dean