

HOSPITALITY MANAGEMENT / BACHELOR OF ARTS

Offered to students enrolled at the St. Augustine College location only.

Hospitality is one of the world's largest and most people-centered industries, where successful organizations are built on strong business knowledge and a commitment to service excellence. The Bachelor of Arts in Hospitality Management at Lewis University prepares students for leadership and management careers across the hospitality industry through a program that combines rigorous business education with specialized hospitality study.

Grounded in the College of Business, the curriculum integrates hospitality operations, guest experience design, revenue management, sustainability, and ethical decision-making with core business disciplines in finance, marketing, management, and communication. Students develop leadership, analytical, and problem-solving skills needed to succeed across diverse hospitality environments.

Learning is experiential and application-focused. Courses incorporate real-world projects and industry case studies that connect classroom learning to professional practice. The program culminates in a senior capstone experience in which students analyze a real hospitality organization and develop evidence-based strategic recommendations.

Graduates are prepared for careers in hotel and resort operations, food and beverage management, event and venue management, tourism and destination management, guest experience design, hospitality sales and marketing, and related service industries.

As a graduate of the BA in Hospitality Management, you will be prepared to:

1. Analyze how hospitality businesses operate and are managed across diverse environments to identify challenges and opportunities for improvement.
2. Evaluate organizational performance using financial data, industry benchmarks, and key hospitality metrics to support management decision-making.
3. Make hospitality management decisions that integrate sustainability and ethical responsibility into business practice.
4. Design guest experiences that reflect service excellence and hospitality industry standards.
5. Communicate hospitality analyses, recommendations, and strategic ideas professionally in both written and oral formats.

Requirements

Academic Requirements

Code	Title	Hours
Core Courses		
ACCT 10000	Applied Accounting for Business Professionals	3
BSAD 20000	Principles of Management	3
MKTG 20000	Principles of Marketing	3
BSAD 25000	Business Law 1	3
BSAN 20000	Accounting and Business Information Systems	3
BSAD 30000	Strategic Business Communication	3
FINA 20000	Principles of Finance	3

ORGL 36100	Leadership Strategies for Innovation, Influence, and Impact	3
BSAD 21000	Introduction to International Business	3
MKTG 30500	Introduction to Digital Marketing	3
FINA 35000	Personal Financial Planning	3
MATH 17000	Finite Mathematics	3
ECON 20000	Basic Macroeconomics	3
PHIL 21500	Introduction to Ethics	3
BSAD 49800	Applied Integrative Business Administration Capstone	3

Recommended Course

BSAD 11000	Business Fundamentals for Professionals	
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Major Required Courses

HOST 11000	Introduction to Hospitality Management	3
HOST 21000	Food and Beverage Operations Management	3
HOST 22000	Lodging Operations and Hotel Management	3
HOST 31000	Event Management and Operations	3
HOST 32000	Tourism Systems and Destination Management	3
HOST 37000	Guest Experience Design & Innovation	3
HOST 42500	Revenue Management in the Hospitality Industry	3
HOST 43000	Hospitality Strategy Capstone	3

Electives

Choose One Course		3
BSAD 21500	Introduction to Entrepreneurship	
BSAD 36000	Human Resource Management	
BSAN 23000	Introduction to Business Analytics	
HOST 33000	Sustainable and Regenerative Hospitality	
HOST 38000	Hospitality Real Estate & Development	
HOST 39000	Hospitality Internship	
MKTG 30000	Consumer Behavior	
MKTG 38900	Design Thinking	
ORGL 42000	Leadership for Service	
SPMT 36200	Facility and Event Management	

Total Hours		72
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