



(BBA) Bachelor of Business Administration Degree in International Hotel and Tourism Management

Offered at the following Schiller International University Campuses: Florida, London, Leysin

Concentrations:

Hotel Management Pages 2-4

Tourism Management Pages 5-6

General Requirements

1. Students must earn a minimum of 124 semester credits including all required courses.
2. No more than 2 credits in physical education may be included in the 124 credit requirement.
3. A cumulative grade point average of 2.00 (C) or above must be earned.
4. The final 33 credits must be completed in residence at Schiller International University.
5. Completion of the intermediate level of at least one foreign language is required.



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Students studying towards a BBA must complete the Associate of Science (AS) in International Hotel & Tourism Management course requirements (Hotel Management Concentration) and the additional BBA requirements listed below.

Requirements for the Associate of Science (AS) degree (Hotel Management Concentration):

Required Core Courses		Credits
HM 103	Hospitality Management	2
HM 122	Food & Beverage Service	2
HM 173	Computer Applications in The Hospitality Industry	2
HM 191	Sanitation and Safety	1
HM 111	Quantity Food Production I	4
HM 211	Quantity Food Production II	4
HM 185	Nutrition and Wellness	2
HM 210	Food and Beverage Control	3
HM 270	Food and Beverage Purchasing	3
HM 261	Tourism and Hospitality Law	3
HM Elective	An elective in Hospitality/Tourism	2
MAR 2011	Principles of Marketing	3
ACG 2001	Accounting I	3
ACG 2011	Accounting II	3

Internships

HM 293	Internship: Food & Beverage Service Techniques	1
HM 296A-296B	Internship: Restaurant Operations	1 - 4

General Education

MA 172	Applied Mathematics	3
SC 143	Ecology or	
SC 136	Health and Health Problems	3
EN 111	English Composition I	3
EN 112	English Composition II	3
HI 225-226	European History or	
AMH 2010-2020	American History	6
Electives	Includes Foreign Language	2-5

Total Credits Required: 62



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Additional BBA requirements:

Required Core Courses	Credits
Associate of Science Requirements	62
HM 311 Financial Management for Hotels	3
HM 365 Hotel Personnel Management or	3
BA 401 Human Resources Management	
HM 387 Front Office Management	3
HM 445 Hotel Engineering	3
 plus two from the following:	 6
HM 329 Convention Management Services	
HM 341 Global Tourism : Principles, Practices & Philosophy	
HM 402 French Gastronomy Seminar	
HM 421 Cases in Hotel Marketing and Advertising	
HM 422 Marketing for International Tourism	
HM 450 International Hotel and Restaurant Operations	
HM 481 Seminar: Selected Topics in Hotel Management	
BA 341 Business Finance	3
BA 370 Business Communications	3
BA 374 Statistics	3
BA 384 Behavioral Aspects or	
PSY 1021 General Psychology	3
ECO 2023c Principles of Microeconomics	3
ECO 2013c Principles of Macroeconomics	3
 General Education Courses	 Credits
Economics Electives (upper level courses)	6
Social Science Elective	6
General Education Electives (including Foreign Language)	6
 Free Electives	 8

 Total credits required:	 124



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**Further Study leading to a BBA Degree
Concentration: Hotel Management**

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SIU's International School of Tourism and Hospitality Management offers students and professionals employed in the field, who have completed two and one-half to three years of formal education in hotel/restaurant management, the opportunity to continue their studies, gain broader knowledge of the hotel management field, and acquire a thorough foundation in the basic principles of business administration.

This program of study leads in one year (Fall and Spring Semesters and one Summer Session) to a Bachelor of Business Administration degree.

Upon successfully completing this BBA program, students will be competent in the personnel, marketing, and accounting aspects of hotel management and will thoroughly understand the travel and tourism aspects of the hotel industry. The content of the program can be adjusted to suit students' needs, depending, for example, on their English proficiency or business training prior to entering Schiller International University.

Students will be required to take a selection of the following courses (to be chosen subject to the approval of the Program Advisor):

	Credits
HM 311 Financial Management for Hotels	3
HM 329 Convention Management Services	3
HM 341 Global Tourism : Principles, Practices and Philosophy	3
HM 365 Hotel Personnel Management	3
HM 387 Front Office Management	3
HM 421 Cases in Hotel Marketing and Advertising	3
HM 445 Hotel Engineering	3
HM 450 International Hotel and Restaurant Operations	3
BA 312 Management Accounting	3
BA 335 Decision-Making and Control	3
BA 341 Business Finance I	3
BA 370 Business Communication	3
BA 374 Statistics	3
BA 384 Behavioral Aspects	3
BA 401 Human Resources Management	3
BA 402 Comparative Industrial Relations	3
EN 111-112 English Composition	(3)(3)

Hotel and restaurant management professionals interested in continuing their hotel management studies in a BBA degree program should write to the nearest Office of Admissions for more information, including a determination of how many credits and exemptions they may receive on the basis of their previous education in the hotel/restaurant management field. Each year a number of SIU students may intern in SIU's training hotels, Hotel Europe and the Bellevue in the Swiss Alps, where they receive theoretical and practical training in restaurant operations, front desk procedure and housekeeping. These hotels offer both individual and group accommodations for holidays, seminars and other activities.



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Concentration: Tourism Management

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Students working towards a BBA in International Tourism Management must complete the Associate of Science (AS) in International Hotel & Tourism Management course requirements (Tourism Management Concentration) and the additional BBA requirements listed below.

Requirements for the Associate of Science (AS) degree:

Required Core Courses		Credits
TM 131	The Air Travel Industry	3
TM 141	Introduction to International Tourism	3
TM 180	Geography for International Tourism	3
TM 200	Travel Management	3
TM 210	Cruise Travel	3
TM 274	Computer Applications in Travel & Tourism	3
ACG 2001-2011	Accounting I and II	6
MAR 2011	Principles of Marketing	3
HM 261	Tourism & Hospitality Law or	3
BA 261	Principles of Business Law	
General Education Courses		Credits
MA 172	Applied Mathematics	3
SC 143	Ecology or	
SC 1251	Geography of Western Europe	3
EN 111	English Composition I	3
EN 112	English Composition II	3
HI 225-226	European History or	
AMH 2010-2020	American History	6
Electives	Includes Foreign Languages	14
Total Credits Required:		62



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Additional BBA requirements:

Required Core Courses	Credits
Associate of Science Requirements	62
TM/HM 341 Global Tourism : Principles, Practices and Philosophy	3
HM 365 Hotel Personnel Management or	3
BA 401 Human Resources Management	
Plus four from the following:	12
HM/TM 329 Convention Management Services	
HM/TM 421 Cases in Hotel Marketing & Advertising	
HM/TM 422 Marketing for International Tourism	
HM/TM 450 International Hotel and Restaurant Operations	
TM 463 Legal Aspects of the Travel Industry	
TM 479 Group Travel Management	
HM/TM 481 Selected Topics in Tourism Management	
BA 341 Business Finance I	3
BA 370 Business Communication	3
BA 374 Statistics	3
BA 384 Behavioral Aspects or	3
PY 121 Introduction to Psychology	
EC 251 Principles of Microeconomics	3
EC 252 Principles of Macroeconomics	3
General Education	
Economics Electives (upper level courses)	6
Social Science Elective	6
General Education Electives (including foreign language)	6
Free Electives	8

Total credits required:	124

Completion of at least the intermediate level of one foreign language is required.