

Bachelor of Business Administration (BBA)

Specialization in Le Cordon Bleu® Hospitality Management



LE CORDON BLEU.



AMERICAN
INTERCONTINENTAL
UNIVERSITY™

WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degree programs, our industry-focused concentrations allow in-depth study in the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.



AIU's Business programs are programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



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To work in the fast-paced food service industry, you need to have a solid understanding of the business side of running a hotel or restaurant. AIU's online Bachelor's degree in Business with a specialization in Le Cordon Bleu® Hospitality Management gives you the best of both worlds — a business degree that is designed to provide an education in core business foundations and development of competencies applicable in a hospitality management setting.

CURRICULUM INCLUDES

This targeted degree program is designed to provide students both a comprehensive understanding of business management and food service operations. In this specialized curriculum, students can study gastronomy, event planning, and operations in the hospitality industry. The program culminates in a capstone experience from a hospitality management perspective. Some of the courses include:

Food Service Operations: provides an introductory overview of the size and scope of the foodservice industry as well as core operational elements inherent in all foodservice operations.

Food and Beverage Management: focuses on the management aspects of planning, organizing, leading, and controlling a foodservice establishment and a foodservice-based wine and beverage program.

Developing a Hospitality Business: concentrates on techniques and practices of successful small business managers in the hospitality industry. Topics include: development and effective management of a hospitality small business, essential start-up lessons, identifying customer behavior trends, writing a business plan, obtaining finance, and understanding legal business issues.

Event Planning and Management: provides event management theory and principles including established standards, site selection, clients, budgeting, legal matters, and practices of event management.

WE CAN HELP YOU

- Integrate knowledge of the core ACBSP business concepts of accounting, finance, statistics, economics, management, and marketing to assess business circumstances
- Propose quantitative business solutions which demonstrate critical and analytical thinking
- Collaborate in cross functional teams utilizing effective business techniques and strategies
- Navigate challenges in a global market involving international distribution and operations networks
- Share business recommendations and information through a variety of communication delivery formats
- Evaluate potential ethical and legal issues in contemporary business situations and propose appropriate resolution
- Employ technology to effectively solve business problems and provide solutions
- Design hospitality management strategies of food and beverage, event planning, and food service operations to produce an efficient business

* Transfer credits are evaluated on an individual basis. Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

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The AIU Bachelor of Business Administration (BBA) degree program combines the required general education courses that provide a liberal arts foundation with a coherent business core designed to provide a foundation for opportunities in business.

FOCUS ON YOUR SPECIFIC AREA OF INTEREST

By studying topics in hospitality management, you have the opportunity to focus your interests on industry-specific knowledge and skills common to management professionals within the hospitality industry.

THE ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP)

The ACBSP accreditation means that AIU's Business Administration programs meet the rigorous standards of this accreditation association. It helps ensure that what we teach is industry-relevant in today's business environment.



REQUIRED COURSES

GENERAL EDUCATION COURSES

ECON220	Microeconomics	4.5
ECON224	Macroeconomics	4.5
ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communication	4.5
	Humanities (2 courses)	9
	Natural Sciences (2 courses)	9
	General Education Elective (1 course)	4.5

Total General Education Requirements **58.5**

GENERAL ELECTIVES

A combination of any 10 undergraduate courses

Total General Elective Requirements **45**

CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5
BUSN105	Introduction to Business	4.5
BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5

CORE COURSES (CONTINUED)

FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5
MGMT315	Survey of Human Resource Management	4.5
MGMT415	Global Operations Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

Total Core Requirements **54**

LE CORDON BLEU® HOSPITALITY MANAGEMENT SPECIALIZATION COURSES

LCBH300	Food Service Operations	4.5
LCBH310	Food and Beverage Management	4.5
LCBH320	Gastronomy	4.5
LCBH400	Developing a Hospitality Business	4.5
LCBH410	Event Planning and Management	4.5

Total Specialization Requirements **22.5**

Total Bachelor's Degree Requirements **180**

The Le Cordon Bleu® Hospitality Management Specialization is only available to residents of the United States and Canada.

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