

# Bachelor of Business Administration (BBA)

## Specialization in Le Cordon Bleu® Hospitality Management



LE CORDON BLEU.



AMERICAN INTERCONTINENTAL UNIVERSITY™



### OVERVIEW

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

A targeted degree program that is designed to provide students both an comprehensive understanding of business management and food service operations. 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 will 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

- Manage and lead people as well as budget within a hospitality setting
- Implement strategic planning, operations and project management, and how to market and sell products and services in the hospitality industry
- Apply restaurant management principles such as planning, scheduling, and forecasting in addition to basic restaurant layout and design
- Implement dining room management including: service theory, concept styles, and levels of service
- Apply event management theory and principles including site selection, budgeting, legal matters and practices

\* Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

### COURSEWORK

### OUTCOMES

#### 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 degrees, our industry-focused specializations allow in-depth study of 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 Administration degree programs with all their specializations are programmatically accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



AIUniv.edu

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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 leading accreditation association. It helps ensure that what we teach is industry-current and industry-relevant in today's business environment and can make your degree more meaningful in the marketplace.



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
<b>Total General Education Requirements</b>		<b>58.5</b>

#### GENERAL ELECTIVES

A combination of any 11 undergraduate courses

**Total General Elective Requirements 49.5**

#### CORE COURSES

ACCT205	Principles of Accounting I	4.5
ACCT310	Managerial Accounting	4.5
BUSN105	Introduction to Business	4.5

#### CORE COURSES (CONTINUED)

BUSN150	Legal and Ethical Environment of Business	4.5
BUSN311	Quantitative Methods and Analysis	4.5
FINA310	Financial Management	4.5
MGMT305	Management Information Systems	4.5
MGMT310	Management and Leadership of Organizations	4.5
MGMT315	Survey of Human Resources Management	4.5
MGMT499	Program Capstone	4.5
MKTG205	Principles of Marketing	4.5

**Total Core Requirements 49.5**

#### 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**

For important information about the educational debt, earnings, and completion rates of students who attended these programs, go to [www.aiuniv.edu/disclosures](http://www.aiuniv.edu/disclosures). AIU cannot guarantee employment or salary. Not all programs are available to residents of all states. 1294612 3/18

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