Bachelor of Business Administration (BBA)

Specialization in Le Cordon Bleu® Hospitality Management

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

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).

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

### 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 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

**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