

Where the World of Hospitality Comes to Mind

SOUTHERN NEW HAMPSHIRE UNIVERSITY

BACHELOR OF APPLIED SCIENCE
IN HOSPITALITY ADMINISTRATION

PROGRAM SPECIFICATIONS
2007-2008

Southern New Hampshire University offers hospitality degree programs that have been designed to help you realize your potential in both your personal and professional life. Each curriculum is a blend of courses with your chosen field of study. Southern New Hampshire University is a private, coeducational college known for its solid educational programs and excellent connections with employers. The average class size is twenty. Southern New Hampshire University has the facilities, experienced teaching staff and practical curriculum to prepare graduates for the exciting world of hospitality administration.

The School of Hospitality, Tourism and Culinary Management's faculty encourage and assist students in acquiring a broad, rich background for developing skills for a rewarding career. At Southern New Hampshire University, we will provide you with a strong foundation for success.

**SOUTHERN NEW HAMPSHIRE UNIVERSITY IS
WHERE THE WORLD OF HOSPITALITY COMES TO MIND.**

OUR MISSION

The mission of the School of Hospitality, Tourism and Culinary Management is to anticipate and respond to the needs and expectations of men and women preparing to embark on management and operational careers in the largest global industry: hospitality and tourism. Our multi-discipline programs focus on the synthesis of values, knowledge, and competencies required by a rapidly expanding and diverse service industry. The student is central to the educational process at Southern New Hampshire University, and we strive to foster learning partnerships that utilize current industry practices, and promote professional development, and life-long learning.

THE SCHOOL OF HOSPITALITY, TOURISM AND CULINARY MANAGEMENT

Opportunities exist in all aspects of hospitality and tourism for graduates who are prepared to meet the challenges of the world's largest industry. The industry employs one in nine workers worldwide with a range of positions and locations, providing opportunities almost anywhere in the world in resorts, cruise ships, hotels, restaurants, clubs, travel agencies and institutions. While demand is increasing for all workers, individuals with specialized industry skills who are committed to providing quality guest service will find an excellent employment outlook. Southern New Hampshire University has the facilities, experienced teaching staff and practical curriculum to prepare students for this exciting field.

In the hospitality, tourism and culinary management division programs at Southern New Hampshire University, we are infusing the curriculum with elements that match the needs of our industry. The bottom line is to produce graduates who are well prepared to meet or exceed the expectations of the hospitality and tourism organizations that hire them. In our business, advancement and career success come from learning the organizational culture and mission, and finding the best way to utilize one's skill in that particular environment. Ours is an exciting, dynamic and multi-disciplinary field marked by constant change. Adaptability to meet change is what we teach and strive to instill in all of our students.

The School of Hospitality, Tourism and Culinary Management is where the world of hospitality comes to mind.

BASHA PROGRAM

The Bachelor of Applied Science in Hospitality Administration (BASHA) program is a unique opportunity designed for graduates of hospitality programs which typically take three years and generate 90 credits valid for transfer. This program allows students to earn a bachelor's degree in fourteen months of work and study. Past students, for example, have completed the Higher National Diploma in the United Kingdom or a three-year hospitality diploma program offered in various countries. This program begins in late-June, and includes an eight-month paid cooperative educational placement. The program concludes at the end of August the following year. Students may begin the program only in late-June.

ELIGIBILITY

In order for a student to be considered for admission to Southern New Hampshire University, he or she must have successfully completed a diploma in a hospitality related discipline from an approved college or hotel school. The diploma must have a minimum of 90 credits eligible for transfer and is typically three years in length.

ADMISSIONS

Graduates of an approved three-year hospitality program would apply for admission to Southern New Hampshire University for matriculation in the program leading to Bachelor of Applied Science Degree in Hospitality Administration. The application will be put through the normal process of using an International Student Admissions Application, which must demonstrate academic qualifications and the ability to meet the financial obligations of the program of study.

Upon admission, Southern New Hampshire University will issue the accepted student the forms necessary to obtain a visa for study at Southern New Hampshire University.

ACADEMIC PROGRAM

1. Upon admission to the program, each student will be awarded 90 credit hours of transfer credit to Southern New Hampshire University in recognition of the successful completion of the three-year hospitality program.
2. The program of study at Southern New Hampshire University would be fourteen (14) months duration commencing in late June of one year and ending in mid-August of the following year.

During the 14-month program, each student earns 42 credit hours of work in the following general format.

Summer One – 2007 - 12 credit hours

Internship - Academic Year 2007-08 - 12 credit hours

Summer Two – 2008 - 18 credit hours

3. Another view of the academic program follows:

Students arrive by Thursday, June 21, 2007

Orientation – Friday, June 22, 2007 (8:00am start) and during the week of June 25, 2007

Summer Session One, Term A (June 25, 2007 – July 5, 2007)

The American Work Experience	3 credits
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Summer Session One, Term B (July 9, 2007 to August 9, 2007)

Introduction to Psychology or Sociology	3 credits
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Law of the Hospitality Industry	3 credits
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Mathematics for Hospitality Administration	3 credits
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TOTAL CREDITS - SUMMER I	12 credits*
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***NOTE:** Students who need additional English assistance will be required to take Fundamentals of Writing for International students (ENG 101I) as an additional course at the current summer school tuition rate.

Academic Year 2007-08 (August 13, 2007 to May 23, 2008)

Cooperative Education 12 credits

TOTAL CREDITS - WORK PLACEMENT 12 credits

Summer Session Two, Term A (May 27, 2008 to June 26, 2008)

College Composition I 3 credits

Hospitality & Tourism Marketing 3 credits

Free Elective Course 3 credits

Term Holiday Break – June 27, 2008 to July 1, 2008

Summer Session Two, Term B (July 2, 2008 to August 5, 2008)

Business Communications or Public Speaking** 3 credits

Economics for Hospitality 3 credits

Seminar in Hospitality Administration 3 credits

TOTAL CREDITS - SUMMER II 18 credits

TOTAL PROGRAM CREDITS 42 credits

Transfer from HND or comparable program 90 credits

Southern New Hampshire University Bachelor of
Applied Science in Hospitality Administration 42 credits

TOTAL PROGRAM CREDITS 132

****NOTE:** Students who can document that they have taken the equivalent of Business Communications may take Public Speaking.

GRADUATION: Friday, August 8, 2008

ORIENTATION

An orientation to the program will be held on Friday, June 22, 2007, beginning at 8:00am, and during the week of Monday, June 25, 2007. **It is important for students to arrive by Thursday, June 21, 2007! We have organized a group of students from the previous class to meet you and assist you as you move into your new home!!!** Information on co-op placement, student services, and other general information will be given to students at that time.

The \$12,395 total cost includes tuition, room and board, medical insurance, security room charge, graduation fee, and activity fee, a dorm room cable television connection (television not provided), internet access line (computer not provided) and local telephone services. Students are responsible for all living costs during their internship period. Students are also responsible for their travel, books, personal expenses and costs for setting-up apartments at the internship site including: apartment deposit (typically the first and last month's rent), utility

deposits/installations and furnishing expenses are the responsibility of the student. Travel costs for the student include flights between their country and the United States as well as between the college and their internship sites.

Students must be aware that when arriving in the U.S., they should have enough funds to cover incidental expenses for Summer One, as there will not be an opportunity to work, even on a part-time basis during that period.

All international students are required to be covered by health insurance. Students must take the insurance offered by the college. The charges are as follows:

\$1,125 - This includes coverage for the 15-month period of the program. Because of periodic insurance rate changes, this is an estimated amount subject to possible increase at anytime.

Students are also required to submit a chest x-ray report (you do not have to bring the x-ray itself), and a complete physical exam including proof of measles immunization prior to the beginning of classes.

PROGRAM FEES

	<u>Summer I</u>	<u>Summer II</u>	<u>Total</u>
Tuition	\$2,800	\$4,200	\$7,000
Room (double)	\$ 770	\$1,210	\$1,980
(single)	(\$ 980)	(\$1,540)	(\$2,520)
Board	\$ 735	\$1,155	\$1,890
Refundable Damage Deposit	\$ 50		\$ 50
Medical Insurance (15 mos)	\$1,125*	--	\$1,125
Activity Fee	\$ 60	\$ 90	\$ 150
Senior Week Fee		\$ 100	\$ 100
Graduation Fee	--	<u>\$ 100</u>	<u>\$ 100</u>
	<u>\$ 5,540</u>	\$ 6,855	\$12,395
Non-refundable Deposit	<u>-250</u>		
Total Due Prior to Start of Term(s)	\$5,290	\$ 6,855**	

*This rate subject to change

PAYMENT PROVISIONS

The cost of the BASHA Program is \$12,395. Students who are accepted into the program must pay a non-refundable \$250 deposit by Friday, April 20, 2007 to confirm their place in the program. This amount will be credited toward the \$5,540 that is due before registration in the first summer of the program. The remaining \$6,855 must be paid before the beginning of registration in the second summer. All late fees are subject to an 18% interest charge.

Book fees will be paid separately to the college book store. Please expect to pay approximately \$300 per summer for your classroom books and materials.

HOUSING/MEALS

Students are required to live on the Southern New Hampshire University campus. Campus living enhances the academic interaction between student and faculty and use of campus services such as the library, cafeteria, student center and the athletic facilities.

Student dormitory rooms have basic furnishings of bed, mattress, study desk, bookshelf and closet/wardrobe. Desk lamps, window fans (it does get hot in summer), and telephones are not provided. Students living in North America can bring these items with them from home. Other students will have to purchase these items upon arrival here in Manchester.

There is no storage available here on campus! Whatever you bring will go with you on your internship.

The meal plan will be especially designed for the Hospitality Administration group. Students will use their college identification card to purchase food through a debit system. If students exceed their debit card limit, they are responsible for increasing the amount on the account. Any questions regarding how the meal plan/debit card system works should be directed to the Director of Dining Services.

COOPERATIVE EDUCATION

The partner hotel resort properties have agreed to provide paid work experiences for students somewhere within the United States. During Summer One, students will have the opportunity to talk with college and hotel/resort officials, as well as second-year BASHA students to learn of the many placement sites available.

We have identified potential hotel/resort sites for Cooperative Education Placements. Locations that offer good salary and have good reasonable availability of housing will be selected.

GRADUATION

At the conclusion of Summer Two, Southern New Hampshire University will confer baccalaureate degrees in a formal graduation ceremony. This is a significant event as it recognizes successful completion of a rigorous program of study and marks the beginning of many career opportunities for each graduate. Family and friends of the graduate are encouraged to attend this significant event.

Prior to participating in graduation ceremonies and receiving a degree, student obligations to the university, such as library fines, tuition dues and fees, must be met.

COURSE DESCRIPTIONS

ECO 325 Economics for Hospitality Students (3 credits)

Topics in Economics will be selected and designed for students in the Bachelor of Applied Science in Hospitality Administration program. Open only to students in the 14 month Bachelor of Applied Science in Hospitality Administration (BASHA I) program.

ENG 101I Fundamentals of Writing for International Students (3 credits)

English 101I is specifically designed for students whose primary language is not English and who have, consequently, special linguistic requirements. The major objective of English 101I is to prepare students for success in English 120. It does this through a basic and programmed approach to the acquisition of reading skills, writing conventions and fluency in English grammar/mechanics. Before students can be admitted into English 120, they must pass the Basic Competency Examination which is administered to all sections of English 101I during Finals Week. In addition, students are required to take a Grammar/Mechanics test given during the last week of instruction. English 101I meets four times a week. Enrollment is kept intentionally small (typically 12 students a section) to assure maximum benefit. Placement is determined by the staff of the Center for Language Education and verified by the Freshman Writing Coordinator. Credits awarded for this course are in addition to the minimum degree requirement.

ENG 120 College Composition I (3 credits)

English 120 is a college-level writing course which introduces students to various forms of academic discourse. Students are required to prepare essays in a variety of rhetorical modes including exposition, description and argumentation. In addition to out-of-class writing assignments, students will also be required to compose in-class essays in response to readings and other prompts. English 120 introduces students to Process Writing techniques, library research and documentation procedures. The primary focus of English 120 is to help students acquire the writing skills necessary to succeed in an academic environment. Enrollment is kept intentionally small (typically 15 students a section) to assure maximum benefit. Prerequisite: Completion of ENG 101 or placement by the Freshman Writing Coordinator.

ENG 220 Business Communication (3 credits)

English 220 is a practical introduction to the preparation of business correspondence, employment applications and resumes, and formal research reports. Emphasis is placed on written communication skills. Prerequisite: ENG 121.

HTM 314 Hospitality and Tourism Marketing (3 credits)

This course provides an overview of marketing theories, principles and concepts as applied to the hospitality industry. It will include, but will not be limited to, attributes and concepts of services marketing, such as consumer behavior, consumer orientation, market segmentation, target marketing, planning, research and analysis. It will be based on the established dimensions of marketing mix: product, price, place and promotion. Writing Intensive Course.

HTM 416 Legal Issues in the Hospitality and Tourism Industry (3 credits)

This course examines the common and statutory law of the hospitality and tourism industry in the United States. Included are discussions of the duties and responsibilities of hospitality and tourism businesses to guests, including duties to maintain property, receive travelers and assume various liabilities for guests' property. The legal environment and issues of the hotel, restaurant and travel industry will be discussed and analyzed. Ways of preventing and responding to legal situations as an executive in the hospitality and tourism industry will be identified and evaluated.

HTM 421 Services Management: A Strategic Approach (3 credits)

This is a capstone course in which all previous course material and industry experience culminates in a challenge of the student's ability to apply the acquired knowledge and skills to understand, develop and apply entrepreneurial, strategic, management and policy principles to the hospitality and tourism industry. The course provides a strategic and entrepreneurial approach to the decision-making process in the hospitality and tourism industry. This course emphasizes the dynamic, often unpredictable and uncertain "Open Systems" nature of the hospitality and tourism business. It stresses to the student that strategic management and entrepreneurship are interdisciplinary, ongoing and creative processes that are conducted at all levels of successful organizations. Students will be able to draw on their knowledge and industry experiences to understand various business challenges using case studies and other strategic analysis. Writing Intensive Course.

HTM 426 The American Work Experience (3 credits)

This is a practical career course that is intended to develop an understanding of the preparation for employment in the American hospitality industry. It is open only to Bachelor of Applied Science in Hospitality Administration students or by permission of instructor.

HTM 490C Hotel Cooperative Education (12 credits)

Guided cooperative education work experience for integrating study and experience. Students are contracted to maintain employment for a minimum of 960 hours over a pre-determined length of time with specified starting and ending dates (usually 8-9 months), working at an approved hospitality/tourism location. An individual learning project will be assigned. Open to hospitality division baccalaureate students only. Prerequisites: Consent of the Career Development Center and permission of the hospitality division chair.

MAT 112 Mathematics for Hospitality Administration (3 credits)

This applied mathematics course includes a variety of quantitative skills required by professionals in the hospitality field. (Open only to students enrolled in the Bachelor of Applied Science in Hospitality Administration).

PSY 108 Introduction to Psychology (3 credits)

PSY 108 is an introduction to various areas of psychology including scientific investigation, motivation, personality, intelligence, behavioral deviation, perception, learning, and human development. It provides a basis for further study in related areas.

SOC 112 Introduction to Sociology (3 credits)

This course studies the organization of social behavior and relationship of society and social conditions. Emphasis is placed on culture, norm stratification, systems, structure, social institutions, and social change.

The information in this program guide is current at the time of printing, but is subject to change.