



Strayer University



Bachelor of Business Administration: Hospitality and Tourism Management

STUDENT DATA:

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

Credit Potential
Required Credit

English Composition (ENG 115) [EN024B] 4.50

Prerequisites Placement or ENG 090. This course emphasizes the principles of writing coherent expository essays in various modes. The course reinforces and emphasizes the concept of writing as a process that includes developing and narrowing a topic, logically organizing ideas, drafting, and revising. The course introduces the process of using sources to support ideas and documentation of sources in accordance with citation styles.

Research and Writing (ENG 215) [EN025B] 4.50

Prerequisite ENG 115 This course examines and implements the principles of argumentation. An argumentative paper is researched and developed based on the concept of writing as a process. The course focuses on the logical organization of ideas patterned on established structures of argument. The course reinforces the importance of the research process and critical evaluation of sources. Acknowledging the intellectual property of others through the proper documentation of sources is stressed.

Communication for Business and the Professions (ENG 240) 4.50

Prerequisite: ENG 215 This course will enable students to communicate effectively in their professions. Students will learn to write a variety of documents characteristic of the business world including letters, memos, short reports, and formal reports. The course will focus on techniques for writing clearly, concisely, and persuasively. The course will also help students develop skills in oral presentations.

Introduction to Art, Music, and Literature (HUM 100) [MU02SB] 4.50

Focuses on the interplay between art, music, and literature. Shows how different epochs exhibit unique cultural values and lifestyles, which are mirrored in the various art forms. Critically examines representative art throughout the world and history from cultural, social, and esthetic perspectives.

The Origins of Western Culture (HUM 101) 4.50

Studies civilizations and cultures such as ancient Egypt, Crete, Greece, and Rome which have given root to Western culture. Analyzes the artistic, intellectual, religious, political, and socioeconomic aspects of each culture and traces their development in Western civilization.

Logic or Precalculus (HUM 200, MAT 200) [PL080B,MH054B]	4.50
Logic HUM 200 Enables students to develop analytical, inductive and deductive reasoning through the study of syllogistic, symbolic, and informal logic. Provides methods of constructing arguments, evaluating statements, and recognizing fallacies in theory as well as in practice. or Precalculus MAT 200 Prerequisite: MAT 105 Reviews algebraic techniques. Includes selected advanced topics such as matrices and determinants as techniques for solving linear systems in three or more variables, elementary concepts of analytic geometry, and logarithms. Emphasizes business-related word problems.	
History and Methods of Science or Calculus I (HUM 300, MAT 310)	4.50
HUM 300 Presents an overview of physical and natural sciences, with the goal of enhancing the student's ability to read, understand and apply scientific knowledge. Examines the scientific method of inquiry, life sciences, major natural laws, the structure of matter, and concepts that have come to shape our emerging view of the cosmos. Topics covered include questions of current public interest, such as cloning, genetic engineering, nuclear energy, and evolution. or MAT 310 Prerequisite: MAT 200 Introduces the fundamental concepts of calculus. Includes geometric interpretation of the derivative and integral, techniques of differentiation, the first and second derivative test, curve sketching, the fundamental theorem of calculus, techniques of integration, and the area between two curves.	
Religion and Philosophy (HUM 400) [PL06SB]	4.50
Offers an integrative approach to philosophical and religious world views in relation to such questions as the origin of all things, the limits of knowledge, and the role and responsibilities of the individual. Also examines the philosophical and religious views of the great thinkers throughout history.	
Descriptive Statistics (MAT 300) [MH053B]	4.50
Prerequisite: MAT 105 Concentrates on the art of describing and summarizing data. Includes the topics of experimental design, measures of central tendency, correlation and regression, and probability and chance variability. Demonstrates statistical applications to a wide variety of subjects, such as the social sciences, economics, and business.	
Introduction to College Mathematics (MAT 105) [MH051B]	4.50
Prerequisites Placement or MAT090 Prerequisite: MAT 100 or equivalent. Emphasizes representations and operations of polynomials and rational expressions, functions, and the graphing of linear functions. Methods of solving linear and quadratic equations are discussed. Introduces complex numbers, exponents, and radical expressions.	
Contemporary Int'l Problems or Economic Problems & Issues (POL 300, ECO 405) [EC05SB]	4.50
POL 300 Analyzes the origins and recent developments of major international problems in the Middle East, Central America, and Southern	

Africa, and their multi-dimensional impact on world events.

or

ECO 405 Applies conventional economic theory to national and international economic issues and events. Utilizes the policy ideas and stances of contemporary economists to provoke discussion of prevailing economic issues. Applies economic tools to the business decision making process.

Introduction to Psychology or the Individual and Society (PSY 105, PSY 100) 4.50
[PS101B,PS401B]

PSY 105 May be taken in place of PSY 100 Introduces psychology as a human and scientific endeavor. Includes examination of concepts and methods in learning, motivation, development, personality, and social behavior. College credit by examination may apply.

or

PSY 100 May be taken in place of PSY 105 Presents the various ways in which the individual constructs his self-awareness. Studies how social institutions, such as the family and religion, influence the psychological makeup of the individual.

Introduction to Sociology (SOC 100) [SO001B] 4.50

Provides a critical survey of contemporary social, political, and economic problems facing American society. Emphasizes the urban crisis, military-industrial complex, racism, and distribution of income.

Introduction to Information Systems (CIS 105) 4.50

This course provides a basic knowledge of computer operating systems, software and hardware. It introduces the student to word processing, Spreadsheets, the Internet, and graphics software. Included is a hands-on introduction to Microsoft Windows commands, files, features and functions.

Sociology of Developing Countries (SOC 300) 4.50

Prerequisite: SOC 100 or instructor's permission. Analyzes the main cultural strata in selected societies of the Third World. Emphasizes their unique historical background and development, their traditional ethos, national characteristics, family structures and religious beliefs, as well as their political, economic, and foreign policy views.

Accounting I (ACC 100) [AC025B] 4.50

Covers analysis and recording of business transactions; accounting for sales, purchases, cash disbursements, and receivables; includes end-of-fiscal period work, adjustments, financial statements, and closing procedures.

Fundamentals of E-Business (BUS 107) 4.50

Examines the development of electronic commerce, the basic technologies used to conduct e-business, and the various forms of electronic business. Presents marketing models used in e-business strategy. Examines the processes for business-to-business and business-to-consumer transactions. Reviews the electronic commerce infrastructure, designing and managing online storefronts, payment options, security, privacy, and the legal and ethical challenges of electronic business.

Introduction to Business (BUS 100) [BU001B]	4.50
Provides a foundation in business operations through a survey of major business functions (management, production, marketing, finance and accounting, human resource management, and various support functions). Offers an overview of business organizations and the business environment, strategic planning, international business, and quality assurance.	
Principles of Management (BUS 200) [MG001B]	4.50
Provides a survey of fundamental management concepts and techniques. This information contributes to effective management and provides a foundation for the continued study of management applications. Emphasis is placed on the roles, the environment, and the primary functions of the manager (planning, organizing, leading, controlling), as well as the skills required and various techniques used to perform these functions. The course will also highlight the development of management principles and their integration into modern management theory. The communication process, motivation, and operations (production) management are also presented.	
Business Ethics (BUS 290) [BU063B]	4.50
Prerequisite: BUS 100 Examines the applications of ethical principles through consideration of typical problem areas encountered in organizations. The course focuses on the ethical perspectives of business decision-making and policy development in a variety of key areas including individual behavior, human resource management, work environments, marketing, property rights, and international business. The analysis of case situations will illustrate the application of various ethical approaches (utility, individual rights, and justice) in managing organizations.	
Principles of Economics (ECO 100) [EC001B]	4.50
Presents a survey of basic macro- and microeconomic principles and concepts. Reviews the economic dynamics of market forces affecting competition, different economic systems, the role of government in the economy, and economic aspects of international trade. Discusses the labor market, interest rates and the supply of money, and performance of a national economy. Examines the use of economics in business decisions, considering such principles as opportunity costs, diminishing returns, and the marginal principle.	
Principles of Finance (FIN 100)	4.50
Prerequisite: ACC 100 Serves as a foundation course in business finance. Provides a conceptual framework for the financial decision-making process and introduces tools and techniques of finance including financial mathematics, capital budgeting, sources of funds and financial analysis. Topics include acquisition and use of short-term and long-term capital; financial markets, institutions and instruments; financial control; time value of money; cash, operation and long-range budgeting; and cost of capital.	
Business Law I (LEG 100) [BU002B]	4.50
Examines the legal environment of business, the sources of American law, and the basis of authority for government to regulate business. Provides a	

survey of tort law, contracts and the UCC, and the federal and state courts.

Principles of Marketing I (MKT 100) [BU005B]

4.50

Introduces basic marketing principles and concepts. Emphasis is placed on the development of marketing strategy and the major components of the marketing mix, (product, price, promotion, and distribution). Reviews the critical environmental factors of markets, domestic and international, and customer behavior characteristics that affect marketing operations. Highlights the integration of marketing with other functions in a business organization.

Principles of Hospitality and Tourism Management (HTM 100)

4.50

Provides an overview of the hospitality industry, career opportunities, international perspective on the travel and tourism industry, and a comprehensive look at each department in the food service, lodging, and travel industries. Basic management theories will also be explored within the context of the industry.

Quality Service Assurance (HTM 150)

4.50

This course focuses on the management of service quality and improvement within all operational segments of the hospitality and tourism industry. Topics contained in the course includes introduction to quality management systems, managing teams, assessing an organization's service strengths and weaknesses, servicing the customer, developing and implementing quality service, and management leadership. The course will prepare students to understand the importance of service quality and how to implement service quality plans within an organization.

Purchasing and Cost Control (HTM 250)

4.50

Introduces the student to the study of product selection, purchase, and storage of hospitality supplies. Students will learn to survey purveyors, write specifications, place orders, evaluate quality vs. cost and keep purchasing financial records. This course also provides the student with a wide range of knowledge and specific solutions needed to keep costs low and margins high. Students will be able to apply technology to cost control and employ manager developed excel spreadsheets and internet access. Content will examine uniform systems of accounts for restaurants, menu analysis, and cost/volume/profit analysis menu pricing and strategy.

Lodging Operations Management (HTM 280)

4.50

Presents a detailed study of lodging management, front office management systems by detailing the flow of operational procedures for the total hotel organization. The student will examine the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations, human resources management, and guest services. Course content will include interdepartmental communications, computer applications, managerial reporting and a review of the current and future trends in technology. The student will be able to interpret statistical analyses in areas of price structure, occupancy patterns and income. These analyses will serve as the bases for improving decision making and for policy and procedure implementation.

Food and Beverage Operations Management (HTM 310) 4.50

Reviews the development and operation of food service facilities of varying operational segments. Special attention will be applied to concept development, menu management, human resource management, legal issues in the industry, managerial accounting management of internal operations and marketing initiatives. Students will also become exposed to the various food service segments that compose of the industry. Students will become sufficient in understanding food service operations and management of the industry.

Senior Seminar in Hospitality and Tourism Management (HTM 499) 4.50

To be taken as last of next or last course. This course enables hospitality and tourism management students to analyze management issues in business situations and recommend solutions by completing a variety of case studies and by completing an individual research project and presenting the findings in class using an appropriate medium. The case studies will be conducted both individually and in group sessions. Each student will participate in group discussions to apply previous course work in addressing a variety of management issues. Students will also complete individual case studies. The independent research focuses on a topic relevant to contemporary hospitality and tourism management issues. Students may not fulfill the senior seminar requirement by completing another course.

Free Electives 45.00

These courses are selected in consultation with the academic advisor. College credit by examination may apply. Visit the SU website for a description of courses available.

Excess or Duplicate Credit

TOTAL 180.00 0.00

Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

This document is an UNOFFICIAL Degree Plan to provide you with a preliminary assessment of how your prior learning experiences might fit into the specified degree program for this academic institution. If you choose to pursue this degree option, you must present it to a college representative, who will review it for the following:

- o Accurate representation of the college's degree program requirements, including course numbers and titles, credit hours for each course, lower- and upper-level course requirements, and the total number of credits needed for the degree.
- o Appropriate assignment of ACE Guide-recommended credit at the lower or upper level for military service schools and occupations, CLEP, DSST, and other tests, transfer credit for courses from other colleges and universities, certification programs, etc.

o Appropriate assignment of SOC Course Category Codes from the SOC Handbook Transferability Tables. The SOC Degree Program Handbooks can be obtained from the SOC web site at: www.soc.aascu.org should you wish to learn more about the course transfer guarantees among SOC network institutions.

IMPORTANT NOTE: When you are ready to seek admission into this degree program, please send the completed enrollment form (found on the college's web page) to the USCG Institute. The registrar will send the college or university an official USCG transcript, a copy of the degree plan (if one was developed through the USCG Institute and was identified on your transcript request), and a ready-for-signature SOC Student Agreement (when signed by a college official, becomes a contract for degree completion).

Credit for all courses you have taken must be reflected on official transcripts sent directly to this college from the administrative offices of the colleges you previously attended. This degree plan is often used for information purposes by college counselors pending receipt of the official transcripts from the source colleges.

This degree plan is not intended to compete with your local college or university. Keep in mind, you are allowed to transfer in a significant amount of the degree requirements to this institution. As such, credit from local colleges, college level examination programs, or advanced military training may be applied to this degree. You may also complete the courses necessary from this college either in residence (on campus or possibly on a military base at a campus extension in the Education Center) or through distance delivery of the courses. If you have questions, please contact the college counselor or your advisor listed at the bottom of this Degree Plan.

DEGREE PLAN LEGEND:

SH = Semester hours
VOC = Vocational, not relative to an academic degree
LL = Lower Level, i.e. courses at the Freshman/Sophomore level
UL = Upper Level, i.e. courses at the Junior/Senior level
GL = Graduate Level (sometimes recommended by ACE for very complex courses)
[#] such as [EN024A] or [EN024B] = SOC Course Category Codes*
{#} such as {DANTES Code = 01.02.03} = DANTES Academic Codes **

* SOC Course Category Codes: Service members Opportunity Colleges (SOC) is a consortium of over 1,600 accredited colleges and universities seeking to provide degree opportunities to the military. Over 170 of these institutions participate in network degree programs developed for the Army, Navy, Marine Corps, and Coast Guard. A SOC course category number beside a course from one of these institutions, such as [EN024A] or [EN024B] for English Composition, indicates that courses from other degree program institutions with the same code may be taken to satisfy the degree requirement. See the SOC Degree Programs Handbooks at <http://www.soc.aascu.org/>

** DANTES Academic Codes: The Defense Activity for Non-Traditional Education Support (DANTES) publishes the DANTES Independent Study Catalog (DISC) annually, which lists more than 6,000 courses from dozens of regionally accredited colleges

and universities. Because this is a degree from a SOC affiliated college, the academic residency requirements are limited, thereby allowing students to transfer in a significant portion of the degree, as mentioned above. If the course you desire to take is not offered by this institution when you want to take it, consider the opportunities the courses in the DISC present. For more information, visit http://www.dantes.doded.mil/dantes_web/distancelearning/disc/front/cont.htm Keep in mind, you should always check with the counselor or academic advisor at this institution before enrolling in a course listed in the DISC to ensure it will be accepted in transfer toward this degree.

Strayer University: General Information

Strayer University began in 1892 as Strayer Business College in Baltimore, MD. The College was licensed in 1969, to grant Bachelor of Science degrees, and in 1987, authorized to award master's degrees. The college was approved for university status in 1998. For over 113 years, they have been helping adult students focus their education on advancing their careers.

Accredited by Middle States Commission on Higher Education, Strayer University is dedicated to providing quality higher education programs for working adults. Their programs in information technology, accounting, health services administration, education, business and public administration provide a solid foundation for your education by including studies in humanities, mathematics, history, government and other important topics.

Their undergraduate and graduate programs are available at 32 campuses in Florida, Georgia, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia and Washington, D.C., as well as online. Many students take advantage of both on-campus and online courses. What's more, they enjoy the utmost flexibility in choosing between real-time and anytime online offerings. Whichever type of class you prefer, you'll appreciate their small class sizes that encourage discussion and interaction. Classes are available seven days and nights a week.

By continuously reevaluating and adding programs to their curricula, Strayer University ensures that its students have access to the most current information in business and technology, even as theory and practice in those disciplines constantly advance.

Strayer University offers a scholarship that covers 100% of the undergraduate tuition (up to 2 courses per quarter) for Active Duty military personnel utilizing their military benefits. Graduate students can qualify for a special scholarship that covers a majority of tuition for up to 2 courses per quarter.

Tuition for students is: \$256.00 per credit hour for undergraduate, and \$342 per credit hour for graduate tuition. Online tuition is the same. (subject to change)

For more information regarding this degree, please contact:

Diane Cortez
SOC Counselor Transcript Evaluator
Strayer University
1025 15th Street N. W.

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

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(703) 339 - 3961
E-mail: dmc@strayer.edu
<http://vcc.strayeruniversity.edu>

This college is rated as one of the nation's best in U.S. News & World Report's "America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 17 August 2010