

CLEARY UNIVERSITY

BBA | TOURISM AND SPORT HOSPITALITY MANAGEMENT

OVERVIEW

The sports and tourism industries are growing rapidly, offering many opportunities for tourism and sports-related professionals with strong business skills. These events attract tourists—spectators and participants—along with media, officials, sponsors, and VIPs, helping cultivate a positive image for destinations and organizations. They also help justify investment in venues as tourism destinations and those businesses related to tourism, including cities, attractions, hotels, restaurants, destination management and marketing organizations, convention centers, resorts, and airlines.

Cleary University's Tourism and Sport Hospitality Management BBA program provides students with a solid business core as well as career exploration and preparation as they enter into the tourism and sports industry. Students in this program are required to participate in externships and experiential learning experiences, allowing them to gain knowledge, build skills, and connections, increasing the student's marketability in this highly competitive field.



THE PROGRAM

The Tourism and Sport Hospitality Management Bachelor of Business Administration degree is delivered by combining innovative on-ground coursework with significant practical experience. The program enables students to complete an associate degree in any of our hospitality associate's programs along with their BBA degree. This degree allows students to specialize in the specific sector of the hospitality and sports industry by applying the business concepts necessary for success.

This hands-on instructional education experience allows a student to complete two degrees in four years. Students have the opportunity to complete an externship that will further enable them to gain valuable hours of related work experience for credit. Industry recruiters are eager to employ Cleary graduates with this level of preparation and versatility.

FINANCIAL AID

Grants, loans, and scholarships are available to qualified students. Financial aid counseling is available through the Financial Aid Office at 800.686.1883 or finaid@cleary.edu. Apply for financial aid by visiting fafsa.ed.gov. The Cleary University school code is: 002246

TAUGHT BY EXPERTS

Our instructors are thought leaders and experts in their respective fields. Cleary professors provide relevant and practical experience and knowledge that can be applied in the workplace.

CAREER BENEFITS AND OPTIONS

A Tourism and Sport Hospitality Management degree provides students with the opportunity to learn hospitality specific and general business knowledge to succeed in multiple industries.

- Professional and amateur sport franchises
- Sports facilities and recreational sports groups
- Hospitality and other event facilities/venues
- Resorts
- Charitable and nonprofit organizations
- Local and destination management

This addition to the Cleary University program offerings is an ideal fit for students looking to combine highly focused classroom training with practical hands-on experience that translates into future employment opportunities.

ADMISSION

Applicants must meet Cleary University admission standards and provide official high school transcripts. When applicable, candidates may require SAT test score submission.

APPLICATION REQUIREMENTS

1. Complete online application (Fees may apply)
2. Forward official transcripts to the records office
3. Apply for Financial Aid

Apply online at CLEARY.EDU



BUSINESS STRONG™

COURSES AND SAMPLE TIMELINE

FIRST YEAR

(Hospitality Business Management ABA shown as an example)

Fall Semester

BAC 1000	Foundations in Undergraduate Studies	1 credit
BAC 1010	Academic Communication, Technology, and Success Essentials	3 credits
CAS 1500	Microsoft Office Applications	3 credits
CUL 1000	Introduction to Culinary Arts	3 credits
CUL 1200	Culinary Fundamentals	3 credits
	Elective Credit	3 credits
Total		16 credits

Spring Semester

ENG 1600	Business Composition	3 credits
MTH 1800	Introduction to Business Statistics	3 credits
HOS 1200	Recipes and Menu Planning	3 credits
HLW 1000	Personal Health and Wellness	3 credits
	Elective Credit	3 credits
Total		15 credits

SECOND YEAR

(Hospitality Business Management ABA shown as an example)

Fall Semester

ACC 2411	Principles of Accounting I	4 credits
MKT 1500	Enterprise Marketing	3 credits
HOS 1300	Food and Beverage Controls	3 credits
HLW 1001	Nutrition Today	1 credits
COM 2400	Speech and Presentation Techniques	3 credits
Total		14 credits

Spring Semester

MGT 1600	Introduction to Management	3 credits
FIN 2000	Introduction to Business Finance	3 credits
	Elective Credit	3 credits
	Elective Credit	3 credits
	Elective Credit	3 credits
Total		15 credits

THIRD YEAR

Fall Semester

ENT 1850	Entrepreneurship and the Small Business	3 credits
ECO 2500	Macroeconomics	3 credits
TSH 3000	Sustainable Tourism	3 credits
TSH 3100	Cultural and Sport Tourism	3 credits
TSH 3200	Event Management in Sport and Tourism	3 credits
Total		15 credits

Spring Semester

BAC 3000	Business Research and Communication	3 credits
MTH 3440	Quantitative Business Analysis	
SEM 4100	Sports Event Marketing, Promotion, and Public Relations	3 credits
TSH 4300	International Tourism	
HOS 3300	Meeting Customer Expectations for Hospitality	3 credits
Total		15 credits

FOURTH YEAR

Fall Semester

LAW 3200	Business Ethics and Legal Issues	3 credits
ACC 4012	Financial and Managerial Accounting	3 credits
MKT 4150	Interactive Marketing	3 credits
HOS 4100	Human Resources for the Hospitality Industry	3 credits
HOS 4200	Resorts and Tourism	3 credits
Total		15 credits

Spring Semester

FIN 4000	Financial Management	3 credits
MGT 4000	Management Skills Seminar	3 credits
MGT 4200	International Business	3 credits
HOS 4300	Hospitality Leadership	3 credits
TSH 4400	Tourism Sport Hospitality Externship	3 credits
Total		15 credits
Total Credits		120 Credits

Information provided is accurate at the time of production. Please see the full Academic Catalog on our website for complete degree and course information. Cleary reserves the right to change academic programs, policies, regulations, fees, calendars, courses, and/or degree requirements as needed or required. April 2017.



Apply online at **CLEARY.EDU**