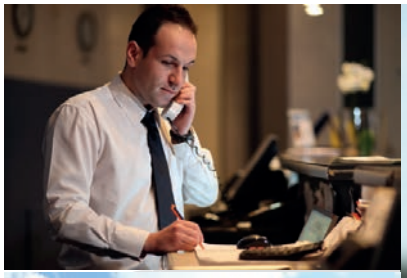
SCHILLER
INTERNATIONAL UNIVERSITY

Bachelor of Science in International Hospitality and Tourism Management







International hospitality and tourism is one of the fastest growing sectors in the service and business industries. The proliferation of golf courses, tennis and boating clubs, theme parks and other leisure and recreational activities has created a huge industry that provides many thousands of job opportunities. Schiller International University's unique program offers the opportunity to study at campus locations in both Europe and the United States.

Students completing this degree must complete the Associate of Science course requirements (60 credits) in International Hospitality and Tourism Management plus required International Business and General Education courses listed below:

Associate of Science Courses
48 Credits including Language Courses

GEB 1350	International Business	*EN 111*	English Composition
IT 103	I.T. Applications	*EN 112*	Persuasive Skills in English
MGF 1107	College Mathematics	*HI 225*	European History I
MA 172	Applied Mathematics	*HI 226*	European History II
ECO 2013	Macroeconomics	*ACG 2001*	Accounting I
ECO 2023	Microeconomics	*ACG 2011*	Accounting II

Language Courses
Foreign Language Prerequisite

Levels I - IV	German French Spanish	Four campus specific levels (12 credits) of foreign language courses.

"Coming from the U.S., I was a bit worried traveling across the world and emerging myself into a completely new environment. Yet when I arrived at Schiller University's Paris Campus I could not feel more at home! Right away the staff were more than willing to help me with housing locations, temporary lodging, places to shop, and just about anything that I could ask. As for the students, it wasn't long before I was welcomed into our very close, tight knit student community. Because we offer a small class size not only is our education more personal, it offers the students a chance to work and improve as a group as well as on an individual level."



Jeremy Bethel
BS International Business
Paris Campus

Bachelor of Science Courses
YEAR THREE + FOUR

International Business Courses
27 Credits

BA 322	International Marketing
BA 341	Business Finance
BA 369	Sustainable Development
BA 370	Business Communication
BA 374	Statistics
BA 384	Behavioral Aspects
BA 401	Human Resource Management
BA 427	Marketing Management
MAR 2011	Principles of Marketing

General Education Courses
24 Credits

AR 222	Art History
BA/EN 200	Cross-Cultural Communication
EN 373	Public Speaking
EN 490	Intercultural Communication
IR 221	International Relations
PS 221	Political Science
PSY 1021	General Psychology
SO 137	Science and Society

International Hospitality and Tourism Management Courses

Associate Level Courses

- *HM 103* - Introduction to Hospitality Management
  Historical development of lodging industry from early inns to modern hotels and motels. Review of the organization of hotel operations. The function of each department. Exploration of management processes in the hospitality industry.

- *HM 187* - Front Office Management
  Covers organization of front office and stresses the techniques used in maximizing the profitablility of the Room Division by achieving the highest possible occupancy at the highest possible average rate. It develops front office computer skills and examines the roles of interpersonal skills needed in providing outstanding customer service and maximizing revenues. Other topics covered include security, accounting, human resources, and revenue management.

- *HM 210* - Food and Beverage Management
  Principles and practice of cost control. Development and application of standards. Food and beverage cost standards, budgeting, product control and forecasting labor cost controls.

- *HM 499* - Internship
  Upon approval of Advisor. Minimum of 135 hours work experience with an approved employer in the hotel management field. Supervision and a written project are required. Certain work restrictions may apply.

Bachelor Level Courses

- *HM 423* - Convention and Event Management
  Group and meetings business as it a applies to the hospitality industry. Convention sales, planning and post-convention evaluation.

- *HM 451* - Leadership and Management in Hospitality and Tourism
  Designed to acquaint students with the changing nature of leadership, management and quality issues facing today's hospitality industry. Leadership and management issues in the hospitality industry, managing organizational change and strategic career planning to provide the student with the knowledge and skills to lead a hospitality organization.

- *HM 499* - Internship
  Upon approval of Advisor. Minimum of 135 hours work experience with an approved employer in the hotel management field. Supervision and a written project are required. Certain work restrictions may apply.



FLORIDA CAMPUS
8560 Ulmerton Road Largo,
Florida 33771 USA
Tel: +1 800 261 9751



HEIDELBERG CAMPUS
Skylabs, Zollhofgarten 1
69115 Heidelberg GERMANY
Tel: +49 6221 4581 0



MADRID CAMPUS
Calle Serrano 156
Plaza de la República Argentina
Madrid 28002 SPAIN
Tel: +34 91 448 24 88



PARIS CAMPUS
9 rue Yvart
Paris 75015 FRANCE
Tel: +33 1 45 38 56 01

One World, One University

ACCREDITED MEMBER
ACICS
Accrediting Council for Independent Colleges & Schools

Schiller International University is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) to award Associate, Bachelor and Master Degrees. ACICS is recognized by the US Department of Education. Its accreditation of degree-granting instituitions is also recognized by the Council for Higher Education Accreditation (CHEA).

CHEA Council for Higher Education Accreditation