Bachelor of Applied Technology –
Event & Hospitality Services Concentration
120 hours

Student Name_____ E-mail _____

Initial Conference_____ Advisor_____

Course	Hours	Grade	Course	Hours	Grade
English Composition I	3		BIO/PHY/CHE/GG (lab required)	4	
English Composition II	3		College Algebra	3	
History Core	3		Public Speaking	3	
Art Appreciation or Music Appreciation	3		BIO/PHY/CHE/GG (lab required)	4	
Principles of Macroeconomics	3		General Psychology	3	

Technical Core (list 28 hours from your community college technical program: broadcast communication, business & office technology, business & marketing management, culinary arts, graphic design, hotel/restaurant management)

Course	Hours	Grade	Course	Hours	Grade

Arts & Sciences Core (30 hours)

Course	Hours	Grade	Course	Hours	Grade
EN 3313 Writing for the Workplace	3		SO 4503 Gender and Work	3	
MA 2113 Intro to Statistics	3		AN 2203/SO 2203 Cultural & Racial Minorities	3	
Science (no lab required)	3		PSY 4813 Positive Psychology	3	
PHI 3013 Business Ethics	3		HI 4243 American Life & Thought	3	
CO 3803 Principles of Public Relations	3		Humanities Core: HI, EN, PHI	3	

Business Core (24 hours)

Course	Hours	Grade	Course	Hours	Grade
BIS 3233 Management Information Systems	3		MKT 4613 Services Marketing	3	
MKT 3013 Principles of Marketing	3		MKT 4423 Strategic Brand Management	3	
MGT 3513 Intro to Human Resource Management or MGT 4613 Cross Cultural Mgt	3		MKT 4513 Resort-Convention Marketing	3	
MGT 3823 Responsible Leadership or MGT 3323 Entrepreneurship	3		MKT 3513 Marketing Internship	3	

Electives (6 hours)

Courses	Hours	Grade	Courses	Hours	Grade
Arts & Sciences Upper Division Elective	3		Free elective	3	

*May transfer 60 hours from the community college.