

# School of Business

## Associate in Arts, Hospitality and Tourism Management Career (AAHTM)

The Associate in Arts, Hospitality and Tourism Management degree is a field of study designed to prepare students with the knowledge, commitment, and skills needed for management, marketing, and operational positions in the growing hospitality and tourism industry. As a field of study, the Hospitality and Tourism Management degree is interdisciplinary. As such, it draws upon a wide range of basic disciplines to provide students with the fundamental knowledge and skills required to fulfill the diverse demands placed upon individuals who pursue management positions within this industry.

Upon completion of this degree, graduates will be prepared to enter employment as front office operations managers, room's division managers, convention services managers, meeting planners and sales and marketing managers.

### Program Objectives

Upon completion of the program, the student should be able to:

1. Know the basics of the business and management,
2. Utilize quantitative and qualitative tools and methodologies to support business management and organizational decision making,
3. Gain an insight into the economic, political, ethical, legal and regulatory contexts of organizational management policies,
4. Develop communication skills,
5. Assist in identifying business administration problems and opportunities and formulate an action plan,
6. Apply information technology skills in performing assignments and tasks
7. Acquire basic knowledge in the hospitality and tourism industry

### Admission Requirements:

Students desiring admission to the Associate in Arts, Hospitality and Tourism Management Career program must meet the following requirements:

1. Completed their high school education or G.E.D. with a minimum G.P.A. of 2.0 or better.
2. Completed or be enrolled concurrently in General Education courses not less than 21 semester units or the equivalent covering various academic disciplines which must include 6 units of English writing and communication, 3 units of mathematics, 3 units of natural science, 3 units of social science, and 6 units of Humanities courses including one course in History. General Education courses students are concurrently enrolled in must be completed prior to the completion of the AAHTM program. The minimum G.P.A. attained must be of 2.0 or better. GE courses are offered at community/city colleges.

### International Student Admission Requirements:

Unless a graduate from a US high school or foreign equivalent where English was the language of instruction evidenced by an official transcript, or a student having taken at least 2 years of education in a college program where English was the language of instruction evidenced by an official transcript, an applicant whose native language is not English must satisfy English proficiency requirement for admission to the AAHTM program by scoring a TOEFL test with at least 450 PBT, 133 CBT or 45 iBT; a TOEIC of at least 480 or a IELTS of 4.



### Mode of Instruction:

Options of on-campus or distance education mode is available for the choice of in-state students who reside in the state of California.

### Graduation Requirements:

To receive the Associate in Arts, Hospitality and Tourism Management Career degree, students must meet the following academic requirements:

- completed 24 units in General Education Courses
- completed 24 units in Business Foundation and Core Courses
- completed 12 units in Hospitality and Tourism Management Courses
- maintained a minimum G.P.A. of 2.0 or better

### AAHTM Curriculum

The AAHTM curriculum includes 24 units in General Education Courses, 24 units in Business Foundation and Core Courses and 12 units in Hospitality and Tourism Management Scheme courses as listed below.

#### Business Core Courses Required: 24 Semester Units

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
AT 2110	Financial Principles I	3
BU 1000	Introduction to Business Management	3
BU 1001	Business Software	3
BU 1010	Management Information Systems	3
BU 2010	Business Communication	3
EC 2410	Principles of Microeconomics	3
EC 2420	Principles of Macroeconomics	3
MK 2000	Principles of Marketing	3
<b>TOTAL</b>		<b>24</b>

#### Hospitality and Tourism Management Courses Required: 12 Semester Units

<u>Course No.</u>	<u>Course Title</u>	<u>Credit Units</u>
HT 2000	Introduction to Hospitality and Tourism	3
HT 2200	Tourism Theories and Practices	3
HT 2010	Destination Geography	3
HT 2050	Customer Service	3
<b>TOTAL</b>		<b>12</b>

**TOTAL PROGRAM REQUIREMENT: 36 SEMESTER UNITS**  
(with completion of 21 semester units or the equivalent in GE courses)