

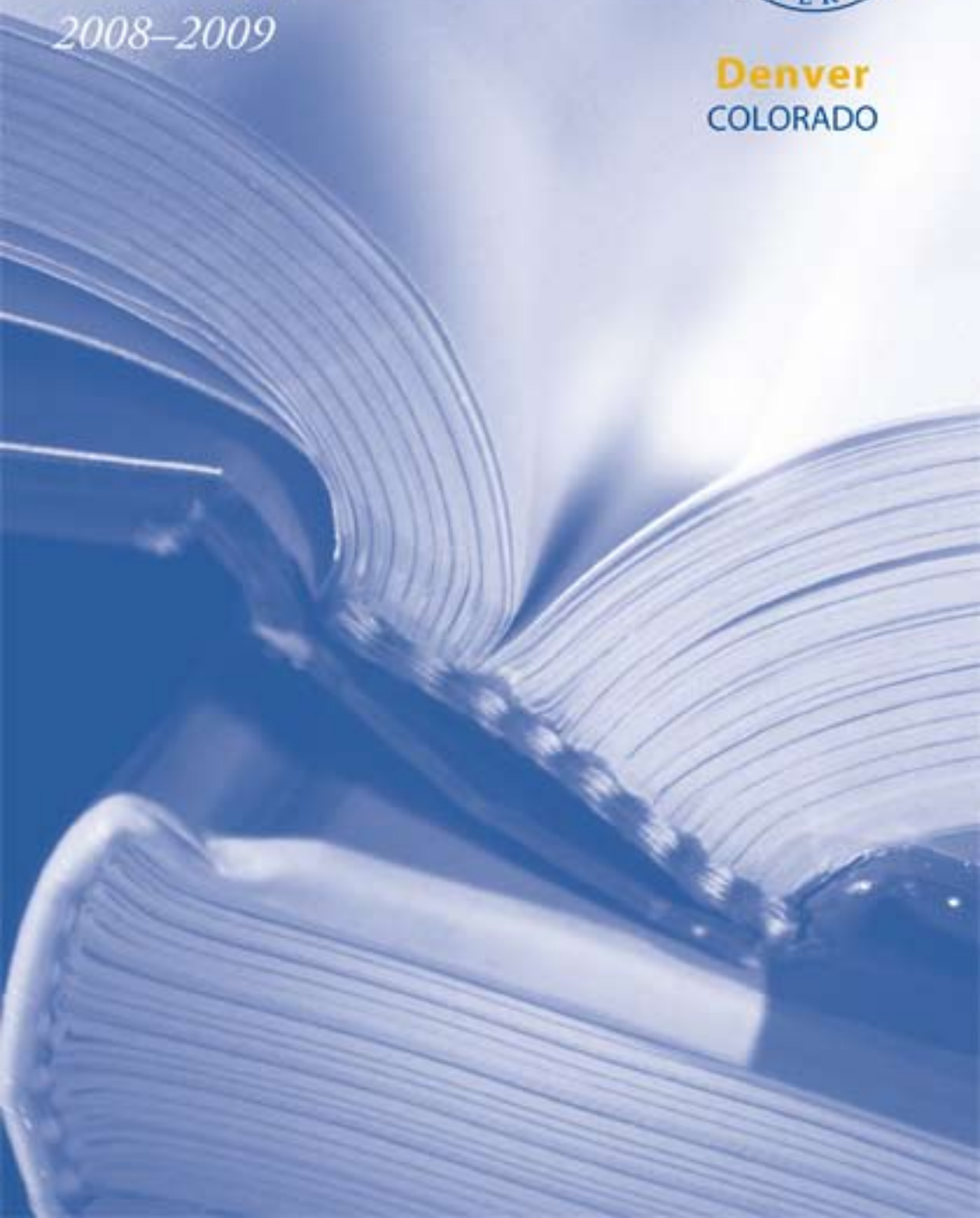
**JOHNSON & WALES
UNIVERSITY**

Catalog

2008–2009



Denver
COLORADO



Johnson & Wales University

Denver Campus

2008–2009 Catalog

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Denver, Colorado 80220

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This catalog is an official publication of Johnson & Wales University. As such, it is subject to revision at any time. The university reserves the right to add, withdraw or revise any course, program of study, provision or requirement described within the catalog as may be deemed necessary.

Occasionally, program requirements will vary by the printing date of the catalog. Requirements stated in the edition printed closest to the September enrollment date will take precedence.

Students should read and fully understand the rules, regulations and policies described in this catalog. Additionally, all enrolled students are expected to be familiar with the contents of the Student Handbook. The Student Handbook contains important information concerning the academic performance and personal conduct of students as well as university grievance procedures. It also outlines the conditions under which students may be placed on probation or suspension from the university. The Denver Student Handbook is available online at www.jwu.edu. Additional copies are available from the Office of Student Academic & Financial Services.



2008–2009 Academic Calendar

FALL TERM

Sept. 5	Transfer, Garnish Your Degree and Campus Student Check-In (Required)
Sept. 5–8	New Student Week of Welcome
Sept. 8	Returning Student Check-In (Required)
Sept. 9	Classes begin
Oct. 13	Columbus Day — no classes
Oct. 17	Friday classes for Culinary and Baking & Pastry Labs
Nov. 14	Friday classes for Culinary and Baking & Pastry Labs
Nov. 20	Classes end

WINTER TERM

Dec. 1	Check-In for incoming students (required)
Dec. 2	Classes begin
Dec. 18	Last day of classes before winter holiday break
Dec. 19–Jan. 3	Holiday break
Jan. 4	Classes resume
Jan. 19	Martin Luther King Jr. Day — no classes
Jan. 23	Friday classes for Culinary and Baking & Pastry Labs
Feb. 20	Friday classes for Culinary and Baking & Pastry Labs
Feb. 26	Classes end

SPRING TERM

March 9	Check-In for incoming students (required)
March 10	Classes begin
May 15	Friday classes for Culinary and Baking & Pastry Labs
May 21	Classes end
May 23	Commencement

SUMMER SESSIONS

June 1	Summer Session I begins
June 25	Summer Session I ends
June 29	Summer Session II begins
July 4	Independence Day — no classes
July 23	Summer Session II ends

Friday classes may be scheduled due to a class cancellation or holiday. Please refer to www.jwu.edu/sas/calendar for the current academic calendar and dates for Friday classes and final exams. This unofficial university calendar is offered for planning purposes only, and is subject to change.

Programs of Study

College of Business

Bachelor of Science Degree

Advertising & Marketing Communications
Criminal Justice
Entrepreneurship
Fashion Merchandising & Retail Marketing
International Business
Management
Marketing

Non-Degree Programs

Business Administration (one-year program; tracks into College of Business bachelor's degree)
Undeclared (two-year program; tracks into College of Business bachelor's degree)

College of Culinary Arts

The following associate in science degrees can track into the bachelor of science degree listed to the right.

Associate in Science Degree

Baking & Pastry Arts¹
Culinary Arts¹

Bachelor of Science Degree

Culinary Nutrition¹

College of Culinary Arts and The Hospitality College

The following associate in science degrees can track into the bachelor of science degrees listed to the right.

Associate in Science Degree

Baking & Pastry Arts¹

Culinary Arts¹

Bachelor of Science Degree

Baking & Pastry Arts & Food Service Management^{1,2}

Culinary Arts & Food Service Management^{1,2}

The Hospitality College

Bachelor of Science Degree

Hotel & Lodging Management¹
Restaurant, Food & Beverage Management¹
Sports/Entertainment/Event Management¹

Non-Degree Program

Undeclared¹ (two-year program; tracks into Hospitality College bachelor's degree)

¹ Program has technical standards. Students with disabilities or special needs should contact the Center for Academic Support.

² Offered jointly through the College of Culinary Arts and The Hospitality College.

NOTE: Other programs and options are also offered at Johnson & Wales campuses in Charlotte, N.C.; N. Miami, Fla.; and Providence, R.I.

IMPORTANT NOTE: Certain programs of study at Johnson & Wales University, including programs in the College of Culinary Arts and The Hospitality College, include technical standards in the academic requirements essential to the program. Students with disabilities or special needs should contact the university for information about and descriptions of the applicable technical standards.



Accreditations & Affiliations

Johnson & Wales University is accredited by the New England Association of Schools and Colleges, Inc. (NEASC), through its Commission on Institutions of Higher Education. Inquiries regarding the accreditation status by the New England Association should be directed to the university's administrative staff. Individuals may also contact: Commission on Institutions of Higher Education, New England Association of Schools and Colleges, 209 Burlington Road, Bedford, MA 01730-1433, 617-271-0022 E-mail: cihe@neasc.org.

The Culinary Nutrition program has been granted developmental accreditation by the Commission on Accreditation for Dietetics Education (CADE) of the American Dietetic Association, 120 South Riverside Plaza, Suite 2000, Chicago, IL 60606-6995, 312-899-0040, ext. 5400.

Legal control is vested in the Board of Trustees.

The university is approved for the training of veterans. The university is an institutional member of Servicemembers Opportunity Colleges.

The university is authorized under federal law to enroll non-immigrant alien students.

Johnson & Wales University is listed in the Education Directory of Colleges & Universities issued by the U.S. Department of Education.

The State of Rhode Island has chartered Johnson & Wales University as a nonprofit, degree-granting institution of higher learning.

The Colorado Commission on Higher Education has authorized Johnson & Wales University under the Degree Authorization Act to offer instruction leading to the award of credits and/or degrees in Colorado.

Johnson & Wales University will make available for review to any enrolled or prospective student, upon request, a copy of the documents describing the institution's accreditation, approval or licensing. This information may be obtained by contacting the University Compliance Officer, One Cookson Place, Sixth Floor, Providence, RI 02903, 401-598-1423.

Johnson & Wales University, its faculty, and members of the administrative staff hold affiliations with numerous organizations, including:

General University Affiliations

Academie Francaise
Academy of International Business
Academy of Management
American Association for Higher Education

American Association of Collegiate Registrars and Admissions Officers
American Association of Presidents of Independent Colleges and Universities
American Association of University Women
American Bar Association
American Booksellers Association
American College Personnel Association
American Corporate Counsel Association
American Council on Education
American Counseling Association
American Culinary Federation
American Dietetic Association
American Educational Finance Association
American Educational Research Association
American Hotel & Lodging Association
American Hotel & Lodging Education Foundation
American Institute of Certified Public Accountants
American Institute of Wine and Food
American Library Association
American Management Association
American Marketing Association
American Payroll Association
American Planning Association
American Society for Training and Development
American Statistical Association
American Wine Society
Associated Press
Association for the Advancement of Computing in Education
Association for Career and Technical Education (ACTE)
Association for Institutional Research
Association for Multicultural Counseling and Development
Association for Student Judicial Affairs
Association for Supervision & Curriculum Development
Association of College & Research Libraries
Association of College & University Facility Officers
Association of College & University Telecommunications Administrators
Association of Governing Boards of Universities and Colleges
Better Business Bureau
Boy Scouts of America
Bread Bakers Guild of America
Bristol County Convention and Visitors Bureau
Business Network International
Business Professionals of America
Business Volunteers for the Arts
Campus Compact
Career College Association
Career Counselors Consortium
Center for Academic Integrity
Choristers Guild
Coalition of Library Advocates
The College Board
College & University Professional Association for Human Resources
Confrerie de la Chaine des Rotisseurs

Consortium of Rhode Island Academic
 & Research Libraries
 Cooperative Education Association
 Council for the Advancement and Support
 of Education (CASE)
 Crossroads Rhode Island
 Dorcas Place
 East Bay Chamber of Commerce
 East Bay Tourism Council
 Eastern Association of Colleges and Employers Inc.
 The Education Partnership
 Educause
 Employment Management Association
 Escoffier Society
 European Council of Hotel Restaurant
 & Institutional Education
 European Council of Independent Schools
 Fall River Chamber of Commerce
 Family, Career and Community Leaders of America
 Future Business Leaders of America
 Future Farmers of America
 Greater Attleboro Chamber of Commerce
 Greater Providence Chamber of Commerce
 Higher Education Library Information Network
 The Honorable Order of the Golden Toque
 Institute for International Human Resources
 Institute of International Education
 Institute of Management Accountants
 Interfaith Counseling Center
 Interfaith Health Care Ministries
 International Association of Assembly Managers
 International Association of Business Communicators
 International Association of Culinary Professionals
 International Association of Hotel School Directors
 International Career Counselors
 International Council on Hotel, Restaurant and
 Institutional Education
 International Food Service Editorial Council
 International Food Service Executives Association
 International Hotel & Restaurant Association
 International Special Events Society
 James Beard Foundation
 Junior Achievement
 Kiwanis
 Landmark Restaurants Advisory Board
 Leadership Rhode Island
 Malaysian American Commission on
 Education Exchange
 Marriott Hospitality High School Education Committee
 Modern Language Association
 MultiCultural Foodservice & Hospitality Alliance
 National Advisory Committee on Institutional Quality and
 Integrity for the U.S. Department of Education
 National Alliance for Business
 National Association for Counseling and Development
 National Association for Developmental Education
 National Association of Catering
 National Association of
 College & University Attorneys
 National Association of
 College & University Business Officers
 National Association of
 College Admissions Counselors
 National Association of College Stores
 National Association of Colleges & Employers

National Association of Educational Buyers
 National Association of Female Executives
 National Association of Foreign Student Advisors
 National Association of
 Independent Colleges and Universities
 National Association of Social Workers
 National Association of
 Student Financial Aid Administrators
 National Association of
 Student Personnel Administrators
 National Business Educators Association
 National Clearinghouse for Leadership Programs
 National Commission for Cooperative Education
 National Conference for Community and Justice
 National DECA Inc.
 National Education Association
 National Jewish Medical and Research Center
 National Restaurant Association
 National Restaurant Association Educational
 Foundation
 National Society for Experiential Education
 National Society of Fundraising Executives
 National Staff Development Council
 New England Association for Cooperative Education
 and Field Experience
 New England Association of
 College Admissions Counselors
 New England Association of
 Collegiate Registrars and Admissions Officers
 New England Board of Higher Education
 New England Business Educators Association
 New England Faculty Development Consortium
 New England Innkeepers' Association
 New England Library Association
 New England Library Network
 New England Museum Association (NEMA)
 New England Regional Council of
 Hotel, Restaurant, Institutional Educators
 The Noble Academy of
 Empress St. Theodora Inc., U.S.A.
 Northeast Association for Institutional Research
 Phi Delta Kappa
 Professional Organization & Development Network
 The Providence Foundation
 Providence Public Library
 Providence/Warwick Convention and Visitors Bureau
 Public Relations Society of America
 Publicity Club of New England
 Radcliffe Culinary Friends
 Research Chefs Association
 Rhode Island Association of
 Admissions Officers (RIAAO)
 Rhode Island Association of Institutional Researchers
 Rhode Island Association of
 Student Financial Aid Administrators
 Rhode Island Association of Colleges for
 Teacher Education
 Rhode Island Bar Association
 Rhode Island Business Educators Association
 Rhode Island Campus Compact
 Rhode Island Commodores
 Rhode Island Community Food Bank
 Rhode Island Counseling Association
 Rhode Island Department of Education
 Rhode Island Higher Education

Rhode Island Higher Education Telecommunication Association
 Rhode Island Historical Society
 Rhode Island Hospitality and Tourism Association
 Rhode Island Independent Higher Education Association
 Rhode Island Library Association
 Rhode Island Payroll Association
 Rhode Island Registrars Association
 Rhode Island Society of Certified Public Accountants
 Rhode Island Student Loan Authority
 Rhode Island Technology Council
 Rhode Island Telecommunications Association
 Rhode Island Public Expenditure Council
 Rotary Club of Providence
 Salvation Army
 Save the Bay
 Skills-USA
 Small Business Development Center
 Society for College and University Planning
 Society for Human Resource Management (SHRM)
 Society Organized Against Racism
 Society of Wine Educators
 Studiorum Universitas Constantiniana
 (The Constantinian University)
 Tuition Management Systems
 United States Department of Education
 United Way of Rhode Island
 University Continuing Education Association (UCEA)
 Volunteer Center of Rhode Island
 WaterFire Providence Board of Directors
 Weybosset Street Community Centers
 Women Chef Restaurateurs
 Womens Foodservice Forum
 World Association for Hospitality & Tourism Training
 World Future Society
 Young Men's Christian Association

Denver Campus Affiliations

Academy of Marketing Research
 Academy of Marketing Science
 American Advertising Federation
 American Association of Family & Consumer Sciences
 American Association of Career and Technical Educators
 American Economics Association
 American Historical Association
 American Society for Curriculum Development
 American Sociological Association
 Association for Career & Technical Education
 Association for Supervision and Curriculum Development
 Association of Certified Fraud Examiners
 Association of Luxury Suite Directors
 Aurora Chamber of Commerce
 Business Marketing Association
 Campus Compact
 Chefs Collaborative
 Colorado Association of Career and Technical Educators
 Colorado Association of Libraries
 Colorado Bar Association
 Colorado Business Educators
 Colorado Chefs Association
 Colorado Festivals and Events Association
 Colorado Hotel and Lodging Association
 Colorado Language Arts Society
 Colorado Language Association

Colorado Restaurant Association
 Colorado Society of Certified Public Accountants
 Conference on College Composition and Communication
 Council on Hotel, Restaurant and Institutional Educators
 Denver Art Museum
 Denver Hispanic Chamber of Commerce
 Denver Metro Chamber of Commerce
 Denver Metro Convention and Visitors Bureau
 DIA Partnership
 Direct Marketing Association
 Escoffier Society
 Federation of Dining Room Professionals
 Financial Executives International
 Fulbright Alumni Association
 Hospitality Human Resource Association
 Hugh O'Brian Youth Foundation
 Institute of Food Technologists
 International Association of Assembly Managers
 International Association of Students in Business Administration and Economics
 International Economics Association
 International Leadership Association
 Kappa Delta Pi
 Marketing Educators Association
 Milken Institute
 Museum of Nature and Science
 National Academic Advising Association (NACADA)
 National Council of Teachers of English
 National Council for the Social Studies
 National Training and Lecturing Institute
 New England Council of Teachers of English
 New Zealand Freshwater Sciences Society
 New Zealand Marine Sciences Society
 New Zealand Limnological Society
 Ohio Society of Certified Public Accountants
 Organization Development Network
 Resort and Commercial Recreation Association
 Share Our Strength
 Society of Organizational Learning
 Western Social Sciences Association
 Western States Communication Association

Education for Careers

THE MISSION STATEMENT OF THE UNIVERSITY

The mission of Johnson & Wales University is to empower its diverse student body to succeed in today's dynamic world by integrating general education, professional skills and career-focused education. To this end, the university employs its faculty, services, curricula and facilities to equip students with the conceptual and practical tools required to become contributing members of society.

PURPOSES OF THE UNIVERSITY

Johnson & Wales University supports the following purposes in accordance with the mission:

- to enroll students with potential from varied backgrounds and to give them every opportunity to excel in their academic and professional lives;
- to develop and assess sound programs and curricula that allow students to attain proficiencies in general education and relevant professional disciplines;
- to evaluate and assess regularly the rigor of all academic programs;
- to provide experiential education opportunities that are curriculum-driven and include practical experiences for students in every program;
- to support diversity in the curricula, activities and services for students, and in the employment of faculty and staff;
- to provide students with opportunities that support intellectual development, personal growth and civic engagement;
- to monitor the external and internal environment of the university through regular and effective planning and assessment;
- to hold each academic, administrative and support department accountable for the achievement of the mission;
- to plan for and provide facilities and resources that meet the needs of students, faculty and staff.

CORE VALUES

Johnson & Wales University is

Student Centered

We are strongly student centered, stressing personal development as well as career management skills.

Experientially Based

We integrate hands-on learning with a career-focused curriculum, to enable our students to gain real-world experience.

Industry Relevant

We are industry relevant, focusing both on the needs of our students and the needs of our students' future employers.

Employment Focused

Our business is developing employment-ready, motivated graduates for world-class employers in all industries.

Globally Oriented

We respond to the increasingly global nature of business by fostering multiculturalism and providing an international educational experience.

OUTCOMES ASSESSMENT STATEMENT OF PURPOSE

The definition of a well-educated college graduate will continue to evolve throughout this new millennium. In accordance with our mission to empower students to succeed in today's dynamic world, and to become contributing members of society, Johnson & Wales University integrates general education, professional skills and career-focused education.

Johnson & Wales University is committed to outcomes assessment. Faculty and students are therefore part of an ongoing effort to determine and refine the effectiveness of instruction and learning.

A PHILOSOPHY OF CAREER EDUCATION

Johnson & Wales University, founded in 1914, is a nonprofit, private institution. A recognized leader in career education, the university offers accredited degrees in business, hospitality, culinary arts, technology and education.

A variety of undergraduate and graduate degree programs permit students to select the educational path best suited to their career interests and objectives.

Graduate programs leading to the degrees of master of arts, teaching; master of education; master of business administration; and doctor of education are also offered at JWU. For details on these programs, please request the graduate and doctoral catalogs.

The educational philosophy of JWU is to deliver a multidisciplinary educational experience for students who are serious about success. A JWU education integrates rigorous academics and professional skills, community leadership opportunities and our unique career education model. This model includes sequential career management courses, a suite of career services, a customized online career management system, work experience tied to a field of study, and on-campus recruitment opportunities.

The goal of all academic programs at JWU is for our students to graduate with the knowledge and expertise to succeed in their chosen field of study in a global economy.

EDUCATION FOR LIFE

Today's employers want employees who will succeed in tomorrow's economy not only because they possess important specialized job skills, but also through their ability to think critically, communicate clearly, manage ethically and contribute to the community. To meet these needs, Johnson & Wales University offers a wide selection of liberal arts courses including logic, psychology, communication skills, leadership studies, environmental science and ethics. Students

may also participate in in-depth studies through concentrations.

In addition to academic courses, the university emphasizes the importance of community service through volunteer activities and required service learning courses. One of JWU's priorities is developing students who have the skills, training and personal commitment to be strong, ethical leaders in industry and in their communities.

THE JOHNSON & WALES DIFFERENCE

Our differences are what set an education at Johnson & Wales University apart. Unique programs and facilities, in addition to flexible program options, allow Johnson & Wales students access to unparalleled career education opportunities.

Flexible, Specialized Programs

Johnson & Wales has designed options into its educational programs so that students can choose the right paths to their futures.

BUSINESS: Johnson & Wales offers a wide variety of four-year business programs ranging from Accounting to International Business. JWU also offers some of these programs at its campuses in North Miami, Fla.; Providence, R.I.; and Charlotte, N.C. Programs available at the Denver, Colo. campus include Advertising & Marketing Communications, Criminal Justice, Entrepreneurship, Fashion Merchandising & Retail Marketing, International Business, Management, Marketing, and the Undeclared program.

FOOD SERVICE: Culinary Arts, Baking & Pastry Arts, Culinary Arts & Food Service Management — these are some of the two- and four-year programs for which Johnson & Wales University has become famous. The largest food service educator of its kind in the world, Johnson & Wales also offers some of these programs at additional campuses in Charlotte, N.C.; North Miami, Fla.; and Providence, R.I. Programs available at the Denver, Colo. campus include Baking & Pastry Arts, Culinary Arts, Culinary Nutrition, and Culinary Arts & Food Service Management.

The Denver Campus also offers Garnish Your Degree, a one-year associate degree program in Culinary Arts or Baking & Pastry Arts for students who already have a bachelor's degree.

HOSPITALITY: Degree choices in this busy field are many, ranging from Hotel & Lodging Management to Restaurant, Food & Beverage Management; Sports/Entertainment/Event Management and more. JWU also offers some of these programs at its campuses in North Miami, Fla.; Providence, R.I.; and Charlotte, N.C.

Programs available at the Denver Campus include Restaurant, Food & Beverage Management; Hotel & Lodging Management; and Sports/Entertainment/Event Management.

Three-Term Schedule

Johnson & Wales University's academic calendar is divided into terms. Three 11-week sessions in an academic year enable students to take three or four classes at a time, instead of the usual four or five. The reduced course load gives students more time to focus on each course.

Upside-Down Curriculum

In Johnson & Wales' programs, students begin courses in their major from the first day, learning right away if their career choice is the right one for them.

Learning by Doing

"Learning by doing" is an important part of education at Johnson & Wales University. Many programs provide students with valuable experiential education — both in the classroom and on the job.

Career co-ops, on-the-job training, and computer and culinary arts laboratories all place students within a practical situation to further develop their career knowledge and skills.

Center for Academic Support

Helping students to succeed is our number one priority at Johnson & Wales University. The Center for Academic Support is dedicated to making sure each student is given every

opportunity for success, with special workshops, tutoring, and academic counseling. Students with disabilities can also find assistance at the Center for Academic Support, with special adaptations, and reasonable accommodations to help provide every opportunity for their success in college. All support services are available without extra charge to all Johnson & Wales students.

SCHOOL OF ARTS & SCIENCES

Dedicated to the challenge of producing broadly educated, independent individuals, the Johnson & Wales University Denver School of Arts & Sciences is committed to preparing students to be responsible and productive citizens in a free democracy. The school integrates liberal arts with career education and provides a solid foundation that includes a lifelong love of learning, critical thinking and communications skills, and respect for others in a culturally diverse, global environment. As a leader in career education among American universities, JWU has placed its School of Arts & Sciences in the key role of providing general education to enable its students to achieve career success, personal growth and fulfillment.

To accomplish these objectives, the School of Arts & Sciences offers courses in English, communication, literature, math, science, history, the social sciences, language and leadership studies. In addition, the School of Arts & Sciences offers across-the-curriculum programs in writing, critical thinking and ethics.

Writing Across the Curriculum is a university-wide program that encourages students to use writing as a way of learning and communicating knowledge, thereby enabling students to acquire skills empowering them to pursue their professional goals. The Writing Across the Curriculum program at Johnson & Wales was developed to integrate the "writing to learn" concept across all majors. All students are required to complete at least one writing-intensive (WI) course within their major field of study. Additionally, students may take WI courses as they are offered in general studies and elective areas.

Since all students who graduate with a bachelor of science degree must achieve a “validated” in a Performance Transcript assessment prior to graduating, the School offers students ENG0001, the Performance Transcript Writing course, which must be successfully completed along with a “validated” score so that they may graduate with the effective writing skills employers are demanding. The School also offers an expanded, no-cost tutorial program in English and math throughout the academic year to facilitate student success.

In addition to the required leadership concentration, the School of Arts & Sciences has expanded its concentrations to include applied mathematics, career writing, global perspectives and psychology. Please note that concentrations vary by campus.

The School of Arts & Sciences offers both honors sections and honors options in many freshman and upper-level courses as well as a leadership concentration. In recognition of the importance of offering leadership initiatives at JWU, the Community Leadership Institute champions the idea of making Johnson & Wales University a place where leadership opportunities abound across the campus.

Students also have the opportunity to participate in the Summer Term Abroad Program offered through the John Hazen White School of Arts & Sciences at the Providence Campus. This program is currently situated in England. Students can earn 13.5 credits of general education courses. The course offerings may vary each summer, but could include history, sociology, literature, science, art and a career course. The experience includes three weeks in England with excursions to historical cities, such as Bath, Cambridgeport and London. The academic component of the summer program is challenging, and students will benefit from innovative teaching strategies including team teaching and collaborative learning.

THE COMMUNITY LEADERSHIP INSTITUTE (CLI) AT JOHNSON & WALES UNIVERSITY

The purpose of the Community Leadership Institute is to provide all students with the opportunity to develop the knowledge and skills necessary to become successful community and industry leaders through experientially based, co-curricular programs. The CLI is an integral entity of the Denver Campus that utilizes several programs to aid in the development of responsible community leaders. These programs include, but are not limited to, the Leadership Academy, Community Service Learning, Distinguished Visiting Faculty and Professional Student Organizations. The curriculum and programs are consistently updated to meet community, industry and university needs. Through this program, students are exposed to a multitude of opportunities to develop their personal leadership philosophies and values, as well as practice effective leadership techniques.

The Leadership Academy

The Leadership Academy program is a commitment-intensive, supplemental program for student leaders that will assist them in developing and practicing leadership skills on campus and throughout the community. Students will participate in both academic and applied components of leadership and community involvement in a two-year curriculum. Each participant will be selected based on leadership and service experience and involvement, faculty recommendations, and an interview process with the Community Leadership Advisory Board (various community and industry leaders).

Community Service Learning

The CLI collaborates with the leadership academic faculty and the community to continually develop and deliver student service learning projects. Students are provided with a variety of opportunities to develop and further enhance their service ethic through involvement in community organizations. This process will be used as a catalyst to further service learning involvement in individual student lives.

Distinguished Visiting Faculty (DVF)

To enhance the leadership learning experience for the whole university, specially selected industry, community, and academic experts and role models present about various leadership-related topics.

Courage to Care Day

This annual event is a campuswide day of community service, followed by a celebration for the students, faculty and staff. It is a signature campus and community event designed to help students start the year off thinking about serving others.

Professional Student Organizations (PSO)

The PSO program was created to encourage and support student participation in a variety of professional student organizations that provide links between industry and academics. In 2008, the PSO program will include the American Advertising Federation (AAF), Club Managers Association of America (CMAA), Delta Epsilon Chi (DEX), International Association of Assembly Managers (IAAM), Johnson & Wales Hospitality Professionals (JHOP), Phi Beta Lambda (PBL) and SkillsUSA. It will provide support for individual organization chapters, leadership and professional development, events, activities and competitions.

UCAN Serve Community Service Scholarship

This scholarship is only available to students at JWU's Denver Campus. It is offered in partnership with Colorado Campus Compact and the Corporation for National and Community Service (CNCS). Students that participate can receive AmeriCorps educational awards from CNCS for completing community service hours while enrolled in the university.

HISTORY OF THE UNIVERSITY

Special approaches to career education at Johnson & Wales University (JWU) have evolved over more than 90 years' time and continue to adapt as JWU responds to the changing needs of business and industry. JWU was founded as a business school in 1914 in Providence, R.I. by Gertrude I. Johnson and Mary T. Wales. From its origins

as a school devoted to business education, JWU grew to a junior college, a senior college, and ultimately, university status.

Because of its strong commitment to specialized business education and the high ideals of its founders, the university became well established. In 1993, JWU received regional accreditation from the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges (NEASC). Accredited since 1954 by the Accrediting Council for Independent Colleges and Schools, JWU consolidated its institutional accreditation under NEASC on June 30, 2000.

In 1963, the State of Rhode Island granted a charter which authorized the university to operate as a nonprofit, degree-granting institution of higher learning and to award associate degrees in the arts and sciences. In 1970, the State of Rhode Island approved a revision in the university's charter to award baccalaureate degrees. In 1980, the governor and General Assembly of the State of Rhode Island granted a legislative charter authorizing the university to award advanced degrees.

The charter was amended in 1988, changing the institution's name to Johnson & Wales University. In 1992, the governor of the State of Rhode Island signed a new legislative charter into law with university status.

A new career emphasis was introduced at JWU in 1973, when the university announced the opening of what is now known as the College of Culinary Arts and the addition of an associate degree program in that field. This proved to be one of the most far-reaching changes in the educational expansion of the university, leading to additional two- and four-year degree programs in the hospitality and food service fields.

In 1984, a JWU campus was established in Charleston, S.C., which offered a variety of two- and four-year programs in food service, hospitality and travel-tourism. The Norfolk, Va. campus opened to the public in 1986, offering one- and two-year food service programs.

In 1985, graduate degree programs and later a doctorate in education were introduced at the university through the Alan Shawn Feinstein Graduate School and School of Education.

In 1992, under a joint educational agreement, the university began programs on the campus of the IHM Business School in Göteborg, Sweden. JWU established a formal, independent learning site there from 1994–2004 giving business and hospitality students the opportunity to complete one year of study in Sweden and finish their degrees at one of the university's domestic campuses.

Also in 1992, JWU opened another campus in North Miami, Fla., which now offers culinary arts, business and hospitality undergraduate degree programs.

That year also marked the university's formal establishment of the College of Business, The Hospitality College, the College of Culinary Arts and the School of Technology. A new emphasis on general studies was introduced in 1992 as well, with the development of the School of Arts & Sciences.

The university's School of Technology offered courses in Worcester, Mass. from 1992–2002 before moving all technology programs to Providence.

In 1993 a four-year bachelor's degree offering in culinary arts was added at the university. A campus was also opened in Vail, Colo., offering an accelerated associate degree program in culinary arts to college graduates.

September 2000 marked the opening of the Denver, Colo. campus, which offers undergraduate degrees in baking & pastry arts, culinary arts, hospitality and business. In 2000, the Vail Campus was merged with the Denver Campus.

In 2002, the university made a strategic decision to consolidate its smaller Charleston and Norfolk campuses by building a campus in Charlotte, N.C. The JWU Charlotte Campus opened in fall 2004 and offers undergraduate degree programs in business, culinary arts and hospitality. The Charleston and Norfolk campuses officially closed in May 2006.

Each year the university grows in program offerings and physical facilities. At the same time, the university also gains recognition and prestige, making contributions to the community, government and industry.

DENVER CAMPUS

Located in the Park Hill neighborhood of Denver, the Denver Campus combines old-world charm with the latest technological resources, including stately turn-of-the-century buildings and newer academic buildings in a quiet park-like landscape. Students enjoy access to a variety of academic and laboratory classrooms; residence halls with private and semi-private bathrooms; and a recreation center which includes a dining center, gymnasium, fitness center, bookstore and student lounge.

DENVER, COLORADO

The vibrant city of Denver boasts breathtaking views of the Rocky Mountains. It also has an average of 300 days of sunshine a year, which means plenty of great weather to take advantage of all the opportunities for fun and adventure. Enjoy arts and culture, professional sports teams, world class attractions and endless shopping possibilities. Or try one of our restaurants run by nationally recognized chefs, our exciting nightlife or the abundant outdoor recreation. No matter what your interests, Denver welcomes you to experience, explore and discover the Mile High City.

RESIDENCE HALLS

All residence hall rooms are non-smoking and come equipped with cable and Internet access, local phone service and voicemail. All rooms include closets/armoires, dressers, desks, chairs and beds. Furniture that comes with the room cannot be removed.

Common areas in each residence hall include a TV/VCR, recreation equipment such as pool, Ping-Pong, or foosball, as well as couches and plenty of gathering space. Every residence hall has laundry facilities and many have additional study or storage spaces.

Living in a residence hall provides you with friendships and memories of your college experience that you will have for a lifetime. Additionally, research has demonstrated that students who live on campus, particularly during their first year, report greater satisfaction with their collegiate experience and are more likely to persist on through to graduation. Therefore, generally all first-year students are required to live on campus. If a student wishes to have this requirement waived they may submit their written (print or e-mail) appeal to the dean of students who will review the request with the Housing Exceptions Committee. Appeals will be considered if the student is married/has a domestic partner, is 24 years of age or older, the student's parents live within Denver's seven county metro area, or there is a clearly demonstrated financial hardship that can be resolved by the student living off campus. If you have any questions about this policy, you can e-mail studentaffairs.den@jwu.edu or call 303-256-9400. Students who have been convicted of certain felonies (or have had certain felony-type charges sustained in a juvenile proceeding), such as crimes of violence, serious drug offenses and sex offenses, are not eligible to live in university housing.

Johnson Hall and Wales Hall

These suite-style residence facilities accommodate two students per room with a semi-private bathroom shared between two rooms. A limited number of singles with shared bathrooms are also available.

Presidents Hall

Presidents features double occupancy rooms with private baths, and is one of two air-conditioned halls.

Triangolo Hall

Like Presidents, Triangolo is air-conditioned. Triangolo is an apartment-style residence hall with large kitchenettes. This hall is reserved for upper-class students.

Gaebe Hall

Gaebe Hall features single-, double- and triple-occupancy rooms. All rooms are suite-style with shared bathrooms and kitchenettes.

DINING FACILITIES

Students have access to dining facilities on campus in the Wildcat Dining Center and at our convenience store, Outtakes.

ADDITIONAL CAMPUSES

JWU, in an effort to expand its educational outreach, has established several additional campuses. For more information, please consult the catalog for each campus at www.jwu.edu/sas/catalog.

CHARLOTTE, NORTH CAROLINA

Opening its doors in fall 2004, JWU's newest campus in Charlotte, N.C. offers undergraduate degree programs in business, hospitality and culinary arts. Though Charlotte is the second largest business center in the United States, it maintains a distinctive small town feel. It offers easy access to beaches, mountains, an international airport, and is a hub of athletic and cultural activity.

For more information about the Johnson & Wales Charlotte Campus, write the Office of Admissions, Johnson & Wales University, 801 West Trade Street, Charlotte, NC 28202, or call 1-866-JWU-CHARLOTTE (598-2427).

Campus President

Arthur J. Gallagher, M.A.

Programs offered

College of Business

BACHELOR'S DEGREES

Fashion Merchandising & Retail Marketing
Management
Management Accounting
Marketing

NON-DEGREE PROGRAMS

Business Administration (*one-year program; tracks into College of Business bachelor's degree*)

College of Culinary Arts and

The Hospitality College

The following associate in science degrees (College of Culinary Arts) track into the bachelor of science degrees listed to the right (College of Culinary Arts and The Hospitality College).

ASSOCIATE DEGREE	BACHELOR'S DEGREE
------------------	-------------------

Baking & Pastry Arts	Baking & Pastry Arts & Food Service Management
Culinary Arts	Culinary Arts & Food Service Management

The Hospitality College

BACHELOR'S DEGREES

Hotel & Lodging Management
International Hotel & Tourism Management
Restaurant, Food & Beverage Management
Sports/Entertainment/Event Management

NORTH MIAMI, FLORIDA

The North Miami Campus offers undergraduate degree programs in business, culinary arts and hospitality. This campus is conveniently close to the tourism-rich areas of Fort Lauderdale and Miami, offering a superb setting for a JWU education.

For more information about Johnson & Wales' North Miami Campus, write the Admissions Office, Johnson & Wales University, 1701 N.E. 127th Street, North Miami, FL 33181, or call 1-866-JWU-FLORIDA (598-3567).

Campus President

Donald G. McGregor, J.D.

Programs offered

College of Business

BACHELOR'S DEGREES

Criminal Justice
Fashion Merchandising & Retail Marketing
Management
Marketing

NON-DEGREE PROGRAMS

Business Administration (*one-year program; tracks into College of Business bachelor's degree*)

College of Culinary Arts

The following associate in science degrees (College of Culinary Arts) track into the bachelor of science degree listed to the right (College of Business).

ASSOCIATE DEGREE	BACHELOR'S DEGREE
------------------	-------------------

Baking & Pastry Arts	Food Marketing
Culinary Arts	

College of Culinary Arts and

The Hospitality College

The following associate in science degrees (College of Culinary Arts) track into the bachelor of science degrees listed to the right (College of Culinary Arts and The Hospitality College).

ASSOCIATE DEGREE	BACHELOR'S DEGREE
------------------	-------------------

Baking & Pastry Arts	Baking & Pastry Arts & Food Service Management
Culinary Arts	Culinary Arts & Food Service Management

The Hospitality College

BACHELOR'S DEGREES

Hotel & Lodging Management
Restaurant, Food & Beverage Management
Sports/Entertainment/Event Management
Travel, Tourism & Hospitality Management

PROVIDENCE, RHODE ISLAND

Since its opening in 1914, Johnson & Wales University's original campus in Providence, R.I. has grown from a small business school to a large, international university featuring business, culinary arts, hospitality and technology programs.

For more information about Johnson & Wales University's Providence Campus, please write the Admissions Office, 8 Abbott Park Place, Providence, RI 02903, or call toll free, 1-800-342-5598.

Campus President

Irving Schneider, Ph.D.

Programs offered

College of Business

BACHELOR'S DEGREES

Accounting
Advertising & Marketing Communications
Criminal Justice
Entrepreneurship
Equine Business Management
Equine Business Management/Riding
Fashion Merchandising & Retail Marketing
Financial Services Management
International Business
Management
Marketing

NON-DEGREE PROGRAMS

Business Administration (one-year program; tracks into College of Business bachelor's degree)

Undeclared (two-year program; tracks into College of Business bachelor's degree)

College of Culinary Arts

The following associate in science degrees can track into any of the bachelor of science degrees listed to the right.

ASSOCIATE DEGREE BACHELOR'S DEGREE

Baking & Pastry Arts	Baking & Pastry Arts Culinary Nutrition Food Marketing Food Service Entrepreneurship
Culinary Arts	Culinary Nutrition Food Marketing Food Service Entrepreneurship

College of Culinary Arts and
The Hospitality College

The following associate in science degrees (College of Culinary Arts) track into the bachelor of science degrees listed to the right (College of Culinary Arts and The Hospitality College).

ASSOCIATE DEGREE BACHELOR'S DEGREE

Baking & Pastry Arts	Baking & Pastry Arts & Food Service Management
Culinary Arts	Culinary Arts & Food Service Management

The Hospitality College

BACHELOR'S DEGREES

Hotel & Lodging Management
International Hotel & Tourism Management
Restaurant, Food & Beverage Management
Sports/Entertainment/Event Management
Travel-Tourism & Hospitality Management

Undeclared (two-year program; tracks into Hospitality College bachelor's degree)

School of Technology

The following associate in science degrees can track into the bachelor of science degrees listed to the right.

ASSOCIATE DEGREE BACHELOR'S DEGREE

Computer Graphics & New Media	Computer Graphics & New Media Web Management & Internet Commerce
Computer Programming	Software Engineering
Computerized Drafting	Engineering Design & Configuration Management
Computing Technology Services	Technology Services Management
Robotic Engineering Technology	Electronics Engineering
Web Site Development	Computer Graphics & New Media Web Management & Internet Commerce

BACHELOR'S DEGREES Business/Information
Systems Analysis
Electronics Engineering
Network Engineering

GRADUATE DEGREE PROGRAMS

Johnson & Wales University's Providence Campus also offers graduate degree programs from the Alan Shawn Feinstein Graduate School and the School of Education. Approximately 800 students from 49 countries enroll in JWU graduate programs.

Programs offered

Alan Shawn Feinstein Graduate School

MASTER OF BUSINESS ADMINISTRATION IN GLOBAL BUSINESS LEADERSHIP with concentrations in

Accounting
Financial Management
International Trade
Marketing
Organizational Leadership

MASTER OF BUSINESS ADMINISTRATION IN HOSPITALITY with concentrations in

Event Leadership
Marketing

CERTIFICATE OF ADVANCED GRADUATE STUDY (CAGS) in:

Finance
Hospitality
Human Resources Management

School of Education

MASTER OF ARTS (M.A.T.)

Teacher Education leading to certification in Business Education and Secondary

Special Education

Elementary Education and Elementary

Special Education

Elementary Education and Elementary/Secondary

Special Education

Elementary Education and Secondary

Special Education

Food Service Education and Secondary

Special Education

MASTER OF EDUCATION (M.ED.)

Teaching and Learning (designed for certified teachers)

DOCTOR OF EDUCATION

Educational Leadership (Elementary-Secondary)
Educational Leadership (Higher Education)

For a catalog and more information, please contact:

Graduate Admissions
Johnson & Wales University
8 Abbott Park Place
Providence, RI 02903

Business Programs

1-800-DIAL-JWU ext. 1015

401-598-1015

Fax: 401-598-1286

Education Programs

1-800-DIAL-JWU ext. 1993

401- 598-1993

Fax: 401-598-1162

Applying for Admission

Johnson & Wales University seeks students who have a true desire for practical career preparation in their chosen fields and who have the ability to achieve academic success.

Although academic qualifications are important, students' motivation and interest in succeeding in their chosen careers are given strong consideration. The educational methods of the university are designed to assist students who qualify for admission to succeed in the career programs of their choice. Graduation from high school or equivalent education as certified by state departments of education is required for undergraduate admission.

Students are also recommended to submit a personal statement, employment information, letters of recommendation and test scores for admission consideration.

Due to the technical standards and requirements essential to certain technical programs at the university, applicants with special needs or physical limitations should inquire with Student Academic & Financial Services or the Center for Academic Support prior to enrolling at the university. For more information on technical standards, see Pages 92–93. Copies of the technical standards applicable to various programs are available from the Center for Academic Support.

APPLICATION PROCEDURE

Applications for admission should be completed in full and sent to the Admissions Office, Johnson & Wales University, 7150 Montview Boulevard, Denver, CO 80220.

Students applying for admission to the Charlotte, North Miami or Providence campuses should refer to their campus catalog for admissions information.

There is no deadline for submitting applications, but students are advised to apply as early as possible before their intended date of enrollment for full consideration.

An official application form is available online at www.jwu.edu. Click on “admissions,” then “apply now.” No application fee is required.

In completing the application form, students must indicate the term in which they wish to enroll. Applications are accepted for terms beginning in September, December and March.

After completing the application form, students are responsible for requesting that their high school guidance office forward to the university an official copy of the secondary school record for admissions consideration. Specific verification documents must be submitted to the admissions office. Verification documents include at least one of the following: a letter from an authorized high school administrator, an official state recognized high school transcript, a G.E.D. certificate, or a passing score on a test approved by the U.S. Department of Education.

It is the student's responsibility to provide verification of high school completion. Without such verification, the student may not be allowed to register for the current term or continue enrollment.

When possible, Johnson & Wales University would prefer to receive the applicant's high school transcripts at the same time as the application for admission. Transfer students must also submit official transcripts from all colleges attended.

Test Scores

SAT and ACT scores are not required for general admission to the university, but are strongly recommended.

Candidates for the university's honors program or International Business program must submit SAT or ACT scores for acceptance consideration. Admission standards may vary for international and transfer students.

Minimum Grade Requirements

To gain admission to the International Business program, applicants' transcripts generally must reflect a 'B' average or better. To remain enrolled in the International Business program, students must maintain a cumulative GPA of 2.75. Other majors may have specific grade requirements.

Admissions Decision

The rolling admissions policy of the university makes it possible to notify students of the admissions decision, of their acceptance or of any additional conditions necessary for admission, soon after all of their academic records have been received and reviewed.

Upon receiving notice of acceptance, students will forward to the university a \$300 tuition reservation deposit, which will be applied toward tuition and will reserve a place in class and in student housing.

Students requesting residence hall accommodations must submit their online housing contract as soon as possible after acceptance. Residence hall and room assignments are based on a first-deposit-and-contract-received, first-resident-placed basis. The student's account must also be cleared by Student Academic & Financial Services by the payment deadline to guarantee a room assignment.

Requests for refunds will be granted upon written request to the university prior to May 1.

The university may revoke any student's acceptance or enrollment if any information or documentation provided by the student is false or incomplete or if the university learns of any past or present misconduct by the student that would affect the student's ability to represent and uphold the high standards of the university.

Transfer Students

Transfer students are eligible to apply for most JWU majors; however, they are not guaranteed credit. Credit is usually granted for courses completed with a grade of "C" or better (with a numeric value of 2.00) at another accredited institution. Grades of "pass" are also acceptable for transfer if

credit was awarded (and a grade of "P" has the numeric value of 2.00 or greater). Credit earned in developmental and remedial courses or CEUs are nontransferable. Transfer credit evaluations are based on previous college work as it relates to the student's intended field of study.

As with prospective freshmen, acceptances are made on a rolling basis as an application becomes complete.

Transfer candidates must submit official college transcripts from all colleges previously attended prior to enrolling at Johnson & Wales. Students must also submit final official high school transcripts.

It is the responsibility of those candidates who are currently attending another college to have their updated transcripts sent to JWU as soon as final grades become available or within the first term of enrollment. If official transcripts or other requested materials are not received within that designated time period, tentative transfer credit will be forfeited.

The university reserves the right to substitute courses at the discretion of the department chairs, directors or deans.

Early Admissions/Dual Enrollment

The Early Enrollment Program gives high school seniors an opportunity to enroll full time in college courses at Johnson & Wales during their senior year of high school. Students should apply for admission to the Early Enrollment Program during their junior year of high school.

The Early Enrollment Program was designed to help students investigate the variety of college and career options available to them. Early Enrollment Program students earn college credits while completing high school graduation requirements.

For more information on the Early Enrollment Program, please request a brochure from the Admissions Office.

Honors Program

This program offers academically talented students the opportunity to explore challenging and stimulating courses. Eligible applicants must have taken a college prep curriculum, maintained an average of B or better, placed in the top 25 percent of the high school graduating class, and submitted SAT scores above the national average. For more information about the Honors Program, please see Page 44.

Undeclared Program

All students who enroll in the Undeclared program at Johnson & Wales University pursue a general studies program of study for the first two years. During the fifth term, they must select a major from a variety of business and hospitality programs.

Students who begin their studies in the Undeclared program at Johnson & Wales will earn a bachelor of science degree at the end of four years of study.

Conditional Acceptance Policy

The university provides special student status to students who are unable to provide official documentation that they meet our admissions standards. Students with "special student status" are permitted to enroll in the program and earn credits which will not be applicable toward a degree until official records are received. Furthermore, students conditionally accepted will not be officially granted financial aid until the student's application for admission has been accepted. Students who have been conditionally accepted will not be permitted to continue beyond the first term of enrollment until all necessary official documentation has been provided.

FACTS FOR MILITARY

Johnson & Wales University is approved for the training of veterans in accordance with the rules and regulations administered by the U.S. Veteran's Administration.

Eligible veterans should contact the Department of Veterans Affairs. Those living in the U.S. should look in the Government

Listings section of the Verizon White Pages to obtain the telephone number for their state's Department of Veterans Affairs office.

STANDARDIZED TESTING AFTER ADMISSION

PLACEMENT TESTS (NON-CREDIT, NO FEES):

These tests are administered for placement purposes only to all new students, including transfer students, upon entrance. In situations where two or more levels of a subject are required for graduation, the student's academic career in this subject begins at the level determined by the placement test. This is particularly true when a student has previous academic experience in a subject. Placement tests are currently administered to determine math and foreign language placement. For a student placing out of all required levels of a foreign language, departmental policy and recommendation will determine if a Departmental Challenge Examination is in order for credit.

PRIOR LEARNING ASSESSMENT

PORTFOLIO ASSESSMENT: Students may earn credits for the knowledge or skills they have mastered outside the classroom through volunteer work, employment, travel programs, organizations or other comparable sources.

To apply for a Portfolio Assessment, students must meet the university's residency requirements and complete the Portfolio Development non-credit seminar. This seminar will meet for three two-hour sessions. Students must discuss this option with a Student Success counselor before they are eligible to enroll.

The seminar assists students with the development of a portfolio that describes and documents how the learning took place. The completed portfolio is submitted to the appropriate department designee for review. The assessor will review the portfolio and either validate the student's learning by awarding college credits, request additional

information, or deny the request for credits. Portfolios will not be returned to the students; they become property of the university.

Once the seminar is completed, eligible students, in consultation with a Student Success counselor, may submit additional portfolios. Refer to the Prior Learning Assessment Brochure, available at the Registrar's Office, for more information on required fees.

CLEP EXAMINATION (FOR-CREDIT, WITH FEES):

The College-Level Examination Program of the College Board tests are widely accepted national examinations in various subjects. The American Council on Education's recommended score is required to earn credit. JWU subject equivalencies are determined by each department for each exam. These exams are treated as transfer credit for entering freshmen and juniors transferring to JWU, or from one JWU college or school to another. JWU's Denver Campus is not a national CLEP examination site — students must go to other CLEP sites for this. Students must take and pass these exams during their freshman and junior years only. Consult the CLEP application for required fees.

DEPARTMENTAL CHALLENGE EXAMINATIONS

(CREDIT BY EXAMINATION: FOR-CREDIT, WITH FEES):

Departmental exams may be taken for specifically designated courses within a department. Because of previous academic and/or work experience, all matriculating students may request such an exam when they feel they have completed the requirements of a specific JWU course. Some testing options require specific criteria in order to take tests. Refer to the Prior Learning Assessment Brochure, available at Student Academic & Financial Services, for criteria and fees, or contact the testing office.

For annual examination schedules with examination dates and application deadlines, refer to the university's Prior Learning Assessment Brochure. This brochure may be obtained from Student Academic & Financial Services and from the Center for Academic Support.

In all cases, the academic department determines policy as it relates to the testing options for each course in the department. Several options may be available to students, and it is recommended that students seek the advice of a counselor.

Policies for Portfolio Assessment, Challenge and CLEP Examinations:

1. Portfolio Assessment and Challenge Examinations cannot be repeated if failed.
2. Students may apply for Portfolio Assessment, Challenge and/or CLEP examinations during their freshman and junior years only.
3. Portfolio Assessment, Challenge or CLEP Examinations may not be substituted for a class previously taken or a class in which the student is presently registered.
4. The standardized examinations or portfolios mentioned above must fall within the residency requirement for each degree.
5. Seminar, application and processing fees are nonrefundable.
6. The university recognizes up to a maximum of 45 quarter credits earned through Prior Learning Assessment.
7. Students must present a valid picture ID when testing.

After being determined eligible to test or enroll in a seminar, students will be notified by mail of the time and location of their test or seminar. The Prior Learning Assessment Brochure listing course options may be obtained from the Center for Academic Support. For additional policies/information for Portfolio, Challenge and CLEP options, refer to the brochure.

FAST and Credit for College Programs

Johnson & Wales University offers students an opportunity to earn credits toward a Johnson & Wales degree while they are still in high school through approved articulation agreements between Johnson & Wales University and the student's high school. Culinary Arts students enrolled in approved tech-prep programs who meet academic requirements may be eligible to earn up to nine quarter credits toward their Culinary Arts associate degree through our Freshman

Advanced Study Track (FAST). Students enrolled in approved hospitality, business and technology programs who meet the academic requirements may also be eligible to earn transfer credits through our Credit for College Program.

For more information about the Freshman Advanced Studies Track, articulation agreements or Credit for College programs, contact the Admissions Office.

International Baccalaureate

Johnson & Wales University recognizes International Baccalaureate credentials and awards credits and other special program status on an individual basis to students who have achieved a grade of four or better on International Baccalaureate exams, up to a maximum of 45 credits or equivalent, in accordance with transfer (departmental) policies.

INTERNATIONAL STUDENTS

International Admissions Requirements

Listed below are the requirements for applying for undergraduate admission to Johnson & Wales University. In order to expedite the admission process, students must enclose ORIGINAL or CERTIFIED documents (with English translations) when submitting an application. Please note that photocopies, fax copies, scanned or e-mailed documents are not valid.

1. An accurate, complete and legible International Application form that has been signed and dated by the applicant. Please list all schools attended, even if you do not wish to have transfer credits reviewed.
2. Certified bank statement or government sponsorship letter verifying financial support for one academic year.
3. The results of the Test of English as a Foreign Language (TOEFL) or other acceptable proof of English proficiency.
4. Official documentation of higher secondary (high school) graduation, subjects taken and grades earned.
5. Complete transcripts, marks sheets, diplomas or certificates from previous

study, along with course descriptions and syllabus (for transfer credit).

6. Copy of biographical section of applicant's current passport.

Please note that all documents and information should be clear and legible; if important information cannot be read by the International Admissions staff, the admissions process is delayed and, as a result, so is the acceptance/Form I-20 process.

All documents must be sent to:

Johnson & Wales University
International Admissions
7150 Montview Blvd.
Denver, CO 80220 USA
Telephone: 303-256-9300
Fax: 303-256-9333

English Language Proficiency

Applicants whose native language is not English must provide proof of English proficiency through academic transcripts or testing. English language proficiency is required for admission to all programs of study at Johnson & Wales University, regardless of country of citizenship or residency.

ELS Program

Johnson & Wales University's partnership with the ELS Language Center in Westminster, Colorado is designed to help students satisfy the school's English proficiency requirement. The center provides an intensive English language program and is authorized to issue an I-20 to all qualified students. The center provides housing assistance throughout the course of study. Upon completion of the center's Level 112, students are prepared to meet the university's language requirement.

TOEFL Requirements

Johnson & Wales University recognizes the TOEFL (Test of English as a Foreign Language) as proof of English proficiency. TOEFL scores must be received as official ETS scores. The Johnson & Wales University Designated Institution (D.I.) code is: 3465. This code should be used on your TOEFL registration form so that your scores will be sent to us directly.

Minimum TOEFL requirements (all levels, undergraduate and graduate) are as follows:
TOEFL score of 80 (Internet-based or IBT)
TOEFL score of 550 (pen/paper or PPT)
TOEFL score of 210 (computerized or CBT)

Individual section scores must also meet minimum score requirements.

Acceptable proof of English proficiency may also include one of the following comparable English proficiency examinations:

- IELTS (Cambridge), Band 6.5
- City & Guilds Pitman ESOL Examinations — Higher Intermediate or Expert Level
- ELS Level 112 Certificate of Completion and Academic Report
- The London Tests of English LTE, Level 4 (Advanced)
- MELAB (Michigan English Language Battery) — 77
- S.T.E.P. Eiken — (Society for Testing English Proficiency) — Grade 1

Other English language examination results will also be considered, and experience studying in the English language, as documented through school transcripts, will be taken into consideration.

To meet English Proficiency requirements, all English Language examination results must be submitted on an official test transcript which is no more than two years old.

International Transfer Credit

Students who wish to transfer to JWU should submit an application for admission and grades or transcripts from all post-secondary schools attended. Transfer credit is determined through an individual course-by-course evaluation of each transcript submitted. Credit is generally awarded for courses you have completed with grades of “C” or better (or equivalent) which are similar in level, content and duration to JWU courses in your intended major. Accepted transfer students will be sent a Transfer Credit Allowance (TCA) showing the credit accepted toward your chosen major.

JWU has many approved formal transfer credit agreements with institutions in more than 40 countries. Consult with officials at your school to see if they have an agreement with Johnson & Wales University.

Articulation Agreements

JWU is proud to have a large number of international articulation agreements and transfer credit equivalencies in place with schools and programs which facilitate student transfer to Johnson & Wales University for bachelor's degree completion. The university is continuously working to develop partnerships with schools around the world for the purpose of offering diverse educational opportunities for transfer students.

In addition, JWU recognizes and grants transfer credit exemptions for a number of diplomas and qualifications provided by accredited colleges, universities and educational organizations throughout the world. Some of these include

AIS, St. Helen's, Australia
Barbados Community College, Barbados
Bermuda College, Bermuda
BITC – Prima: Diploma and National ITE Certification
in Baking, Singapore
College of the Bahamas, Bahamas
Constellation College, Canada
DCT, International Hotel & Business Management School, Switzerland
EDEXCEL (BTEC), Higher National Diplomas UK
Educational Institute of American Hotel & Lodging Association (AH&LA)
Faiite Ireland - Certificate in Professional Cookery
George Brown College, Canada
German IHK 3-year Berufsschule/Apprenticeship programs in Hotel, Restaurant and Culinary Arts
Glion Hotel School, Switzerland
Higher Hotel Institute, Cyprus
HIM, Hotel Institute Montreux, Switzerland
Hotelfachschulen (e.g. Dortmund, Heidleberg, Hannover, Berlin), Germany
ICHM (Modul), Vienna
ICHM International College of Hotel Management, Australia
ICM, Institute of Commercial Management, UK
IIEK Hoteleria, Greece
Koleg Damansara Utama (KDU)/IMI program, Malaysia
Les Roches Hotel Management School, Switzerland

Institutes of Hotel Management (IHM), India
Seojeong College, Korea
Swiss Hotel Association (SHA) Diploma in
Hotel Management
Swiss Hotel Schools Association (ASEH)
Hotel Management Diploma
Taylor's School of Hotel Management, Malaysia
Temasek Polytechnic, Malaysia
Trinidad & Tobago Hospitality and Tourism Institute
Turks and Caicos Islands Community College
Vancouver Premier College, Canada
Woosong University, Korea

REGIONAL ADMISSIONS REPRESENTATIVES

The admissions staff of the university includes regional admissions representatives who visit high schools and personally assist students from their areas.

The admissions representative from your area will be happy to meet with you and answer any questions you may have about the university, application procedures and financial aid programs. A full listing of the regional admissions representatives and their phone numbers can be found at www.jwu.edu/admiss/ reps.



Financing Your Education

TUITION AND FEES

The following tuition and fees schedule is effective for the 2008–2009 academic year. Tuition and fees are subject to change annually.

Annual Tuition	\$21,297
General Fee	\$1,023
Room & Board	
Value Room	\$7,956
Standard Room	\$8,892
Weekend Meal Plan (Optional)	\$1,026

Tuition is applicable to all students, including those on approved off-campus programs. Students enrolled in courses in excess of a normal full-time schedule will be assessed an additional tuition charge. For purposes of tuition billing and financial aid eligibility, full-time status is determined on a term basis and consists of 12 to 18 quarter credit hours per term. Students carrying more than 20.5 quarter credit hours will be charged for each quarter credit over 18.

The **General Fee**, which is nonrefundable, includes social and athletic activities, student health and accident insurance, student publications and graduation.

Room & Board is for the academic year (excluding some holiday periods) and includes residence hall accommodations and three meals daily on class days only (generally Monday through Thursday).

The **Optional Weekend Meal Plan** provides two meals daily from Friday through Sunday for students who wish to have weekend meals in a university dining facility (excluding designated holiday periods). Residence hall students **may only remove the plan through the first two weeks** of each term. After that time, the charge **cannot** be credited for that term. A student can add the weekend meal plan at any time during the term but will be charged a prorated fee.

DEPOSITS AND OTHER FEES

Reservation Deposit **\$300**

Required of all new students after receipt of official acceptance from the university, this nonrefundable deposit will reserve the student's seat in class and is credited to tuition due upon entrance.

Upon submitting a university reservation deposit, students become eligible to select an on-campus room assignment. Students who deposit by April 2008 will optimize their chances to secure a residence hall of their preference. If a deposit is received after April 2008, residence hall preferences cannot be guaranteed. Students must also have an approved payment plan with Student Academic & Financial Services by July 11, 2008 in order to guarantee a room assignment. Students who establish an approved payment plan after July 11, 2008 could be placed in a temporary assignment regardless of deposit date, although Housing and Residential Education will make every effort to assign students to permanent room assignments.

Orientation Fee **\$265**

This nonrefundable fee, which is uniformly charged, is required of all new students for orientation and Check-In activities. It is charged during the fall, winter and spring terms.

Extension Students

Tuition rates for extension students are billed based on the number of quarter credit hours scheduled.

Early Enrollment Program Tuition

Early Enrollment Program tuition is 50 percent of the 2008–2009 tuition charge. Refer to Page 20 for a description of the Early Enrollment Program. Early Enrollment Program students are also subject to appropriate university fees, including full general fee and full room and board charges. Early Enrollment Program students are not eligible for any federal financial aid while enrolled in the program. Early Enrollment Program students

should contact the Financial Planning Office for information on alternative funding and to determine how scholarships they are receiving will be affected while in the Early Enrollment Program.

Student Health and Accident Insurance

All day school students are covered by a health and accident insurance plan. Insurance information sheets are available at Check-In and at several locations throughout the university. Insurance cards and brochures are mailed to students within four weeks of their enrollment. Refer to the insurance brochure for a definition of the effective date of coverage and the opportunity to continue coverage over the summer.

Books and Supplies

The cost of books and supplies is approximately \$700–\$900 per academic year. These costs are not applied to the student's invoice. Books and supplies must be paid for at the university's bookstore at the time of purchase. The bookstore operates a textbook sales/buy-back program to help students minimize these costs.

PAYMENT OPTIONS

I. Annual Payments

The student may make one payment in full for the entire academic year. Students are responsible for paying all charges in full or making appropriate arrangements by the Check-In due date of July 11, 2008.

II. Term Payments

Students may choose to make three payments a year, which are payable by the publicized Check-In due dates established prior to each term. The Check-In due date for September 2008 is July 11, 2008.

III. Monthly Payments

Students may choose to pay the annual amount due in convenient monthly payments. This option is available through Tuition Management Systems (TMS). There is an enrollment fee to participate; however,

the payments are interest free. Students interested in this option must contract with TMS and pay the first payment, in addition to the enrollment fee, by the Check-In due date of July 11, 2008.

All Johnson & Wales University students must fulfill their financial obligations to the university by the Check-In due date of July 11, 2008 (all off-term entrants must meet the financial obligation by the published date for that term).

To meet your financial obligation you must do one of the following by the published due date:

- Make a full term payment
- Contract with TMS and pay the first monthly payment, as well as the enrollment fee
- Have an approved loan which covers the annual balance
- Have an approved payment plan with Student Academic & Financial Services using a combination of the above options

If you do not fulfill your financial obligation by the Check-In due date, your housing assignment will be removed. In addition, your acceptance to enroll for the 2008–2009 academic year may also be revoked.

REFUND POLICIES

General Policy: To the extent that any charges due to the university remain unpaid, no refund check will be issued. No tuition or fees will be assessed for terms that the student does not begin. Students who withdraw from the university prior to the end of the academic year will have their financial aid adjusted.* Institutional grants and scholarships will be reduced in proportion to any tuition credit received as defined in the university's Withdrawal Credit Policy. Full-term eligibility for institutional loans will be credited to the student's account to the extent that any charges are due the university.

* Any student enrolled solely in culinary lab courses, who fails to attempt any of the scheduled courses, will be considered to have withdrawn from the university.

The distribution formula for the institutional refund to the Federal Student Financial Aid program will be calculated according to federal regulations. The university's Withdrawal Credit Policy applies to all withdrawals from the university, voluntary or involuntary.

Term charges, institutional merit scholarships and institutional aid are subject to the university's Withdrawal Credit Policy upon withdrawal from the university. Term charges are defined as tuition, and if applicable, room only, room and board, and weekend meal plan. Merit scholarships and institutional aid are defined as any source of funding from Johnson & Wales University. The General Fee is nonrefundable. The official notice of withdrawal from the university may be done in person or by written notification through Student Academic & Financial Services. Refunds are calculated by the date of termination which is based on the date Student Academic & Financial Services receives notification of withdrawal from the student or faculty member. Any refund due will be issued within 45 days after the date that the university was first notified of the withdrawal.

University Withdrawal Credit Policy

If a student terminates during:

- the first or second week of the term, the university will credit 90 percent of the term charges. If eligible, all institutional aid/scholarships for that term will be adjusted to 10 percent.
- the third or fourth week of the term, the university will credit 50 percent of the term charges. If eligible, all institutional aid/scholarships for that term will be adjusted to 50 percent.
- the fifth or sixth week of the term, the university will credit 25 percent of the term charges. If eligible, all institutional aid/scholarships for that term will be adjusted to 75 percent.

After the sixth week of the term, students will be responsible for 100 percent of the term charges and will receive 100 percent of that term's eligible institutional aid/scholarships.

Examples of university refund policies are available upon request in the Student Academic & Financial Services Office. Refer to Page 33 for Federal Withdrawal Policy.

FINANCIAL OBLIGATIONS

Continued enrollment as a student in good standing and certain other student benefits (diplomas, transcripts, etc.) are conditioned upon being current in all financial obligations to the university, including loans in which the university appears as a holder or guarantor.

STUDENT FINANCIAL SERVICES (SFS)

FINANCIAL PLANNING

The university realizes that financing an education may be a very complex process for many students. In order to assist students and their families in these matters, Johnson & Wales has established a staff of financial planning counselors. These counselors are available to work with students and their families on an individual basis to help them best utilize their own funds and other available resources to meet educational expenses. For more information and assistance call 1-877-598-3368 or 303-256-9700.

FINANCIAL AID

To assist students in meeting their educational expenses, Johnson & Wales University offers several types of financial assistance — scholarships and grants, low-interest loans and employment opportunities. In many cases, qualified students receive a financial aid package which includes all three types of financial aid. Financial aid is awarded on an annual basis and is disbursed in three equal installments (fall/winter/spring).

A list of Johnson & Wales financial assistance and work programs and descriptions of the programs are included in this catalog.

Students participating in Study Abroad programs may be eligible for financial aid. For more information, please contact SFS.

In an effort to reduce the loan burden during the student's first year, Johnson & Wales University will attempt to package students with a higher percentage of grant aid.

Johnson & Wales University has adopted an institutional policy whereby the total of all university funded or administered monies awarded to a single student may not exceed a specified dollar amount during an academic year. This amount is determined prior to each year's financial aid awarding process.

HOW TO APPLY

To be considered for financial assistance, complete the steps listed below and submit all required paperwork as soon as possible after January 1. **Students must reapply for financial aid each year.** Student Academic & Financial Services holds all information in strict confidence.

1. Personal Identification Number (PIN)

Students and their parents can apply for a PIN at www.pin.ed.gov. The PIN allows students and parents to sign the FAFSA electronically and to correct previously processed FAFSA information online. Both the student and at least one parent must apply for a PIN.

2. Free Application for Federal Student Aid (FAFSA)

The Free Application for Federal Student Aid is available online at www.fafsa.ed.gov. This form must be completed as soon as possible after January 1. The information for financial assistance is then processed by the Federal Processor and sent to the Student Academic & Financial Services Office at the university.

The FAFSA code is 003404.

3. Independent Students

To be considered independent for financial aid purposes for the 2008–2009 academic year, students must answer yes to one of the following questions:

1. Were you born before January 1, 1985?
2. At the beginning of the 2008–2009 school year, will you be working on a

master's or doctorate program (such as an M.A., M.B.A., M.D., J.D., Ph.D., Ed.D. or graduate certificate, etc.)?

3. As of today, are you married?
(Answer yes if you are separated, but not divorced.)
4. Do you have children who receive more than half of their support from you?
5. Do you have dependents (other than your children or spouse) who live with you and who receive more than half of their support from you, now and through June 30, 2009?
6. Are both of your parents deceased, or are you or were you (until age 18) a ward/dependent of the court?
7. Are you currently serving on active duty in the U.S. Armed Forces for purposes other than training?
8. Are you a veteran of the U.S. Armed Forces?

Students who cannot answer yes to one of the above questions are considered dependent and must complete their Free Application for Federal Student Aid as a dependent student. Please feel free to contact Student Academic & Financial Services with any questions.

4. Verification and Other Documentation

The Student Academic & Financial Services Office may request additional documentation to verify information provided on the FAFSA. The student and his/her parents may be required to submit signed and dated copies of their Federal Income Tax Returns (1040). The student's financial aid package will not be complete until all requested documentation has been received and reviewed by the Student Academic & Financial Services Office. In addition, all student loan borrowers must attend an entrance and exit counseling session, during which the student will be advised on his/her loan obligations.

STUDENT ELIGIBILITY REQUIREMENTS

Financial aid will be distributed to the student based upon the student's financial need. All students seeking financial assistance must file a FAFSA with the Federal Processor. The FAFSA form is used to determine the student's financial need.

Financial need is the difference between the cost of the student's education (tuition and fees, room and board, books, supplies, transportation and personal expenses) and the total contribution expected from the student and his/her family. The student's total family contribution is based on an analysis of the information which the student supplied on the FAFSA. Among the items considered are total family income, assets, the number of people in the household, the number of siblings in college, and the student's own resources, such as earnings, savings, and untaxed income which the student may receive. Johnson & Wales University also considers these items when determining eligibility for university funds.

Campus-based financial aid programs, including the Federal Supplemental Educational Opportunity Grant (SEOG), Federal Perkins Loan and Federal Work-Study programs are administered by Johnson & Wales University. Students apply for these programs through the filing of the FAFSA.

Federal Academic Competitiveness Grant (ACG)

This federally funded program provides financial assistance to students who are U.S. citizens and are eligible for the Federal Pell Grant. The ACG is available to first-year students who have completed a rigorous secondary high school program of study after January 1, 2006. (Johnson & Wales will evaluate criteria.) First-year students may receive up to \$750 for their first academic year. Second-year students may be eligible for up to \$1,300 if they have completed a rigorous high school program of study after January 1, 2005, have a cumulative 3.00 GPA and are eligible to receive a Pell Grant.

Federal Pell Grant

The Federal Pell Grant is a federally funded entitlement program to assist needy undergraduate students. Eligibility for these grants is determined by the U.S. Department of Education based on the information provided on the FAFSA. Pell recipients can have a less than half-time status. Students with a previous bachelor's degree are not eligible for a Federal Pell Grant.

Federal Supplemental Educational Opportunity Grant (SEOG)

This federally funded program provides financial assistance to students who demonstrate exceptional financial need. The amount of the award is based on need and the availability of funds. Students with a previous bachelor's degree are not eligible for a Federal Supplemental Educational Opportunity Grant.

Federal Work-Study Program

Federal Work-Study is a federally funded program that provides part-time employment to students with financial need. Positions are available throughout the university and with selected off-campus community service agencies.

Work-study gives students the opportunity to earn money to help pay educational expenses. Students are paid at an hourly rate for actual hours worked. The amount earned cannot exceed the total work-study award. Work-study funds are paid bi-weekly directly to the student; therefore, funds will not be applied to the student's account unless arrangements are made with the Student Academic & Financial Services Office.

Federal Perkins Loan

This low-interest loan is funded by the federal government and administered directly by the university. A Master Promissory Note for this loan will be mailed to all eligible students with their Annual Financial Statement. The amount of the loan is based on need and the availability of funds.

Students must begin to repay this loan nine months after they leave college or drop below half-time status. The repayment of principal and interest may be extended over a 10-year period. The amount of each payment depends upon the amount of the student's debt and the length of the student's repayment period, but the student must pay at least \$40 per month.

Federal Subsidized Stafford Loan

This loan program provides low-interest loans to students who demonstrate financial need. A Master Promissory Note for these loans will be mailed to all eligible students with their Annual Financial Statement.

Students may borrow up to a maximum of \$3,500 per academic year for the first year of undergraduate study, \$4,500 for the second year and \$5,500 per year for the last two years. The student must begin repayment six months after he/she leaves college or drops below half-time status, and the student's payment will be at least \$50 per month. The amount of the student's monthly payment will be determined based upon the amount of student debt and the length of the repayment period.

Students have the right to select any U.S. Department of Education approved lender for Stafford loans.

Federal Unsubsidized Stafford Loan

This loan program offers low-interest loans to students who demonstrate little or no "financial need." The terms and loan limits are the same as for the Federal Subsidized Stafford Loan except that the federal government does not pay interest on the borrower's behalf while the borrower is enrolled in school. During that time, the student borrower can choose either to make quarterly interest payments or to "capitalize" interest. "Capitalizing" interest means the lender will add interest accrued to the principal balance. This will eliminate the need for interest payments while in school.

Independent students are also eligible to borrow Federal Unsubsidized Stafford Loans. Students may borrow up to a maximum of \$4,000 per academic year for the first and second years, and \$5,000 per year for the third and fourth years. These amounts are in addition to the Federal Subsidized/Unsubsidized Stafford Loan amounts discussed above.

Students have the right to select any U.S. Department of Education approved lender for Stafford loans.

The Parent Loan Program for Undergraduate Students (PLUS)

The Federal PLUS Program provides loans to parents of dependent students to attend college. PLUS borrowers do not have to demonstrate need, but are subject to a

credit analysis by the lending institution. The parent applying for the loan must fill out a PLUS Master Promissory Note as well as a Loan Amount Request Form. Repayment of this loan must begin within 30 days of the time the loan is fully disbursed. The borrowing limit is the total cost of attendance, minus any financial aid being received.

Borrowers have the right to select any U.S. Department of Education approved lender for PLUS loans.

Applications for these loans are available in Student Academic & Financial Services.

Aid from these programs is awarded on the basis of financial need. In order to receive maximum consideration for financial assistance, it is recommended that the student apply as soon as possible after January 1. The award process for first-year students begins in March of each academic year. Renewal of financial aid is not automatic. Recipients are required to reapply each year by the announced deadline.

To be eligible for these programs, students must meet the following criteria:

1. demonstrate financial need;
2. maintain satisfactory academic progress (financial aid will be suspended until satisfactory academic progress is again achieved);
3. be enrolled in an eligible degree or certificate program;
4. be enrolled on at least a half-time (at least 6.0 quarter credit hours) basis (students enrolled on a less-than-full-time basis may have their financial aid reduced; some students enrolled on a less-than-half-time basis may qualify for a Federal Pell Grant);
5. be a U.S. citizen, permanent resident, or eligible non-citizen;
6. not owe a refund on a Federal Pell Grant or be in default on a Federal Perkins Loan, Federal Subsidized Stafford Loan, Federal Unsubsidized Stafford Loan, Parent Loan for Undergraduate Students (PLUS) or Supplemental Loan for Students (SLS); and
7. sign a Statement of Educational Purpose, a Statement of Registration Status and a Statement on Overpayments and Defaults.

Students are eligible to receive financial aid as long as they maintain satisfactory academic standing as defined on Page 38 of this catalog, and in the Student Handbook. Students who fail to maintain satisfactory academic progress will be notified by Student Academic & Financial Services. All financial aid will be suspended until satisfactory progress is again achieved.

Return of Title IV Funds (federal aid)

When students withdraw during a payment period or period of enrollment, the amount of student financial aid program assistance earned up to that point is determined by a specific formula. If the student receives (or the university receives on the student's behalf) less assistance than the amount earned, the student may be able to receive those additional funds. Students who received more assistance than what they earned must return the excess funds.

The amount of federal assistance earned is determined on a pro-rata basis. That is, if a student completes 30 percent of the payment period or period of enrollment, the student earns 30 percent of the federal assistance he or she was originally scheduled to receive. Once the student completes more than 60 percent of the payment period or period of enrollment, the student earns all scheduled federal assistance.

The student's loan monies (subsidized, unsubsidized and PLUS) must be here before the student's notification date, in order for the money to be considered within the formula. If the student is eligible for a post disbursement, a written notice will be mailed requesting the consent of the borrower to post to the student's account. The amount of institutional assistance earned is based on the week that the student withdraws from the university and follows the percentage the university credits the student's charges (Page 29).

If a student receives excess funds that must be returned, Johnson & Wales University must return a portion of the excess equal to the lesser of

- the student's institutional charges multiplied by the unearned percentage of the student's funds
- the entire amount of the excess funds.

If the university is not required to return all excess funds, the student must return the remaining amount. Any loan funds that the student must return, must be repaid by the student (or his or her parents for a PLUS Loan) in accordance with the terms of the promissory note.

If a student is responsible for returning grant funds, the student does not have to return the full amount. Students are not required to return 50 percent of the grant assistance received that is the student's responsibility to pay. Any amount not returned is a grant overpayment, and the student must make arrangements with the university or Department of Education to return the funds.

Federal regulations establish the following allocation for students who receive Title IV, HEA program funds:

A refund owed to a student who received funds under any Title IV, HEA program will be returned to the Title IV, HEA programs from which the student received aid in the following order until the amounts received by the student from these programs is eliminated: the Perkins Loan, the Unsubsidized/Subsidized Stafford Loan, the Parent Plus Loan, the Pell Grant, Academic Competitiveness Grant, the National SMART Grant, the FSEOG program, all other sources of aid, and the student.

FINANCIAL AID PROGRAMS

The following programs are the major financial aid resources available to students. Students may receive assistance from any one of these, or from a combination of all of these programs, in what is called a financial aid package. Student eligibility for these programs is based on completion and submission of the form(s) described in the **How to Apply** section. Since awards are not automatically renewable, students must reapply each year. All financial aid awards are determined based

on an academic year (fall/winter/spring terms). Financial aid awards are disbursed based on this term system, which equates to three disbursements.

Federal loan programs are applied to the student's account with the university in equal disbursements per term based on the loan period and the student's entrance date.

Johnson & Wales Grant

This grant is awarded to students based on the annual financial aid awarding process and the student's financial need.

FINANCIAL ASSISTANCE, SCHOLARSHIPS AND WORK PROGRAMS

Last year, Johnson & Wales University awarded more than \$74 million in institutional aid to students. Awards range from \$500 to full tuition. Scholarships, grants, loans and work programs awarded depend on the university budget, and are dependent on students meeting program eligibility requirements.

These programs are only available to full-time, undergraduate, day school students during the academic year and are not available during the summer term. *Note: Scholarship funds are applied to the student's account with the university in three equal disbursements by term (e.g., a \$3,000 Presidential Academic Scholarship recipient would receive \$1,000 per term).*

Most scholarships are renewable for up to four consecutive years of enrollment. For many of the programs listed below, a minimum grade point average is required for continued eligibility. Scholarships and grants are not awarded based on athletic ability or participation.

Johnson & Wales University has adopted an institutional policy whereby the total of all University funded or administered monies awarded to a single student may not exceed a specified dollar amount during an academic year. This amount is determined prior to each year's financial aid awarding process.

For more information, contact Admissions or Student Academic & Financial Services.

Alpha Beta Gamma (International Honor

Society) Scholarship: A scholarship worth up to \$5,000 is awarded to outstanding transfer students who are members of Alpha Beta Gamma. The application for this scholarship is the application for admission to the university.

Business Professionals of America

Scholarship (BPA): The university offers a number of BPA scholarships ranging from \$1,000 up to full tuition. Awards are based on BPA activities and academic record, and are renewable based on continued involvement in and support of BPA. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Career through Culinary Arts Programs (C-CAP):

The university awards these scholarships of up to full tuition to incoming students who participate in C-CAP's competition events. Applications are available through C-CAP. All documentation must be submitted to C-CAP and all finalists are selected by C-CAP.

DECA Scholarship: The university awards a number of DECA scholarships ranging from \$1,000 up to full tuition. Awards are based on DECA activities and academic record, and are renewable based on continued involvement in and support of DECA. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Denver Campus Outstanding Student Leader of the Year Competition:

This annual contest is Johnson & Wales' search for the best young student leaders. Winners will receive tuition scholarships ranging from \$2,500 to \$13,000 for study at the Denver Campus. Applications are available from the Admissions Office.

Employee Tuition Scholarship: These scholarships are based on institutional policy, with qualifying criteria stated in the Johnson & Wales employee handbook. Applications are available at the Human Resources & Payroll Department; a new application is required each year.

Family, Career and Community Leaders of America (FCCLA):

The university awards a number of FCCLA (formerly FHA-HERO) scholarships ranging from \$1,000 up to full tuition. Awards are based on FCCLA activities and academic record, and are renewable based on continued involvement in and support of FCCLA activities. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Family Scholarship: If two or more members of your family are simultaneously enrolled in full-time undergraduate day school degree programs at Johnson & Wales University, each enrolled student is granted as much as a \$2,000 university scholarship per academic year (September–May). For more information, contact Student Academic & Financial Services.

Future Business Leaders of America

Scholarships (FBLA): The university awards a number of FBLA scholarships ranging from \$1,000 up to full tuition. Awards are based on FBLA activities and academic record, and are renewable based on continued involvement in and support of FBLA. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Gaebbe Eagle Scout Award: A number of nonrenewable grants of \$1,000 are available to entering freshmen who have achieved the rank of Eagle Scout in the Boy Scouts of America. Applications are available from the National Student Organizations Office at JWU or online at www.jwu.edu/admiss/scholarships. The deadline for application is February 1, prior to enrollment.

Girl Scout Gold Award Scholarship: A number of nonrenewable grants of \$1,000 are available to entering freshmen who have earned the Girl Scout Gold Award. Applications are available from the National Student Organizations Office at JWU or online at www.jwu.edu/admiss/scholarships. The deadline for application is February 1, prior to enrollment.

Junior Achievement (JA): The university offers a number of JA scholarships ranging from \$1,000 up to full tuition. Awards are based on JA activities and academic record, and are renewable based on continued involvement in and support of JA activities. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Lodging Management Scholarship:

JWU offers a number of \$1,000 renewable scholarships for students who have participated in the Lodging Management program. Apply for admission online at www.jwu.edu/apply. *Amount of scholarships awarded for participation in specific high school curricula may be limited to one per student.*

National FFA: Johnson & Wales University awards a number of FFA scholarships ranging from \$1,000 up to full tuition. Awards are based on FFA activities and academic record, and are renewable based on continued involvement in and support of FFA. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

National Academy Foundation (NAF)

Scholarship: The university awards a number of \$1,000 renewable scholarships to students who have participated in a National Academy Foundation program. Apply for admission online at www.jwu.edu/apply. *Amount of scholarships awarded for participation in specific high school curricula may be limited to one per student.*

National High School Chef of the Year

Contest: This annual contest is Johnson & Wales' search for the best young chefs. Winners will receive tuition scholarships ranging from \$3,500 up to full tuition. Applications are available from the Admissions Office.

Phi Theta Kappa (International Honor Society)

Scholarship: A scholarship up to \$5,000 is awarded to outstanding transfer students who are members of Phi Theta Kappa. The application for this scholarship is the application for admission to the university.

Presidential Academic Scholarships:

JWU awards academic scholarships to incoming students who are in the top third of their class and demonstrate academic excellence. Awards range from \$2,500 to full tuition and are renewable provided the recipient's GPA does not fall below 2.75.

Pro-Start Scholarship: JWU offers a number of \$1,000 renewable scholarships for students who have participated in the Pro-Start program. Apply for admission online at www.jwu.edu/apply. *Amount of scholarships awarded for participation in specific high school curricula may be limited to one per student.*

SkillsUSA: The university awards a number of SkillsUSA scholarships ranging from \$1,000 up to full tuition. Awards are based on SkillsUSA activities and academic record, and are renewable based on continued involvement in and support of SkillsUSA. Apply for admission online at www.jwu.edu/apply. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Technology Students Association (TSA)

Scholarships: The university awards a number of TSA scholarships ranging from \$1,000 up to full tuition. Awards are based on TSA activities and academic record, and are renewable based on continued involvement in and support of TSA. Apply for admission online at www.jwu.edu. The deadline for full tuition scholarship eligibility is February 1, prior to enrollment.

Transfer Scholarship: An unlimited number of transfer scholarships up to \$3,000 are awarded to students who plan to continue their education at Johnson & Wales in an associate or bachelor's degree program. Students must have completed 30 semester hours at another institution and maintained a minimum 3.00 cumulative average. Students must maintain a GPA of 2.75 in order for the scholarship to be renewed. The scholarship application is the application for admission to the university.

Tuition Exchange Scholarship: Students who meet the qualifications of both Johnson & Wales and the participating exchange

college or university may be awarded up to full tuition. Applications are available at the participating institutions which are listed on the tuition exchange Web site, www.tuitionexchange.org.

FUNDED SCHOLARSHIPS

Johnson & Wales University administers many scholarships and grants which are funded by businesses, individuals and professional organizations. In many cases, students must have completed at least one term of enrollment at Johnson & Wales to be considered. The following is a partial listing of the scholarship programs:

Ellsworth M. Statler Scholarship: This scholarship is awarded to hospitality and culinary arts students, with preference given to New York residents. Applications are available at the Student Academic & Financial Services Office. The application deadline is August 31. Awards range from \$500 to \$2,000 based on residence. This award is renewable by maintaining satisfactory academic progress.

OUTSIDE SCHOLARSHIPS

There are many other potential scholarship sources that students should consider to help finance their education. Students should contact the Higher Education Assistance Agency in their home states for information about the possibility of state grants or scholarships.

Scholarship aid is often available from high school and community organizations with which students or their parent(s) may be affiliated. Local libraries are an excellent resource for finding information on scholarships from organizations throughout the United States. There are also a number of Web sites available to assist students in the scholarship search. To view a guide to free scholarship searches online, please visit the Johnson & Wales Web site at www.jwu.edu/sfs/scholar.htm.

Many companies provide scholarship aid for children of their employees, while others provide aid directly to students who work for them part-time while in school.

Johnson & Wales University Colorado Opportunity Grant Program

Freshman students that are Colorado residents are eligible to receive up to \$400 per term (three terms per academic year). Students must meet residency requirements and be enrolled as full-time, day-school students at JWU's Denver Campus. To be eligible for the JWU Colorado Opportunity Grant students must apply for admission to the university, complete and be eligible to receive a Federal Pell Grant.

Returning students that are Colorado residents are eligible to receive up to \$400 per term (three terms per academic year). Students must meet residency requirements and be enrolled as full-time, day-school students at JWU's Denver Campus. To be eligible for the JWU Colorado Opportunity Grant students must complete and submit a Free Application for Federal Student Aid (FAFSA) by March 14, 2008 and demonstrate financial need.

This grant is available only to Colorado residents. The Denver Campus of Johnson & Wales University is the only campus in the JWU system eligible for this grant on behalf of enrolled Colorado residents.

State Grants/Scholarships: Students from the following state may be eligible for state grant money:

- Connecticut
- Delaware
- Maine
- Maryland
- Massachusetts
- New Hampshire
- Pennsylvania
- Vermont
- Washington, D.C.

Contact the Higher Education Authority in your home state for more information.

Dollars for Scholars: Johnson & Wales University will match scholarship awards made to entering students by affiliated Dollars for Scholars chapters of Scholarship America.

International Association of Culinary Professionals Foundation (IACP)

Scholarship: The IACP Foundation awards one \$2,500 scholarship per campus, which is matched by Johnson & Wales. All criteria are determined by IACP. Applications are available through IACP and are due by December 1.

WORK PROGRAMS

Fellowship Program: Selection for this program is based on strong academic performance and successful completion of the internship. Applications are available at Practicum Properties or the Culinary Administration Office. Awards for 2008–2009 are up to \$9,000 and are renewable based on annual employee performance and 2.75 GPA maintenance.

Resident Assistant Program: Students are selected for this program based on strong academic performance and residence hall experience. Applications are available from the department of Housing and Residential Education. Awards range from \$6,600–\$9,300 and are renewable based on annual employee performance.

Student Assistant Employment Program: Scholarships are awarded to all students selected for this program. No application is necessary, but a résumé is requested by the hiring department for consideration. Selection is based on strong academic performance and the possession of necessary skills. Awards for 2008–2009 are up to \$3,000 and are renewable based on annual employee performance and 2.50 GPA maintenance.

Teaching Assistant Program: Selection for this program is based on strong academic performance and successful completion of the internship. Applications are available at Practicum Properties or the Culinary Administration Office. Awards for 2008–2009 are up to \$7,500 and are renewable based on annual employee performance and 2.75 GPA maintenance.

SATISFACTORY ACADEMIC PROGRESS

A student must meet the listed standards while enrolled at Johnson & Wales University. Students in certificate or degree programs may receive financial aid for not more than 150 percent of normal program completion time.

Type of Degree	150 percent Completion Time Credit Limit*
Associate	145 quarter credit hours
Bachelor's	275 quarter credit hours

**includes awarded transfer, attempted, and completed credits*

If a student exceeds the established 150 percent Completion Time Credit Limit before completing all degree requirements, the student will lose (and be ineligible to receive) financial aid for future terms. Programs vary; consult with Student Academic & Financial Services regarding your particular program.

In addition, students must maintain a specific Grade Point Average (GPA) throughout the maximum 150 percent time frame of program completion (see chart below). Credits attempted include awarded transfer, attempted, and completed credits.

Associate Degree

Credits attempted	Required GPA
20.6–41	1.26
41.1–71.5	1.50
72–107.5	1.75
107.6–114.5	2.0
115–144.5	*
145+	**

Bachelor's Degree

Credits attempted	Required GPA
20.6–41	1.26
41.1–143.5	1.50
144–215.5	1.75
216–224.5	2.0
225–274.5	*
275+	**

** Student may be allowed up to two consecutive probationary terms of satisfactory academic progress.*

*** Student loses financial aid eligibility.*

Students will be reviewed at the end of each enrolled term to determine they are meeting the aforementioned satisfactory academic progress criteria. If a student is nearing stated credit and GPA requirements, the student will be notified in writing and placed on probation for up to two consecutive terms. Following the two terms, if the student has exceeded the 150 percent completion requirement and/or has not met the GPA requirement, the student will not be eligible for financial aid for the future term(s), and will be notified in writing of their loss of eligibility. Students may remain eligible to register classes; however, alternative payment arrangements with Student Academic & Financial Services will need to be made.

Students who have extenuating circumstances during a period of probation may appeal to Student Academic & Financial Services. The appeal must be filed within two weeks upon notification of probation. The Review Committee will then respond to the appeal, in writing, within two weeks of receipt. Specific guidelines can be obtained by contacting Student Academic & Financial Services.

LEAVES OF ABSENCE

Time for an approved leave of absence will not be included in the calculation of a student's maximum program length.

REMEDIAL COURSES

Remedial courses are not included in a student's program of study or GPA and therefore, will not affect satisfactory academic progress.

Academic Information

CLASS SCHEDULES

Undergraduate classes for students are generally scheduled two-to-four days per week, Monday through Thursday. The typical schedule for all business and hospitality students, and culinary students not taking labs, is three or four courses per term. Students who are eligible to Web register are advised to maintain a full-time status (12 credits) to be eligible for financial aid.

Occasionally, make-up classes are scheduled, due to holidays or other missed days, to meet minimum classroom hour requirements. The dates of these rescheduled classes are available on uconnect. It is possible that at times a course may not be rescheduled and the student will be responsible for all work as outlined in the syllabus.

SUMMER SESSIONS

Optional summer session courses are offered by the university based on demand. Individual courses may not be offered in the summer if student interest or enrollment is not sufficient; as a result, summer completion cannot be guaranteed.

Students matriculating at Johnson & Wales are not granted credit for summer session courses taken at other institutions unless prior permission has been granted by the director of Student Academic & Financial Services.

COURSES TAKEN AT OTHER INSTITUTIONS

Undergraduate students requesting to take courses at another institution must submit their requests in writing to obtain prior written approval from the director of Student Academic & Financial Services. The following guidelines must be met:

- The student must have an overall grade point average above 2.25.

- There is a limit of three courses which may be taken during enrollment at the university.
- The course(s) must not be in the major field.
- The student may not have taken the course(s) previously at the university and received a grade of "F," "W," "WF," "I" or "GP."
- Courses cannot be taken locally unless JWU does not expect to offer the class before the student's anticipated graduation date.

Students must submit a request to take classes elsewhere form (which may be sent by fax or e-mail) which includes their ID number, descriptions of the courses they desire to take at another institution, the name of the institution, and any other pertinent details of their situation.

Students, as always, are responsible for meeting the requirements of satisfactory academic progress.

ATTENDANCE

Students are expected to attend every meeting of every class in which they are enrolled. The maximum number of absences for valid reasons is based on the quarter credit hours for the course, with the exception of experiential education assignments and laboratories, which have their own specific attendance criteria. Absences beyond the stated maximum for each course may jeopardize academic standing or financial aid.

The Center for Academic Support should be notified immediately of any necessary prolonged absences. The **Student Handbook** contains rules and regulations for frequent or prolonged absences from class.

Students are expected to familiarize themselves with attendance requirements outlined in the **Student Handbook**. The Student Handbook can be found online at www.jwu.edu/pdf/stuhdbk08_co.pdf.

UNDERGRADUATE GRADING SYSTEM

The grading system is as follows:

Letter Grade	Grade Range	Quality Points
A+	95–100	4.00
A	90–94	4.00
B+	85–89	3.50
B	80–84	3.00
C+	75–79	2.50
C	70–74	2.00
D+	65–69	1.50
D	60–64	1.00
F	0–59	0.00
W	Withdrawal	0.00
WF	Withdrawal/Fail	0.00
WP	Withdrawal/Pass	
I	Incomplete	
NC	No Credit	
GP	Grade Pending	
AU	Audit	
P	Proficiency	
S/U	Satisfactory/Unsatisfactory	
PL	Prior Learning Assessment	
CX	Challenge Exam Credit	
NG	Not Graded	

Grade reports are viewable on the JWU Student Academic & Financial Services Web site, uconnect.jwu.edu.

Honors Option (H)

If a course was taken as an Honors Program requirement, the grade received will be followed by “H” (for example, AH, BH).

Failure (F)

Issued if a student maintains required attendance but fails to achieve adequate scholastic progress. The grade is recorded permanently on the student’s academic record. Upon successful completion of the course at a later date, the cumulative average is adjusted to reflect only the passing grade. However, both grades will appear on the academic transcript. This system allows students to recover academically from poor terms and graduate within a reasonable amount of time.

Withdrawal (W), Withdrawal/Pass (WP), Withdrawal/Fail (WF)

In order to record attempted credits (including for purposes of determining satisfactory academic progress), a grade of W, WP, or WF is recorded when a student withdraws, or is withdrawn due to excessive absences,

from a registered course after its add/drop period has ended. Students withdrawing from graduate and postgraduate level courses are eligible for a W grade only. A W is a punitive and failing grade issued at the instructor’s discretion, and is entered permanently into the term and cumulative grade point averages. In order to qualify for a WP, the student must have an estimated grade of 60 or higher at the time of withdrawal. This grade is not entered into the term and cumulative grade point averages. If the estimated grade is below 60, the student will be issued a WF, which is entered into the term and cumulative grade point averages as a failing grade until successful completion of the course at a later date.

Incomplete (I)

Issued to students if they are unable to complete course requirements (because of authorized absences due to service commitment or illness). Outstanding work must be completed within two weeks of the exam class day (or six days in a culinary laboratory class) or the grade will automatically become an “F.”

No Credit (NC)

A non-punitive designation issued to a student who has been authorized to withdraw from class, or the university, due to extenuating circumstances or who has withdrawn from the university prior to mid-term.

Grade Pending (GP)

A temporary mark given when the completion of course requirements is still underway. A grade pending is not calculated into the cumulative average and is generally used under extreme, extenuating circumstances. If a grade is not submitted to replace the “GP” within one year, it will automatically become an “F.”

Audit (AU)

Issued when no academic credit is granted. The academic work required in an audit situation is at the discretion of the individual faculty member. Audited classes require normal tuition fees, and must be scheduled during the regular scheduling process. Prerequisite course requirements must be met. Not applicable for laboratory classes.

Proficiency (P)

Granted for achievement of multiple levels of skills in progression where the self-paced approach is in effect. This grade is not calculated into the cumulative average.

Prior Learning (PL)

Students may earn credits for the knowledge or skills they have mastered outside the classroom through volunteer work, employment, travel programs, organizations or other comparable sources.

Satisfactory/Unsatisfactory (S/U)

Used for designated courses throughout the university.

Challenge Exam (CX)

Granted for specifically designated courses upon successful completion of department challenge exams.

No Grade (NG)

"NG" is issued temporarily when there is no grade provided by the faculty member. This grade is not factored into the student's GPA.

ACADEMIC AND PERFORMANCE TRANSCRIPTS

A transcript is a representation of a student's entire academic record while at Johnson & Wales. The university employs two types of transcripts: academic and performance.

An academic transcript reflects a student's unabridged academic history at the institution, including all letter grades. A performance transcript identifies the practical skills, including writing, associated with a student's academic coursework. Skills are graded as "developing," "validated," "mastered" or "not tested." The purpose of a performance transcript is to better represent the practical skills obtained by the student.

Official transcripts are printed on official paper and then placed in sealed envelopes issued directly to the student or authorized designee. Official transcripts may be released only upon written request of the student; this is done in accordance with the Family Educational Rights and Privacy Act

(FERPA). The university does not charge a fee for transcripts. Students are only allowed 10 transcripts per year. Transcripts will not be released if a student is not current in all financial obligations to the university. Transcripts are not official if faxed. Allow three business days for processing. Students intending to pick-up transcripts in person must make the request in person at Student Academic & Financial Services or complete a transcript request.

Unofficial transcripts may be obtained via the JWU Student Services Web site, uconnect.jwu.edu.

ACADEMIC STANDARDS

The university expects all students, part time or full time, to meet minimum standards of academic achievement. Students are in good academic standing if they maintain a 2.0 or better cumulative grade point average, which is a graduation requirement. All freshman students begin in good academic standing.

Withdrawals (Page 40), grades of "incomplete" (Page 40), failures (Page 40), repeated courses (Page 42), and transfer courses (Page 44) may affect a student's academic standing and progress. Remedial courses are not included in a student's program of study and therefore will not be reflected in the student's GPA. Johnson & Wales does not offer courses on a pass/fail basis.

ACADEMIC PROBATION

The student will be placed on academic probation if his or her GPA is less than 2.0, but higher than suspension standards. All students placed on probation will be advised by their academic counselor and will be offered appropriate resources. Students may matriculate on probationary status for no more than three consecutive terms.

During the time of academic probation, the student's progress is monitored by the Committee on Academic Standing. This committee determines whether to impose academic suspension or permanent academic dismissal if academic achievement standards are not met.

Students on probation who achieve a 2.0 or better GPA will return to good academic standing. Students on academic probation will need to meet with academic counselors before registering for courses. Web registration is not available to students on academic probation until they meet with an academic counselor.

SUSPENSION

Students will be placed on suspension if the student's GPA is below a 1.00 after the first term; if the student's GPA is below a 1.25 after the second term; if the student's GPA is below a 1.50 after the third term. The suspended student is not allowed to matriculate at the university and is expected to work on academic deficiencies. The student must petition the Committee on Academic Standing in order to reinstate and matriculate at the university. The student must provide documentation of academic improvement.

COURSE REPETITIONS AND INCOMPLETES

Grades earned or skills developed as a student may be substituted for the previous course failures in the calculation of the student's grade point average. The repeated course will be calculated as a course attempted for purposes of determining satisfactory academic progress. The student may not extend their program beyond one-and-one-half times the normal program length.

MITIGATING CIRCUMSTANCES

The Committee on Academic Standing may waive interim satisfactory standards for circumstances of poor health, family crisis, or other significant occurrences beyond the control of the student. Documentation of the mitigating event and demonstration by the student of the adverse impact on the student's satisfactory progress must be provided.

Suspended students, after one term of non-matriculation, may appeal in writing to the Committee on Academic Standing. Dismissed students may appeal in writing to the Academic Appeals Committee. All letters should be received in Student Academic & Financial Services no later than six weeks after dismissal. Committee decisions are final.

Students who reinstated into the university will be placed on "Academic Warning" and will be allowed to schedule for 13.5 credits in academic classes or 15 in laboratory classes. In addition, students are required to attend a mandatory study skills strategies seminar and tutoring in the content areas. Failure to complete this requirement will result in immediate dismissal. These students risk permanent dismissal from the university if they are unable to meet the academic guidelines.

ACADEMIC ACHIEVEMENT STANDARDS

**Status: first term of enrollment
(attempting 0–20.5 credits)**

End of Term Outcome

below 1.00 = suspension
1.00–1.99 = 1st term on probation
2.00 or higher = good standing

Status: first term on probation

End of Term Outcome

below 1.00 = dismissal
1.00–1.25 = suspension
1.26–1.99 = 2nd term on probation
2.00 or higher = return to good standing

Status: second consecutive term on probation

End of Term Outcome

0–1.25 = dismissal
1.26–1.49 = suspension
1.50–1.99 = 3rd term on probation
2.00 or higher = return to good standing

Status: third consecutive term on probation

End of Term Outcome

0–1.50 = dismissal
1.51–1.99 = suspension
2.00 or higher = return to good standing

COURSE REPEAT PROBATION

Undergraduate students will be allowed no more than three (3) attempts to complete each course successfully. Students who pass a course, but wish to improve their grade, may repeat the course if it is available. The highest grade earned will be calculated into the grade point average.

REQUIRED COURSES

Students who fail a course after a second attempt will be assigned an academic standing hold and will be placed on academic probation. Basic Mathematics, CSL, CAR and ENG0001 English Writing Workshop courses are not included in this policy and students have the opportunity to retake these courses more than three times.

DISMISSAL

Students who fail the same course after a third attempt may be academically dismissed.

SUSPENSION

Students who attempt the same course three times and earn grades of W, WP, WF or any combinations of W's, WP's, WF's, or F's will be assigned an academic standing hold; these students may be subject to academic suspension if the course is not successfully completed during the next course offering.

APPEALS

Students can appeal their academic suspension or dismissal if extenuating circumstances exist. These appeals are made to the Academic Appeal Committee. A student may appeal only once, and the decision of the committee is final.

CONCENTRATIONS

In programs that require a concentration, students will be given the following options in the event that they cannot successfully complete a concentration course requirement at the third attempt:

1. Make an alternate concentration course selection (if available) or
2. Select a new concentration to meet degree requirements.

COURSES NOT REQUIRED

If the attempted course is not a specific degree requirement, the student will be unable to attempt the course again. The student must then select an alternate course to meet degree requirements.

GRADUATION REQUIREMENTS

If the attempted course is a mandated graduation requirement such as Community Service Learning, Career Management courses, Sanitation Certification or Writing Workshop,

the student has a maximum of nine (9) terms to complete the course.

UNIT OF CREDIT

The university measures academic progress using the quarter credit hour system. Courses are offered in three formats and may combine two or more of those formats, which are: lecture, laboratory and experiential.

Generally, one quarter credit represents 10 hours of instruction, which includes class lecture and additional activities; one quarter credit hour equals two laboratory hours or three experiential hours. Furthermore, all courses require additional hours of study and preparation outside of the classroom or learning environment.

RESIDENCY REQUIREMENT

Candidates for associate degrees must earn their final 31.5 quarter hours of credit as enrolled students, half of which must be in the major area of study. Candidates for the bachelor of science degree must earn their final 45 quarter hours of credit as enrolled students, of which 22.5 quarter hours of credit must be in the major area of study.

GRADUATION REQUIREMENTS

All students **must** submit an online diploma application **one academic year** prior to their graduation term in order to receive a diploma. Students must file one application for **each** expected degree (i.e. associate, bachelor's, masters). The application ensures that students are reviewed for graduation at the correct time, that correct information is presented on the diploma and that it is mailed to the correct address.

Graduation requires successful completion of a prescribed sequence of study and a minimum 2.00 grade point average. Students with a cumulative GPA below 2.00 will be in noncompliance with the criteria for good academic standing and may be subject to academic dismissal. Furthermore, as required

by your program, all students must successfully complete the community service learning requirement, career management course sequences (CAR1001 and CAR0010), and any and all requirements as indicated in the catalog (for example, culinary/pastry/hospitality students are required to take Food Safety & Sanitation Management, FSM1065, and must pass a national certification exam recognized by the Conference for Food Protection to fulfill graduation requirements.)

All associate level degrees require the completion of a minimum of 90 quarter credits. All bachelor's level degrees require a minimum of an additional ninety (90) quarter credits, for a total of 180 quarter credits. While most major programs have variations that require slightly more quarter credits for completion, no program requires fewer than the 90/180 quarter credit minimum.

All students must be current in all financial obligations to the university, including tuition, fees and other expenses, before a diploma will be issued.

Permission to participate in commencement exercises does not imply that graduation requirements have been met.

WRITING REQUIREMENT

Students who graduate with a bachelor of science degree must leave Johnson & Wales with effective writing skills. Thus the university has a graduation writing requirement for all students graduating with a bachelor's degree. During placement testing, students are evaluated and may be placed into ENG0001, an English review course designed to prepare students for college-level writing.

To further assist students to meet the graduation writing requirement, all students entering or transferring to the university are required to achieve a minimum score of "validated" in a performance transcript assessment prior to graduating with a bachelor of science degree. These writing skills will be assessed in ENG1021 Advanced Composition and Communication. Students who do not achieve a score of "validated" must enroll in ENG0001 until a "validated" score is achieved on the performance transcript assessment.

HONORS

Eligible degree candidates receive *cum laude*, *magna cum laude* and *summa cum laude* recognition according to their academic average. Students with the designated GPA receive honors as follows: *cum laude*, 3.40–3.60; *magna cum laude*, 3.61–3.80; and *summa cum laude*, 3.81–4.00.

TRANSFER & CAREER PREREQUISITES

Students who intend to transfer to other colleges or enroll in graduate schools after graduation must determine the requirements of those institutions and plan their programs of study accordingly. Johnson & Wales University makes no claim or guarantee for transfer credit to other academic institutions. Similarly, students who intend to take state or foreign business, trade, or professional licensing examinations should determine the prerequisites of those jurisdictions prior to selecting programs of study.

Students who are interested in transferring to JWU should see Page 20 for information on transfer admissions.

DEAN'S LIST

In recognition of scholastic achievement, full-time students (carrying a minimum of 12 quarter credit hours) at Johnson & Wales who have achieved a term GPA of 3.40 or above receive Dean's List commendation.

HONORS PROGRAM

This program offers academically talented students the opportunity to explore challenging and stimulating courses. Eligible applicants must have taken two college prep mathematics courses and one college prep English course, maintained an average of B or better, placed in the top 25 percent of their high school graduating class, submitted SAT or ACT scores above the national average, and entered JWU in the fall of their freshman year.

Honors students enroll in honors sections of some general studies courses and may choose the honors option (H-option) in other courses.

Students enrolled in the Honors Program often receive preference for on-campus interviews, tutorial positions, resident assistant positions, freshman housing and residence hall roommate assignments. Early graduation is possible through accelerated coursework.

Two honors designations are available upon graduation. To receive the “Honors Scholar” designation, graduating seniors must successfully complete a number of general studies honors courses in addition to some H-option courses. To receive the “University Honors Scholar” designation, graduating seniors must also successfully complete RSCH3001 and submit an accepted Honors Thesis.

Business/Hospitality

At the bachelor’s level, students must complete a total of 12 honors/H-option courses for a designation as an Honors Scholar. Honors students who also submit an accepted scholarly paper receive the University Honors Scholar designation.

Culinary Arts/Baking & Pastry Arts

At the associate level, students must complete a total of nine honors/H-option courses, including labs, for a designation.

At the bachelor’s level, students must complete a total of 16 honors/H-option courses/labs for a designation as an Honors Scholar. Honors students who also submit an accepted scholarly paper receive the University Honors Scholar designation.

CONCENTRATIONS

The College of Business offers 13.5 quarter credit hour concentrations in Advertising, Business Communication, Business-to-Business Selling, Entrepreneurship, Fashion Communications, Fashion Product Development, Financial Services Management, Global Marketing, Marketing Communications, Marketing Management, Marketing Research, Operations Management and Performance Excellence.

The Hospitality College offers 13.5 quarter credit hour concentrations in Beverage Service Management; Entrepreneurship; Food and Beverage Management; International Hospitality Operations Management; Resort Management; Sales, Meeting and Event Management; and Sports & Entertainment Marketing.

The School of Arts & Sciences offers 13.5 quarter credit hour concentrations in Applied Mathematics, Career Writing, Global Perspectives, Leadership Studies and Psychology. These concentrations allow students to pursue in depth areas of general studies in which they have special interest or aptitude.

NOTE: Majors not eligible for specific concentrations are listed in the “notes” section following each concentration’s requirements.

Successful completion of a concentration is recorded on the student’s transcript upon graduation.

ACADEMIC HONOR SOCIETIES

The **Silver Key Honor Society** recognizes full-time associate degree students who have achieved a 3.60 cumulative average for their first three terms of study.

The **Golden Quill Honor Society** recognizes full-time bachelor of science degree candidates who have achieved a 3.60 cumulative average for their first three terms of baccalaureate study.

Alpha Beta Kappa is a national honor society which recognizes superior student academic achievement, character and leadership. The society may also elect a limited number of faculty, staff and alumni as honorary members.

Special Honors And Rewards Program (SHARP)

SHARP is an honors program designed for qualified undergraduate students who wish to accelerate their programs to complete degree requirements in less than the normally required time. This is accomplished by increasing the student’s course load each

term as scheduling permits. SHARP results in savings of time and expenses for eligible students. Day program students accepted into SHARP may register for up to 25.0 credits during the fall, winter and spring terms with no additional fees. Interested students must complete a SHARP application, returning the completed form to Student Academic & Financial Services. The following students are eligible for SHARP:

1. Incoming freshmen who are honors graduates of approved secondary schools, have been elected to their state or national honor society, or have maintained a minimum GPA of 3.0
2. New transfer students who maintained full-time enrollment at a previous institution and each term earned a cumulative GPA equivalent to Dean's List status for that institution
3. Students at Johnson & Wales who have maintained full-time enrollment and a 3.40 cumulative GPA at the end of each term

If a student does not exercise this option, SHARP eligibility may continue provided that the student maintains continuous full-time matriculation while maintaining a cumulative 3.40 GPA after all terms. The benefits provided by SHARP are not applicable during the summer sessions, during full-time practicum or internship terms, for independent studies, or for an additional culinary laboratory class. Preferred scheduling and graduation acceleration are not guaranteed.

Failure to maintain a cumulative GPA of 3.40 or better after each term will cause the student to become permanently ineligible for the benefits provided by SHARP. Student Academic & Financial Services will only notify a student of their withdrawal from the SHARP program via his or her JWU e-mail account, and it is the student's responsibility to drop extra credits, if registered, to avoid incurring additional charges.

ACADEMIC FUNCTIONS

Summer Orientation programs are held for new students during the months of June–August prior to the fall term. Additionally, the fall term Week of Welcome program aids in acclimating students to their new environment and preparing them for coursework. During the winter and spring terms, a one-day Check-In program is held.

Commencement is held at the end of each academic year. At these exercises, degree candidates are recognized. Participation in commencement exercises does not imply that graduation requirements are met.

AWARDS

Johnson & Wales University recognizes superior academic achievement and outstanding contributions in extracurricular activities by granting the following awards at a private ceremony held prior to commencement:

The **Founders' Trophy** is presented to upperclass students who, by their serious approach to career education and perseverance in their objectives, embody the ideals and principles expressed by the founders of Johnson & Wales University.

The **President's Trophy** is awarded to upper-class students who have displayed outstanding academic capacity, extracurricular leadership and purposefulness, cooperation, and strong college spirit.

The **Trustees' Awards**, in memory of the faithful service to the university of trustees Gov. Christopher Del Sesto and Dr. Anthony Kemalian, are given to the students who have made the greatest contributions in service to the university.

Academic Performance Awards recognize graduating students who have achieved the highest cumulative GPA and are recommended by the faculty.

The **Pen and Podium Award** for Excellence in Communication is given to be a graduating senior selected by the School of Arts & Sciences faculty in recognition of outstanding development and demonstration of communication skills within academic and/or competitive settings.

The **Golden Eagle Award for Excellence in Journalism** is given to a graduating senior selected by the School of Arts & Sciences faculty in recognition of outstanding contributions in writing and reporting for the Eagle's View and Eaglet, JWU's two newsletters, that show commitment to the mission and core values of Johnson & Wales University's Denver Campus.

The **Da Vinci Award for Excellence in Math and Science** is given to a graduating senior selected by the School of Arts & Sciences faculty in recognition of skills in math and science.

The **Vollrath Award** was established in 2002 to support and encourage Johnson & Wales University culinary and pastry arts students in their pursuit of academic excellence. This award recognizes high-achieving students who are employed in food service and engaged in the life of the university and their community. Additional requirements: GPA must be 2.75 or better, two years back-of-the-house experience, currently working in the field, participate in at least two university events.

The **Outstanding Culinary Nutrition Student Award** is presented to an outstanding Culinary Nutrition bachelor's degree recipient who best exemplifies excellence in academics, devotion to community service, and enthusiastic university spirit.

The **International Business Student Award** is presented by the faculty of the College of Business to the graduating senior within each major area of academic study who best exemplifies academic achievement within their chosen field of study, a commitment to participating in university life and bettering the community in which they live.

The **Management Student Award** is presented by the faculty of the College of Business to the graduating senior within each major area of academic study who best exemplifies academic achievement within their chosen field of study, a commitment to participating in university life and bettering the community in which they live.

The **Marketing Student Award** is presented by the faculty of the College of Business to the graduating senior within each major area of academic study who best exemplifies academic achievement within their chosen field of study, a commitment to participating in university life and bettering the community in which they live.

Senior Scholar Award: This group award goes to members of the senior class who have shown outstanding scholarship and leadership across their major area of study. These individuals are recognized for their accomplishments not only in the class but in outside activities as well.

The **Golden Pineapple Award** is presented to an outstanding Restaurant, Food & Beverage Management bachelor's degree recipient who best exemplifies excellence in academics, devotion to community service, and enthusiastic university spirit.

The **Spirit of Hospitality Award** is presented to an outstanding Sports, Entertainment, and Event Management bachelor's degree recipient who best exemplifies excellence in academics, devotion to community service, and enthusiastic university spirit.

The **Future Global Hotelier Award** goes to an outstanding Hotel & Lodging Management bachelor's degree recipient who best exemplifies excellence in academics, devotion to community service, and enthusiastic university spirit.

The Hospitality College presents the **Experiential Learning Champion** to the graduating students who best maximized internship, externship, co-op, and part-time employment opportunities with hospitality industry employers during the course of their career at the university.

NOTICE OF NONDISCRIMINATION

Johnson & Wales University does not discriminate unlawfully on the basis of race, religion, color, national origin, age, sex, sexual orientation, gender identity or expression, or disability, in admission to, access to, treatment of, or employment in its programs and activities. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Compliance Officer, Johnson & Wales University, One Cookson Place, Sixth Floor, Providence, RI 02903, 401-598-1423.

(The term "sexual orientation" shall mean and be limited to having an orientation for or being identified as having an orientation for heterosexuality, bisexuality or homosexuality. This Nondiscrimination Policy shall not be interpreted to prohibit Johnson & Wales University from maintaining separate facilities, sports teams, housing, university-based social fraternities and sororities, and other programs and facilities, for males and females, in accordance with the provisions of Section 16-38-1.1 of the General Laws of Rhode Island, as the same may be amended from time to time, or similar laws applicable in other states where the university conducts operations.)

Student Services

CENTER FOR ACADEMIC SUPPORT

The Center for Academic Support (CAS) offers a variety of support services for all students. These services include advising, success plans, testing and accommodations for students with disabilities.

CAS's goal is to support students in their efforts to develop and maximize their talents, empower them to direct their own learning, and lead them to pathways of success. With emphasis on success, graduates acquire lifelong behaviors and attitudes which are recognized by employers as desirable.

SERVICES OFFERED:

- Testing
 - Placement testing
 - Challenge testing
 - Prior learning
 - Accommodation testing
- Advising
 - Faculty advisement of students
- Accommodations for students with disabilities with appropriate documentation, including, but not limited to:
 - Oral/extended time for exams
 - Note-taking accommodations
 - Tape recorders
 - Taped texts
 - Voice recognition software
 - Preferential scheduling
- The Center for Academic Support
 - Free tutoring: individual, group and walk-in
 - Coordinated study groups
 - Workshops in stress management, time management, note-taking and test-taking strategies

The Center for Academic Support complements students' academic and technical training by sharpening their ability to position themselves in today's competitive marketplace. Programs centered around personal and career success assist students in achieving those accomplishments.

At Johnson & Wales, our message to students is "Your Success is Our Success." Academic Achievement is a vehicle to assist students to succeed while at Johnson & Wales and throughout life.

SPECIAL NEEDS/DISABLED STUDENTS

Johnson & Wales is dedicated to providing reasonable accommodations to allow learning disabled, physically disabled and other challenged students to succeed in academic pursuits. While maintaining the highest academic integrity, the university strives to balance scholarship with support services which will assist special needs students in functioning in the university's academic environment.

Because some programs of study at the university have technical standards and requirements, applicants and students with special needs or physical disabilities should contact the Center for Academic Support at 303-256-9461 to discuss the availability of reasonable accommodations or to obtain documentation guidelines, where appropriate. Copies of the technical standards applicable to various programs are available from this office. For more information on technical standards, see Pages 92–93.

CAREER DEVELOPMENT

The Career Development Office provides a variety of career services and work experience programs to assist students in obtaining successful employment at graduation and managing continued career progression.

Career Services Components include

- A series of Career Management Education courses designed to prepare students to navigate all aspects of the job search process.
- Networking opportunities with industry professionals through on-campus recruiting events, including Part-time Job Fair, the annual Career Conference and the Spring Expo.

- Internships designed to provide students with practical work experience in their chosen field of study while earning academic credit for the experience.
- Career coaching resources providing personalized mentoring on a variety of career-related topics.

Hundreds of employers — representing hospitality, culinary arts and business — visit the campus each year. They not only participate in recruiting events, but also serve as guest lecturers and classroom speakers. These activities provide students with a real-world view of industry as well as opportunities to connect with industry professionals and career options.

Career services and planning are offered to students from their first day at Johnson & Wales. Assistance is provided to assist students in obtaining successful employment during the year and after graduation.

HEALTH & WELLNESS CENTER

MEDICAL RECORDS

Prior to enrollment, the university requires that all new, full-time students — residents and commuters alike — submit proof of a physical exam within the last year, including documented proof of two doses of the MMR vaccine, a tetanus booster within the past 10 years, completion of the hepatitis B series, history of chicken pox or completion of the chicken pox vaccine series and a negative tuberculosis test or chest X-ray within the past six months.

These records must be complete prior to admission. Strongly recommended but not required immunizations include hepatitis A and meningitis. All medical records are confidential and cannot be reviewed or released without written permission.

TREATMENT

The Health & Wellness Center is located in the Wildcat Center. The office provides limited health care services, maintains student health records, and makes provisions for students requiring special medication, treatment or referrals. The Health & Wellness Center serves resident and commuter students.

INTERNATIONAL STUDENT SERVICES

The university assists international students to adhere to USCIS regulations, maintain their student visa status and access all the benefits permitted by their student visa. In addition, information sessions on employment, tax and other immigration and orientation issues will be offered on an as-needed basis.

Study Abroad Programs

The Study Abroad Office at the Providence Campus works with all academic colleges at every campus to offer a portfolio of study abroad programs to Johnson & Wales students at all campuses. Program information and applications are available at www.jwu.edu/international/study. Students attending other campuses should contact the department chair of their college for specific program information. In addition, interested students can contact the Study Abroad Office for personal study abroad counseling.

ORIENTATION

The Johnson & Wales University – Denver Campus New Student Orientation program is designed to help new students transition into the intellectual, cultural and social climate of Johnson & Wales University; to encourage student learning and development; and to prepare students for a career-focused education. Students who feel a sense of belonging tend to adapt faster to their new environment, perform better academically and persist to graduation. Students are introduced to many university administrators, faculty, staff and student leaders who provide valuable information on academic studies, student life and university policies. Summer Orientation and Fall Week of Welcome programs have been planned to aid in students' transition.

Social activities are also scheduled throughout the orientation program. Many are designed to help students meet other first-year students. Also, parents are invited to attend parent orientation meetings with university administrators during Summer Orientation and Fall Week of Welcome.

HOUSING & RESIDENTIAL EDUCATION

Full-time professional staff, as well as student Resident Assistants (RAs), reside in the residence halls to assist students with their residential living experience and help support the students' transition from home to college.

Helping to create and promote community, RAs act as resources; plan educational, cultural and social programs; and help enforce community standards. Resident students are asked to assist in maintaining a safe, secure and comfortable living environment for all by communicating regularly with staff concerning safety, maintenance and custodial concerns.

Students who have been convicted of certain felonies (or have had certain felony-type charges sustained in a juvenile proceeding), such as crimes of violence, serious drug offenses and sex offenses, are not eligible to live in university housing.

Residence Hall Access

Residence hall entrances are locked 24/7 and protected by electronic access security measures. Residents are authorized to offer entrance to their guests only. Knowingly offering entrance to or aiding entrance for a non-resident is a serious violation of residence hall policy.

Housing Contract

The Housing Contract is a binding agreement, effective upon signing, which covers the entire academic year, even though room charges are billed and payable by term. Students in attendance at the university will be responsible for room charges for the entire academic year, even if the student does not occupy the room, for whatever reason, voluntary or involuntary, either prior to or during the academic year.

Students attending a term abroad, a co-op or externship will not be charged room and board fees for that term if their participation is outside of Denver's seven county metro area, but will be committed to the balance of the contract upon return.

The refund policy for official withdrawal from the university is listed on Page 29. Students who re-enter the university in the same academic year will have their Resident Student Contract take effect from the date of readmittance.

Room Assignments

Room assignments are in effect for the entire academic year, but students may request room changes at certain times during the term, based upon availability. The university and the director of Housing & Residential Education or assigned designee reserve the right to assign or reassign rooms as necessary.

The university does not accept or place co-ed room requests.

Guest and Visitor Policy

All resident students who have guests visiting University Housing must ensure that their guests comply with all rules and regulations of the university. Resident students will be held responsible for actions of their guests.

Guests and visitors must be approved and have consent of all roommate(s). Students may request permission for their guest(s) to participate in university activities or events on campus. Depending on the nature of the event, the student may be asked to sign in the guest upon admittance.

Johnson & Wales University reserves the right to deny and/or limit this visitation privilege.

CAMPUS SAFETY

The Denver Campus Safety Office is open 24 hours a day, 365 days a year. Students who have questions or need help should call 303-256-9500. The officers of the department provide crime prevention assistance and first response support for unusual incidents on campus. Incidents of an emergency nature should be reported to Denver Police at 911, followed by contacting Campus Safety at 303-256-9500.

Students are encouraged to assist in their own personal safety and the safety of others by

- Considering personal property identification/ protection when possible
- Traveling in well-lit areas and in groups
- Carrying ID and room key at all times
- Avoiding illegal and/or excess use of alcohol or other drugs
- Unpropping propped doors
- Adhering to the guest and visitor policy
- Reading and understanding campus crime bulletins when advised.

In compliance with the Crime Awareness and Campus Security Act of 1990, Johnson & Wales University publishes an Annual Security Report which discloses information about campus security policies and procedures, and statistics concerning whether certain crimes took place on or adjacent to and accessible from the campus. A copy of the report may be obtained from the Campus Safety Office and/or Student Affairs Office or online at www.jwu.edu/denver/stu_safe.htm.

TRANSPORTATION

Johnson & Wales University provides transportation for university-arranged functions and student activities events.

Public Buses

The Regional Transportation District provides regular bus service through a six-county region which includes Denver County. For more information call 303-299-6000 or visit www.rtd-denver.com.

Rail

Daily Amtrak service operates from Union Station at 18th and Wynkoop streets. Amtrak: 303-534-2812; reservations: (800) USA-RAIL or visit www.amtrak.com.

Air Travel

Denver's airport is located less than 20 miles northeast of campus at 8500 Pena Blvd. Phone: 303-222-2000 or visit www.flydenver.com.

Campus Activities and Athletics

The Department of Campus Activities serves multiple functions within the Johnson & Wales University community in support of student needs, activities and campus programs.

The office provides professional support for Johnson & Wales students in their co-curricular pursuits, as well as exposure to and participation in social, cultural, educational and recreational programs. Programs and services offered by Campus Activities include

- Recognized Student Organizations (RSO)
- Student Union
- On-campus entertainment & activities
- Educational programming
- Family Weekend, Winter Week, Spring Fling
- Theme weeks and months
- Greek life

Students are required to present their ID cards in order to participate in student programs and services.

INTRAMURAL SPORTS

The university sponsors a variety of intramural sports that include flag football, dodgeball, basketball and kickball. Intramural sports are open to all Johnson & Wales students. Registration dates are posted at the beginning of each respective season in residence halls and the Student Union. Volunteers to officiate, keep score and assist with the intramural program are also invited to register and get involved.

VARSITY ATHLETICS

The Denver Campus sponsors the four varsity sports listed below as a member of the National Association of Intercollegiate Athletics. The teams compete throughout the Midwest against schools from states such as Colorado, Kansas, Nebraska, Utah, Texas and Missouri.

- Men's basketball
- Women's basketball
- Men's volleyball
- Women's volleyball

CLUB SPORTS

The Denver Campus currently offers

- Baseball
- Cheerleading
- Dance Team
- Men's soccer
- Women's soccer
- Softball

RECREATION

Denver Campus recreational programs include

- Outdoor adventures program
- Self-defense classes
- Ski trips
- Yoga
- Aerobics

The Wildcat Center also has a fitness room with the following exercise equipment available for your use:

- Weight-training machines
- Free weights
- Treadmill
- Aerodyne bicycle
- Stationary bicycle
- Elliptical Cross Trainers

Programs of Study

ADVERTISING & MARKETING COMMUNICATIONS

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Advertising & Marketing Communications bachelor's degree program provides students with a wide range of knowledge and practical skills related to the development and execution of integrated marketing communications plans, which embrace the promotional elements of advertising, public relations, direct marketing, sales promotion, interactive marketing and personal selling.

Upon completion of the program, graduates are expected to demonstrate the ability to

- develop integrated marketing communication strategies
- create integrated marketing communications messages
- analyze, interpret, and make recommendations based on primary and secondary research data

Specific skills developed include the planning and buying of media, writing publicity and cause-related material, managing market research projects, developing Web-based and viral advertising programs, producing concepts for print and broadcast advertisements, and writing creative strategy statements.

Students have the opportunity to hone these skills while participating in a term-long externship, held at a wide variety of host sites.

Upon graduation, students may be employed by media organizations, advertising agencies, or marketing communications companies in positions that utilize these skills. Typical areas of interest include entry-level positions in account management, account planning, media planning/buying, media sales and creative services.

Students should use their career electives and free electives to create a meaningful, customized career concentration. The university's academic planner will facilitate these selections.

An important component of this program's educational experience is the general studies courses taught by the School of Arts & Sciences. Graduates are expected to show competencies in higher order thinking, communications, ethics, global diversity, responsible citizenship, leadership and artistic responsibility. The following literacies should also be demonstrated: sociocultural, quantitative, scientific and informational.

CONCENTRATIONS FOR ADVERTISING & MARKETING COMMUNICATIONS MAJORS

- Business-to-Business Selling (Page 87)
- Entrepreneurship (Page 87)
- Global Marketing (Page 88)
- Operations Management (Page 88)

ADVERTISING & MARKETING COMMUNICATIONS

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
ADVC1010 Marketing Communications I	4.5
ADVC1011 Marketing Communications II	4.5
ADVC1021 Public Relations Concepts	4.5
ADVC2025 Public Relations Cases and Plans	4.5
ADVC3001 Creativity in Advertising	4.5
ADVC3003 Advertising Campaigns	4.5
ADVC4015 IMC Seminar I	4.5
ADVC4016 IMC Seminar II	4.5
CGRA3050 Desktop Publishing	4.5
MRKT1001 Principles of Marketing	4.5
MRKT1002 Consumer Behavior	4.5
MRKT2050 Qualitative Research	4.5
MRKT3005 Brand Marketing	4.5
MRKT3055 Quantitative Research	4.5
MRKT4001 Strategic Marketing	4.5
MRKT4076 Marketing Externship	9.0
Career Two courses with an ECAR attribute	
Electives selected from offerings within the College of Business	9.0

RELATED PROFESSIONAL STUDIES

ACCT1021 Business Accounting I and Lab	5.5
ACCT1022 Business Accounting II and Lab	5.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
FIT1000 Information Technology for Business Professionals I	4.5
FIT1020 Information Technology for Business Professionals II	4.5
LAW2001 The Legal Environment of Business I	4.5

Choose one of the following three options: 13.5

IBUS4090 International Business Experience	
OR	
MRKT4099 Marketing Career Co-op	
OR	
Concentr. Three courses selected from declared College of Business concentration offerings	

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature	
OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
PHIL3040 Ethics of Business Leadership	4.5
Math One math course at the MATH1002 level or higher	4.5
Science One SCI-designated course	4.5

Elective	One course with an EASC attribute selected from offerings within the School of Arts & Sciences which may be used to form an arts & sciences concentration	4.5
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Choose one of the following: 4.5

History	One HIST-designated course	
Literature	ENG1001 or one LIT-designated course	

Choose one of the following: 4.5

PSYC2001	Introductory Psychology	
SOC2001	Sociology I	

Total Credits 189.5

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

BAKING & PASTRY ARTS

(College of Culinary Arts)

ASSOCIATE IN SCIENCE (A.S.) DEGREE

The associate degree program in Baking & Pastry Arts provides students with practical education in baking and pastry production, while developing professionalism and excellence in academic achievement. Hands-on training is paired with academic courses resulting in a curriculum that is both dynamic and directly aligned with industry needs.

First-year Baking & Pastry Arts students rotate through one term of academics, which includes Baking Science, Food Safety and Sanitation and two terms of hands-on laboratory classes. Emphasis is placed on skills development and techniques of combining basic ingredients to produce classical French pastries, basic breads, cakes and plated desserts.

The second year emphasizes advanced techniques in classical and international preparation and production of cakes, tortes, sugar work, chocolate and confections. Academic courses include leadership studies, a science elective, communication skills, and food and beverage cost control. During pastry experiential learning, students participate in actual public food service operations in preparation for future careers.

Upon graduation from the Baking & Pastry Arts associate degree program, a variety of positions are attainable in hotels, clubs and resorts, retail bakeries, restaurants and wholesale pastry shops.

Eligible graduates may apply for entrance into the bachelor of science in Baking & Pastry Arts (Providence Campus), the bachelor of science in Baking & Pastry Arts & Food Service Management, or the bachelor of science in Culinary Nutrition program (students must complete associate degree culinary lab courses and NUTR2001). Certain requirements pertain to each of these bachelor's degree programs, which are noted in their respective program descriptions.

COOPERATIVE EDUCATION

Eligible second-year Baking & Pastry Arts students may apply for a Selective Career Cooperative Education assignment in place of the Baking & Pastry Arts Externship. These cooperative education assignments allow students to gain academic credit as well as invaluable work experience. Selected students work a minimum of 40 hours per week on a schedule established by their co-op employer. To be eligible to apply for the domestic co-op program, students must maintain a cumulative grade point average of 2.75, maintain a clean record of behavior as defined by the Student Code of Conduct and must have completed all prerequisite coursework.

Students participating in a co-op may select from a list of preapproved sites or may apply for a self-site. These include hotels, restaurants, country clubs, resorts, spas, casinos, contract food service providers and retail bakeries.

The international co-op experience offers a select group of Baking & Pastry Arts students a practical, work-related, experiential training opportunity at select locations, which are chosen by the university. In addition to meeting specific college eligibility requirements, students interested in completing co-op in a targeted country must exhibit the necessary conversational language skills of that country, must maintain a 3.25 cumulative grade point average and have a minimum of one year of work experience in a full-service bakery or similar experience in a hotel, resort or restaurant.

TEACHING ASSISTANT AND FELLOW SCHOLARSHIP PROGRAM

Each year, administrators in the College of Culinary Arts select Teaching Assistant candidates from among the top students of the graduating class in the Culinary Arts and Baking & Pastry Arts associate degree programs. Students who are continuing their education at the university as Teaching Assistants must be enrolled in a day school program. Qualified Teaching Assistants may advance to Fellow during their senior year. These opportunities allow students to help defray the costs of advanced study while developing their supervisory/management skills.

BAKING & PASTRY ARTS

A two-year program leading to the associate in science degree

MAJOR COURSES		CREDITS
BPA1100	Principles and Techniques of Bread Production	7.5
BPA1200	Classical French Pastries	7.5
BPA1300	Hot and Cold Dessert Presentations	7.5
BPA1400	Introduction to Cake Decorating and Petits Fours	7.5
BPA2100	Advanced Cake Decorating and Classical French Tortes	7.5
BPA2200	Chocolate and Sugar Artistry and Showpieces	7.5
Pastry Arts Applications*		13.5
BPA2366	Pastry Arts Internship/Externship	
BPA2396	Pastry Arts Cooperative Education	

RELATED PROFESSIONAL STUDIES

CAR1001	Principles of Career Management	2.0
FSM1065	Food Safety and Sanitation Management**	1.5
FSM2025	Food and Beverage Cost Control	4.5

GENERAL STUDIES

ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
LEAD2001	Foundations of Leadership Studies	4.5
MATH1002	A Survey of College Mathematics	4.5
SCI1055	Baking Science	4.5
Science	One SCI-designated course	4.5

Total Credits **98.0**

NOTE: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in MATH1002.

* Students select or are assigned to one of the Pastry Arts Applications for 13.5 quarter credit hours of the program.

** Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

FOUR-YEAR OPTIONS:

- Baking & Pastry Arts (Providence Campus)
- Baking & Pastry Arts & Food Service Management (Page 59)
- Culinary Nutrition (Page 68)
- Food Marketing (Providence or N. Miami Campus)
- Food Service Entrepreneurship (Providence Campus)

GARNISH YOUR DEGREE

12-MONTH PROGRAM IN

BAKING & PASTRY ARTS

Johnson & Wales University offers a specialized, limited enrollment, baking & pastry arts program for college graduates in Denver, Colorado. This program leads to the associate in science degree, and is designed for students who have already been awarded a bachelor's degree. Students typically receive transfer credit for most of their general studies course work.

The Garnish Your Degree Baking & Pastry Arts degree program is designed to provide practical education in baking and pastry production, through a program of study that builds proficiency in baking and pastry production, cost control, and sanitation. Students are introduced to techniques of combining basic ingredients to produce classical French pastries, basic breads, cakes and plated desserts. Included are advanced techniques in classical and international preparation and production of cakes, tortes, sugar artistry, chocolate and confections.

The program consists of four terms beginning in September. Terms I, II and III consist of laboratory and related professional studies classes. During Term IV, students will take co-op or externship. Academic areas include baking science, cost controls and sanitation, as well as professional development, where students are introduced to a career management system.

Students begin to use skills acquired in the first, second and third terms by participating in an externship. These experiences at approved sites will provide practical, on-the-job training with opportunities for a variety of experience in a segment of the food industry, including hotels, resorts, spas, restaurants, country clubs, contract food service providers and casinos.

GARNISH YOUR DEGREE

BAKING & PASTRY ARTS

A 12-month program leading to the associate in science degree.

MAJOR COURSES		CREDITS
BPA1100	Principles and Techniques of Bread Production	7.5
BPA1200	Classical French Pastries	7.5
BPA1300	Hot and Cold Dessert Presentations	7.5
BPA1400	Introduction to Cake Decorating and Petit Fours	7.5
BPA2100	Advanced Cake Decorating and Classical French Tortes	7.5
BPA2200	Chocolate and Sugar Artistry and Showpieces	7.5
Pastry Arts Applications*		13.5
BPA2366	Pastry Arts Internship/Externship	
BPA2396	Pastry Arts Cooperative Education	

RELATED PROFESSIONAL STUDIES		
CAR1001	Principles of Career Management	2.0
FSM1065	Food Safety and Sanitation Management**	1.5
FSM2025	Food and Beverage Cost Control	4.5

GENERAL STUDIES		
ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
LEAD2001	Foundations of Leadership Studies	4.5
MATH1002	A Survey of College Mathematics	4.5
SCI1055	Baking Science	4.5
Science	One SCI-designated course	4.5

Total Credits	98.0
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* Students select or are assigned to one of the Pastry Arts applications for 13.5 quarter credit hours of the program.

** Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

BAKING & PASTRY ARTS & FOOD SERVICE MANAGEMENT

*(College of Culinary Arts and
The Hospitality College)*

BACHELOR OF SCIENCE (B.S.) DEGREE

The Baking & Pastry Arts & Food Service Management program combines the strength of baking & pastry arts and management in order to prepare students for a management career in front- or back-of-the-house. Graduates of the Baking & Pastry Arts & Food Service Management program can obtain positions in a variety of areas that include, but are not limited to, bakeshop manager, executive pastry chef, catering manager, pastry chef, and beverage manager.

The curriculum provides ample opportunity for the food service professionals of tomorrow to build upon their leadership and management abilities, baking techniques, critical thinking, personal accountability and ethical behavior, problem-solving techniques, strong financial analysis skills and customer awareness. The Baking & Pastry Arts & Food Service Management degree develops a solid baking & pastry foundation and management philosophy in its graduates and prepares them for bright and rewarding careers.

This program allows students to receive a world-class baking & pastry arts and hospitality education. Its strength is that students receive several senior-level capstone experiences in baking & pastry arts, hospitality operations and strategic management.

CONCENTRATION OPTIONS

- Beverage Service Management (Page 89)
- Entrepreneurship (Page 89)
- Food and Beverage Management (Page 89)
- Resort Management (Page 89)
- Sales, Meeting & Event Management (Page 90)
- Sports & Entertainment Marketing (Page 90)

BAKING & PASTRY ARTS & FOOD SERVICE MANAGEMENT

A four-year program leading to the bachelor of science degree for two-year **Baking & Pastry Arts** program graduates

First two years:

Associate in Science Degree in
Baking & Pastry Arts (Page 56) 98.0

Third and fourth years:

MAJOR COURSES	CREDITS
FSM3001 Food Service Management Systems and Human Resource Applications	4.5
FSM4061 Advanced Food Service Operations Management	4.5
HOSP3050 Hospitality Strategic Marketing	4.5
HOSP4060 Hospitality Management Seminar	4.5
Hospitality Three courses selected from Concentr. declared concentration (see previous page)	13.5
Hospitality Three courses with an EHSP Electives* attribute selected from offerings within The Hospitality College	13.5

RELATED PROFESSIONAL STUDIES

ACCT1011 Hospitality Accounting I and Lab	5.5
ACCT1012 Hospitality Accounting II and Lab	5.5
ACCT3025 Hospitality Financial Management	4.5
CAR0010 Career Management Capstone	1.0
LAW2010 Hospitality Law	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
PHIL3040 Ethics of Business Leadership	4.5
PSYC2001 Introductory Psychology	4.5
SPAN1011 Conversational Spanish I: Specialized Vocabulary**	4.5

Choose two of the following***: 9.0

MATH2001 Statistics	
SOC2001 Sociology I	
History One HIST-designated course	
Literature ENG1001 or one LIT-designated course	

Total Credits	97.5
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Four-Year Credit Total	195.5
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*Elective courses must total 13.5 credits and may include study abroad, experiential education, any courses with an EHSP attribute selected from within The Hospitality College or a concentration listed on the previous page.

**Spanish is the required language.

NOTE: Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

BUSINESS ADMINISTRATION

(College of Business)

The Business Administration one-year program prepares students for a variety of business career options. Students enrolled in the one-year program may elect to continue their education toward any College of Business bachelor of science degree. It is an ideal course of study for those students who plan to pursue a bachelor's degree but have not yet chosen a business career specialization.

Courses in the one-year program are carefully integrated to include an overall introduction to business administration with a number of complementary areas of study.

Through the university's career management system, experienced faculty are available to assist students in making an educated decision in the selection of their bachelor's degree curriculum in alignment with each student's future career goals.

Students enrolled in the program must elect to continue their education toward any College of Business bachelor of science degree during their third term of enrollment.

BUSINESS ADMINISTRATION

All students enrolled in the Business Administration program pursue the following program of study for one year (three terms). Students must declare a major no later than the second term of study.

MAJOR COURSES		CREDITS
LAW2001	The Legal Environment of Business I	4.5
MGMT1001	Principles of Management	4.5
MRKT1001	Principles of Marketing	4.5

RELATED PROFESSIONAL STUDIES		
ACCT1021	Business Accounting I and Lab	5.5
ACCT1022	Business Accounting II and Lab	5.5
FIT1000	Information Technology for Business Professionals I	4.5
FIT1020	Information Technology for Business Professionals II	4.5

GENERAL STUDIES		
ECON1001	Macroeconomics	4.5
ENG1020	English Composition	4.5
ENG1030	Communication Skills	4.5
Math	One math course at the MATH1002 level or higher	4.5

Total Credits	51.5
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NOTE: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

BACHELOR'S DEGREE OPTIONS:

- Advertising & Marketing Communications (Page 54)
- Entrepreneurship (Page 70)
- Fashion Merchandising & Retail Marketing (Page 72)
- International Business (Page 76)
- Management (Page 78)
- Marketing (Page 80)

CRIMINAL JUSTICE

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

The goal of the criminal justice program is to graduate students who are prepared for meaningful careers in law enforcement, the court system or corrections. Through this course of study, students are expected to acquire the communication, logic, critical thinking, and ethical reasoning skills essential for the understanding of criminal justice issues and for effective career performance. The program's judicious mix of criminal justice, business, technology, and arts & sciences courses is intended to enhance each student's appreciation of diversity, citizenship, leadership, science and technology, qualitative and quantitative analysis, and social and business culture.

The criminal justice program, in keeping with its unique curriculum and the varied career opportunities available to its graduates, and with the advice of both academic and career coaches, encourages students to concentrate in one or more of the concentrations offered by the School of Arts & Sciences or to pursue a collection of criminal justice electives which target the student's interests and goals. In addition, each criminal justice student has the opportunity to participate in an externship during spring term of the senior year.

The bachelor of science degree is beneficial when competing for a first job placement and for career advancement. Typical career tracks for graduates of the criminal justice program may include policing on the local, state or federal levels; court administration; corrections, probation or parole officers; private security and loss prevention managers; and social service providers.

CRIMINAL JUSTICE

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
LAW1002 Introduction to Criminal Justice	4.5
LAW1070 Criminal Courts	4.5
LAW1090 Law Enforcement	4.5

LAW2040 Corrections	4.5
LAW2050 Criminology	4.5
LAW3015 Criminal Procedure	4.5
LAW3025 Criminal Law	4.5
LAW4030 Criminal Justice Research Methods	4.5
LAW4080 Criminal Justice Senior Seminar	4.5

Choose three of the following: 13.5

LAW2085 Juvenile Justice	
LAW3033 Community Policing	
LAW3075 Criminal Investigation	
LAW3090 Evidence	
LAW3810 Topics in National Security	
LAW3820 Cyber Crimes	
LAW4033 Terrorism	
LAW4040 Criminalistics	
LAW4050 Advanced Topics in Criminal Justice	
LAW4060 Advanced Topics in Criminalistics	
LAW4090 Criminal Justice Externship	

RELATED PROFESSIONAL STUDIES

ACCT1021 Business Accounting I and Lab	5.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
FIT1000 Information Technology for Business Professionals I	4.5
FIT1005 Introduction to Keyboarding	1.5
MGMT1001 Principles of Management	4.5
MGMT2001 Human Resource Management	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ENG1001 An Introduction to Literary Genres	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
HIST3001 U.S. History from Colonial Times to 1876	4.5
History One HIST-designated course	4.5
HIST4020 American Government	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
PHIL3020 Logic: Critical Thinking	4.5
PHIL3040 Ethics of Business Leadership	4.5
PSYC2001 Introductory Psychology	4.5
PSYC2002 Abnormal Psychology	4.5
SOC2001 Sociology I	4.5
Math One math course at the MATH1002 level or higher	4.5
Science One SCI-designated course	4.5
Sociology One sociology course at the SOC2002 level or higher	4.5

FREE ELECTIVES

Six courses selected from 1000–4999 numbered offerings within the university 27.0

Total Credits 185.5

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Student must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

CULINARY ARTS

(College of Culinary Arts)

ASSOCIATE IN SCIENCE (A.S.) DEGREE

The associate degree program in Culinary Arts provides students with practical education in food production, while developing professionalism and excellence in academic achievement. Students progress through a program of study that builds proficiency in food production and cooking, cost control, nutrition, sanitation, food safety and food marketing. Hands-on training is paired with traditional academic courses resulting in a curriculum that is both dynamic and directly aligned with industry needs.

The focus of the first-year culinary lab classes is development and practice of cooking skills, complemented with the development of baking, dining and beverage service skills, which includes national certification in alcohol intervention procedures. The academic areas include mathematics, a science elective, English composition, career management and a national food safety certification.

Second-year laboratories include advanced techniques in classical and international cuisines, garde manger, patisserie/dessert and dining room, as well as the academic areas of leadership studies, personalized nutrition management, communication skills, and introduction to menu planning and cost control.

Students will participate in one term of experiential education, which they will perform in actual public food service operations in preparation for future careers.

Graduates of the associate degree program in Culinary Arts have the opportunity to gain immediate, successful employment in the food service industry, which would include, but are not limited to, a variety of positions in full service restaurants, hotels, clubs and resorts catering operations, quantity food production facilities, health spas and cruise lines.

Eligible graduates may apply for entrance into the bachelor of science degree programs in Baking & Pastry Arts or Culinary Nutrition through the College of Culinary Arts. Other bachelor of science degree options include Culinary Arts & Food Service Management through the College of Culinary Arts and The Hospitality College, and Food Service Entrepreneurship or Food Marketing, both offered at the Providence Campus through the College of Business. Certain requirements pertain to each of these bachelor's degree programs, which are noted in their respective program descriptions.

EXPERIENTIAL EDUCATION

Eligible second-year Culinary Arts students may apply for a Cooperative Education assignment in place of the Culinary Arts Externship. These cooperative education assignments allow students to gain academic credit as well as invaluable work experience. Selected students work a minimum of 40 hours per week on a schedule established by their co-op employer. To be eligible to apply for the domestic co-op program, students must maintain a cumulative grade point average of 2.75, maintain a clean record of behavior as defined by the Student Code of Conduct, and must have completed all prerequisite course work.

Students participating in co-op may select from a pre-approved list of sites or may apply for a self-site. These include hotels, restaurants, country clubs, resorts, spas, contract food service providers and casinos.

The international co-op experience offers a select group of Culinary Arts students a practical, work-related, experiential training opportunity at select locations throughout the world, which are chosen by the university. In addition to meeting specific college eligibility requirements, students interested in completing co-op in a targeted country must exhibit the necessary conversational language skills of that country, must maintain a 3.25 cumulative grade point average, and have a minimum of one year of work experience in a full-service restaurant or similar experience in a hotel or resort.

CULINARY INTERNATIONAL EXCHANGE

Each year, a select group of second-year students is chosen to participate in a student international exchange program with culinary arts schools in Ireland and France. For one term, JWU students attend classes in any of these countries. In exchange, students from these schools attend culinary classes at Johnson & Wales University. Selected students receive full academic credit for the term abroad.

TEACHING ASSISTANT AND FELLOW SCHOLARSHIP PROGRAM

Each year, administrators at the College of Culinary Arts select Teaching Assistant candidates from among the top students of the graduating class in the Culinary Arts and Baking & Pastry Arts associate degree programs. Students who are continuing their education at the university as Teaching Assistants must be enrolled in a day school program. Qualified Teaching Assistants may advance to Fellow during their senior year. These opportunities allow students to help defray the costs of advanced study while developing their supervisory/management skills.

CULINARY ARTS

A two-year program leading to the associate in science degree

MAJOR COURSES		CREDITS
CUL1315	Stocks, Sauces and Soups	3.0
CUL1325	Essentials of Dining Room	3.0
CUL1335	Traditional European Cuisine	3.0
CUL1345	Introduction to Baking & Pastry	3.0
CUL1355	New World Cuisine	3.0
CUL1365	Principles of Beverage Service*	3.0
CUL1375	Nutrition and Sensory Analysis	3.0
CUL1385	Fundamentals of Food Service Production	3.0
CUL1395	Purchasing and Product Identification	3.0
CUL1405	Skills of Meatcutting	3.0
CUL2215	Garde Manger	3.0
CUL2225	Classical French Cuisine	3.0
CUL2235	Advanced Dining Room Procedures	3.0
CUL2245	International Cuisine	3.0
CUL2255	Advanced Patisserie/Desserts	3.0

Culinary Arts Applications**		13.5
CUL2576	Culinary Arts Externship	
CUL2386	Culinary Arts International Exchange	
CUL2396	Culinary Arts Cooperative Education	

RELATED PROFESSIONAL STUDIES		
CAR1001	Principles of Career Management	2.0
FSM1065	Food Safety and Sanitation Management***	1.5
FSM2045	Introduction to Menu Planning and Cost Controls	4.5

GENERAL STUDIES		
ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
LEAD2001	Foundations of Leadership Studies	4.5
MATH1002	A Survey of College Mathematics	4.5
NUTR2001	Introduction to Nutrition	4.5
Science	One SCI-designated course	4.5

Total Credits	98.0
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* ServSafe Alcohol Certification course required.

** Students select or are assigned to one of the Culinary Arts Applications for 13.5 quarter credit hours of the program.

*** Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

NOTE: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in MATH1002.

FOUR-YEAR OPTIONS:

- Culinary Arts & Food Service Management (Page 66)
- Culinary Nutrition (Page 68)
- Food Marketing (Providence or N. Miami Campus)
- Food Service Entrepreneurship (Providence Campus)

GARNISH YOUR DEGREE 12-MONTH PROGRAM IN CULINARY ARTS

Johnson & Wales University offers a specialized, limited enrollment, culinary arts program for college graduates in Denver, Colorado. This program leads to the associate in science degree, and is designed for students who have already been awarded a bachelor's degree. Students typically receive transfer credit for most of their general studies course work.

The Garnish Your Degree Culinary Arts degree program is designed to provide hospitality graduates an opportunity to expand their knowledge in the area of food service, and graduates of other disciplines an opportunity to acquire the education they need for a career change.

The program consists of four terms beginning in September. Terms I, II and III consist of laboratory and related professional studies classes. During Term IV, students will take co-op or externship. Academic areas include menu planning and cost controls, nutrition and sanitation, as well as professional development, where students are introduced to a career management system.

Students begin to use skills acquired in the first, second and third terms by participating in an externship or cooperative educational experience. These experiences at approved sites will provide practical, on-the-job training with opportunities for a variety of experiences in both kitchen preparation areas and front-of-the-house operations.

GARNISH YOUR DEGREE CULINARY ARTS

A 12-month program leading to the associate in science degree.

MAJOR COURSES		CREDITS
CUL1315	Stocks, Sauces and Soups	3.0
CUL1325	Essentials of Dining Room	3.0
CUL1335	Traditional European Cuisine	3.0
CUL1345	Introduction to Baking & Pastry	3.0
CUL1355	New World Cuisine	3.0
CUL1365	Principles of Beverage Service*	3.0
CUL1375	Nutrition and Sensory Analysis	3.0
CUL1385	Fundamentals of Food Service Production	3.0
CUL1395	Purchasing and Product Identification	3.0
CUL1405	Skills of Meatcutting	3.0
CUL2215	Garde Manger	3.0
CUL2225	Classical French Cuisine	3.0
CUL2235	Advanced Dining Room Procedures	3.0
CUL2245	International Cuisine	3.0
CUL2255	Advanced Patisserie/Desserts	3.0

Culinary Arts Applications** 13.5

CUL2576	Culinary Arts Externship	
CUL2386	Culinary Arts International Exchange	
CUL2396	Culinary Arts Cooperative	

RELATED PROFESSIONAL STUDIES

CAR1001	Principles of Career Management	2.0
FSM1065	Food Safety and Sanitation Management***	1.5
FSM2045	Introduction to Menu Planning and Cost Controls	4.5

GENERAL STUDIES

ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
LEAD2001	Foundations of Leadership Studies	4.5
MATH1002	A Survey of College Mathematics	4.5
NUTR2001	Introduction to Nutrition Science	4.5
	One SCI-designated course	4.5

Total Credits 98.0

* ServSafe Alcohol Certification course required.

** Students select or are assigned to one of the Culinary Arts applications for 13.5 quarter credit hours of the program.

*** Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

CULINARY ARTS & FOOD SERVICE MANAGEMENT

*(College of Culinary Arts and
The Hospitality College)*

BACHELOR OF SCIENCE (B.S.) DEGREE

The Culinary Arts & Food Service Management program combines the strength of culinary arts and management in order to prepare students for a management career in front- or back-of-the-house. Graduates of the Culinary Arts & Food Service Management program can obtain positions in a variety of areas that include, but are not limited to, restaurant manager, kitchen manager, executive chef, food and beverage director, catering manager, room service manager, sous chefs, beverage manager and dining room manager.

The curriculum provides ample opportunity for the food service professionals of tomorrow to build upon their leadership and management abilities, cooking techniques, critical thinking, personal accountability and ethical behavior, problem-solving techniques, strong financial analysis skills and customer awareness.

The Culinary Arts & Food Service Management degree develops a solid culinary foundation and management philosophy in its graduates and prepares them for bright and rewarding careers.

The program allows students to receive a world-class culinary arts and hospitality education. The program's strength is that students receive several senior-level capstone experiences in culinary arts, hospitality operations and strategic management.

Students may choose to focus their studies by selecting their electives in such areas as food and beverage or entrepreneurship. The Food & Beverage Management concentration allows students to focus on this vital area of the hospitality industry. Courses are ideal for candidates interested in working with beverages, non-commercial, chain, franchises or restaurant operations.

CONCENTRATION OPTIONS

- Beverage Service Management (Page 89)
- Entrepreneurship (Page 89)
- Food and Beverage Management (Page 89)
- Resort Management (Page 89)
- Sales, Meeting & Event Management (Page 90)
- Sports & Entertainment Marketing (Page 90)

CULINARY ARTS & FOOD SERVICE MANAGEMENT

A four-year program leading to the bachelor of science degree for two-year **Culinary Arts** program graduates

First two years:

Associate in Science Degree in Culinary Arts (Page 63) 98.0

Third and fourth years:

MAJOR COURSES	CREDITS
FSM3001 Food Service Management Systems and Human Resource Applications	4.5
FSM4061 Advanced Food Service Operations Management	4.5
HOSP3050 Hospitality Strategic Marketing	4.5
HOSP4060 Hospitality Management Seminar	4.5
Hospitality Three courses selected from Concentr. declared concentration (see previous page)	13.5
Hospitality Three courses with an EHSP Electives* attribute selected from offerings within The Hospitality College	13.5

RELATED PROFESSIONAL STUDIES

ACCT1011 Hospitality Accounting I and Lab	5.5
ACCT1012 Hospitality Accounting II and Lab	5.5
ACCT3025 Hospitality Financial Management	4.5
CAR0010 Career Management Capstone	1.0
LAW2010 Hospitality Law	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
PHIL3040 Ethics of Business Leadership	4.5
PSYC2001 Introductory Psychology	4.5
SPAN1011 Conversational Spanish I: Specialized Vocabulary**	4.5

Choose two of the following: 9.0

MATH2001 Statistics	
SOC2001 Sociology I	
History One HIST-designated course	
Literature ENG1001 or one LIT-designated course	

Total Credits 97.5

Four-Year Credit Total 195.5

* Elective courses must total 13.5 credits and may include study abroad, experiential education, any courses with an EHSP attribute selected from within The Hospitality College or a concentration listed on the previous page.

** Spanish is the required language.

NOTE: Students must earn a performance transcript writing assessment of “validated” or “mastered” in order to graduate with a bachelor’s degree.

CULINARY NUTRITION

(College of Culinary Arts)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Culinary Nutrition program is a bachelor's degree option for students who have completed the associate degree program in either Culinary Arts or Baking & Pastry Arts (students must complete associate degree culinary lab courses and NUTR2001). In answer to industry and consumer demand for more healthy-menu choices, this program is designed for students who want to apply nutrition principles and scientific knowledge to their culinary skills. Students in their third and fourth years continue to develop sensory evaluation techniques, innovative food products and nutritional diagnostic skills.

The mission of the Culinary Nutrition program is to ensure that entry-level dietetic professionals possess the hands-on culinary and nutrition application skills to be effective food and nutrition practitioners.

Qualified students have the opportunity to replace their Advanced Cooperative Education Program experience with a summer term abroad program experience.

Upon completion of the Culinary Nutrition bachelor's degree program, students are prepared to work as personal chefs in industry test kitchens, health care facilities, spas and restaurants where an emphasis on nutrition is fundamental. They may also pursue dietetics and apply for a post-graduate dietetic internship program. Upon completion of this internship, graduates will qualify to take the National Dietetic Registration Exam. Dietetics is a challenging profession that applies the science of food and nutrition to the health and well-being of individuals and groups.

The Denver Campus Culinary Nutrition program has received developmental accreditation by the Commission of Accreditation for Dietetics Education (CADE) of the American Dietetic Association. The Denver Campus Didactic Program in Dietetics (DPD) meets the standards of education set by CADE. Graduates will be eligible for, but not guaranteed, a dietetic internship program. Following completion of an accredited internship, students must pass a national registration exam to earn the Registered Dietitian (RD) credential.

NOTE: All students interested in entering the Bachelor of Science in Culinary Nutrition program must complete and submit an application to the program director and meet all academic requirements. Selection is based on previous academic performance, industry experience and professional recommendations.

CULINARY NUTRITION

A four-year program leading to the bachelor of science degree for two-year **Culinary Arts** and **Baking & Pastry Arts*** program graduates

First two years:

Associate in Science Degree in
Culinary Arts (Page 63) or
Baking & Pastry Arts (Page 56) 98.0

Third and fourth years:

MAJOR COURSES	CREDITS
CUL3155 Vegetarian Cuisine	3.0
CUL3175 Designing Healthy Desserts	3.0
CUL4155 Athletic Performance Cuisine	3.0
CUL4165 Product Research and Development	3.0
CUL4175 Spa Cuisine	3.0
NUTR3030 Nutrition Assessment	4.5
NUTR3050 Life Span Nutrition	4.5
NUTR4030 Medical Nutrition Therapy	4.5

ADVANCED APPLICATIONS**

CUL4198 Advanced Culinary Nutrition Career Cooperative Education	13.5
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RELATED PROFESSIONAL STUDIES

CAR0010 Career Management Capstone	1.0
FSM3025 Food Science	4.5
FSM3035 Supervision for Food Service Professionals	4.5
FSM3040 Food Service Financial Systems	4.5

GENERAL STUDIES

ENG2010 Technical Writing	4.5
MATH2001 Statistics	4.5
PHIL3040 Ethics of Business Leadership	4.5
PSYC2001 Introductory Psychology	4.5
SCI2031 Anatomy and Physiology	4.5
SCI2045 Introduction to General and Organic Chemistry	4.5
SCI3040 Biochemistry	4.5
SCI3060 Food Microbiology	4.5
SOC2020 Culture and Food	4.5

Total Credits	97.0
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Four-Year Credit Total	195.0
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* Baking & Pastry Arts students must complete the first-year Culinary Arts laboratory portion of the Culinary Arts Advanced Standing program, NUTR2001, and sophomore culinary laboratory term, prior to entering the Culinary Nutrition bachelor of science degree program.

** Students may opt to apply for International Study Abroad.

NOTE: Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

ENTREPRENEURSHIP

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

As Entrepreneurship majors, students have opportunities to solve the kinds of problems that they would face when starting their own businesses, without the costly risks involved in the trial and error process. Through classroom discussions, case studies, guest speakers and opportunities to study abroad, students are guided by successful entrepreneurs as they learn how to avoid the classic errors in starting and operating a business.

The College of Business offers students the resources necessary to bring their business ideas to reality — technological, administrative and professional assistance. Through various programs, students have the opportunity to interact with real-world business clients, students and instructors.

Graduates with a bachelor of science degree in Entrepreneurship are better prepared to both operate their own business and act as a proponent of intrapreneurship within existing organizations. An integrated mix of custom entrepreneurial courses, traditional management and marketing classes, and extensive experiential (hands-on) opportunities (both inside and outside of required classes) prepares students for their careers as business starters and/or corporate intrapreneurs in an extensive variety of industries. Typically students enter in these varied career paths as junior managers-in-training for more responsible management positions.

An important component of the program's educational experience is the general studies courses taught by the School of Arts & Sciences. Graduates are expected to show competencies in higher order thinking, communications, ethics, global diversity, responsible citizenship, leadership and artistic responsibility. The following literacies should also be demonstrated: sociocultural, quantitative, scientific and informational.

Graduates of the program will

- demonstrate oral and written communication competencies in the development of a viable business plan
- apply logic and critical thinking to the basic qualitative and quantitative analysis of small business development and sustainability
- identify the various types of capital funding sources for start-up and existing businesses

CONCENTRATIONS FOR ENTREPRENEURSHIP MAJORS

- Advertising (Page 87)
- Global Marketing (Page 88)
- Marketing Communications (Page 88)
- Marketing Management (Page 88)
- Marketing Research (Page 88)
- Operations Management (Page 88)

ENTREPRENEURSHIP

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
ACCT1021 Business Accounting I and Lab	5.5
ACCT1022 Business Accounting II and Lab	5.5
ACCT3023 Managerial Accounting	4.5
ENTR1001 Introduction to Entrepreneurship	4.5
ENTR2030 The Business Plan	4.5
ENTR2040 Financing the Entrepreneurial Venture	4.5
ENTR3010 Small Business Consulting	4.5
ENTR3025 Business Expansion Strategies and Tactics	4.5
ENTR3030 Marketing Research for Entrepreneurs	4.5
ENTR4010 Managing Change and Innovation	4.5
ENTR4020 Global Entrepreneurship	4.5
MGMT1001 Principles of Management	4.5
MGMT2020 Organizational Behavior	4.5
MGMT2030 Service and Production Operations Management	4.5
MGMT3030 Managerial Technology	4.5
MGMT4020 Strategic Management	4.5
MRKT1001 Principles of Marketing	4.5
MRKT1011 Principles of Professional Selling	4.5
Business Concentr.	
Three courses selected from declared College of Business concentration or special entrepreneurship offerings	13.5

RELATED PROFESSIONAL STUDIES

CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
FIT1000 Information Technology for Business Professionals I	4.5
FIT1020 Information Technology for Business Professionals II	4.5
LAW2001 The Legal Environment of Business I	4.5
LAW3002 The Legal Environment of Business II	4.5
Electives	
Choose three electives from any 3000 or 4000 level courses from the College of Business or The Hospitality College	
OR	13.5
ENTR4089 Experiential Learning	
OR	
IBUS4090 International Business Experience	

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature	
OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
Math	
One math course at the MATH1002 level	4.5
PHIL3040 Ethics of Business Leadership	4.5

Science One SCI-designated course 4.5

Choose one of the following: 4.5

History One HIST-designated course

Literature ENG1001 or one LIT-designated course

Choose one of the following: 4.5

PSYC2001 Introductory Psychology

SOC2001 Sociology I

Elective One course with an EASC attribute selected from offerings within the School of Arts & Sciences which may be used to form an arts & sciences concentration 4.5

Total Credits 194.0

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

FASHION MERCHANDISING & RETAIL MARKETING

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Fashion Merchandising & Retail Marketing degree prepares students for middle-management or executive trainee opportunities within the retail or retail support industries.

Upon completion of the program, graduates are expected to demonstrate

- the ability to perform the necessary procedures required for retail operations
- knowledge of global fashion markets, designer contributions to the industry and manufacturing categories of fashion goods
- knowledge of marketing principles as applied to fashion goods
- the ability to identify, analyze and forecast future retail trends

Specific skills developed include retail merchandising, management, buying, promotion, advertising and stock control. Students have the opportunity to master these skills while participating in a term-long externship, held at a wide variety of host sites.

Upon graduation, students may be employed by retail organizations in positions that utilize these skills. Students possess the combination of academic theory and practical experience necessary for entry-level positions in retail management, merchandise buying, visual merchandising, distribution, product development and sales.

Students should use their electives to create a meaningful, customized career concentration. The university's career management system will facilitate these selections.

An important component of the program's educational experience is the general studies courses taught by the School of Arts & Sciences. Graduates are expected to show competencies in higher order thinking, communications, ethics, global diversity, responsible citizenship, leadership and artistic responsibility. The following literacies should also be demonstrated: sociocultural, quantitative, scientific and informational.

CONCENTRATIONS FOR FASHION MERCHANDISING AND RETAIL MARKETING MAJORS

- Advertising (Page 87)
- Business-to-Business Selling (Page 87)
- Entrepreneurship (Page 87)
- Global Marketing (Page 88)
- Marketing Communications (Page 88)
- Marketing Management (Page 88)
- Marketing Research (Page 88)
- Operations Management (Page 88)

FASHION MERCHANDISING & RETAIL MARKETING

A four-year program leading to the bachelor of science degree

MAJOR COURSES CREDITS

MGMT1001	Principles of Management	4.5
MRKT1001	Principles of Marketing	4.5
MRKT1002	Consumer Behavior	4.5
RTL1005	Retailing	4.5
RTL1010	Textiles	4.5
RTL1020	The Business of Fashion	4.5
RTL2010	Apparel Quality Analysis	4.5
RTL2063	Retail Industry Seminar	4.5
RTL2095	Retail Practicum Lab	4.5
RTL3010	Merchandise Buying	4.5
RTL3020	Merchandise Mathematics	4.5
RTL3030	Comparative Retail Strategies	4.5
RTL3055	Global Influences on Fashion History	4.5
RTL3076	Retail Externship	9.0
RTL4010	Retail Executive Decision Making	4.5
Choose two of the following*:		9.0
RTL1050	Visual Merchandising	
RTL2020	Fashion Design for the Apparel Industry	
MRKT1011	Professional Selling	
MRKT3005	Brand Marketing	

RELATED PROFESSIONAL STUDIES

ACCT1021	Business Accounting I and Lab	5.5
ACCT1022	Business Accounting II and Lab	5.5
CAR0010	Career Management Capstone	1.0
CAR1001	Principles of Career Management	2.0
FIT1000	Information Technology for Business Professionals I	4.5
FIT1020	Information Technology for Business Professionals II	4.5
LAW2001	The Legal Environment of Business I	4.5
LAW3002	The Legal Environment of Business II	4.5

Choose one of the following three options: 13.5

IBUS4090	International Business Experience	
OR		
MRKT4099	Marketing Career Co-op	
OR		
Concentr.	Three courses selected from declared College of Business concentration offerings	

GENERAL STUDIES

ECON1001	Macroeconomics	4.5
ECON2002	Microeconomics	4.5
ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
LEAD2001	Foundations of Leadership Studies	4.5

LEAD3010	Leadership Through Film and Literature	
OR		4.5
LEAD3020	Creative Leadership	

MATH2001	Statistics	4.5
Math	One math course at the MATH1002 level or higher	4.5

PHIL3040	Ethics of Business Leadership	4.5
Science	One SCI-designated course	4.5

Choose one of the following: 4.5

History	One HIST-designated course (except HIST4030)	
Literature	ENG1001 or one LIT-designated course	

Choose one of the following: 4.5

PSYC2001	Introductory Psychology	
SOC2001	Sociology I	
Elective	One course with an EASC attribute selected from offerings within the School of Arts & Sciences which may be used to form an arts & sciences concentration	4.5

Total Credits 189.5

* Student should review concentration requirements prior to selecting course.

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

HOTEL & LODGING MANAGEMENT

(The Hospitality College)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Hotel & Lodging Management bachelor's degree program focuses on current best practices for operational, strategic and staff management in lodging properties and companies. Lodging is defined as activities related to commercial, overnight accommodations of all types, including hotels, resorts and smaller lodging properties (e.g., boutique hotels, country inns, B&Bs, etc.).

The degree prepares graduates for employment in operational management or professional staff positions within commercial lodging companies of all types, as well as preparing them to move up to higher-level positions such as general manager and various corporate staff positions. Possible career tracks might relate to front office management, housekeeping, food and beverage management and affiliated activities such as concierge, spa management, property sales and marketing, convention services, meeting and event planning, resort activities, revenue management, controller, development, regional management, etc.

Graduates are expected to be able to utilize their technical and management skills, as well as apply critical thinking skills, ethical standards and problem-solving techniques within a lodging organization.

CONCENTRATIONS FOR HOTEL & LODGING MANAGEMENT MAJORS

This program allows students to select concentrations or co-ops that can lead to career growth within lodging companies or to enhance their initial and subsequent career opportunities. Students may elect to use some of their hospitality elective credits for a second concentration, a co-op experience or a summer abroad program.

At least one three-course Hospitality College concentration is required for graduation.

While all Hospitality College concentrations are available to students in this degree (see Pages 89–90), the following concentrations are recommended: Resort Management; International Hospitality Operations Management (summer program only); Sales, Meeting & Event Management or Food and Beverage Management.

CONCENTRATION OPTIONS

- Beverage Service Management (Page 89)
- Entrepreneurship (Page 89)
- Food and Beverage Management (Page 89)
- International Hospitality Operations Management (summer term only — Page 89))
- Resort Management (Page 89)
- Sales, Meeting & Event Management (Page 90)
- Sports & Entertainment Marketing (Page 90)

HOTEL & LODGING MANAGEMENT

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
FSM1065 Food Safety and Sanitation Management*	1.5
FSM2075 Hotel Food and Beverage Controls	4.5
FSM2085 Hotel Food and Beverage Operations	4.5
FSM4060 Hospitality Operations Management	9.0
HOSP1001 The Hospitality Field	4.5
HOSP1008 Customer/Guest Service Management	4.5
HOSP1010 Front Office Operations	4.5
HOSP2030 Hospitality Human Resources and Diversity Leadership	4.5
HOSP2011 Hospitality Sales and Meeting Management	4.5
HOSP2098 Hotel Externship	13.5
HOSP3033 Hospitality Property Operations	4.5
HOSP3077 Revenue Management	4.5
HOSP3050 Hospitality Strategic Marketing	4.5
HOSP4060 Hospitality Management Seminar	4.5
Hospitality Three courses selected from Concentr. declared concentration	13.5
Hospitality Two courses with an EHSP attribute	
Electives** selected from offerings within The Hospitality College	9.0

RELATED PROFESSIONAL STUDIES

ACCT1011 Hospitality Accounting I and Lab	5.5
ACCT1012 Hospitality Accounting II and Lab	5.5
ACCT3025 Hospitality Financial Management	4.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
LAW2010 Hospitality Law	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1001 An Introduction to Literary Genres	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature	
OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
PHIL3040 Ethics of Business Leadership	4.5
PSYC2001 Introductory Psychology	4.5
SPAN1011 Conversational Spanish I: Specialized Vocabulary	4.5
History One HIST-designated course (except HIST4030)	4.5
Math One math course at the MATH1002 level or higher	4.5
Science One SCI-designated course	4.5

FREE ELECTIVE

One course selected from 1002–4999 numbered offerings within the university (except ACCT1005, LAW1002, MGMT2001, MRKT1001) 4.5

Total Credits 191.0

* Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

** Elective courses allow students to enhance their education by earning a second concentration or by participating in a career co-op or in a term abroad program.

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

INTERNATIONAL BUSINESS

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

Students enrolling in the International Business program will become business fluent in a new, global business language and culture. The global business language offered is Spanish or another university-approved language. This language requirement pertains to all international business students, regardless of their current language expertise.

The first two years of this program introduce students to the world of international business, complemented by general education and specific language study. The final two years offer more advanced business courses with an international experience emphasis.

An important component of the program's educational experience is the general studies courses taught by the School of Arts & Sciences. Graduates are expected to show competencies in higher order thinking, ethics, responsible citizenship and leadership. The following literacies should also be demonstrated: sociocultural, quantitative, scientific and informational.

The graduate of the four-year International Business program is trained to assume entry-level management positions with firms operating in the global environment.

Students should use their electives to create a meaningful, customized career concentration. The university's career management system will facilitate these selections.

To qualify for acceptance and to remain in the program, students must meet the following criteria:

- JWU students must have at least a 2.75 GPA to transfer into the program.
- International students must have the equivalent of a 2.75 GPA.
- Freshmen entering the program must have maintained a 2.75 GPA in high school (or equivalent for international students)

CONCENTRATIONS FOR INTERNATIONAL BUSINESS MAJORS

- Advertising (Page 87)
- Business-to-Business Selling (Page 87)
- Entrepreneurship (Page 87)
- Marketing Communications (Page 88)
- Marketing Management (Page 88)
- Marketing Research (Page 88)
- Operations Management (Page 88)

INTERNATIONAL BUSINESS

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
ACCT3023 Managerial Accounting	4.5
IBUS2002 International Business	4.5
IBUS2040 International Culture and Protocol	4.5
IBUS4090 International Business Experience*	13.5
MGMT1000 Foundations of Business	4.5
MGMT1001 Principles of Management	4.5
MGMT2001 Human Resources Management	4.5
MGMT3030 Managerial Technology	4.5
MGMT4020 Strategic Management	4.5
MGMT4030 Senior Management Seminar	4.5
MRKT1001 Principles of Marketing	4.5
Language Language I and II**	9.0
Int. Bus. Select one concentration from the list on the previous page	13.5
Choose one of the following two options***: 13.5	
ECON2010 Economic Geography	
IBUS2030 Foreign Area Studies	
IBUS3050 Export Procedures and Practices OR	
HUM3020 Language and Cultural Immersion	

RELATED PROFESSIONAL STUDIES

ACCT1021 Business Accounting I and Lab	5.5
ACCT1022 Business Accounting II and Lab	5.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
FIT1000 Information Technology for Business Professionals I	4.5
FIT1020 Information Technology for Business Professionals II	4.5
LAW2001 The Legal Environment of Business I	4.5
LAW3055 International Business Law	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
Math One math course at the MATH1002 level or higher	4.5
PHIL3040 Ethics of Business Leadership	4.5
Science One SCI-designated course	4.5
Elective One course with an EASC attribute selected from offerings within the School of Arts & Sciences which may be used to form an arts & sciences concentration	4.5

Choose one of the following: 4.5

History One HIST-designated course
Literature ENG1001 or one LIT-designated course

Choose one of the following: 4.5

PSYC2001 Introductory Psychology
SOC2001 Sociology I

Total Credits 189.5

* Students meeting eligibility criteria may elect a Summer Term Abroad, Business Co-op or Summer Work Abroad program (SWAP). Otherwise, students must take a three-course concentration (13.5 total credits) selected from the College of Business or the School of Arts & Sciences.

** Students may choose from Spanish or other university-approved language.

*** Student should review concentration requirements prior to selecting course.

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

MANAGEMENT

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

The goal of the four-year Management program is to prepare graduates for a career in a variety of entry-level managerial positions in a wide range of firms. Students are expected to acquire the communication, critical thinking, and ethical reasoning skills essential for today's managers. The program's mix of coursework provides students with a broad understanding of the issues facing the business world.

An important component of the program's educational experience is the general studies courses taught by the School of Arts & Sciences. Graduates are expected to show competencies in higher order thinking, ethics, global diversity, responsible citizenship and leadership. The following literacies should also be demonstrated: sociocultural, quantitative, scientific and informational.

Students who maintain a grade point average of at least a 3.0 may have the opportunity to participate in a Management Career Focus and gain experiential education by completing a co-op in their area of interest. Options are also available for foreign travel through the term abroad program. All co-ops and summer terms abroad must be approved by the Career Development Office and the College of Business or the Study Abroad Office.

Regardless of what industry the student chooses to enter, an understanding of key business principles is critical to a successful career, whether it is vying for a first job placement or success later in life. A student may focus on studies leading to management positions in production operations, human resource, financial services and other service industries.

Students will choose one concentration from the following options. The university's career management system will facilitate these selections.

CONCENTRATIONS FOR MANAGEMENT MAJORS

- Advertising (Page 87)
- Business-to-Business Selling (Page 87)
- Entrepreneurship (Page 87)
- Global Marketing (Page 88)
- Marketing Communications (Page 88)
- Marketing Management (Page 88)
- Operations Management (Page 88)

MANAGEMENT

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
ACCT3023 Managerial Accounting	4.5
FISV2010 Finance	4.5
MGMT1000 Foundations of Business	4.5
MGMT1001 Principles of Management	4.5
MGMT2001 Human Resources Management	4.5
MGMT2020 Organizational Behavior	4.5
MGMT2030 Service and Production Operations Management	4.5
MGMT3030 Managerial Technology	4.5
MGMT3040 Process and Quality Management	4.5
MGMT3060 Human Resources Training and Development*	4.5
MGMT4001 Process Planning and Control*	4.5
MGMT4020 Strategic Management	4.5
MGMT4030 Senior Management Seminar	4.5
MGMT4070 Human Resources Management Strategy*	4.5
MGMT4099 Management Career Co-op**	13.5
MRKT1001 Principles of Marketing	4.5
Manage. Select one concentration from Concentr. previous page	13.5

RELATED PROFESSIONAL STUDIES

ACCT1021 Business Accounting I and Lab	5.5
ACCT1022 Business Accounting II and Lab	5.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
FIT1000 Information Technology for Business Professionals I	4.5
FIT1020 Information Technology for Business Professionals II	4.5
LAW2001 The Legal Environment of Business I	4.5
LAW3002 The Legal Environment of Business II	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
Math One course at the MATH1002 level or higher	4.5
PHIL3040 Ethics of Business Leadership	4.5
Science One SCI-designated course	4.5
Elective One course with an EASC attribute selected from offerings within the School of Arts & Sciences which may be used to form an arts & sciences concentration	4.5

Choose one of the following: **4.5**

History One HIST-designated course
Literature ENG1001 or one LIT-designated course

Choose one of the following: **4.5**

PSYC2001 Introductory Psychology
SOC2001 Sociology I

Total Credits **189.5**

* IBUS4090 (International Business Experience) may be substituted for MGMT3060, MGMT4001 and MGMT4070. See your department academic coach for details.

** Students meeting eligibility criteria may elect a Management Career Co-op, Summer Term Abroad, Internship or SWAP (Students Working Abroad Program) to satisfy requirements. Otherwise, students must take three additional career electives from the College of Business.

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

MARKETING

(College of Business)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Marketing bachelor's degree program provides students with a broad range of knowledge and practical skills related to the fundamentals of marketing including product, pricing, promotion, distribution and customer relationship management.

Upon completion of the program, graduates are expected to demonstrate the ability to

- develop, implement, analyze, interpret, and make recommendations based on secondary and primary research data using qualitative and quantitative methods
- analyze consumer decision-making and behavior
- prepare and conduct a professional sales presentation
- develop e-commerce, international and strategic marketing plans

Specific skills developed include managing market research projects, developing Web-based marketing programs, developing and executing brand strategies, and developing and managing comprehensive marketing plans. Students have the opportunity to hone these skills while participating in a term-long externship, held at a wide variety of host sites.

Upon graduation, students may be employed by retail, consumer goods, industrial or advertising companies in positions that utilize these skills. Typical areas of interest include entry-level positions in sales, market research, market analysis, product development or brand management.

Students should use their career electives and free electives to create a meaningful, customized career concentration. The university's career management system will facilitate these selections.

An important component of the program's educational experience is the general studies courses taught by the School of Arts & Sciences. Graduates are expected to show competencies in higher order thinking, communications, ethics, global diversity, responsible citizenship, leadership and artistic responsibility. The following literacies should also be demonstrated: sociocultural, quantitative, scientific and informational.

CONCENTRATIONS FOR MARKETING MAJORS

- Advertising (Page 87)
- Entrepreneurship (Page 87)
- Global Marketing (Page 88)
- Marketing Communications (Page 88)
- Marketing Management (Page 88)
- Operations Management (Page 88)

MARKETING

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
ADVC1010 Marketing Communications I	4.5
ADVC1011 Marketing Communications II	4.5
FISV2010 Finance	4.5
MRKT1001 Principles of Marketing	4.5
MRKT1002 Consumer Behavior	4.5
MRKT1011 Principles of Professional Selling	4.5
MRKT2020 Business-to-Business Marketing	4.5
MRKT2050 Qualitative Research	4.5
MRKT3005 Brand Marketing	4.5
MRKT3011 Direct Marketing	4.5
MRKT3040 e-Commerce	4.5
MRKT3055 Quantitative Research	4.5
MRKT4001 Strategic Marketing	4.5
MRKT4030 International Marketing	4.5
MRKT4076 Marketing Externship	9.0
Career Three courses with an ECAR attribute	
Electives selected from offerings within the College of Business	13.5

RELATED PROFESSIONAL STUDIES

ACCT1021 Business Accounting I and Lab	5.5
ACCT1022 Business Accounting II and Lab	5.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
FIT1000 Information Technology for Business Professionals I	4.5
FIT1020 Information Technology for Business Professionals II	4.5
LAW2001 The Legal Environment of Business I	4.5
MGMT1001 Principles of Management	4.5

Choose one of the following three options: 13.5

IBUS4090 International Business Experience	
OR	
MRKT4099 Marketing Career Co-op	
OR	
Concentr. Three courses selected from declared College of Business concentration offerings	

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature	
OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
Math One math course at the MATH1002 level or higher	4.5
PHIL3040 Ethics of Business Leadership	4.5
Science One SCI-designated course	4.5
Elective One course with an EASC attribute selected from offerings within the School of Arts & Sciences which may be used to form an arts & sciences concentration	4.5

Choose one of the following: 4.5

History One HIST-designated course (except HIST4030)	
Literature ENG1001 or one LIT-designated course	

Choose one of the following: 4.5

PSYC2001 Introductory Psychology	
SOC2001 Sociology I	

Total Credits 194.0

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

RESTAURANT, FOOD & BEVERAGE MANAGEMENT

(The Hospitality College)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Restaurant, Food & Beverage Management bachelor's degree program provides a unique combination of culinary skills and hospitality management. The focus is on current restaurant and food service management industry topics. The program also develops proficiency in the area of beverage management. Other areas of study include critical thinking, financial analysis, leadership and customer awareness in order to prepare students for a management career in the food service industry. According to the National Restaurant Association, the food and beverage industry is the largest U.S. employer besides the government.

This program includes a unique hands-on rotational externship experience at a local partner property.

Graduates are expected to be able to utilize their technical and management skills as well as apply critical thinking skills, ethical standards and problem-solving techniques within a food service operation. Graduates will also identify and communicate long-range vision and strategy for a food service company.

Value-added certifications within the degree include the ServSafe Alcohol Certification (a graduation requirement), the National Sanitation certification (recognized by the Conference for Food Protection), and the International School of Mixology Bartending Certificate.

CONCENTRATION OPTIONS

- Entrepreneurship (Page 89)
- Food and Beverage Management (Page 89)
- International Hospitality Operations Management (summer term only — Page 89)
- Resort Management (Page 89)
- Sales, Meeting & Event Management (Page 90)
- Sports & Entertainment Marketing (Page 90)

RESTAURANT, FOOD & BEVERAGE MANAGEMENT

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
FSM1001 Introduction to the Food Service Field	4.5
FSM1065 Food Safety and Sanitation Management*	1.5
FSM2055 Beverage Appreciation	4.5
FSM2080 Food Service Operations	4.5
FSM2098 Food Service Management Externship	13.5
FSM3020 Dining Service Management	4.5
FSM4061 Advanced Food Service Operations Management	4.5
FSM4880 Beverage Operations Management	4.5
CUL1315 Stocks, Sauces and Soups	3.0
CUL1335 Traditional European Cuisine	3.0
CUL1355 New World Cuisine	3.0
CUL1385 Fundamentals of Food Service Production	3.0
CUL1395 Purchasing and Product Identification	3.0
CUL4045 Spirits and Mixology Management	4.5
HOSP1008 Customer/Guest Service Management	4.5
HOSP2011 Hospitality Sales and Meeting Management	4.5
HOSP2030 Hospitality Human Resource and Diversity Leadership	4.5
HOSP3050 Hospitality Strategic Marketing	4.5
HOSP4060 Hospitality Management Seminar	4.5
Hospitality Three courses selected from Concentr. declared concentration	13.5
Hospitality Two courses with an EHSP attribute	
Electives** selected from offerings within The Hospitality College	9.0

RELATED PROFESSIONAL STUDIES

ACCT1011 Hospitality Accounting I and Lab	5.5
ACCT1012 Hospitality Accounting II and Lab	5.5
ACCT3025 Hospitality Financial Management	4.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
LAW2010 Hospitality Law	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1001 An Introduction to Literary Genres	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
PHIL3040 Ethics of Business Leadership	4.5
PSYC2001 Introductory Psychology OR	4.5
SOC2001 Sociology I	

SPAN1011	Conversational Spanish I: Specialized Vocabulary	4.5
History	One HIST-designated course (except HIST4030)	4.5
Math	One math course at the MATH1002 level or higher	4.5
Science	One SCI-designated course	4.5

FREE ELECTIVE

One course selected from 1002–4999 numbered offerings within the university (except ACCT1005, LAW1002, MGMT2001)	4.5
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Total Credits	197.0
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* Students must pass a national exam that is recognized by the Conference for Food Protection as a graduation requirement.

** Elective courses allow students to enhance their education by earning a second concentration or by participating in a career co-op or in a term abroad program.

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of “validated” or “mastered” in order to graduate with a bachelor’s degree.

SPORTS/ ENTERTAINMENT/ EVENT MANAGEMENT

(The Hospitality College)

BACHELOR OF SCIENCE (B.S.) DEGREE

The Sports/Entertainment/Event Management bachelor's degree program prepares students to manage many areas of major sports facilities and resorts, as well as organize national and international events like the World Cup, the Grammy Awards or the Olympics. Coursework enables graduates to apply the primary tools and fundamental understanding of the four basic areas of sport, entertainment or event development, planning and management.

In this four-year program the curriculum includes core courses in event management, facilities management, media relations, negotiations and entertainment management.

Students tailor their degrees toward their chosen careers by complementing the core curriculum with such electives as professional sports management, sports and entertainment marketing, ceremony and protocol, athletic coaching administration, and hospitality sales and meeting management. This enables them to demonstrate personal discipline, professionalism, accountability, and ethical behavior in a sport, entertainment or event management environment.

Students further specialize by choosing a hospitality concentration. This experience allows them to use analytical thinking skills to create, develop, plan, manage, operate and evaluate the critical elements of a successful sport, entertainment or event organization.

The program culminates in an exciting, term-long, off-site experiential learning under the direction of an industry professional that allows students to apply the skills they've learned and prepares them to launch their careers. The co-op focuses on the ability to identify, document and successfully communicate personal and professional short- and long-term vision and strategies for a successful career in sport, entertainment or event management. Graduates have worked for professional sports teams, entertainment venues, resorts and conference centers.

CONCENTRATION OPTIONS

- Entrepreneurship (Page 89)
- Food and Beverage Management (Page 89)
- International Hospitality Operations Management (summer term only — Page 89)
- Resort Management (Page 89)
- Sales, Meeting & Event Management (Page 90)
- Sports & Entertainment Marketing (Page 90)

SPORTS/ENTERTAINMENT/ EVENT MANAGEMENT

A four-year program leading to the bachelor of science degree

MAJOR COURSES	CREDITS
HOSP1008 Customer/Guest Service Management	4.5
HOSP2030 Hospitality Human Resource and Diversity Leadership	4.5
HOSP3050 Hospitality Strategic Marketing	4.5
HOSP3850 Negotiations and Agreements	4.5
SEE1001 Introduction to Sports/Entertainment/Event Management	4.5
SEE2010 Facilities Operations	4.5
SEE2020 Event Management	4.5
SEE2030 The Entertainment Industry	4.5
SEE3008 Sports/Entertainment/Event Management Ancillary Services and Revenues	4.5
SEE3010 Ticket Sales and Operations	4.5
SEE3045 Media Relations	4.5
SEE4060 Sports/Entertainment/Event Management Seminar	4.5
SEE4099 Sports/Entertainment/Event Management Externship	13.5
Select one of the following options:	9.0
HOSP3020 Trade Show/Exposition Management	
SEE3040 Special Event Management: Ceremony and Protocol OR	
SEE3060 Concert and Event Production	
SEE4050 Public Assembly Facility Management OR	
SEE3020 Professional Sports Management	
SEE3030 Athletic Coaching and Administration	
Hospitality Concentr.	Three courses selected from declared concentration 13.5
Hospitality Electives*	Two courses with an EHSP attribute selected from offerings within The Hospitality College 9.0

RELATED PROFESSIONAL STUDIES

ACCT1021 Business Accounting I and Lab	5.5
ACCT1022 Business Accounting II and Lab	5.5
ACCT3020 Managerial Finance	4.5
CAR0010 Career Management Capstone	1.0
CAR1001 Principles of Career Management	2.0
LAW2010 Hospitality Law	4.5

GENERAL STUDIES

ECON1001 Macroeconomics	4.5
ECON2002 Microeconomics	4.5
ENG1001 An Introduction to Literary Genres	4.5
ENG1020 English Composition	4.5
ENG1021 Advanced Composition and Communication	4.5
ENG1030 Communication Skills	4.5
LEAD2001 Foundations of Leadership Studies	4.5
LEAD3010 Leadership Through Film and Literature OR	4.5
LEAD3020 Creative Leadership	
MATH2001 Statistics	4.5
PSYC2001 Introductory Psychology	4.5
PHIL3040 Ethics of Business Leadership	4.5
SOC2001 Sociology I	4.5
History	One HIST-designated course
Math	One math course at the MATH1002 level or higher 4.5
Science	One SCI-designated course 4.5

FREE ELECTIVE

One course selected from 1002–4999 numbered offerings within the university (except ACCT1005, ADVC1021, LAW1002, MGMT2001, MRKT1002) 4.5

Total Credits 194.0

* Elective courses allow students to enhance their education by earning a second concentration or by participating in a career co-op or term abroad program.

NOTES: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

Students must earn a performance transcript writing assessment of "validated" or "mastered" in order to graduate with a bachelor's degree.

UNDECLARED

Because some students may be unsure of their major when they enroll at Johnson & Wales, the Undeclared option allows them the opportunity to pursue a basic business and general studies program and, in the sophomore year, choose a major from a number of business and hospitality programs. Students who begin their studies in the Undeclared program earn a bachelor of science degree at the end of four years of study.

UNDECLARED

All students enrolled in the Undeclared program pursue the following program of study for the first two years. Students must declare a major no later than the fifth term (sophomore year) of study.

RELATED PROFESSIONAL STUDIES		CREDITS
ACCT1001	Principles of Accounting I and Lab	5.5
ACCT1002	Principles of Accounting II and Lab*	5.5
	OR	
ACCT1012	Hospitality Accounting II and Lab*	
CAR1001	Principles of Career Management	2.0
FIT1000	Information Technology for Business Professionals I	4.5
LAW2001	The Legal Environment of Business I	4.5
HOSP1008	Customer/Guest Service Management	4.5
MGHI1000	Introduction to Management and the Hospitality Industry	4.5
MRKT1001	Principles of Marketing	4.5
GENERAL STUDIES		
ECON1001	Macroeconomics	4.5
ECON2002	Microeconomics	4.5
ENG1001	An Introduction to Literary Genres	4.5
ENG1020	English Composition	4.5
ENG1021	Advanced Composition and Communication	4.5
ENG1030	Communication Skills	4.5
LEAD2001	Foundations of Leadership Studies	4.5
MATH2001	Statistics	4.5
PSYC2001	Introductory Psychology	4.5
	OR	
SOC2001	Sociology I	
History	One HIST-designated course	4.5
Math	One math course at the MATH1002 level or higher	4.5
Science	One SCI-designated course	4.5
MAJOR ELECTIVE		
FIT1020	Information Technology for Business Professionals II**	4.5
	OR	
HOSP2030	Hospitality Human Resource and Diversity Leadership***	
Total Credits		94.0

* Students entering The Hospitality College must take ACCT1012 as their second accounting course. Students in the College of Business must take ACCT1002.

** For students entering the College of Business

*** For students entering The Hospitality College

NOTE: Students must have MATH0001 (Basic Mathematics) or equivalent placement scores to enroll in the math requirement.

FOUR-YEAR OPTIONS:

- Advertising & Marketing Communications (Page 54)
- Criminal Justice (Page 62)
- Entrepreneurship (Page 70)
- Fashion Merchandising & Retail Marketing (Page 72)
- Hotel & Lodging Management (Page 74)
- International Business (Page 76)
- Management (Page 78)
- Marketing (Page 80)
- Restaurant, Food & Beverage Management (Page 82)
- Sports/Entertainment/Event Management (Page 84)

CONCENTRATIONS

Students may choose to focus their electives in any of the following concentrations. Beyond the enrichment a concentration provides, students' transcripts will reflect commitment to a particular area which may be impressive to prospective employers.

Declaring Your Concentration

Each student should consult with his/her academic advisor in order to determine which concentration(s) will best further the student's career goals. Students then need to formally declare their concentration(s) by completing a concentration form in Student Academic & Financial Services. A student may declare up to a maximum of three concentrations per degree program.

COLLEGE OF BUSINESS

Courses already required in a student's individual program cannot be selected to fulfill a COB concentration requirement. Students are responsible for completing all prerequisites necessary for courses listed in a concentration in order to complete the concentration.

ADVERTISING

COURSES	CREDITS
ADVC1010 Marketing Communications I	4.5
ADVC1011 Marketing Communications II	4.5
ADVC3001 Creativity in Advertising	4.5
Total Credits	13.5

BUSINESS COMMUNICATION

COURSES	CREDITS
ENG2010 Technical Writing	4.5
ENG2030 Introduction to Newswriting	4.5
SEE3045 Media Relations	4.5
Total Credits	13.5

BUSINESS-TO-BUSINESS SELLING

COURSES	CREDITS
MRKT1011 Principles of Professional Selling	4.5
MRKT2012 Sales Management	4.5
MRKT2020 Business-to-Business Marketing	4.5
Total Credits	13.5

ENTREPRENEURSHIP

Choose any three of the following courses.

COURSES	CREDITS
ENTR1001 Introduction to Entrepreneurship	4.5
ENTR2030 The Business Plan	4.5
ENTR2040 Financing the Entrepreneurial Venture	4.5
ENTR3025 Business Expansion Strategies and Tactics	4.5
ENTR4010 Managing Change and Innovation	4.5
ENTR4020 Global Entrepreneurship	4.5
Total Credits	13.5

FASHION COMMUNICATIONS

COURSES	CREDITS
ENG2010 Technical Writing	4.5
ENG2030 Introduction to Newswriting	4.5
RTL2050 Fashion Promotion	4.5
Total Credits	13.5

FASHION PRODUCT DEVELOPMENT

Choose three of the following courses.

COURSES	CREDITS
MRKT3005 Brand Marketing	4.5
MRKT3020 Product Development	4.5
RTL1020 The Business of Fashion	4.5
RTL2020 Fashion Design for the Apparel Industry	4.5
OR	
RTL3070 Textile Design for the Apparel and Home Furnishings Industry	4.5
Total Credits	13.5

FINANCIAL SERVICES MANAGEMENT

Choose any three of the following courses.

COURSES	CREDITS
ACCT2010 Personal Budgeting and Planning	4.5
ECON3050 International Banking and Finance	4.5
FISV2002 Mutual Funds	4.5
FISV3001 Introduction to Investments and Financial Planning	4.5
FISV3060 Investments II	4.5
Total Credits	13.5

GLOBAL MARKETING

COURSES	CREDITS
IBUS2020 Seminar on the European Union	4.5
IBUS2030 Foreign Area Studies	4.5
IBUS2040 International Culture and Protocol	4.5
Choose one the following courses to complete the concentration.	
IBUS3050 Export Procedures and Practices OR	4.5
MRKT4030 International Marketing	
Total Credits	18.0

* A free elective must be used to complete this concentration. Management students should take MRKT4030 and marketing students should take IBUS3050.

MARKETING COMMUNICATIONS

COURSES	CREDITS
ADVC1021 Public Relations Concepts	4.5
ADVC3001 Creativity in Advertising	4.5
ADVC3003 Ad Campaigns	4.5
Total Credits	13.5

MARKETING MANAGEMENT

Choose any three of the following courses.

COURSES	CREDITS
MRKT1002 Consumer Behavior	4.5
MRKT2020 Business-to-Business Marketing	4.5
MRKT3005 Brand Marketing	4.5
MRKT4001 Strategic Marketing	4.5
MRKT4030 International Marketing	4.5
Total Credits	13.5

MARKETING RESEARCH

Choose any three of the following courses.

COURSES	CREDITS
ENTR2030 The Business Plan	4.5
MRKT2050 Qualitative Research	4.5
MRKT3005 Brand Marketing	4.5
MRKT3055 Quantitative Research	4.5
Total Credits	13.5

OPERATIONS MANAGEMENT

COURSES	CREDITS
IBUS3050 Export Procedures and Practices	4.5
MGMT2040 Purchasing and Supply Chain Management	4.5
MGMT4050 Operations Management Strategy	4.5
Total Credits	13.5

PERFORMANCE EXCELLENCE

COURSES	CREDITS
BUS3191 Directed Work Experience I (A Module)	4.5
BUS3291 Directed Work Experience I (B Module)	4.5
BUS3391 Directed Work Experience I (C Module)	4.5
Total Credits	13.5

THE HOSPITALITY COLLEGE

As a condition of baccalaureate graduation, all students enrolled in Hospitality College degrees must complete a three-course concentration during their junior and senior years.

When completing a concentration in The Hospitality College, students may not use required core courses (or their equivalent) from within their chosen major. Additionally, students may not apply the same course to different Hospitality College concentrations.

Hospitality majors have three concentration electives and three hospitality electives. Transfer students who transfer in three or more hospitality elective courses are not required to use their remaining electives toward a concentration. Students must see their faculty advisor for assistance.

BEVERAGE SERVICE MANAGEMENT

COURSES	CREDITS
CUL4045 Spirits and Mixology Management	4.5
FSM2055 Beverage Appreciation*	4.5
FSM4880 Beverage Operations Management**	4.5

Total Credits 13.5

* Required for students who are not in the Restaurant, Food & Beverage Management or Culinary Arts program.

** Required for students who are not in the Restaurant, Food & Beverage Management program.

ENTREPRENEURSHIP

COURSES	CREDITS
ENTR1001 Introduction to Entrepreneurship	4.5
ENTR2030 The Business Plan	4.5
ENTR2040 Financing the Entrepreneurial Venture	4.5

Total Credits 13.5

FOOD AND BEVERAGE MANAGEMENT

Choose any three of the following courses.

COURSES	CREDITS
CUL4045 Spirits and Mixology Management	4.5
FSM2055 Beverage Appreciation	4.5
FSM3020 Dining Services Management	4.5
FSM3030 Facilities Design and Analysis	4.5
FSM4040 On-site Food Service	4.5
HOSP3060 Private Club Management	4.5

Total Credits 13.5

INTERNATIONAL HOSPITALITY OPERATIONS MANAGEMENT

(summer term abroad only)

COURSES	CREDITS
Choose one of the following:	
HOSP2050 International Tour and Hotel Operations*	9.0
SEE3055 International Special Event Management	9.0
Choose one of the following:	
HOSP4020 Cultural Diversity Management	4.5
IBUS2030 Foreign Area Studies	4.5
IBUS2040 International Culture and Protocol	4.5
IHTV3010 International Hospitality Management	4.5
TRVL3030 International Policies of Tourism	4.5

Total Credits 13.5

* HOSP2050 is only offered during summer term abroad program. Students must apply and be accepted to this program.

RESORT MANAGEMENT

COURSES	CREDITS
HOSP2020 Resort Management	4.5
Choose two of the following:	
HOSP1010 Front Office Operations	4.5
HOSP2011 Hospitality Sales and Meeting Management	4.5
HOSP3045 Managing Vacation Ownership (Timeshare) Resorts	4.5
HOSP3810 Spa Management	4.5
HOSP4012 Developing and Managing a Small Hospitality Lodging Property	4.5
SEE2040 Outdoor Recreation Planning	4.5
TRVL3010 Dynamics of Tourism	4.5
TRVL3020 Ecotourism	4.5

Total Credits 13.5

SALES, MEETING AND EVENT MANAGEMENT

COURSES	CREDITS
HOSP3020 Trade Show/Exposition Management	4.5
Choose two of the following:	
HOSP2011 Hospitality Sales and Meeting Management	4.5
HOSP3045 Managing Vacation Ownership (timeshare) Resorts	4.5
HOSP3850 Negotiations and Agreements	4.5
MRKT3011 Direct Marketing	4.5
MRKT3040 e-Commerce	4.5
SEE2020 Event Management	4.5
SEE3040 Special Event Management: Ceremony and Protocol	4.5
SEE3060 Concert and Event Production	4.5
Total Credits	13.5

SPORTS AND ENTERTAINMENT MARKETING

COURSES	CREDITS
SEE4020 Sports and Entertainment Marketing	4.5
Choose two of the following:	
CGRA3050 Desktop Publishing	4.5
MRKT3005 Brand Marketing	4.5
MRKT3011 Direct Marketing	4.5
MRKT3040 Electronic Commerce	4.5
SEE2030 The Entertainment Industry	4.5
Total Credits	13.5

SCHOOL OF ARTS & SCIENCES

APPLIED MATHEMATICS

Choose any three of the following courses (only one may be a required course in your major).

COURSES	CREDITS
MATH1002 A Survey of College Mathematics	4.5
MATH1020 College Algebra	4.5
MATH1040 Calculus I	4.5
MATH1930 Quantitative Analysis I	4.5
MATH2001 Statistics	4.5
Total Credits	13.5

NOTE: Students majoring in Electronics Engineering are not eligible for this concentration.

CAREER WRITING

COURSES	CREDIT
ENG2030 Introduction to Newswriting	4.5
Choose two of the following:	
ADVC1021 Public Relations Concepts	4.5
CGRA3050 Desktop Publishing	4.5
ENG2010 Technical Writing	4.5
ENG3030 Introduction to Food Writing	4.5
ENG3050 Introduction to Travel Writing	4.5
Total Credits	13.5

GLOBAL PERSPECTIVES

Choose any three of the following courses.

COURSES	CREDITS
IBUS2040 International Culture and Protocol	4.5
REL2001 Comparative Study of World Religions: An Interdisciplinary Approach	4.5
SOC2020 Culture and Food	4.5
SPAN1003 Conversational Spanish III	4.5
Total Credits	13.5

NOTE: A special feature of this concentration is the possibility for students to fulfill some course requirements overseas during the summer. Summer campuses will change yearly, as will course offerings. The international component provides students the opportunity to use what they've learned and add yet another impressive component to their résumés. International Business majors are not eligible for the Global Perspectives concentration.

LEADERSHIP STUDIES

Choose any three of the following courses.

COURSES	CREDITS
FSM3035 Supervision for Food Service Professionals*	4.5
LEAD2001 Foundations of Leadership Studies OR	4.5
LEAD2901 Honors Foundations of Leadership Studies	
LEAD2010 Special Topics in Leadership	4.5
LEAD3010 Leadership Through Film and Literature	4.5
LEAD3020 Creative Leadership	4.5
PHIL3040 Ethics of Business Leadership	4.5
Total Credits	13.5

*FSM3035 is only available to bachelor's degree candidates within the College of Culinary Arts.

PSYCHOLOGY

COURSES	CREDITS
PSYC2001 Introductory Psychology	4.5
PSYC2002 Abnormal Psychology	4.5
PSYC3001 Social Psychology	4.5
Total Credits	13.5

Technical Standards

COLLEGE OF CULINARY ARTS

To participate in any program in the College of Culinary Arts, each student, with or without reasonable accommodations, must be able to safely and effectively

- communicate in person with co-workers and guests
- attend and participate in laboratory and production classes of up to six hours in length
- lift and transport food and other culinary product, equipment, small wares and utensils
- lift and transport trays with hot and cold plated foods, small wares, and other items, and serve and clear tables where guests are seated
- pour and serve liquids and beverages, including hot liquids
- use knives and other commercial cooking utensils
- operate commercial cooking and food service equipment
- maneuver in professional or commercial kitchens, dining rooms and related facilities
- test and evaluate the taste, appearance, texture and aroma of food and beverage products
- use commercial cleaning and sanitizing equipment and materials

The foregoing technical standards are essential to all programs of instruction in the College of Culinary Arts and also reflect industry requirements and standards.

THE HOSPITALITY COLLEGE

Sports/Entertainment/Event Management

To participate in these programs, each student, with or without reasonable accommodations, must be able to safely and effectively

- communicate with fellow workers and customers in person, by telephone and by radio
- input data into and retrieve data from a computer
- lift, transport, and use program-related equipment and apparatus, including, where applicable, sporting, gaming, entertainment and recreational equipment, or convention services apparatus such as furniture, displays and drapage

All Other Hospitality Programs

To participate in these programs, each student, with or without reasonable accommodations, must be able to safely and effectively

- communicate with fellow workers, guests and customers in person, by telephone and by radio
- attend and participate in both day and night shift (including third shift) classes
- input data into and retrieve data from a computer
- lift, transport and set up moveable hotel furniture, serving equipment and cleaning equipment, and safely and effectively operate or use such items in the preparation, utilization and maintenance of hotel or institutional facilities
- attend and participate in laboratory and food production classes of up to six hours in length
- lift and transport food and other culinary product, equipment, small wares and utensils
- lift and transport trays with hot and cold plated foods, small wares and other items, and serve and clear tables where guests are seated
- pour and serve liquids and beverages, including hot liquids

- use knives and other commercial cooking utensils
- operate commercial cooking and food service equipment
- maneuver in professional or commercial kitchens, dining rooms and related facilities
- test and evaluate the taste, appearance, texture and aroma of food and beverage products
- perform commercial or institutional house-keeping tasks (such as bedmaking) and use commercial cleaning and sanitizing equipment and materials

The foregoing technical standards are essential to the programs of instruction in The Hospitality College and also reflect industry requirements and standards.

Course Numbering System

Alphabetic

Code Discipline

Alan Shawn Feinstein Graduate School

COMM Communication
EVNT Event Leadership
GRAD Graduate Studies

Career Development

CAR Career Management

College of Business

ACCT Accounting
ADVC Advertising Communications
BUS Business
ECON Economics
ENTR Entrepreneurship
EQN Equine
FISV Financial Services Management
IBUS International Business
LAW Law
MGHI Management and the Hospitality Industry
MGMT Management
MRKT Marketing
RTL Retail

College of Culinary Arts

BPA Baking & Pastry Arts
CUL Culinary Arts
FSM Food Service Management
NUTR Culinary Nutrition

The Hospitality College

FSM Food Service Management
HOSP Hospitality Management
IHTV International Hotel and Tourism
MGHI Management and the Hospitality Industry
SEE Sports/Entertainment/Event Management
TRVL Travel/Tourism

School of Arts & Sciences

ARA Arabic
ART Art
CSL Community Service Learning
ENG English
ESL English Language Institute
FREN French
GER German
HIST History
HUM Humanities
LEAD Leadership Studies
LIT Literature
MATH Mathematics
PHIL Philosophy
PSCI Political Science
PSYC Psychology
REL Religion
RSCH Research
RUS Russian
SCI Science
SOC Sociology
SPAN Spanish

School of Education

EDUC Education
SPED Special Education

Alphabetic

Code Discipline (continued)

School of Technology

CAD Computerized Drafting
CGRA Computer Graphics
CSIS Computer Science
ENGN Engineering
FIT Foundations in Technology
ITEC Information Technology
TECX Technology Experiential Education

Other

ABRD Academic International Programs
PHYS Physical Education

Numeric Values

0001–0999 Non-credit and/or institutional credit courses
1000–1999 Introductory courses
2000–3999 Intermediate courses
4000–4999 Advanced courses
5000–6999 Graduate courses
7000–9999 Doctoral courses

First Digit

1	Freshman level	4	Senior level
2	Sophomore level	5–6	Graduate level
3	Junior level	7–9	Doctoral level

Miscellaneous

GS Denotes a general studies course outside of the School of Arts & Sciences
H Denotes an honors course
HO Denotes an honors-option course
PT Denotes a course in which performance transcript skills are measured
SL Denotes a possible service learning module
WI Denotes a writing-intensive course

Definitions of Elective Attributes

Elective courses, as designated by each program, allow students to personalize their program of study by selecting courses that will strengthen and support their individual or career aspirations. Eligible elective course offerings are defined by attribute type and are identified by appropriate colleges or schools. Special note: Individual program requirements will detail any exceptions when specific courses may not satisfy an elective requirement.

When selecting an elective, students must register the appropriate type of elective and are responsible for satisfying any prerequisites or restrictions that may be present on the elective course offering. Furthermore, the elective may not be a required course in the student's program of study.

Type of elective Attribute type

accounting	EACC
arts & sciences	EASC
baking/pastry	EBAP
career elective	ECAR
criminal justice	ECJS
culinary	ECUL
elective ("free" elective)	any 4.5 credit course
equine	EEQN
financial services	EFIN
graduate	EGRD
hospitality	EHSP
international business	EIBU
technology	ETEC

Course Descriptions

Career Development

CAREER MANAGEMENT

CAR0010 CAREER MANAGEMENT CAPSTONE

This is the second of two career management courses which focuses on preparing students in making the transition from college to career. Students continue to learn ways to enhance and customize their job search materials (résumé, cover letter, portfolio and thank-you letters) in order to market themselves effectively to employers. Various job search strategies and interview techniques are reinforced as the student continues to work toward achieving Best Fit Employment. Other topics include evaluating employment offers, personal financial management strategies, the benefits of graduate school and the services provided by the Career Development Office. Prerequisite: CAR1001. (PT) Quarter Credit Hours 1.0

CAR1001 PRINCIPLES OF CAREER MANAGEMENT

This is the first of two career management courses that introduces students to various career management topics to help form a solid foundation for their success at the university and beyond. Emphasis is placed on self assessment, establishing individual career goals, identifying/researching career paths, developing self-marketing documents and building credentials in 10 major success categories. Students learn how to effectively maximize their use of the Best Fit Career Management System in finding best fit employment. (PT) Quarter Credit Hours 2.0

College of Business

ACCOUNTING

ACCT1001 PRINCIPLES OF ACCOUNTING I AND LAB

Accounting I is designed to acquaint students with the nature and purpose of accounting. Students are introduced to the accounting cycle, where they identify, record and summarize accounting data, including the preparation of financial statements. Also included in the course is accounting systems design as it pertains to cash, accounts receivables and inventories. Corequisite: FIT1020. (HO) Quarter Credit Hours 5.5

ACCT1002 PRINCIPLES OF ACCOUNTING II AND LAB

Students are exposed to basic accounting procedures in the areas of fixed assets, partnerships, corporations, payroll, systems and controls, accounting principles and preparation of the statement of cash flows and statement of cost of goods manufactured. Prerequisite: ACCT1001 or ACCT1011 or ACCT1021. Quarter Credit Hours 5.5

ACCT1005 THE ACCOUNTING FIELD

This introductory course provides an overview of the accounting field including its history and evolution. Emphasis is placed on national and international regulatory groups, government agencies, accounting organizations and professional certifications. Legal and ethical requirements are presented. The components of an annual report, accounting information systems and business organizational structures of for-profit and not-for-profit organizations are discussed. Quarter Credit Hours 4.5

ACCT1011 HOSPITALITY ACCOUNTING I AND LAB

This course is designed to combine the concepts of accounting theory and practice with the specialized requirements of the hospitality industry. The course introduces the nature and purpose of accounting, the double-entry system, hospitality accounting documents and special journals, inventories, adjusting entries, financial statements and the closing process. Students learn the accounting cycle for proprietorship and corporate forms of business. Quarter Credit Hours 5.5

ACCT1012 HOSPITALITY ACCOUNTING II AND LAB

This course is based on the Uniform System of Accounts as approved by the American Hotel & Motel Association. Comprehensive coverage is given to revenue and expense accounting, the periodic inventory method, preparation of departmental and corporate financial statements for a hotel, ratio analysis, accounting for intangible assets, and selective topics in property and equipment accounting and hospitality payroll. Prerequisite: ACCT1001 or ACCT1011 or ACCT1021. Quarter Credit Hours 5.5

ACCT1021 BUSINESS ACCOUNTING I AND LAB

The purpose of this course is to provide the student with an understanding of the processing of financial data with an emphasis on concepts rather than procedures. Accounting is presented with a focus in its business context, integrating ratios and financial statements to enhance the understanding of how the information is used as a tool for decision making in the business world. Quarter Credit Hours 5.5

ACCT1022 BUSINESS ACCOUNTING II AND LAB

The purpose of this course is to provide the student with an understanding of accounting for assets, liabilities and equity necessary in running a business and evaluating its operating results and financial condition employing various analytical methods and ratios. Prerequisite: ACCT1001 or ACCT1011 or ACCT1021. Quarter Credit Hours 5.5

ACCT2010 PERSONAL BUDGETING AND PLANNING

This course focuses on personal financial planning for a variety of life situations. Topics include money management strategies, consumer credit, insuring your resources, and personal purchasing decisions. Topics are discussed with real-world applications. Quarter Credit Hours 4.5

ACCT3020 MANAGERIAL FINANCE

The procedures and practices that successful managers use to prepare financial plans and forecasts, manage their finances, and evaluate their financial performance are examined in this course. Topics include budgeting, cash flows, and financial statement analysis. This course is not available to accounting majors. Prerequisites: ACCT1002 or ACCT1022, FIT1020 or FIT1030 or SEE3008.

Quarter Credit Hours 4.5

ACCT3023 MANAGERIAL ACCOUNTING

Designed for business students, this course focuses on the informational needs of internal users of financial information such as company officers, company executives, human resource managers, marketing managers, program directors and production operation managers. Emphasis is placed on acquiring and analyzing the financial and nonfinancial information that is needed by these users to plan, direct and control the business. This course is not available to accounting majors. Prerequisites: MGMT1001 and ACCT1002 or ACCT1022.

Quarter Credit Hours 4.5

ACCT3025 HOSPITALITY FINANCIAL MANAGEMENT

This course presents how accounting information is used by management to analyze and measure the efficiency and profitability of a hospitality business. The course emphasizes the managerial uses of accounting data in decision making, preparation of budgets and variance analysis, relevant cost analysis, regression analysis and cost-volume-profit relationships. Prerequisite: ACCT1002 or ACCT1012.

Quarter Credit Hours 4.5

ACCT3070 ACCOUNTING FOR MUTUAL FUNDS

This course examines the role of the accounting agent/investment accountant for a mutual fund. Students learn about the regulatory environment in which mutual funds operate and the role of the SEC while gaining an understanding of the types of transactions handled by a mutual fund accountant and how they affect the daily determination of a fund's Net Asset Value. Selected topics include equity transactions, bond transactions, portfolio appreciation and depreciation, income, factors and yields, daily income and expense accruals, capital stock and distributions. Students see the relationship between equity, bond, and money market funds and they also study tax matters relative to mutual funds. Prerequisites: ACCT1002 or ACCT1022, FIT1020.

Quarter Credit Hours 4.5

ADVERTISING COMMUNICATIONS

ADVC1010 MARKETING COMMUNICATIONS I

This course covers the role of marketing communications in the overall marketing process. Emphasis is placed on the integration of advertising, sales promotion, public relations, direct marketing, personal selling and interactive marketing in the creation of effective communication campaigns. Topics include agency/client relationships, communication theory and the creative process. Prerequisite: MRKT1001 or HOSP3050.

Quarter Credit Hours 4.5

ADVC1011 MARKETING COMMUNICATIONS II

This course focuses on the process of media analysis, selection and purchase in marketing communications planning. Students learn to combine and coordinate appropriate media choices across multiple communication options. Topics include agency/media

relations, added value promotions, ratings and audience measurement, and emerging media categories.

Prerequisite: ADVC1010. (PT)

Quarter Credit Hours 4.5

ADVC1021 PUBLIC RELATIONS CONCEPTS

This course introduces the basic concepts of public relations, including its origins and evolution. It examines the multiple audiences and functions of public relations within contemporary organizations including product liability, marketing communications, issue management, crisis control, media relations, corporate affairs and image building. Topics include research, planning, communication and evaluation. Particular emphasis is placed on writing press releases.

Prerequisite: ADVC1011. (PT)

Quarter Credit Hours 4.5

ADVC2025 PUBLIC RELATIONS CASES AND PLANS

This course utilizes contemporary case analysis to illustrate the effective use of public relations to achieve specific marketing communications objectives. Students learn to take advantage of marketing opportunities and to solve communications problems by applying a public relations process model to various case scenarios. Students create a public relations plan using case analysis as guidelines for research methods, audience identification, objectives, action planning, program implementation and evaluation.

Prerequisite: ADVC1021. (PT)

Quarter Credit Hours 4.5

ADVC3001 CREATIVITY IN ADVERTISING

This course is designed to teach the student to develop creative concepts based on sound selling strategies. Major emphasis is placed on teaching the student to think creatively for the wide range of media and communications tools used by today's advertiser. Students gain experience in developing creative concepts for magazines, newspapers, radio, television, billboards, brochures, catalogs and infomercials. Particular emphasis is placed on developing strategies and the visualization of concepts. Prerequisite: ADVC1011. (PT) (WI)

Quarter Credit Hours 4.5

ADVC3003 ADVERTISING CAMPAIGNS

This advanced course for Marketing Communication majors covers the strategies employed to develop and implement successful communication campaigns using advertising, sales promotion, public relations and multimedia tools. Extensive analysis of successful communication campaign models is used to aid students in the development of creative and effective ideas. Students are responsible for developing several advertising campaigns for various marketing organizations, including a multilevel campaign that is chronicled in a comprehensive plan book. (WI)

Prerequisite: ADVC3001.

Quarter Credit Hours 4.5

ADVC4015 INTEGRATED MARKETING COMMUNICATIONS SEMINAR I

This is the first of a two-tiered course offered only to senior Marketing Communications majors. By using the project from the American Advertising Federation's College Challenge Program, this course provides students with an opportunity to develop a national, fully-integrated marketing communications plan for a major marketing organization using all of the promotional mix elements. Students are given promotional

budgets with which to work to develop a marketing position strategy from which all elements (including advertising, public relations, sales promotion, direct marketing and personal selling) are integrated into a cohesive communications program. A final presentation, including the submission of a marketing communications plan book, culminates the course. Prerequisite: ADVC3001. (PT)
Quarter Credit Hours 4.5

ADVC4016 INTEGRATED MARKETING COMMUNICATIONS SEMINAR II

This course is the second part of ADVC4015. Students implement the strategy they developed in ADVC4015 and use their production budget and attendant costs. Students are required to design and produce advertising for print, broadcast, collateral, Internet and other forms (as recommended) of creative execution. The creative product must reflect an integrated communications concept and theme. Students also implement a public relations, sales promotion and direct marketing strategy that coordinates to reflect a seamless communications program. Prerequisite: ADVC4015. (PT)
Quarter Credit Hours 4.5

BUSINESS

BUS3092 DIRECTED WORK EXPERIENCE II

The directed work experience provides an opportunity for the application of acquired skills and knowledge in a supervised, unpaid industry setting. The focus of these experiences revolves around a specific industry-based or a functional area-based project. Prerequisite: Permission of department chair.
Quarter Credit Hours 9.0

BUS3098 DIRECTED WORK EXPERIENCE III

The directed work experience provides an opportunity for the application of acquired skills and knowledge in a supervised, unpaid industry setting. The focus of these experiences revolves around a specific industry-based or a functional area-based project. Prerequisite: Permission of department chair.
Quarter Credit Hours 13.5

BUS3191 DIRECTED WORK EXPERIENCE I (A MODULE)

The course is a classroom and externship/internship learning approach to general management studies involving human resources, marketing, operations/production and finance/accounting relative to the performance excellence process. Students get an overview of the modern quality movement and the Malcolm Baldrige National Quality Award criteria for Performance Excellence. Additional topics introduced include international organizational behavior, new decision-making methodology for business environments (specifically for industries) culture and protocol, regionally focused topics, and comparative economic studies. Emphasis is placed on analysis of organizational processes in general business management or the four main functional areas (marketing, operations/production, human resources, finance/accounting) or students may choose a concentrated focus in one area. Prerequisites: 2.75 GPA, 90 credit hours completed.
Quarter Credit Hours 4.5

BUS3291 DIRECTED WORK EXPERIENCE I (B MODULE)

This course builds on the concepts introduced in BUS3191. Emphasis is again placed on analysis of the organizational processes in general business management or the four main functional areas (marketing, operations/production, human resources, finance/accounting) or students may choose a concentrated focus in one area. Additional topics are incorporated into the program to round out student comprehension and to interface with other disciplines such as international organizational behavior, new decision-making methodology for business environments (specifically for industries) culture and protocol, regionally focused topics, and comparative economic studies. Prerequisites: 2.75 GPA, BUS3191.
Quarter Credit Hours 4.5

BUS3391 DIRECTED WORK EXPERIENCE I (C MODULE)

This course continues the externship/internship learning from BUS3291. It provides students with additional exposure to general management studies involving human resources, marketing, operations/production and finance/accounting relative to the performance excellence process. Emphasis is placed on analysis of organizational processes in either general business management or the four main functional areas (marketing, operations/production, human resources, finance/accounting) or a concentrated focus in one area. Additional topics are incorporated into the program to round out student comprehension and to interface with other disciplines such as international organizational behavior, new decision-making methodology for business environments (specifically for industries), culture and protocol, regionally focused topics, and comparative economic studies. Prerequisites: 2.75 GPA, BUS3291.
Quarter Credit Hours 4.5

COOPERATIVE EDUCATION

Co-op

Eligible students may apply for a Selective Career Cooperative Education assignment. These paid cooperative education assignments allow students to gain academic credit for an invaluable work experience within their chosen profession. Upon completion of this term-long course, students have a more global understanding of the demands and expectations of business and industry.

To be eligible to apply for the domestic co-op program, students must: 1) maintain a cumulative grade point average of 2.75 during the entire pre-program application process, 2) maintain a clean record of behavior as defined by the Student Code of Conduct, 3) have completed 130 credits of course work, 4) have appropriate elective or practicum credit available in their degree audits, and 5) have the sponsorship of a faculty advisor.

In addition to the traditional eligibility requirements, students desiring placement outside of the United States must maintain a 3.25 GPA.

ECONOMICS

ECON1001 MACROECONOMICS

This course is designated as the first of two courses serving as an introduction to economics. It is a survey course covering the foundations of economics and focusing on macroeconomic concepts and issues such as the features and goals of capitalism, the market system, national income, business cycles, macroeconomic theories, and monetary and fiscal policy. (GS)
Quarter Credit Hours 4.5

ECON1901 HONORS ECONOMICS

This course is designed to provide an overview of both macroeconomics and microeconomic concepts. Topics such as the economizing problem, the household, business, and government sectors, the national income, banking systems, and current macroeconomic problems are examined. Course content also analyzes product and resource markets, costs of production and market models, and international economic issues. (GS)
Quarter Credit Hours 4.5

ECON2002 MICROECONOMICS

This course consists of microeconomic principles and issues. Course content examines and analyzes both the product and resource markets with emphasis on demand, supply and elasticities. In addition, the costs of production and the basic market models of firms' short run and long run operations are discussed. Other topics covered include various current domestic microeconomic problems, as well as international economic issues such as international trade and foreign exchange. Prerequisite: ECON1001. (GS)
Quarter Credit Hours 4.5

ECON2010 ECONOMIC GEOGRAPHY

The purpose of this course is to provide an understanding of the economic resources at our disposal and the natural conditions under which the utilization of these resources may be achieved. Locations, characteristics and relationships of economic activities are presented to permit better insight into present world economic problems. The sources, applications and problems of energy are examined in order to better understand today's energy problems. Prerequisite: ECON1001 or ECON1901. (GS)
Quarter Credit Hours 4.5

ECON3030 MANAGERIAL ECONOMICS

This course introduces business students to the application of economic principles at the decision making level in a business organization. This course demonstrates how economic concepts can be applied to decisions involving business strategy and the attainment of organizational objectives. Prerequisites: ECON2002, MGMT1001.
Quarter Credit Hours 4.5

ECON3050 INTERNATIONAL BANKING AND FINANCE

This course is designed to give the student an overview of international banking and finance. Topics covered include the international dimensions of finance, foreign exchange rates, international sources of funds, international banking regulations, and the contrast between European, Asian and American banking. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022. (HO) (PT)
Quarter Credit Hours 4.5

ENTREPRENEURSHIP

ENTR1001 INTRODUCTION TO ENTREPRENEURSHIP

This is an introductory course in entrepreneurship. It demonstrates how entrepreneurs recognize business opportunities, develop ideas and identify markets. The course covers such topics as business planning, pricing, credit management, government regulation, business ethics, and the crucial role and importance of entrepreneurs to business and society.
Quarter Credit Hours 4.5

ENTR2030 THE BUSINESS PLAN

The course teaches students how to develop a business plan for the business they are considering starting. Emphasis is placed on the realism and completeness of the business plan. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022, ENTR1001 or FSM1001 or HOSP1001 or MGMT1001 or MGMT2120 or SEE1001. (PT) (WI)
Quarter Credit Hours 4.5

ENTR2040 FINANCING THE ENTREPRENEURIAL VENTURE

Following the development of a business plan in ENTR2030, this course investigates funding sources for small businesses. The objective is to educate the entrepreneur as to what capital generating sources are available, pointing out the advantages and disadvantages of each. Prerequisite: ENTR2030. (PT)
Quarter Credit Hours 4.5

ENTR3010 SMALL BUSINESS CONSULTING

This course is conducted as an independent study. Participants in the program formulate an agreed-upon plan with their sponsor and educator to counsel small businesses on problems dealing with marketing/sales, management, finance/accounting, and other relevant tactical/strategic issues. Prerequisite: ENTR2040.
Quarter Credit Hours 4.5

ENTR3025 BUSINESS EXPANSION STRATEGIES AND TACTICS

This course is designed to cover the different methods emerging companies use to expand nationally and internationally. Strong emphasis is placed on franchising, from both the franchisor perspective as well as the franchisee. Topics include methods for growing an emerging company, evaluating franchising systems, expansion tactics for large corporations, careers in emerging companies and financing the expansion of a company. The course is relevant for any student interested in working as a change agent in an established company, buying a franchise, or starting his or her own company. Prerequisite: ENTR2030.
Quarter Credit Hours 4.5

ENTR3030 MARKETING RESEARCH FOR ENTREPRENEURS

This course is designed to give a broad overview of research from a business plan perspective. The focus of this course is on providing a basic knowledge base from which entrepreneurs can evaluate business opportunities and make better decisions based on appropriate research methods. This class emphasizes self-directed study due to the varied nature of each entrepreneur's venture. Prerequisite: ENTR2030.
Quarter Credit Hours 4.5

ENTR4010 MANAGING CHANGE AND INNOVATION

This course delves into the transitional process of growth and change of a small business venture. Topics discussed include organizational culture and structure, networking and working with boards of directors, opportunity recognition and exploitation, and growth as a controllable variable. Prerequisite: ENTR2040. (HO) Quarter Credit Hours 4.5

ENTR4020 GLOBAL ENTREPRENEURSHIP

This course serves as a capstone course for the entrepreneurship major. The course investigates the global economy and its impact on business. Topics include the uncontrollable forces that make up the international business environment, implications of international expansion, and new trends and directions of international ventures. This course is for senior-level entrepreneurship majors only. Prerequisite: ENTR4010 or MGMT4020. (HO) (PT) Quarter Credit Hours 4.5

ENTR4089 ENTREPRENEURSHIP PRACTICUM

In this experiential education opportunity students must complete an individualized program that uses productive work as the means of achievement. Participants choose one of two experiential learning options (A or B) which can be implemented in virtually any industry setting. In Option A students are required to implement a business plan that they've been working on throughout their time at the university. Option B requires the student to work as an "intrapreneur" (corporate entrepreneurship) for an existing company/organization (large, midsize or small) as a change and innovation proponent in order to identify and prepare to capitalize on emerging business opportunities. Students complete a project reflecting the intrapreneurial activity. (PT) Quarter Credit Hours 13.5

FINANCIAL SERVICES MANAGEMENT

FISV2002 MUTUAL FUNDS

This course utilizes industry guest speakers and case studies to give students in-depth knowledge of mutual fund business and sales. Topics covered include the evolution of mutual funds, the role mutual funds play in society, federal and state regulatory oversight, marketing and distribution, portfolio management, and retirement planning. This course is specifically of interest to those students who wish to obtain a NASD Series 6, 63 securities license, or who plan on pursuing a career in the financial services industry. Prerequisite: ACCT1002 or ACCT1022. (PT) Quarter Credit Hours 4.5

FISV2010 FINANCE

This course is designed to cover the financial management of the business entity and the role of the financial manager in creating value. Major topics include financial statement analysis, risk and return, time value of money, capital budgeting, cost of capital, business valuation, capital structure policy and the evaluation of alternative forms of financing. This course is not available to accounting majors. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022. (PT) Quarter Credit Hours 4.5

FISV3001 INTRODUCTION TO INVESTMENTS AND FINANCIAL PLANNING

This course introduces students to investing and financial planning. It reviews the nature of capital markets

and the roles that investment companies play between the investor and the corporation. Different asset classes, including equities and bonds, are covered. The role of the financial planning process, taxes and regulation is also considered. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022. (PT) Quarter Credit Hours 4.5

FISV3010 CREDIT MANAGEMENT

This course examines the role of credit and analyzes its impact on the economic and social environments. Both consumer credit and business credit are studied in-depth, with emphasis placed on sources and uses of credit, credit reporting and credit analysis. Prerequisite: ACCT1001 or ACCT1021. Quarter Credit Hours 4.5

FISV3020 INTRODUCTION TO FINANCIAL INSTITUTIONS

This course serves as an introduction to financial services, financial markets and financial institutions. The banking, brokerage, insurance and investment industries are described and analyzed. In addition, the economic environment of financial institutions is addressed with focus on the regulatory framework and the tax environment. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022. (PT) Quarter Credit Hours 4.5

FISV3060 INVESTMENTS II

This course addresses the areas of financial planning, money management, portfolio planning, retirement planning and estate planning as it relates to the individual. In addition, diversification, risk strategies and tax consequences of investment decisions are evaluated. Prerequisite: FISV3001. Quarter Credit Hours 4.5

FISV4010 BANK MANAGEMENT

This course examines the banking industry from the perspective of both a bank customer and a bank manager. Focus is on policies developed and procedures used to make decisions on providing loans to businesses and consumers. Additional topics addressed include risk management, interstate banking, technological advancements and the regulatory environment. Prerequisite: ECON3040 or ECON3050 or FISV3020. Quarter Credit Hours 4.5

FISV4020 RISK MANAGEMENT AND INSURANCE

This course is based on the belief that the study of insurance, a major tool in risk management, should be preceded by an understanding of procedures and concepts of risk management. The balanced treatment of both risk management and insurance provides a broad introduction to the field. Risk identification, analysis, measurement, control and financing are described and analyzed. Insurance markets, functions, coverage and benefits are examined and an in depth study of the role of insurance in our present world is made. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022 or EQN4050. Quarter Credit Hours 4.5

FISV4030 REAL ESTATE

This course is designed for students seeking a clear presentation of the numerous investment decisions involved in real estate. Topics include how to lease, buy, sell or mortgage a property; how to analyze and predict the forces in the market and determine real estate values; whether and when to renovate,

rehabilitate or demolish; and when and how to divest of property. Prerequisite: ACCT3020 or ACCT3025 or FISV2010.

Quarter Credit Hours 4.5

FISV4070 SERIES 7 SECURITIES

This course prepares students to sit for the NASD Series 7 examination or those who plan to pursue a career in the financial services industry. The Series 7 exam qualifies people who are interested in gaining employment as a general securities registered representative, enabling that individual to sell stocks, bonds and options. Topics include equities, debt/bonds, options, trading markets, regulations, tax laws, investment companies and initial public offerings.

Prerequisite: FISV3001.

Quarter Credit Hours 9.0

INTERNATIONAL BUSINESS

IBUS2002 INTERNATIONAL BUSINESS

This course's goal is to provide structured approaches for analyzing the rapidly evolving field of international business. The nature of international business, the international monetary system, the foreign environment, and strategies of how management can deal with environmental forces are some of the main topics. Selected case studies should encourage students to evaluate and discuss courses of action taken by companies and industries in the global marketplace. Theoretical foundations to international business and real-world scenarios prepare students to operate more effectively in the changing global business environment. Prerequisite: MGMT1000 or MGMT1001 or MGMT2120. (PT)

Quarter Credit Hours 4.5

IBUS2020 SEMINAR ON THE EUROPEAN UNION

This course deals with the detailed study of the development of the European Community and the implications that it has for American business. Specific companies in selected countries are studied as to how they are affected by community laws, tariffs and production regulations. Considerable emphasis is placed on outside speakers, articles and video cases. Prerequisite: ECON1001 or ECON1901. (PT)

Quarter Credit Hours 4.5

IBUS2030 FOREIGN AREA STUDIES

This course is designed as a seminar course with topics changing from term to term, depending upon the dynamics of change in key global markets. Topic areas include China (IBUS2031), Pacific Rim (IBUS2032), Latin America (IBUS2033), Russia (IBUS2034), Eastern Europe (IBUS2035) or Africa (IBUS2036). The course is structured to focus on four primary components: business, economics, politics and culture, essentially in this priority.

Prerequisite: ECON1001 or ECON1901.

Quarter Credit Hours 4.5

IBUS2040 INTERNATIONAL CULTURE AND PROTOCOL

Cultural diversity is a business reality today. The ability to build bridges between people from different countries and with different ethnic backgrounds is as important as any other business function. This course focuses on cultural diversity and provides students with knowledge of international cultures and protocol, the building blocks of success in doing business internationally.

Prerequisite: ECON1001 or ECON1901. (PT) (WI)

Quarter Credit Hours 4.5

IBUS3050 EXPORT PROCEDURES AND PRACTICES

This course provides students with the basic body of knowledge and mechanics that are needed to successfully undertake and explore every avenue of exporting. A description of the essentials as well as the parameters of exporting are given. The course applies to an entrepreneurial export situation, to businesses expanding through foreign sales, and to companies simply trying to improve the operations of an existing export department. The emphasis on finance stems from the experience that frequently, a successful export effort is unnecessarily blocked or frustrated by finance problems. Such problems can arise from accumulating foreign receivables or the additional working capital required to handle the extra large sales that exporting often generates. Prerequisite: ACCT1002 or ACCT1012 or ACCT1022. (PT)

Quarter Credit Hours 4.5

IBUS4090 INTERNATIONAL BUSINESS EXPERIENCE

This course refers to a series of options available that total 13.5 credits:

- 1) Students choose a specific course from the IBUS4090 options (IBUS4091–4094). These courses are only offered during a specific short term College of Business summer study abroad program. Each course has its own prerequisites. Students apply for their program of choice during the fall through the Study Abroad Office and are selected for the study abroad program prior to the spring term. During the spring term students engage in pre-departure course work before embarking on a three-to-four-week immersion in a foreign cultural and business setting. Faculty guide students through a rigorous study and travel experience to increase students' global awareness as they explore the specific academic focus of the program. Course delivery consists of lecture, industry visits and cultural excursions. Eligible students register for the summer term for the IBUS4091–4094 course specific to their program.
- 2) Eligible students may opt to take a co-op(s) within their major (4097, 4098, 4099).
- 3) Eligible students may opt to take IBUS4020 Summer Work Abroad International Seminar and a specific course from the IBUS4080 Series of Summer Work Abroad Programs: IBUS4082 or IBUS4086.
- 4) Students not eligible to take the international business programs, co-op programs or SWAP programs take three additional career electives from the College of Business or School of Technology.

Students should consult with their faculty advisor to make their selection.

Quarter Credit Hours: 13.5

IBUS4091 ECONOMICS AND TRADE IN AN INTERNATIONAL CONTEXT

This course is taught only as part of a short term summer study abroad program. Students examine international economics and business, management, entrepreneurship and comparative economics and issues such as international trade and foreign exchange. Before departure, students explore basic of the host country history and culture to help understand country better and learn the context for people, society and international business. While in the host country, students discuss case studies and take lectures offered by professors and business people. Classroom-based presentations are augmented with frequent excursions to various business, government and financial institutions.

Prerequisites: 2.75 cumulative GPA and 90 quarter credit hours completed prior to host country visit.

Quarter Credit Hours 13.5

IBUS4092 MARKETING COMMUNICATIONS IN AN INTERNATIONAL CONTEXT

This course is taught only as part of a short-term summer study abroad program. The purpose of this upper-level course is to place students in an international context in which they can gain firsthand knowledge of how multinational organizations use positioning and communications strategies to achieve specific marketing objectives. Industry visits, cultural excursions and on-the-ground projects provide students with the knowledge and skills to develop integrated marketing communications plans, including advertising, public relations and media strategies. Prerequisites: ADVC1010, ADVC1011, 2.75 cumulative GPA, 90 quarter credit hours completed prior to host country visit.
Quarter Credit Hours 13.5

IBUS4093 HUMAN RESOURCE MANAGEMENT IN AN INTERNATIONAL CONTEXT

This course is taught only as part of a short-term summer study abroad program. The purpose of this upper-level course is to place students in an international context in which they can gain firsthand knowledge of how the cultural, socio-economic and legal context in which companies are run influences the management models employed. The five functional areas of HRM: planning, recruitment and selection; HR development; compensation and benefits; safety and health; and employee and labor relations are addressed using a global perspective. Key differences in Asian, North American and European management models are explored. Industry visits, cultural excursions and on-the-ground projects provide students with the knowledge of how management models influence all aspects of human resource management. Prerequisites: MGMT1001, MGMT2001, 2.75 cumulative GPA, 90 quarter credit hours completed prior to host country visit.
Quarter Credit Hours 13.5

IBUS4094 OPERATIONS MANAGEMENT IN AN INTERNATIONAL CONTEXT

This course is taught only as part of a short-term summer study abroad program. The purpose of this upper-level course is to place students in an international context in which they can gain first-hand knowledge of how the cultural context informs the operations management strategies for specific organizations. Industry visits, cultural excursions and on-the-ground projects provide students with the knowledge of how multinational organizations structure inventory acquisition, operations and distribution to achieve operational success. Prerequisites: MGMT2020, 2.75 cumulative GPA, 90 quarter credit hours completed prior to host country visit.
Quarter Credit Hours 13.5

IBUS4097 INTERNATIONAL BUSINESS CAREER CO-OP

IBUS4098 INTERNATIONAL BUSINESS CAREER CO-OP

IBUS4099 INTERNATIONAL BUSINESS CAREER CO-OP

Eligible students may apply for a cooperative education assignment. These are industry experiences that allow students to gain academic credit for an invaluable work experience in the international business area. Upon completion of this term-long course, students have an understanding of the demands and expectations of business and industry.

To be eligible to apply for the domestic co-op program, students must: 1) maintain a cumulative grade point average of 2.75 during the entire pre-program

application process, 2) maintain a clean record of behavior as defined by the Student Code of Conduct, 3) have completed 130 hours of course work, 4) have appropriate elective or practicum credit available in their degree audits, and 5) have the sponsorship of a faculty advisor.

In addition to the traditional eligibility requirements, students desiring placement outside of the United States must maintain a 3.25 GPA
IBUS4097 Quarter Credit Hours 4.5
IBUS4098 Quarter Credit Hours 9.0
IBUS4099 Quarter Credit Hours 13.5

LEGAL STUDIES

LAW1002 INTRODUCTION TO CRIMINAL JUSTICE

This course presents an overview and analysis of the American criminal justice system. The concept of crime and the roles of police, courts, defense attorneys, prosecuting attorneys and corrections are considered. In addition, an overview of the causes of crime, the problems associated with the measurement of crime, and the concept of "justice" in the American criminal system are examined.
Quarter Credit Hours 4.5

LAW1070 CRIMINAL COURTS

This course is an examination of the problems, policies and practices of the criminal court system with emphasis placed on the structure and organization of the court system. The role of the courts, from arrest to conviction and appeal, is explored.
Quarter Credit Hours 4.5

LAW1090 LAW ENFORCEMENT

This course is a survey of law enforcement agencies, their role, history, and development within the field of Criminal Justice. Emphasis is placed on police administration, organization, management culture, relations with the community and technology. (PT)
Quarter Credit Hours 4.5

LAW2001 THE LEGAL ENVIRONMENT OF BUSINESS I

This course provides an overview of the legal, regulatory and ethical environment in which business decisions must be made. The course exposes the student to a variety of legal topics: basic concepts, such as court procedures, contracts and torts, are followed by a selection of more advanced related fields which may include sales, intellectual property, real property law, constitutional law and alternate dispute resolution. Attention is paid to both the letter of the law and its practical effect on business decision making and managerial policy. This course relies on, and develops, the student's ability to read and reason critically. (HO)
Quarter Credit Hours 4.5

LAW2010 HOSPITALITY LAW

This is an introductory course with emphasis placed on hotel and restaurant issues. Topics include sources of law, court systems, jurisdiction, contracts, negligence, the innkeeper-guest relationship, and liability arising from the service of food and alcoholic beverages.
Quarter Credit Hours 4.5

LAW2030 BUSINESS ORGANIZATIONS

This course introduces Paralegal Studies students to the law of agency and the various forms of business organizations. Sole proprietorship, partnerships, limited partnerships, limited liability partnerships, limited liability limited partnerships, and joint ventures are introduced to the student. Emphasis is placed on the advantages and disadvantages of each form along with the process involved in creating the various forms. The student is introduced to and drafts the forms used to create the various forms. (PT)

Quarter Credit Hours 4.5

LAW2040 CORRECTIONS

This course is an introduction to corrections. It presents an historical look at punishment through the ages.

Justification for punishment is explored including retribution, deterrence, incapacitation and rehabilitation. Various dispositions of prisoners are presented from capital punishment, corporal punishment, transportation, galley slavery, and the eventual development of the prison. The evolution of prisons and acceptable conditions are discussed along with the advent of the prisoner rights movement. (PT)

Quarter Credit Hours 4.5

LAW2050 CRIMINOLOGY

This course is an overview of the study of criminal behavior. Major theories of the causes of crime are explored through an interdisciplinary approach emphasizing the sociological, psychological, scientific, medical, biological, psychiatric, psychoanalytic, economic, political, cultural, and other social and behavioral approaches. Prerequisite: SOC2001 or SOC2901. (WI)

Quarter Credit Hours 4.5

LAW2085 JUVENILE JUSTICE

This course presents an analysis of the historical development of the juvenile justice system in the United States. The student is introduced to the changing view of juveniles from early America, when children were treated as little adults, through the nineteenth and twentieth centuries where they came to be considered as children and adolescents that had to be protected from abusive families and their environment. Socializing agents such as the family, schools and peers are studied as to their influence on the development of delinquency. Youth are studied as victims of crime, as perpetrators of crime, and their likelihood to become involved with gangs.

Additionally, law enforcement, the courts and corrections are studied to show their impact on delinquency. Prerequisite: Sophomore status. (PT)

Quarter Credit Hours 4.5

LAW3002 THE LEGAL ENVIRONMENT OF BUSINESS II

This course is a continuation of LAW2001, The Legal Environment of Business I. The student is exposed to the laws governing the internal organization and relationships within a business, the laws governing relationships between a business entity and its clientele, and the laws governing relationships between a business and its employers. Attention is paid to both the letter of the law and its practical effect on business decision making and managerial policy. This course relies on, and develops, the student's ability to read and reason critically. Prerequisite: LAW2001 or LAW2010. (HO)

Quarter Credit Hours 4.5

LAW3015 CRIMINAL PROCEDURE

This course presents an overview, analysis and critique of American Criminal Procedure in the context of the U.S. Constitution with special emphasis on the Fourth Amendment with respect to search and seizure, stop and frisk, arrest, evidence, interrogations, confessions, identification, and remedies such as the exclusionary rule. Other Constitutional issues relevant to the foregoing, including the Fifth and Fourteenth Amendments' due process and equal protection doctrines, shall be examined. (WI)

Quarter Credit Hours 4.5

LAW3025 CRIMINAL LAW

This course is an introduction to the basic elements of, and defenses to, criminal liability. Topics include the basic crimes against the person (homicide, assault, battery, rape, etc.), the basic crimes against property (larceny, fraud, embezzlement, burglary, etc.), and the basic defenses and justifications (diminished capacity, self-defense, mistake, etc.). (PT)

Quarter Credit Hours 4.5

LAW3033 COMMUNITY POLICING

This course is a historical examination of the strategies utilized by the police in America. It examines Sir Robert Peel and the development of the first paid police department in London in 1829. The course presents the evolution of policing as emigration in America increased and its population became more diversified. Students come to understand how policing is a partnership with the community and how the roles of all must be considered in the development of a policing program. Prerequisite: LAW1090.

Quarter Credit Hours 4.5

LAW3055 INTERNATIONAL BUSINESS LAW

This course introduces the student to the principles of public and private international law. It addresses the legal problems of doing business in developed, developing, and non-market economy countries, together with the economic and political issues that commonly arise. Prerequisite: LAW2001.

Quarter Credit Hours 4.5

LAW3075 CRIMINAL INVESTIGATION

In this course, the student is exposed to the fundamentals of criminal investigation. Emphasis is placed on the collection and evaluation of crime scene evidence. Evidence gathering related to specific crimes (i.e., homicide, arson, burglary, etc.) is emphasized. It is emphasized throughout this course that the criminal investigation must be conducted within the framework of our constitutional system of government; hence, opinions of the United States Supreme Court which affect the collection of evidence are emphasized. Prerequisite: LAW1090. (PT)

Quarter Credit Hours 4.5

LAW3080 CYBERLAW

This upper-level course confronts students with the changes and adaptations of U.S. law resulting from the ascendancy of computers and the Internet. Fundamental common law and statutory assumptions about the nature of person, place, thing and action are called into question by data transactions between computer memories, unprecedented wealth concentrated in the development and distribution of software, widespread access to large quantities of data with minimal quality control, and the blurring of geographical boundaries. Students examine how contract formation, defamation,

obscenity, copyright, trademark, privacy and other legal issues have been changed by technology and the online world. Prerequisite: LAW2001 or permission of instructor.

Quarter Credit Hours 4.5

LAW3090 EVIDENCE

This course is a study of the law of evidence as a system of rules and standards directed at determining what proof is to be admitted in the course of litigation. Emphasis is placed on formal discovery mechanisms, relevance, witness examination, impeachment, rehabilitation, privileges, burdens of proof, judicial notice, presumptions, real and demonstrative evidence, expert testimony, materiality, confrontation and hearsay.

Quarter Credit Hours 4.5

LAW3810 TOPICS IN NATIONAL SECURITY

This course provides senior-level students with analysis of the realignment of law enforcement assets at the federal and local levels, providing homeland security in today's environment. The course also includes historical background information and topics concerning the basic information-gathering process.

The focus upon the importance and necessity of information intelligence, domestic and international terrorism and counter-terrorism, infrastructure protection and disaster preparedness, is comprehensive in this course. Students are introduced to the planning, process and procedures necessary for the new routes of cooperation and information sharing in law enforcement as well as within federal agency environments.

Prerequisite: LAW3025, senior status.

Quarter Credit Hours 4.5

LAW3820 CYBER CRIMES

In this course, students explore the rise and evolution of crimes involving computers and the Internet that are fast becoming the most prolific area of criminal activity in the 21st century. This course distinguishes between crimes in cyberspace and cyberterrorism as a form of warfare upon the global community. It defines cyber crimes (including type, nature and origin) and the expanding criminalization of computer and Internet conduct involving concepts of privacy violation, information protection and unauthorized access of digital data. An analysis of existing and new domestic and international law enforcement innovations that prohibit digital crimes is also covered. Prerequisite: LAW3025.

Quarter Credit Hours 4.5

LAW4020 THE LAW OF CONTRACTS AND SALES

This course is a study of the legal principles and rules of both common law contracts and contracts for Sale of Goods under Article 2 of the Uniform Commercial Code through the study of appellate cases, legislative enactments, legal terminology, and hypothetical problem solving. The course examines the formation, performance, enforcement, discharge and remedies for breach.

Quarter Credit Hours 4.5

LAW4030 CRIMINAL JUSTICE RESEARCH METHODS

The purpose of this course is to provide the student with an understanding of the purposes behind criminal justice research, the concepts and logic of research designs, and to explore experimental research designs. This course includes an in-depth presentation of sampling in social science research. The goal is to familiarize the students with research methods in order to lay the groundwork for designing research projects, as well as to interpret research designs in depth. Prerequisite: LAW2050 or permission of department chair.

Quarter Credit Hours 4.5

LAW4033 TERRORISM

This course is a study of terrorism from its earliest history into the post-Sept. 11 21st century. It examines religious and political motivations for terrorism as well as the rationalization for such activity. It looks at the networking of nations, states and organizations in the acquisition of goods and finances to fund terrorist organizations. The course also looks at weapons of mass destruction, security measures and counterterrorism. Prerequisite: Junior status.

Quarter Credit Hours 4.5

LAW4040 CRIMINALISTICS

The course provides the student with a broad outline of key topic areas that encompass the study of forensic science. It emphasizes the application of forensic sciences and its role in criminal investigation. Topics include the scope, history and basic methods of evidence recognition, collection, identification and preservation. Basic forms of physical evidence most commonly encountered at crime scenes are discussed along with their respective value in the investigative process. Prerequisite: LAW3075. (PT)

Quarter Credit Hours 4.5

LAW4050 ADVANCED TOPICS IN CRIMINAL JUSTICE

This course is a forum for special offerings focusing on special issues and emerging areas of criminal justice. The course is taught by faculty members and visiting experts in the areas of focus. Topics covered (which may change each offering) may include (by way of illustration and not limitation) public and private security, victimology, child abuse and neglect, and organized crime. Prerequisite: LAW2050, junior status.

Quarter Credit Hours 4.5

LAW4060 ADVANCED TOPICS IN CRIMINALISTICS

This advanced course presents specific topics in the advanced study of forensic science over two terms. Students are presented with the application of advanced and specialized areas of forensic science encountered during criminal investigations. Topics include advanced topics of forensic pathology, pattern and impression evidence, questioned documents, cyber technology, forensic applications of the social science, and legal and ethical issues in forensic science. Prerequisites: LAW4040.

Quarter Credit Hours 4.5

LAW4080 CRIMINAL JUSTICE SENIOR SEMINAR

This course presents an overview and analysis of the American criminal justice system in a capstone seminar format. The course examines criminal and constitutional law, criminology, law enforcement and investigation, courts, corrections and juvenile justice through the use of critical thinking, research, writing and discussion. Prerequisite: LAW3075, LAW4030.

Quarter Credit Hours 4.5

LAW4090 CRIMINAL JUSTICE EXTERNSHIP

Selected Criminal Justice students serve a one-term externship in an approved Criminal Justice facility such as a police department, corrections facility, juvenile corrections facility, probation and parole department or private security facility. The externship is designed to give students the opportunity to apply their formal education to actual work situations. The student extern works under the supervision of a Criminal Justice professional. The student extern shall maintain a written log throughout the term of the externship. The extern works 39–40 hours per week at the approved site. Prerequisite: Junior status, 2.75 GPA in major, 2.75 overall GPA.

Quarter Credit Hours 13.5

LAW4097 CRIMINAL JUSTICE CAREER CO-OP**LAW4098 CRIMINAL JUSTICE CAREER CO-OP****LAW4099 CRIMINAL JUSTICE CAREER CO-OP**

Eligible students may apply for a cooperative education assignment. These are industry experiences that allow students to gain academic credit for an invaluable work experience in the criminal justice area. Upon completion of this term-long course, students have an understanding of the demands and expectations of business and industry.

To be eligible to apply for the domestic co-op program, students must: 1) maintain a cumulative grade point average of 2.75 during the entire pre-program application process, 2) maintain a clean record of behavior as defined by the Student Code of Conduct, 3) have completed 130 hours of course work, 4) have appropriate elective or practicum credit available in their degree audits, and 5) have the sponsorship of a faculty advisor.

LAW4097 Quarter Credit Hours 4.5

LAW4098 Quarter Credit Hours 9.0

LAW4099 Quarter Credit Hours 13.5

MANAGEMENT

MGMT1000 FOUNDATIONS OF BUSINESS

This course introduces students to the basic concepts of business by exploring a broad spectrum of business activities. The course focuses on multiple environments that effective business managers must understand. Topics covered include business in a global environment, starting and growing a business, marketing, managing technology and managing financial resources.

Quarter Credit Hours 4.5

MGMT1001 PRINCIPLES OF MANAGEMENT

This course is a general survey of management that focuses on planning, organizing and controlling. At the end of this course, the student should demonstrate an awareness and insight into the various aspects of management.

Quarter Credit Hours 4.5

MGMT2001 HUMAN RESOURCES MANAGEMENT

This course is the study of personnel management in organizations. The student learns basic functions of procuring, developing, maintaining and utilizing a labor force to meet the entry-level requirements for employment in personnel work. The course supplies students with an understanding of the personnel department.

(HO) (PT) (SL) (WI)

Quarter Credit Hours 4.5

MGMT2020 ORGANIZATIONAL BEHAVIOR

This course surveys organizational theory. Focus is on individual and team behavior with an emphasis on developing team-building skills. Additional topics include structure, size, technology, power relationships, and how organizations survive, decline, grow and change.

Quarter Credit Hours 4.5

MGMT2030 SERVICE AND PRODUCTION OPERATIONS MANAGEMENT

This course acquaints students with the fundamentals of operations management in both goods and services industries. The course recognizes the changing face of operations, from an internally-focused supportive function to a strategic part of the enterprise value

chain. The course explores five major areas: process analysis, total quality management, alternative production systems, supply chain management, and new product development. Prerequisite: ENTR1001 or MGMT1001 or MGMT2120. (PT)

Quarter Credit Hours 4.5

MGMT2040 PURCHASING AND SUPPLY CHAIN MANAGEMENT

This course examines the dynamic field of production and the management of the entire supply chain. Major areas of study include purchasing's role in the organization, global sourcing, new models for supplier involvement and management, and new product development.

The role of purchasing and total quality management is a pervasive theme throughout the course. Students are exposed to the theoretical and practical issues to prepare them for the National Association of Purchasing Managers (NAPM) certification exam. Prerequisite: ENTR1001 or MGMT1001 or MGMT2120. (PT)

Quarter Credit Hours 4.5

MGMT2120 ACCELERATED MANAGEMENT

This is a general survey of management for honors program eligible students. The course focuses on the five functions of management and organizational theory, emphasizing team building. Case studies, learning teams and direct industry contact augment traditional classroom methods. Prerequisites: MGMT1000, honors eligibility.

Quarter Credit Hours 4.5

MGMT3030 MANAGERIAL TECHNOLOGY

This course surveys the relationship of technology to the managerial process. Topics include computer and communications systems, information systems, decision support systems and expert systems. Students are required to show their understanding of these technologies. Students are also exposed to typical approaches and managerial practices through demonstrations, case studies, simulations and hands-on exercises.

Prerequisite: ENTR1001 or MGMT1001 or MGMT2120.

Quarter Credit Hours 4.5

MGMT3040 PROCESS AND QUALITY MANAGEMENT

The course thoroughly examines the concept of quality and the tactical approaches used to manage quality improvement efforts in organizations. Students are exposed to theoretical and practical issues to prepare them for quality process management. Prerequisites: MGMT2030, MATH2001. (PT)

Quarter Credit Hours 4.5

MGMT3050 COMPENSATION AND BENEFIT MANAGEMENT

This course studies all aspects of compensation. Topics include the pay model, determining consistency, job analysis, skill-based structures, external competitiveness, designing pay levels, pay for performance, performance appraisals, employee benefits and the government's regulatory role. Linkage of compensation strategies to recruiting is also investigated.

Prerequisite: MGMT2001. (PT)

Quarter Credit Hours 4.5

MGMT3060 HUMAN RESOURCES TRAINING AND DEVELOPMENT

This course exposes students to training and development in a global, competitive environment. The course covers how to use employee talents effectively through new work designs (such as work teams), new technologies (such as computer-assisted manufacturing systems), and the latest "hot topics" in the training area.

Prerequisite: MGMT2001. (PT)

Quarter Credit Hours 4.5

MGMT3070 CONTEMPORARY MANAGEMENT

This advanced course applies both behavioral science and management techniques to foster and increase productivity, quality and job satisfaction. Practical skill exercises, case studies and site visits enhance learning. Contemporary Management intentionally does not duplicate the theoretical and conceptual background contained in earlier courses, such as MGMT2020. Prerequisite: Junior or senior status. (PT) Quarter Credit Hours 4.5

MGMT4001 PROCESS PLANNING AND CONTROL

This course offers a quantitative approach to management problems which enables students to "get their feet wet" in the disciplines of quantitative methods used to improve organizational performance. Prerequisite: MATH2001. (PT) Quarter Credit Hours 4.5

MGMT4020 STRATEGIC MANAGEMENT

This Department of Management course deals with environmental analysis, strategy formulation, strategy implementation and evaluation and control, all with an enterprise view of the firm. Students learn via team projects and case studies. It is recommended that students complete all Related Professional Studies courses before attempting this capstone series course. Prerequisites: ACCT3020 or ACCT3023 or ACCT3031 or ACCT4012, senior status. (HO) (PT) Quarter Credit Hours 4.5

MGMT4030 SENIOR MANAGEMENT SEMINAR

This Department of Management course sharpens analytical skills and decision making, polishes business communications, and enhances teamwork abilities. The course is designed as a seminar in the truest sense, as the onus for success rests heavily on the student. It is recommended that students complete all Related Professional Studies courses before attempting this capstone series course. Prerequisites: MGMT4020, senior status. (PT) Quarter Credit Hours 4.5

MGMT4050 OPERATIONS MANAGEMENT STRATEGY

This course examines the operations function as an organization's source for sustainable, competitive advantage. The concept of operations is viewed from the perspective of the firm's entire value chain. Particular attention is devoted to evolving organizational forms. The impact of technology and domain choice on operations is examined in significant depth. Prerequisites: MGMT2030, MGMT4020. Quarter Credit Hours 4.5

MGMT4070 HUMAN RESOURCES MANAGEMENT STRATEGY

This course examines the human resources function as an organization's source for sustainable, competitive advantage. Case studies, team exercises, game strategies and other human resource strategic problems demonstrate the importance of the formulation, implementation and evaluation of a management decision. Prerequisites: MGMT2001, MGMT3060. (HO) Quarter Credit Hours 4.5

MGMT4097 MANAGEMENT CAREER CO-OP

MGMT4098 MANAGEMENT CAREER CO-OP

MGMT4099 MANAGEMENT CAREER CO-OP

Eligible students may apply for a cooperative education assignment. These are industry experiences that allow students to gain academic credit for an invaluable work experience in the management area. Upon completion of this term-long course, students have an understanding of the demands and expectations of business and industry.

To be eligible to apply for the domestic co-op program, students must: 1) maintain a cumulative grade point average of 2.75 during the entire pre-program application process, 2) maintain a clean record of behavior as defined by the Student Code of Conduct, 3) have completed 130 hours of course work, 4) have appropriate elective or practicum credit available in their degree audits, and 5) have the sponsorship of a faculty advisor.

MGMT4097 Quarter Credit Hours 4.5

MGMT4098 Quarter Credit Hours 9.0

MGMT4099 Quarter Credit Hours 13.5

MARKETING

MRKT1001 PRINCIPLES OF MARKETING

This introductory course presents the basic principles and practices of marketing. Topics include marketing orientation, external environments, ethical codes of conduct, and the importance of marketing to the business firm, our world economy and global culture. Case studies, field projects, a marketing simulation and using the Internet as a business and professional resource are utilized in the delivery of this course. An emphasis is placed on marketing strategy; image and branding, target markets, product, price, distribution and promotion. (WI) Quarter Credit Hours 4.5

MRKT1002 CONSUMER BEHAVIOR

The purpose of this course is to introduce the student to the various facets of consumer behavior, including the decision making process, problems, needs and goals, the consumer's search for information, and the evaluation of the purchase decision. Prerequisite: MRKT1001 or HOSP3050. (WI) Quarter Credit Hours 4.5

MRKT1011 PRINCIPLES OF PROFESSIONAL SELLING

This course is a hybrid of theory and training. Students learn about buying processes and personalities, and how to target, prospect, approach and interview customers in order to determine unmet needs and potential opportunities. Consultative selling replaces the outdated transactional approach to selling. Students learn through role-plays and skills-based training to build relationships with customers and other business partners in a relationship-oriented world. (PT) Quarter Credit Hours 4.5

MRKT2012 SALES MANAGEMENT

This course teaches students about the strategic role of the selling function within the business unit. Students learn the basic concepts of determining market potential, forecasting sales, designing sales territories, setting quotas, structuring the sales team, and recruiting, selecting, leading and motivating both inside and outside sales people. The course focuses on the "field" (district) level of sales management. Prerequisite: MRKT1011. Quarter Credit Hours 4.5

MRKT2020 BUSINESS TO BUSINESS MARKETING

The course is a study of business-to-business marketing, marketing of services and channels of distribution required for all buying and selling processes.

This course compares and contrasts the institutional, economic and behavioral aspects of business.

Prerequisite: MRKT1001 or HOSP3050.

Quarter Credit Hours 4.5

MRKT2050 QUALITATIVE RESEARCH

The course provides a broad overview of qualitative market research methods. Covering such exploratory techniques as focus groups, in-depth interviews and observations, this course familiarizes students with the appropriate uses and limitations of qualitative market research. Students use qualitative market research techniques to gain preliminary insight into decision-making problems and opportunities. Prerequisite: MRKT1001. (WI)

Quarter Credit Hours 4.5

MRKT3005 BRAND MARKETING

This course examines the role of a brand as an asset to an organization and the advantages of creating strong brands. Emphasis is placed on the creation, measurement and strategic applications of brand equity. Topics covered include choosing brand elements, designing supporting marketing programs, leveraging secondary associations, building brand portfolios, and adjusting brand strategy over time and geographic boundaries. Particular emphasis is placed on the role of promotional mix elements in the communication of brand equity. Prerequisite: MRKT1001 or HOSP3050.

Quarter Credit Hours 4.5

MRKT3011 DIRECT MARKETING

This course teaches students the elements of direct marketing as an integrated part of a total marketing program. Students learn how newspapers, magazines, telephone, radio, TV, cable, direct mail, catalogs and new electronic media are used in direct marketing programs. Plans, measurement and accountability are covered.

Prerequisites: MRKT1001 or HOSP3050 and junior status. (WI)

Quarter Credit Hours 4.5

MRKT3020 PRODUCT DEVELOPMENT

This course examines the role of product development as a function of an integrated marketing system. Students explore the synergy of design and technology to create consumer value. Topics covered include innovation, concept generation, global sourcing and manufacturing processes. Prerequisites: MRKT1001, MRKT1002.

Quarter Credit Hours 4.5

MRKT3040 E-COMMERCE

This course focuses on the development and management of electronic marketing strategies through interactive media and on-line channel networks. Emphasis is placed on three distinct classes of e-Commerce applications: business-to-consumer, business-to-business, and intra-organizational. Prerequisite: MRKT1001 or HOSP3050. (PT)

Quarter Credit Hours 4.5

MRKT3055 QUANTITATIVE RESEARCH

This course is a continuation of MRKT2050 and provides an overview of contemporary topics in quantitative research such as competitive intelligence, survey design and scale measurement. Students use current technology and software tools to create,

distribute, analyze and interpret qualitative data.

Together with MRKT2050, students learn modern market research techniques that are used to make sound business decisions. Prerequisites: MRKT2050, MATH2001, junior status. (WI)

Quarter Credit Hours 4.5

MRKT4001 STRATEGIC MARKETING

Developing and implementing an exciting, cohesive and effective marketing strategy adaptable to a changing business environment is a must for career preparation and meaningful placement in the world of marketing. This capstone course develops skills essential to anticipating and responding to the changing needs of customers and markets in our global economy and culture. It thoroughly explores marketing strategy using a combination of texts, readings, visiting speakers, Internet sites, cases, a marketing simulation and field assignments. It is recommended that all students complete all related professional studies courses before attempting this capstone course. Prerequisites: MRKT1001 or HOSP3050 and senior status. (PT) (WI)

Quarter Credit Hours 4.5

MRKT4030 INTERNATIONAL MARKETING

This course deals with various differences in cultural, economic and legal factors as they relate to the marketing process. This is a systematic treatment of marketing on a global scale, extending basic principles into foreign marketing requirements. Prerequisites: MRKT1001 or HOSP3050 and junior status. (HO) (PT)

Quarter Credit Hours 4.5

MRKT4076 MARKETING EXTERNSHIP

This course provides students with the opportunity to apply basic knowledge in an actual work environment either within or outside the university. Students work for project managers under the guidance of faculty members. To be eligible, students must maintain a 2.0 grade point average and maintain a clean record of behavior as defined by the Student Code of Conduct. Prerequisite: 120 quarter credits completed.

Quarter Credit Hours 9.0

MRKT4097 MARKETING CAREER CO-OP

MRKT4098 MARKETING CAREER CO-OP

MRKT4099 MARKETING CAREER CO-OP

Eligible students may apply for a cooperative education assignment. These are industry experiences that allow students to gain academic credit for an invaluable work experience in the marketing area. Upon completion of this term-long course, students have an understanding of the demands and expectations of business and industry.

To be eligible to apply for the domestic co-op program, students must: 1) maintain a cumulative grade point average of 2.75 during the entire pre-program application process, 2) maintain a clean record of behavior as defined by the Student Code of Conduct, 3) have completed 130 hours of course work, 4) have appropriate elective or practicum credit available in their degree audits, and 5) have the sponsorship of a faculty advisor.

MRKT4097 Quarter Credit Hours 4.5

MRKT4098 Quarter Credit Hours 9.0

MRKT4099 Quarter Credit Hours 13.5

RETAIL

RTL1005 RETAILING

This course is designed to introduce the student to the field of retailing. Emphasis is placed on basic principles of the retail environment, retail operations and retail administration. Career paths and leadership styles are incorporated into this course. Current conditions and newer concepts and practices in the field are highlighted, with special attention focused on industry terminology.

Quarter Credit Hours 4.5

RTL1010 TEXTILES

This course is an overview of the production and utilization of fibers, yarns and fabrics. Emphasis is placed on the performance of textiles for specific end uses. (PT)

Quarter Credit Hours 4.5

RTL1020 THE BUSINESS OF FASHION

This introductory course is designed to increase students' powers of observation, research and analysis of fashion. Students learn the vocabulary of the field, the structure of the industry, domestic and foreign designers, and historical as well as contemporary influences on fashion. The motivations of dress, theories of fashion adoption and the fashion lifecycle are explored as sources of information to establish fashion statements and forecast fashion trends.

Quarter Credit Hours 4.5

RTL1050 VISUAL MERCHANDISING

This course is an overview of the field of visual merchandising. Emphasis is placed on the importance of store image, color and composition, types of displays, and fixtures. Other topics include the use of mannequins, mannequin alternatives, signage and graphics, and floor plans.

Quarter Credit Hours 4.5

RTL2010 APPAREL QUALITY ANALYSIS

This course provides students with a method for evaluating the quality of ready-to-wear apparel. Using an industry approach, the course integrates the study of traditional clothing construction with that of apparel production. Making informed business decisions in fashion merchandising and marketing requires an understanding of how apparel is manufactured and an appreciation of the features that affect cost and quality. Prerequisite: RTL1010.

Quarter Credit Hours 4.5

RTL2020 FASHION DESIGN FOR THE APPAREL INDUSTRY

This course explores the design process to inspire creativity and develop practical skills that bring design concepts to professional renderings. Topics include basic art principles, sources of inspiration, consumer profiling, color and fabric boards, line conceptualization and fashion presentation techniques. Each student presents a collection of original designs.

Quarter Credit Hours 4.5

RTL2050 FASHION PROMOTION

The theory of fashion promotion is explored as it relates to the selling of fashion merchandise to the public. This course explores the nature of the fashion promotion industry and its use of the various media used to make the consumer aware of current trends and styles. The text addresses itself to the career-minded student who wants to be involved in the marketing, merchandising and promotion of fashion.

Quarter Credit Hours 4.5

RTL2063 RETAIL INDUSTRY SEMINAR

This course is offered in three components. One component is devoted to the mathematics of merchandising with its ramifications and effects on profitability and terms of sale. The second component is presented in seminar and case study format where students explore the importance of decision making and its effects at all levels of the retail industry. The third component is the industry field trips. Students are encouraged to examine personal and professional goals as they visit with local industry guests/hosts. Students are encouraged to network with industry speakers and begin planned career opportunities for the future. Prerequisites: RTL1005, RTL1020. (PT) (WI)

Quarter Credit Hours 4.5

RTL2090 RETAIL EXPERIENCE

In this course students apply retail theory to real-world experiences. They develop appropriate attitudes and skills necessary for success in the retail environment. Sales management experience is the foundation of this course. Students also gain realistic and practical exposure to the merchandising, operations, and control functions of retailing. Prerequisite: RTL1005. (PT)

Quarter Credit Hours 4.5

RTL2095 RETAIL PRACTICUM LAB

This course is designed to give students laboratory experience in merchandising functions. Students participate in a simulated work environment under the supervision of faculty with expertise in the industry. Market analysis and trend research are included with "back of the house" simulations in buying, vendor communications, catalog operations and merchandise promotion modules. Prerequisite: RTL1005.

Quarter Credit Hours 4.5

RTL3010 MERCHANDISE BUYING

This course provides the student with the principles that govern the movement of merchandise. Students are expected to know the environmental factors that influence the behavior of consumers and the techniques for determining and predicting merchandise cycles.

This course outlines the merchandising activities and marketing trends of those industries involved with the production and providing of goods in the marketplace. The options of the buyer in making merchandise budgets, plans and decisions are presented. This background provides the basis for examining the merchandising activities and decisions expected of a buyer at the retail level. Buying activities are compared for a variety of retail settings. Prerequisite: RTL1005.

Quarter Credit Hours 4.5

RTL3020 MERCHANDISE MATHEMATICS

This course is designed to examine the philosophies, theories and techniques underlying the allocation of merchandise investments, control of sales and control of inventory (including planning and pricing) in retail stores. The course approaches retail management from the standpoint of the retail businessperson and is intended to serve as a tool for the student of retailing or merchandising. Prerequisite: RTL1005. (PT)

Quarter Credit Hours 4.5

RTL3030 COMPARATIVE RETAIL STRATEGIES

This course is designed to analyze and compare retail merchandise and management techniques used in specialty store, department store, chain store and mass merchandising operations. A case study approach is used in evaluating merchandise and management decisions in a variety of cases involving issues, types of operations and levels of management. Prerequisite: RTL2063. (HO) (PT) (WI)
Quarter Credit Hours 4.5

RTL3055 GLOBAL INFLUENCES ON FASHION HISTORY

This advanced course focuses on the elements affecting dress from antiquity through the 20th century. Using an interdisciplinary approach students explore the complex relationship between dress and textiles as a reflection of material culture and phenomena such as social structure, technology, aesthetics, geography, politics and religion. The constants as well as the changes in human ecology are analyzed using primary sources including archeological discoveries, artworks, written documents, period photographs and extant objects. Critical thinking skills and scholarship are emphasized as students apply a historical framework to real world issues in today's global marketplace. Prerequisites: RTL1010, RTL1020.
Quarter Credit Hours 4.5

RTL3070 TEXTILE DESIGN FOR THE APPAREL AND HOME FURNISHINGS INDUSTRY

This hands-on course is an introduction to basic textile design techniques used by designers and manufacturers. Topics include motif development, croquis design and repeat patterns. Methods of surface printing include direct painting, stenciling and block printing. Basic weaving or knitting patterns, embroidery, beading and applique are also explored. Students develop an appreciation for the historic and cultural value relevant to each method, and create collections of textile samples as they solve design problems.
Quarter Credit Hours 4.5

RTL3076 RETAIL EXTERNSHIP

The student has the option of serving on an externship or, if the student meets the requirements, may substitute a cooperative education experience for this course. Other options may include a special project of substantial depth at the student's current place of employment, or a for-credit-only endeavor in a corporate or non-profit setting. All experiences are administered through the Career Development Office. Prerequisites: RTL2063 and RTL2095.
Quarter Credit Hours 9.0

RTL4010 RETAIL EXECUTIVE DECISION MAKING

This course is presented seminar style as a capstone course for retail seniors. Guest speakers, situational role playing and trade journals are used to interpret current market trends, environmental and economic impacts on retailing. Students analyze interpersonal skills and discuss employee survival skills. Focus is also given to making merchandising and buying decisions. Prerequisite: Senior status. (PT) (WI)
Quarter Credit Hours 4.5

College of Business/ The Hospitality College

MANAGEMENT AND THE HOSPITALITY INDUSTRY

MGHI1000 INTRODUCTION TO MANAGEMENT AND THE HOSPITALITY INDUSTRY

This course is a general introduction to management and the hospitality industry for undeclared majors. The course focuses on the planning, organizing, staffing and controlling functions of management. Students are also introduced to the various segments within the hospitality industry (lodging, food service, travel-tourism, and sports/entertainment/event management).
Quarter Credit Hours 4.5

College of Culinary Arts

BAKING & PASTRY ARTS

BPA1100 PRINCIPLES AND TECHNIQUES OF BREAD PRODUCTION

This course provides a solid foundation in the principles and techniques of artisan bread production. Products covered include yeasted, naturally leavened, prefermented and unleavened breads and rolls, decorative breads, quick breads, and yeasted viennoiserie. Properties and characteristics of ingredients, the baker's percentage system and scaling methods are studied, as well as proper mixing techniques, controlled fermentation, hand shaping skills and baking methodology. (HO)
Quarter Credit Hours 7.5

BPA1200 CLASSICAL FRENCH PASTRIES

This course is designed to give the student fundamental working knowledge of the traditional methods of producing puff pastry, paté à choux, creams and custards. Fundamentals of production and finishing techniques are introduced. This course concentrates on the practical techniques of platter design and presentations. (HO)
Quarter Credit Hours 7.5

BPA1300 HOT AND COLD DESSERT PRESENTATIONS

This course covers the basic techniques and presentations of traditional American and international desserts. The emphasis is on pies, fruit desserts, baklava and strudel, frozen desserts, and cheesecake. The daily presentations of desserts focuses on individual plating. (HO)
Quarter Credit Hours 7.5

BPA1400 INTRODUCTION TO CAKE DECORATING AND PETITS FOURS

The course is designed to expose students to the proper procedure for producing cakes. Emphasis is placed on the numerous different types of cakes and fillings. Time is also spent on specialty cakes such as birthday cakes and wedding cakes. Petits fours are also introduced to the students. (HO)
Quarter Credit Hours 7.5

BPA2100 ADVANCED CAKE DECORATING AND CLASSICAL FRENCH TORTES

This course covers classical cakes designs as well as contemporary cake decorating techniques. To complement these items, students are shown the diversity of mousses and how they are utilized in the industry. The last section introduces the student to making marzipan showpieces. Prerequisites: BPA1400 and sophomore status. (HO) (PT)
Quarter Credit Hours 7.5

BPA2200 CHOCOLATE AND SUGAR ARTISTRY AND SHOWPIECES

During this course, students practice, using several methods, the proper chocolate tempering procedure. Hand-dipped and molded chocolate candies (pralines) are produced, utilizing a variety of different chocolates, fillings, manufacturing and decorating techniques. Students design and create centerpieces and showpieces using mediums such as chocolate, pastillage, royal icing, and poured and pulled sugar. Prerequisite: Sophomore status. (HO)
Quarter Credit Hours 7.5

BPA2366 PASTRY ARTS INTERNSHIP/EXTERNSHIP

The baking & pastry arts internship/externship provides students with the opportunity to prepare baked items and other desserts and pastries in large quantities. Upon completion of this course, students have a better understanding of commercial operations. Prerequisite: Completion of all freshman-level course work.
Quarter Credit Hours 13.5

BPA2396 PASTRY ARTS COOPERATIVE EDUCATION

In this course, experiential learning takes place in diverse industry work settings. Selected students are exposed to various pastry arts kitchen rotations. Upon completion, the student has a better understanding of the demands and expectations of the food service industry. Academic credit is awarded for this hands-on experience. Prerequisite: Completion of all freshman-level course work.
Quarter Credit Hours 13.5

CULINARY ARTS

CUL1315 STOCKS, SAUCES AND SOUPS

Students are introduced to cooking techniques of simmering and boiling. Lecture, demonstration and production focus on stocks, sauces, soups and related ingredients. The proper use of knives, tools, smallwares and equipment is emphasized. (HO) (PT)
Quarter Credit Hours 3.0

CUL1325 ESSENTIALS OF DINING ROOM

Students are introduced to front-of-the-house (FOH) operations and professional dining service techniques. Etiquette, quality service, positive guest relations, effective communication skills and guest check handling are emphasized. Students actively perform hot and cold food and beverage service using various service techniques. Students are prepared and take the Federation of Dining Room Professionals Associate Certification exam as an outcome assessment. (HO) (PT)
Quarter Credit Hours 3.0

CUL1335 TRADITIONAL EUROPEAN CUISINE

Students are introduced to the cooking techniques of braising and stewing. Lecture, demonstration and production revolve around traditional European cuisine, ingredients and plate presentations. (HO) (PT)
Quarter Credit Hours 3.0

CUL1345 INTRODUCTION TO BAKING & PASTRY

Production includes basic breads and rolls, laminated dough, muffins, quick breads, cookies and pies. Proper use of the baker's scale, liquid measurement and equipment identification are a primary focus for this course. (HO)
Quarter Credit Hours 3.0

CUL1355 NEW WORLD CUISINE

Students are introduced to cooking techniques of grilling/broiling, roasting and deep-frying. Lecture, demonstration and production revolve around North, Central and South American cuisine, ingredients and plate presentations. The proper use of knives and basic vegetable cuts is emphasized. (HO) (PT)
Quarter Credit Hours 3.0

CUL1365 PRINCIPLES OF BEVERAGE SERVICE

The course combines introduction and application of beverage, bartending and service. Students are introduced to the identification, production, and service of nonalcoholic beverages, beer, wine, spirits, cordials, cocktails, mixed drinks and coffee. Students are introduced to sensory evaluation of beverages. This class incorporates and requires the student taking an industry recognized alcohol training intervention procedures certification program. (HO) (PT)
Quarter Credit Hours 3.0

CUL1375 NUTRITION AND SENSORY ANALYSIS

Students are introduced to the cooking techniques of steaming and poaching. Lecture, demonstration and production revolve around nutritional analysis of menus and recipes, and the sensory properties of food. The focus is on production of flavorful and nutritionally balanced entrées, vegetables and grains. (HO) (PT)
Quarter Credit Hours 3.0

CUL1385 FUNDAMENTALS OF FOOD SERVICE PRODUCTION

Students are introduced to cooking techniques of baking, sautéing and shallow frying. Lecture, demonstration and production focus on fats, oils, seasonings, flavoring and plate presentation. (HO) (PT)
Quarter Credit Hours 3.0

CUL1395 PURCHASING AND PRODUCT IDENTIFICATION

Students engage in identifying and handling various fresh, frozen, canned, dry ingredients and sundry items. Food service purchasing, receiving, handling, storage, issuing and evaluation processes are discussed and demonstrated. Purchasing automation, computerized purchasing and HACCP systems are discussed and demonstrated in this course. (HO)
Quarter Credit Hours 3.0

CUL1405 SKILLS OF MEATCUTTING

Purchasing, receiving, evaluating and proper storage procedures are discussed. Emphasis is placed on primal and sub-primal cuts, federal inspections, grading, yields, and the classification of meats, poultry and game. Laboratory activities include hands-on fabrication of pork, beef, poultry and lamb. (HO)
Quarter Credit Hours 3.0

CUL2215 GARDE MANGER

Students are introduced to modern and traditional techniques in the preparation of cold entrées, pâtés, terrines, galantines, chaud-froid and ice carving. Students plan, organize and set up buffets. This course also concentrates on the practical techniques of platter design and presentations. Prerequisite: Sophomore status. (HO)
Quarter Credit Hours 3.0

CUL2225 CLASSICAL FRENCH CUISINE

Students are introduced to the preparation of Cuisine Classique. Techniques learned in freshman culinary classes are applied and refined. Emphasis is placed on French menu terminology, techniques and sauces. Prerequisite: Sophomore status. (HO) (PT) Quarter Credit Hours 3.0

CUL2235 ADVANCED DINING ROOM PROCEDURES

Students are exposed to advanced table service techniques, tableside preparation, and the importance of team service and guest satisfaction. Students apply team service utilizing various service techniques. Students are introduced to wines of Old World wine regions as well as wines of the Southern Hemisphere and the laws regulating them. Students are also introduced to methods of merchandising food and beverage. Prerequisites: CUL1325, sophomore status. (HO) Quarter Credit Hours 3.0

CUL2245 INTERNATIONAL CUISINE

This course reinforces the techniques of grilling, deep-frying/shallow-frying, stir-frying, simmering, braising/stewing and steaming through the menu production of foods from around the world. The cuisines of China, Japan, Korea, Thailand, Vietnam, Philippines, India, Malaysia, Pakistan, the Middle East, Northern Africa, Greece, Turkey, Italy, Spain, Portugal, the Caribbean, Central America and South America are explored. Prerequisite: Sophomore status. (HO) Quarter Credit Hours 3.0

CUL2255 ADVANCED PATISSERIE/DESSERT

Emphasis is placed on the production of creams, ice creams, sorbets, mousse, chocolate, strudel, filo (phyllo), sauces and plated desserts. Daily presentation of individual desserts and creative plate presentation are featured. Prerequisites: CUL1345, sophomore status. (HO) Quarter Credit Hours 3.0

CUL2366 CULINARY ARTS INTERNSHIP

Culinary Arts Internship provides students with a "hands-on" learning experience in preparing and serving food and beverages at the university's state-of-the-art internship facilities. Prerequisite: Completion of all freshman-level course work. (SL) Quarter Credit Hours 13.5

CUL2386 CULINARY ARTS INTERNATIONAL EXCHANGE

The Ireland International Exchange program combines practical and educational learning experience. Emphasis is placed on providing students with hands-on learning in preparing and serving food and beverages. The practical training takes place in some of Ireland's most prestigious hotels. The educational learning takes place in regional education centers.

The France International Exchange program takes place at Ecole Supérieure de Cuisine en Française. The academic curriculum develops a student's practical and cognitive skills through the planning and preparation of entire meals. Cultural culinary experiences enhance the program through various field trips, seminars and demonstrations. Prerequisite: Completion of all freshman-level course work. Quarter Credit Hours 13.5

CUL2396 CULINARY ARTS COOPERATIVE EDUCATION

In this course, experiential learning takes place in diverse industry work settings in the U.S. and internationally. Selected students are exposed to various culinary and pastry arts kitchen rotations. Upon completion, the student has a better understanding of the demands and expectations of the food service industry. Students must have a minimum GPA of 2.75 to participate in co-op. Academic credit is awarded for this "hands-on" experience. Prerequisite: Completion of all freshman-level course work. Quarter Credit Hours 13.5

CUL2576 CULINARY ARTS EXTERNSHIP

Culinary Arts Externship provides students with a "hands-on" learning experience in preparing and serving food and beverages in diverse industry work settings. Selected students are exposed to various culinary arts settings with permission of the dean of the College of Culinary Arts. Academic credit is awarded for this experience. Prerequisite: Completion of all freshman-level course work. Quarter Credit Hours 13.5

CUL3020 FOUNDATIONS OF WINE AND SPIRITS

This course introduces the student to a systematic sensory approach to wines and spirits and develops the student's ability to describe them in a marketable way. The course teaches a fundamental understanding of the relationship between climate, terrain, soils and grape varieties and the differentiation between quality levels of wine and spirits. Approximately 70 wines are tasted. Quarter Credit Hours 4.5

CUL3091 OENOLOGY

This course provides a comprehensive study of wines. Emphasis is placed on the major wine producing regions of the world, focusing on classic Old World models and New World interpretations. Daily wine tastings incorporate structured analysis leading the student to identify regional and varietal organoleptic differences in wines. Tastings incorporate discussions on the pairing of food and wine. Students taste and analyze the classic styles of artisan cheeses from Europe and the U.S. Prerequisite: Junior status. (HO) (PT) Quarter Credit Hours 4.5

CUL3092 BREWING ARTS

Students develop an advanced understanding of traditional and modern styles of beer and brewed beverages by examining production methods and ingredients, and through detailed sensory analysis. Students explore historical context, as well as modern industry structures and trends. In addition to sensory analysis, lab hours also include two six-hour brewing sessions, and two four-hour field trips to local microbreweries and brewery restaurants. Quarter Credit Hours 4.5

CUL3093 COFFEE, TEA AND NON-ALCOHOLIC BEVERAGE SPECIALIST

The role of non-alcoholic beverages in profitable beverage programs is a focus of this course. It combines advanced knowledge and application of coffee, tea, water, ready-to-drink and other non-alcoholic beverages with structured systematic tastings, analysis, production and service. Students analyze the application of these non-alcoholic beverage to the on-premise market. (PT) Quarter Credit Hours 4.5

CUL3155 VEGETARIAN CUISINE

Daily production focuses on the types and the preparation of nutritionally balanced vegetarian diets. Students explore the importance of understanding why people choose vegetarian diets, including cultural and global perspectives, economics, and health. Daily production focuses on the preparation of vegetarian dishes and meals that fit into three classifications: vegan, lacto, and lacto-ovo vegetarian diets. Prerequisite: Junior status. (HO) (PT)
Quarter Credit Hours 3.0

CUL3165 LIGHT AND HEALTHY DESSERTS

This course presents methods of developing desserts by either creating new desserts that are light and healthy or by substituting ingredients in traditional desserts to make them lower in fat. The daily production focuses on substituting low-fat items for high fat while retaining the dessert's quality, quantity, variety and visual appeal. Students are encouraged to utilize their knowledge of sound nutritional principles to develop original creations. The production covers all aspects of the pastry shop from basic baked items to more elaborate dessert presentations. (HO)
Quarter Credit Hours 3.0

CUL3175 DESIGNING HEALTHY DESSERTS

This course presents methods to develop desserts by either creating new desserts that are healthy or by substituting ingredients in traditional desserts to make them conform to specific dietary restrictions. The daily production focuses on modifying ingredients in desserts while retaining quality, quantity, variety and visual appeal. Students are encouraged to utilize their knowledge of sound nutrition principles to develop original creations. The production covers all aspects of the pastry shop from basic baked items to more elaborate dessert presentations.
Quarter Credit Hours 3.0

CUL4045 SPIRITS AND MIXOLOGY MANAGEMENT

This course offers the student an advanced understanding of spirits, liqueurs, cocktails and mixology to design and supervise a successful bar operation. Spirits, liqueurs, cocktails and mixology principles are discussed within cultural, historical and business context. Advanced sensory analysis, cocktail recipe creation and production methods, inventory, cost analysis and merchandising are major components of this course. Alcohol liability and server training are reviewed. Students take the International School of Mixology Bartending Certificate. Prerequisite: Junior status.
Quarter Credit Hours 4.5

CUL4155 ATHLETIC PERFORMANCE CUISINE

This laboratory course emphasizes the importance of how food can enhance athletic performance. This course focuses on creating menus specifically geared for the training tables of various sports. Students utilize and apply their knowledge of nutrition, biochemistry, anatomy and physiology to develop individual assessments and menus for specific disciplines. Prerequisites: NUTR3030, SCI3040 and senior status. (HO) (PT)
Quarter Credit Hours 3.0

CUL4165 PRODUCT RESEARCH AND DEVELOPMENT

This senior-level course builds on and applies knowledge learned in several previous courses, including nutrition and sensory analysis, food science, and cost control. Students complete several experiments on food products during the first few days of class.

On Weeks 4 through 11, student teams develop food products from concept through prototype development. This class is conducted in a non-production kitchen, and students are expected to scale and convert formulas, complete basic costing calculations, and perform and interpret nutritional analyses. Prerequisites: FSM3025 and senior status. (HO)
Quarter Credit Hours 3.0

CUL4175 SPA CUISINE

Advanced techniques of nutritionally sound food preparation and menu development are discussed as they apply to current research reflected in the current USDA food guide pyramid. Students explore the unique flavor systems of the world as they impact ethnic cuisine. Emphasis is on redesigning recipes which maintain the integrity of unique cultural flavors while adapting current nutritional research to health and well being. Applications focus on recipe and menu development as it currently applies to current spa cuisine models. Prerequisite: Senior status. (HO)
Quarter Credit Hours 3.0

CUL4198 ADVANCED CULINARY NUTRITION CAREER COOPERATIVE EDUCATION

This capstone course provides the student with experiential learning in diverse domestic and international industry work settings. Students apply their theoretical and practical nutrition knowledge under the supervision of an executive chef and/or registered dietitian. Prerequisite: Completion of all junior-level course work, GPA of 3.25 for international co-op.
Quarter Credit Hours 13.5

FOOD SERVICE MANAGEMENT

FSM1065 FOOD SAFETY AND SANITATION MANAGEMENT

Students explore the fundamentals of food safety and environmental sanitation. This course looks at the origins of foodborne illness and the implementation of HACCP. Students must pass a national sanitation exam that is recognized by the Conference for Food Protection to fulfill the graduation requirement. (HO)
Quarter Credit Hours 1.5

FSM2025 FOOD AND BEVERAGE COST CONTROL

Food and Beverage Cost Control is an introductory course designed to acquaint the student with the control problems of the food and beverage industry. Emphasis is placed on profit planning through menu planning, the control cycle and forecasting. Prerequisite: MATH0001 or concurrent or placement. (HO) (WI)
Quarter Credit Hours 4.5

FSM2045 INTRODUCTION TO MENU PLANNING AND COST CONTROLS

This course allows the student to learn and to apply the skills of professional menu development while learning the importance and use of the proper tools and documents needed to control food and beverage costs and to analyze sales. This course introduces various food service concepts, explores labor and overhead expenses and introduces the income statement as a method of evaluating business success. Prerequisite: MATH0001 or concurrent or placement. (HO)
Quarter Credit Hours 4.5

FSM3025 FOOD SCIENCE

This course emphasizes the scientific method and the chemical and physical changes that occur during preparation, processing, and storage of food products. It is conducted in a non-production laboratory and includes the assessment of food quality. (HO) (PT) Quarter Credit Hours 4.5

FSM3035 SUPERVISION FOR FOOD SERVICE PROFESSIONALS

This course is designed to allow the student to learn and to explore human resource management theory and procedures as it applies to the food service industry. Students learn proper procedures to hire, train, motivate and discipline employees, as well as to perform employee appraisals. Current human resource management issues and current labor legislation law are discussed as they apply to preparing future chefs and managers for successful leadership roles in the food service industry. (HO) (PT) (WI) Quarter Credit Hours 4.5

FSM3040 FOOD SERVICE FINANCIAL SYSTEMS

Students learn and experience an in-depth analysis of financial information within the food service industry. Emphasis is placed on exploration of accounting, sales, purchasing, inventory, and budgetary systems. The course offers an overall view of financial management and its related areas through manual applications and the use of computers in the food service industry. Students recognize business problems, provide viable solutions and evaluate the effect of those solutions. (HO) (PT) Quarter Credit Hours 4.5

NUTRITION

NUTR2001 INTRODUCTION TO NUTRITION

This course emphasizes the principles of nutrition, and the six basic nutrients and related health concepts. Various eating behaviors, recommended dietary intakes, and tools for diet planning are explored. Students create an in-depth computerized personalized nutrient profile, which is self-analyzed for nutritional adequacy. (GS) Quarter Credit Hours 4.5

NUTR3030 NUTRITION ASSESSMENT

The junior-level course is designed to study the cultural, economic and physiological impact of food on the individual. Focus is on the measurement of techniques to evaluate nutritional status. Interrelationships between nutrition related diseases and current diet recommendations are explored. Prerequisites: NUTR2001 and junior status. (HO) (PT) (WI) Quarter Credit Hours 4.5

NUTR3050 LIFE SPAN NUTRITION

This course is designed to study the significance of nutrition at specific times of growth, development, and aging. The focus is on understanding the role food plays from pregnancy to the elderly population. The relationship between nutrition and health is traced throughout the human life span. Students apply course content to situations relevant to both community and clinical settings. Prerequisites: NUTR2001 and junior status. (HO) (WI) Quarter Credit Hours 4.5

NUTR4030 MEDICAL NUTRITION THERAPY

The course familiarizes the student with the principles of medical nutrition therapy. The critical role of food and nutrients and their effects on various disease states are discussed. Students explore a variety of issues that may impact the management of existing diseases. Prerequisites: NUTR3030, NUTR3050, SCI3040 and senior status. (HO) (PT) (WI) Quarter Credit Hours 4.5

The Hospitality College

COOPERATIVE EDUCATION

Co-op

Eligible students may apply for a Selective Career Cooperative Education assignment. These paid cooperative education assignments allow students to gain academic credit for an invaluable work experience within their chosen profession. Upon completion of this term-long course, students have a more global understanding of the demands and expectations of business and industry.

To be eligible to apply for the domestic co-op program, students must: 1) maintain a cumulative grade point average of 2.75 during the entire pre-program application process, 2) maintain a clean record of behavior as defined by the Student Code of Conduct, 3) have completed 130 credits of course work, 4) have appropriate elective or practicum credit available in their degree audits, and 5) have the sponsorship of a faculty advisor.

In addition to the traditional eligibility requirements, students desiring placement outside of the United States must maintain a 3.25 GPA.

Quarter Credit Hours (in parentheses):

HOSP4079 International Hospitality Career Co-op (13.5)
HOSP4093 Hospitality Career Co-op (4.5)
HOSP4096 Hospitality Career Co-op (9.0)
HOSP4099 Hospitality Career Co-op (13.5)

FOOD SERVICE MANAGEMENT

FSM1001 INTRODUCTION TO THE FOOD SERVICE FIELD

This introductory course examines career opportunities, organizational structures, history and human resource management in the food service industry. Specific segments are also examined in commercial, industrial and institutional areas of food service. Quarter Credit Hours 4.5

FSM1065 FOOD SAFETY AND SANITATION MANAGEMENT

Students explore the fundamentals of food safety and environmental sanitation. This course looks at the origins of foodborne illness and the implementation of HACCP. Students must pass a national sanitation exam that is recognized by the Conference for Food Protection to fulfill the graduation requirement. (HO) Quarter Credit Hours 1.5

FSM2055 BEVERAGE APPRECIATION

This intermediate course refines the student's knowledge of beverages served in a variety of hospitality operations. Emphasis is placed on beverage sensory perception and food pairings. Students develop and analyze strategies to effectively manage, market and set standards for beverage operations. Both alcoholic and non-alcoholic beverages are examined. Prerequisite: Sophomore status.
Quarter Credit Hours 4.5

FSM2075 HOTEL FOOD AND BEVERAGE CONTROLS

This course is designed to complete a student's foundation in purchasing and food and beverage operational controls. Emphasis is placed on methods used by hotel managers in order to increase food and beverage operational profits through maximizing revenues and controlling costs. Students also develop income statements and utilize spreadsheet applications to analyze food and beverage operations. Prerequisite: FSM2085 or CUL1395.
Quarter Credit Hours 4.5

FSM2080 FOOD SERVICE OPERATIONS

This intermediate-level course is designed to complete a student's foundation in purchasing as well as food and beverage operational controls. Emphasis is placed on mastering the purchasing cycle functions and back-of-the-house menu management systems. Students also develop income statements and utilize spreadsheet applications to analyze food and beverage operations. Students use current technology to develop income statements and manage back-of-the-house operations. Prerequisite: FSM2085 or CUL1395.
Quarter Credit Hours 4.5

FSM2085 HOTEL FOOD AND BEVERAGE OPERATIONS

This course is designed to introduce the student to the roles and standard operating procedures used for food and beverage operations in lodging settings. Emphasis is placed on food preparation techniques, basic purchasing procedures, kitchen and dining equipment, product identification and guest service styles and standards used in various lodging operations. Corequisite: FSM1065.
Quarter Credit Hours 4.5

FSM2098 FOOD SERVICE MANAGEMENT EXTERNSHIP

This externship provides in-depth experience in food and beverage operations. Rotational assignments incorporate both front- and back-of-the-house operations. It includes day, evening, and weekend shifts. A limited number of students may be able to substitute this course for FSM2099. Prerequisite(s): CUL1325 or FSM1070, FSM1065, approved sanitation certificate. (SL)
Quarter Credit Hours 13.5

FSM3001 FOOD SERVICE MANAGEMENT SYSTEMS AND HUMAN RESOURCE APPLICATIONS

This course is intended to prepare the students to apply sound human resource management principles to situations encountered within the hospitality industry. Students examine the complex and integrated nature of the hospitality industry and how various segments, such as lodging and tourism, impact the management and operation of food service establishments. Prerequisite: CUL2366 or CUL2386 or CUL2396 or BPA2366 or BPA2396. (PT)
Quarter Credit Hours 4.5

FSM3020 DINING SERVICE MANAGEMENT

This intermediate course concentrates on the comprehensive study of dining service operations within the food and beverage industry. Emphasis is placed on human resource development, staffing, facility design, internal marketing, and fiscal accountability. Prerequisite: FSM2075 or FSM2080 or SEE3008.
Quarter Credit Hours 4.5

FSM3030 FACILITIES DESIGN AND ANALYSIS

This is an intermediate course which introduces the student to the fundamentals of facilities planning for the commercial, institutional and industrial food service industry. The student is introduced to the need for proper planning, layout and design of production and service areas. The student becomes familiar with computer systems designed in restaurant planning. The major portion of the course is the student's involvement in individual projects on kitchen layout. Prerequisite: FSM1001 or HOSP1001 or SEE1001 or A.S. degree in Culinary Arts or Baking & Pastry Arts.
Quarter Credit Hours 4.5

FSM4040 ON-SITE FOOD SERVICE

This upper-level course emphasizes the contract or noncommercial segment of the food service industry. The traditional contract fields of business/industry, university/school, healthcare, recreation areas and catering are explored in depth. Contracts for these food service areas are evaluated from the client, contractor, guest and unit manager's perspectives. Prerequisite: FSM2075 or FSM2080 or FSM3001 or SEE3008.
Quarter Credit Hours 4.5

FSM4060 HOSPITALITY OPERATIONS MANAGEMENT

This upper-level capstone course combines a working knowledge of food production techniques and management skills necessary to operate a food service facility. Students further enhance these skills in a small-quantity food service setting in which they have full control over the food service operation. Prerequisites: FSM2075 or FSM2080, senior status. (PT)
Quarter Credit Hours 9.0

FSM4061 ADVANCED FOOD SERVICE OPERATIONS MANAGEMENT

This upper-level capstone course concentrates on integrating critical competencies of management in a small food service setting. Emphasis is placed on menu development, marketing, staff scheduling, production planning and implementation, service and fiscal accountability. Students manage the food service operation. Prerequisites: FSM2075 or FSM2080 or FSM2098 or FSM2099 or FSM3001, senior status. (PT)
Quarter Credit Hours 4.5

FSM4880 BEVERAGE OPERATIONS MANAGEMENT

This upper-level course examines the creation and management of a beverage operation. Planning topics include concept, identification of target market and creating a bar business. The creation of a business plan is discussed. Management topics include bar layout and operations, trend identification and product selection, basic production methods, costing and pricing, inventory methods and human resources management. The creation of wine lists, beer lists and cocktail menus is also discussed. Responsible Beverage Service is stressed. Prerequisite: CUL4045.
Quarter Credits Hours 4.5

HOSPITALITY MANAGEMENT

HOSP1001 THE HOSPITALITY FIELD

This course is an introduction to the various segments within the hospitality industry (lodging; food service; travel and tourism; and sports, entertainment and event management). The course is intended to prepare the student to apply sound management principles to the challenges encountered within the industry.

Quarter Credit Hours 4.5

HOSP1008 CUSTOMER/GUEST SERVICE MANAGEMENT

This introductory course is a study of customer/guest service management within the hospitality industry. Emphasis is placed on the development of service standards, the problem solving process, data gathering techniques, technological methods and fiscal accountability. Prerequisite: FSM1001 or HOSP1001 or SEE1001 or TRV1001.

Quarter Credit Hours 4.5

HOSP1010 FRONT OFFICE OPERATIONS

This course familiarizes students with the front office department of the hotel. Emphasis is placed on guestroom availability, reservation processing, guest registration, night audit, and check-out procedures through a computerized property management system. The student focuses on all aspects of the unique relationship between the front office and other departments in the hotel. Prerequisite: FSM1001 or FSM3001 or HOSP1001 or SEE1001.

Quarter Credit Hours 4.5

HOSP2011 HOSPITALITY SALES AND MEETING MANAGEMENT

This course familiarizes students with the scope of sales, meeting and event management within the hospitality industry. The reciprocal relationship between selling and service is presented within the context of hospitality marketing practices. Prerequisite: CUL1325 or HOSP1008 or SEE2020 or TRVL2040. (HO)

Quarter Credit Hours 4.5

HOSP2020 RESORT MANAGEMENT

This course provides a detailed study of management techniques used in the management of resort properties and their recreational facilities. The physical development of resort properties is also investigated. Prerequisite: FSM1001 or FSM3001 or HOSP1001 or SEE1001.

Quarter Credit Hours 4.5

HOSP2030 HOSPITALITY HUMAN RESOURCES AND DIVERSITY LEADERSHIP

Operational and staff managers in today's hospitality-related businesses often manage a diverse group of employees and are responsible for compliance with employment laws and human resource policies. Therefore, managers must be knowledgeable about laws and best practices when working with their employees. This course helps students develop managerial knowledge and skills in several areas of human resource management including recruiting, interviewing, selection, orientation, training, performance evaluation and management, discipline, terminations, and employee and union relations. Prerequisite: Sophomore status. (PT) (WI) (HO)

Quarter Credit Hours 4.5

HOSP2050 INTERNATIONAL TOUR AND HOTEL OPERATIONS

This course is taught only on a campus outside of the United States during a term abroad program. The course focuses on cultural, political, legal, and economic forces and their impact on tourism and how hospitality management practices differ among countries. Students plan and participate in a variety of tours and professional site visits in order to gain first-hand knowledge of the international travel experience. Prerequisites: Must be accepted in Term Abroad Program, junior year status.

Quarter Credit Hours 9.0

HOSP2098 HOTEL EXTERNSHIP

This externship is designed to give the student practical experience in both lodging and food and beverage areas. Rotational assignments incorporate both front-and back-of-the-house operations. It includes day, evening and weekend shifts. A limited number of students may be able to substitute this course for HOSP2099. Students need to see their respective dean for admission procedures to this course. Prerequisites: HOSP1008, HOSP1010 or HOSP1011, FSM1065, FSM2085, approved sanitation certificate.

Quarter Credit Hours 13.5

HOSP3020 TRADE SHOW/EXPOSITION MANAGEMENT

This course is designed to give the student practical experience in developing a trade show or exhibition with special emphasis on pre-planning, budget preparation, advertising and/or public relations, and exhibit setup, including exhibit registration, booth accommodations and assignments, draping, audiovisual, programming and wrap-up. A directed work project may be incorporated into this course. Prerequisite: FSM3001 or HOSP2011 or SEE2020 or TRVL2040.

Quarter Credit Hours 4.5

HOSP3033 HOTEL PROPERTY OPERATIONS

This course introduces the student to the role of the property operations manager. Essential elements of engineering, housekeeping and security are studied. The student is introduced to technical and legal issues related to these departments. Prerequisite: HOSP2098 or HOSP2099 or SEE2010 or TRVL2099 or permission of department chair.

Quarter Credit Hours 4.5

HOSP3045 MANAGEMENT OF VACATION OWNERSHIP (TIMESHARE) RESORTS

This course covers concepts and issues related to the marketing and management of vacation ownership (timeshare) properties. Owner-manager relationships are highlighted. Additionally, important financial issues related to initial development, budget management and renovations are covered. Best practices of leading companies are examined. Contrasts are made among typical lodging properties, traditional resorts, full ownership resorts, destination clubs and fractional ownership resorts. Prerequisite: HOSP1010 or HOSP2020.

Quarter Credit Hours 4.5

HOSP3050 HOSPITALITY STRATEGIC MARKETING

This is an upper-level course dealing with the broad scope of hospitality marketing placing emphasis on the analysis, structure and strategy of the hospitality marketing department, departmental budgeting, allocation of resources, market research, media selection and effectiveness of the marketing plan. Case studies and assigned readings examine current marketing issues. A directed work project may be incorporated into this course. Prerequisite: Junior status. (HO) (PT)

Quarter Credit Hours 4.5

HOSP3060 PRIVATE CLUB MANAGEMENT

This upper-level course examines the private club industry and its specific challenges. Emphasis is placed upon the manager's role with the governing board, membership, staff and management of the clubhouse and recreation activities. Prerequisite: FSM1001 or FSM3001 or HOSP1001 or SEE1001.
Quarter Credit Hours 4.5

HOSP3077 REVENUE MANAGEMENT

This course examines and illustrates the strategies, principles and techniques of revenue management as they relate to lodging, travel/tourism, food service and facilities management. The relationship between accurate forecasting, overbooking, reservation systems, marketing issues, pricing and e-Commerce as they relate to financial decision making are investigated. Students are required to analyze revenue management scenarios. Prerequisites: FSM3001, HOSP1010, SEE3008.
Quarter Credit Hours 4.5

HOSP3092 DIRECTED WORK EXPERIENCE II

The directed work experience provides an opportunity for the application of acquired skills and knowledge in a supervised non-paid industry setting. The focus of the experience revolves around a specific industry-based project. Prerequisite: Approval of the dean.
Quarter Credit Hours 9.0

HOSP3098 DIRECTED WORK EXPERIENCE III

The directed work experience provides an opportunity for the application of acquired skills and knowledge in a supervised non-paid industry setting. The focus of the experience revolves around a specific industry-based project. Prerequisite: Approval of the dean.
Quarter Credit Hours 13.5

HOSP3191/HOSP3291/HOSP3391 DIRECTED WORK EXPERIENCE I

The directed work experience provides an opportunity for the application of acquired skills and knowledge in a supervised non-paid industry setting. The focus of these experiences revolves around a specific industry-based project. Prerequisite: Approval of the dean.
Quarter Credit Hours 4.5

HOSP3810 SPA MANAGEMENT

This course examines the growing segment of spas and spa services within hospitality operations. Strategies for the design and development of a successful spa concepts are discussed with emphasis placed on management, marketing and fiscal performance. Prerequisite: Junior status.
Quarter Credit Hours 4.5

HOSP3850 NEGOTIATIONS AND AGREEMENTS

This intermediate-level course explores a variety of hospitality industry negotiations and interactions. The course discusses the skills necessary to recognize situations within the hospitality industry which call for bargaining. This course also articulates the development of agreed elements necessary to properly record the outcomes of the negotiation process, the numerous agreements/contracts that are prevalent in the hospitality industry, and the implementation and management of agreements and contracts. Prerequisite: LAW2001 or LAW2010. (PT)
Quarter Credit Hours 4.5

HOSP4012 DEVELOPING AND MANAGING A SMALL HOSPITALITY LODGING PROPERTY

This course is designed to familiarize the student with the challenges and rewards of the entrepreneurial development and management of a small lodging property. Concepts for establishing the business, financial operations, daily operational procedures, and marketing the business are covered. Prerequisites: ACCT3020 or ACCT3025, HOSP3050 or MRKT1001.
Quarter Credit Hours 4.5

HOSP4060 HOSPITALITY MANAGEMENT SEMINAR

This is a senior-level capstone course designed to give students insight into hospitality strategy. Using a variety of teaching methods including the case study approach, realism is introduced into the classroom, improving the critical thinking and decision-making ability of the student. The course is also designed to integrate appropriate computer-based simulation and applications programs into management theory. A directed work project may be incorporated into this course. Prerequisite: ACCT3020 or ACCT3025, HOSP3050 or MRKT1001.
Quarter Credit Hours 4.5

INTERNATIONAL HOTEL AND TOURISM MANAGEMENT

IHTV3010 INTERNATIONAL HOSPITALITY MANAGEMENT

The purpose of this intermediate course is to acquaint students with the skills of a global hospitality manager, where students study principles of international hospitality management: marketing, human resource management, financial issues and operational risk management. An historical approach is taken in exploring the development of multinational hospitality corporations. Offered during the summer term abroad only.
Prerequisite: HOSP2030.
Quarter Credit Hours 4.5

SPORTS/ENTERTAINMENT/EVENT MANAGEMENT

SEE1001 INTRODUCTION TO

SPORTS/ENTERTAINMENT/EVENT MANAGEMENT

This course introduces students to the sports/entertainment/event management field. Emphasis is on the historical development, organizational structure and career opportunities that exist within the industry. Operational issues related to the management of events and facilities such as arenas, convention centers, performing arts centers and stadiums are also discussed.
Quarter Credit Hours 4.5

SEE2010 FACILITIES OPERATIONS

This course introduces students to the functions, procedures and systems necessary to plan, develop, operate and maintain indoor/outdoor sport and recreation facility environments. Emphasis is on the importance of the facility manager's role in maintaining the physical plant and grounds for maximum safety, comfort and profitability. Prerequisite: FSM1001 or FSM3001 or HOSP1001 or SEE1001. (HO) (PT)
Quarter Credit Hours 4.5

SEE2020 EVENT MANAGEMENT

This course introduces students to the methods and techniques utilized in planning, organizing, promoting and delivering major events and the role of events in generating a tourist market. (HO) (PT)
Quarter Credit Hours 4.5

SEE2030 THE ENTERTAINMENT INDUSTRY

This course is designed to provide students core knowledge of the diverse and dynamic entertainment industry. The topics explored through this course include the historical development of the entertainment industry, current trends and industry regulations, theater and the arts, music, cinema, sports entertainment, television, and alternative entertainment. Issues related to industry best practices, effective artist/performer management and entertainment event production are also discussed. Prerequisite: SEE1001 or HOSP1001 or FSM1001 or FSM3001. (PT)
Quarter Credit Hours 4.5

SEE2040 OUTDOOR RECREATION PLANNING

This course provides an introduction to the concept of outdoor recreation, outdoor recreation planning, and the specific use of our environment for recreation by individuals, private agencies and government agencies. The study of federal programs including the National Park Service is an integral part of this course.
Quarter Credit Hours 4.5

SEE3008 SPORTS/ENTERTAINMENT/EVENT MANAGEMENT ANCILLARY SERVICES AND REVENUES

This course explores the business dynamics of ancillary services and revenues in the sports, entertainment and event management industry by concentrating on the current procedures and standards for managing concessions, catering, merchandising, and retail operations. VIP services, premium revenue opportunities, effective techniques for responsible alcoholic beverage service, and cost control procedures are also incorporated. Students focus their study on the manager's role in delivering these services in an effective and entrepreneurial manner. Prerequisites: SEE2010, SEE2020, SEE2030. (PT)
Quarter Credit Hours 4.5

SEE3010 TICKET SALES AND OPERATIONS

This course introduces students to the ticketing operation of a major facility. The course concentrates on the sales, marketing and merchandising of the facilities inventory. Emphasis is placed on day-to-day management procedures and the technology utilized to control this box office inventory. Prerequisites: SEE2010, SEE3008. (HO) (PT)
Quarter Credit Hours 4.5

SEE3020 PROFESSIONAL SPORTS MANAGEMENT

This course focuses on the management and issues related to professional sports enterprises. Emphasis is placed on the theoretical foundations of professional sports and the application of management principles in the industry.
Quarter Credit Hours 4.5

SEE3030 ATHLETIC COACHING AND ADMINISTRATION

This course focuses on understanding basic coaching/administrative principles and philosophies for sports and athletics. It emphasizes the interscholastic and intercollegiate experiences. Students explore a wide

range of topics related to the current issues and trends in athletic coaching and administration. Prerequisite: LEAD2001.
Quarter Credit Hours 4.5

SEE3040 SPECIAL EVENT MANAGEMENT: CEREMONY AND PROTOCOL

This course is designed to prepare students to plan and execute ceremonial and protocol-sensitive events, such as social/life cycle events, governmental and political events and hallmark events. Emphasis is placed on cultural, political and social customs and the impact these elements have on the planning process. A directed work project may be incorporated into this course. Prerequisite: SEE2020 or HOSP2011 or FSM3001.
Quarter Credit Hours 4.5

SEE3045 MEDIA RELATIONS

This upper-level course develops the skills necessary to proactively interact with the mass communication media. Case studies are utilized in a laboratory environment. Emphasis is placed on the ethical responsibilities of a spokesperson and the experience needed to relate to the communication media in a variety of situations. Prerequisites: ENG1021 or ENG1921, ENG1030 or ENG1930.
Quarter Credit Hours 4.5

SEE3055 INTERNATIONAL SPECIAL EVENT MANAGEMENT

This upper-level course, taught only on a campus outside of the United States during a term abroad program, focuses on the development, planning and management of international special events. Emphasis is placed on research and development, site selection, social and cultural issues, marketing and sponsorship, and human resource management. In addition, the challenges presented by producing an event in a non-domestic venue is explored in detail. Prerequisites: SEE2020, acceptance in term abroad.
Quarter Credit Hours 9.0

SEE3060 CONCERT AND EVENT PRODUCTION

This course focuses on event and concert tour production. Emphasis is placed on managing a show on stage, back stage and on the road. In addition, tools for set building, lighting, sculpting sound with microphones and mixers, reviewing basic electrical formula, performance contracts, technical riders and a production checklist are explored. Prerequisites: SEE2010, SEE2030.
Quarter Credit Hours 4.5

SEE4020 SPORTS AND ENTERTAINMENT MARKETING

This course exposes students to marketing concepts relating to the sports and entertainment industries. It addresses various products, consumer markets, strategic market analysis and valuation within the sports/entertainment industries. Major topics include the negotiation process, promotions, public relations, market research and sponsorships. Prerequisite: HOSP3050 or MRKT1001.
Quarter Credit Hours 4.5

SEE4050 PUBLIC ASSEMBLY FACILITY MANAGEMENT

This course integrates the various operational functions of public assembly facilities. Students focus on advanced management principles, practices and methods. Prerequisites: HOSP3050 or MRKT1001. (PT)
Quarter Credit Hours 4.5

SEE4060 SPORTS/ENTERTAINMENT/EVENT MANAGEMENT SEMINAR

This senior-level course is designed to provide insight into the policy formulation and strategic management of recreation/leisure and sports/entertainment/event services. Utilizing case studies, realism is introduced into the classroom, improving the critical thinking and decision-making abilities of the student. Prerequisites: ACCT3020 and either HOSP3050 or MRKT1001. (PT) Quarter Credit Hours 4.5

SEE4099 SPORTS/ENTERTAINMENT/EVENT MANAGEMENT EXTERNSHIP

This senior-level course provides the opportunity for the application of acquired skills and knowledge in a supervised sports/entertainment/event-related industry setting. Prerequisite: SEE4050. Quarter Credit Hours 13.5

TRAVEL-TOURISM

TRVL3020 ECOTOURISM

This upper-level course explores an emerging dimension of tourism: ecotourism. The student investigates the impact of specific environmental issues on tourism, including water pollution, air pollution, habitat destruction, etc., and focus on the impact of tourism on the physical, biological and cultural environment. The role of the tourism industry as it relates to the provision of ecotourism experiences is also discussed. Quarter Credit Hours 4.5

TRVL3030 INTERNATIONAL POLICIES OF TOURISM

This is an intermediate-level course which is designed to provide the student with an increased understanding in the area of international tourism development. Emphasis is placed on the definitive study of the essential components for a successful national tourism program. Offered during the summer term abroad only. Prerequisite: TRVL3010. (HO) Quarter Credit Hours 4.5

School of Arts & Sciences

ENGLISH

ENG0001 WRITING WORKSHOP

This course helps prepare students to fulfill the university's graduation writing requirement. Students review sentence structure, paragraph development, and essay organization with the goal of applying these skills to the classroom and the workplace. Prerequisite: entrance writing assessment and/or performance transcript writing skills evaluated at the "developing" level. Quarter Credit Hours 0.0

ENG1001 AN INTRODUCTION TO LITERARY GENRES

This course prepares students to read, analyze and write about the major literary genres: poetry, fiction and drama. Students are exposed to a variety of forms and styles in each genre from a wide range of historical periods. Literary selections represent a diverse group of classic and contemporary writers, poets and playwrights. Prerequisite: ENG1020 or ENG1920. (SL) (WI) Quarter Credit Hours 4.5

ENG1020 ENGLISH COMPOSITION

This course provides students with basic writing skills in a variety of genres and contexts. Instruction begins with a review of the fundamentals of writing through the use of personal narratives. The focus widens to forms of public writing as well as more informative and research-based writing. Research techniques and MLA documentation are covered. Class work includes lecture, writing workshops, and peer critique. Course requirements include a memoir, profile, rhetorical analysis essay, informative report, correspondence, collaborative writing project and final exam. (WI) Quarter Credit Hours 4.5

ENG1021 ADVANCED COMPOSITION AND COMMUNICATION

This course is a continuation of ENG1020 English Composition. Building on the research and audience skills from ENG1020, students develop more complex and rhetorically advanced papers. All work, written and oral, is aimed at persuading an audience, and instruction begins with the essential components of a logically constructed and articulated argument. Critical thinking skills are reinforced throughout the course, as students develop, peer critique, and present projects to the class. Research and MLA skills are expected of students, and all projects require research from a variety of sources. At the end of the course, in addition to a final exam, students present a representative portfolio of their writing. Prerequisite: ENG1020. (PT) (WI) Quarter Credit Hours 4.5

ENG1030 COMMUNICATION SKILLS

This is an introductory course which focuses on communication skills essential to career and personal success. Emphasis is placed upon awareness of and adaptation to the audience, ethical responsibility and cultural diversity. Students progress in gradual stages, gaining an understanding of the communication process along with confidence and experience in numerous speaking, listening and small group interactions. (PT) (SL) Quarter Credit Hours 4.5

ENG2010 TECHNICAL WRITING

This course focuses on a practical approach to technical exposition, such as proposals, project reports, feasibility studies, abstracts, and technical correspondence delivered in both hard copy and electronic formats. Prerequisite: ENG1020 or ENG1920. (HO) (PT) (WI) Quarter Credit Hours 4.5

ENG2030 INTRODUCTION TO NEWSWRITING

This course provides students with a practical introduction to basic news and feature writing and emphasizes writing for the specific fields of business, culinary, hospitality and technology. (HO) (WI) Quarter Credit Hours 4.5

ENG3030 INTRODUCTION TO FOOD WRITING

This course provides students with an opportunity to concentrate on food writing for cookbooks, magazines, newspapers and Web sites. Students are introduced to the protocol for getting published while learning how to develop and compose food stories and restaurant reviews. Subjects taught include interview techniques, query letters and tailoring food articles to various publications. (HO) (WI) Quarter Credit Hours 4.5

ENG3050 INTRODUCTION TO TRAVEL WRITING

Students focus on the history of travel writing, article writing as a specific commercial genre, research skills, descriptive personal narrative, and integrating works with various forms of mixed media including photography, computer graphics and maps. This course explores the reasons and mediums for travel writing. Prerequisite: ENG1020 or ENG1920. Quarter Credit Hours 4.5

FRENCH

FREN1001 CONVERSATIONAL FRENCH I

This course is an introduction to the French language, with emphasis on vocabulary acquisition, basic grammar construction and oral communication. Students who have studied more than one year of this language are required to take the foreign language placement exam. Quarter Credit Hours 4.5

FREN1002 CONVERSATIONAL FRENCH II

This lower, intermediate-level course is designed to further develop conversational ability by expanding both the vocabulary and exposure to French-speaking cultures. This course concentrates greatly on advanced verb forms and idiomatic expressions. Prerequisite: FREN1001 or equivalent placement score. Quarter Credit Hours 4.5

HISTORY

HIST2002 WORLD HISTORY SINCE 1500

Major developments in world history from the 16th century and on are considered, with an emphasis on the impact of ideas and influences from Asia and the New World upon European culture and society and the European impact upon Asia, Africa and the Americas. The various periods and kinds of revolution — industrial, democratic, political, technological, military and cultural — are surveyed. Prerequisite: ENG1020 or ENG1920. (HO) Quarter Credit Hours 4.5

HIST3001 U.S. HISTORY FROM COLONIAL TIMES TO 1876

This course is a survey and analysis of United States history and those institutions which contributed to the evolution of the American nation from colonial times through the period of the Civil War and Reconstruction. Particular attention is given to the Puritan influence upon American character, the American Revolution, the creation of the federal Constitution, western settlement, the nature of slavery and the breakdown of the American political system resulting in civil war. Prerequisite: ENG1020 or ENG1920. (HO) Quarter Credit Hours 4.5

HIST3002 U.S. HISTORY SINCE 1877 (TO THE PRESENT)

This course is a survey and analysis of United States history and those institutions which contributed to the evolution of the American nation since Reconstruction. Emphasis is placed on the rise of industrialization, urbanization and immigration; the coming of imperialism, the development of American foreign policy, the rise of big business; the growth of reform movements as

seen in Populism, Progressivism and the New Deal; the Women's Movement, the Civil Rights Movement and recent developments. Prerequisite: ENG1020 or ENG1920. (HO) Quarter Credit Hours 4.5

HIST4020 AMERICAN GOVERNMENT

This course involves an examination of the political and governmental system of the United States, the principles upon which it is founded, and the institutions and systems which comprise it. Topics to be discussed are constitutional foundations, federalism, political parties, public opinion, interest group activities, civil liberties and decision-making in institutions of American national government, such as Congress, the presidency and the Supreme Court. Prerequisite: ENG1020 or ENG1920. (HO) Quarter Credit Hours 4.5

HUMANITIES

HUM3020 LANGUAGE AND CULTURAL IMMERSION

This course, delivered overseas by international post-secondary schools, is designed to develop fluency in the target language and an in-depth understanding of the historical cultural contexts in which the language is spoken. Through classroom lectures, discussion, and required excursions and activities students acquire vocabulary. Students also "partner" with native speakers of the target language to improve comprehension and communication skills. Prerequisites: Honors Levels I and II (SPAN1901 and 1902, FREN1901 and 1902, or GER1901 and 1902) or the equivalent. Quarter Credit Hours 13.5

LEADERSHIP STUDIES

LEAD2001 FOUNDATIONS OF LEADERSHIP STUDIES

This course draws upon a variety of researched-based theories and applications germane to the study of leadership. Theoretical paradigms of motivation are discussed and applied to communication styles, decision making, risk taking, team building, conflict resolution, negotiation, diversity and inclusion. Leadership traits, leadership styles and roles are examined in the context of ethics, power and social responsibility. Prerequisite: Sophomore status. (HO) (SL) Quarter Credit Hours 4.5

LEAD2010 SPECIAL TOPICS IN LEADERSHIP

The field of leadership studies encompasses a wide and complex range of topics. This course presents students and faculty alike with a unique opportunity to examine revolving areas of current and relevant leadership theories and practices. Areas of specialized leadership interest include, but are not limited to: Global Issues, Women in History (LEAD2011), Power and Leadership (LEAD2012), Entrepreneurial, Sub-Saharan Leadership or Business and Religion. Prerequisite: LEAD2001 or LEAD2901. Quarter Credit Hours 4.5

LEAD2901 HONORS FOUNDATIONS OF LEADERSHIP STUDIES

This upper-level course seeks to integrate fundamental leadership principles with their practical application in business and/or community settings. Students engage in in-depth assignments designed to expand their leadership development as both individuals and team members. They also develop comprehensive projects that address important and relevant leadership issues. Quarter Credit Hours 4.5

LEAD3010 LEADERSHIP THROUGH FILM AND LITERATURE

This course is an examination of contemporary theories pertaining to leadership in group, organizational and societal settings. The content of the course draws from the humanities as viewed through film and literature selections to illustrate different leadership styles and concepts. The course is based on the premise that leadership, like literature and film, is an art form whose effectiveness is enabled and enhanced through visual presentation. Prerequisite: LEAD2001 or LEAD2901 or SEE2015 or permission of instructor. (WI) Quarter Credit Hours 4.5

LEAD3020 CREATIVE LEADERSHIP

Creativity can be a valuable tool for leadership in the 21st century. The objective of this course is to develop and to enhance one's own creativity, allowing each individual the opportunity to become a more productive leader of tomorrow. Extensive classroom participation and a variety of activities allow each student to experience personal growth and to influence the growth of others. Prerequisite: LEAD2001 or LEAD2901 or SEE2015 or permission of instructor. (HO) (WI) Quarter Credit Hours 4.5

LITERATURE

LIT2040 AMERICAN LITERATURE I

This course acquaints the student with American literature from its Puritan origins through the mid-19th century. Students study representative authors, poets, and playwrights and be exposed to a variety of forms, styles and genres. Special attention is paid to the formation of the American literary tradition. This course fulfills part of the Literature Concentration requirement. Prerequisite: ENG1020 or ENG1920. (WI) Quarter Credit Hours 4.5

LIT2050 AMERICAN LITERATURE II

This course acquaints the student with American literature from the Civil War to the present. Students study representative authors, poets, and playwrights and be exposed to a variety of forms, styles and genres. Special attention is paid to the development of our national identity through literary experience. This course fulfills part of the Literature Concentration requirement. Prerequisite: ENG1020 or ENG1920. (WI) Quarter Credit Hours 4.5

LIT3001 STUDIES IN DRAMA

This course introduces students to the history of drama. Students read and analyze representative plays from the classical to the contemporary era. They also become familiar with different critical perspectives. This course fulfills part of the Literature Concentration requirement. Prerequisite: ENG1020 or ENG1920. (SL) (WI) Quarter Credit Hours 4.5

LIT4010 SCIENCE FICTION

This course analyzes the evolution of science fiction from its early origins to the present. Sixteen short stories, one novel and two full-length films are studied. Prerequisite: ENG1020 or ENG1920. (WI) Quarter Credit Hours 4.5

LIT4040 THE POETRY AND PLAYS OF SHAKESPEARE

This course provides an introduction to the times and art of the greatest dramatist in the English language. Plays are studied as examples of Shakespeare's achievements as a tragedian, comedian and historian. This course fulfills part of the Literature Concentration requirement. Prerequisite: ENG1020 or ENG1920. (WI) Quarter Credit Hours 4.5

MATHEMATICS

MATH0001 BASIC MATHEMATICS

Students are assigned to this course based on placement tests given prior to taking MATH1020 or MATH1002. The course is designed to teach students the basic mathematical concepts and methods that prepare them for studying college level mathematics. Topics include a review of basic arithmetic, an introduction to algebra, and problem-solving techniques. Quarter Credit Hours 1.5 (Institutional)

MATH1002 A SURVEY OF COLLEGE MATHEMATICS

This course is designed to teach students the basic mathematical concepts and methods that assist them in using mathematics in both their personal and professional lives. Topics include problem solving, sets, probability, statistics, and the rudiments of college algebra. Prerequisite: MATH0001 or placement. (HO) (PT) Quarter Credit Hours 4.5 (also offered online)

MATH1012 MATHEMATICS I

This course is a continuation of MATH1009. This course provides the student with advanced algebraic techniques and an introduction to trigonometry. Among the various topics presented are trigonometric functions and graphs, vectors, oblique triangles, exponents, radicals, complex numbers, and exponential and logarithmic functions. Prerequisite: MATH1009 or placement. (HO) (PT) Quarter Credit Hours 4.5

MATH1020 COLLEGE ALGEBRA

This course provides students with a working knowledge of the basic elements of college algebra. Topics covered include functions, exponents and radicals, the solution of linear and quadratic equations, inequalities, matrices and systems of linear equations. Prerequisite: MATH0001 or placement. (HO) (PT) Quarter Credit Hours 4.5

MATH1040 CALCULUS I

This course provides students with an introduction to the basic elements of differential and integral calculus. Topics include functions and limits, continuity, differentiation and its applications, relative extrema, and an introduction to integration. Prerequisite: MATH1013 or equivalent or placement. (PT) Quarter Credit Hours 4.5

MATH1930 QUANTITATIVE ANALYSIS I

A continuation of Algebra, this course begins with the study of linear equations and their applications to business and economics. Matrices are covered in detail along with their applications to Leontief models. Linear programming, quadratic models and a brief introduction to differential calculus are also presented. Prerequisite: MATH1020 or equivalent, or permission of department chair, or placement. (PT) Quarter Credit Hours 4.5

MATH2001 STATISTICS

This course is designed to provide students with the basic statistical concepts and techniques that assist them in both their personal and professional lives. Topics include measures of central tendency and dispersion, probability distributions of both discrete and continuous random variables, sampling distributions, and estimation theory. Prerequisite: MATH1002 or MATH1020 (minimum grade of C in MATH1002 or MATH1020 required for online sections of MATH2001) or equivalent. (HO) Quarter Credit Hours 4.5 (also offered online)

PHILOSOPHY

PHIL3020 LOGIC: CRITICAL THINKING

This course encourages students to develop a disposition to use critical thinking skills in their personal lives and careers in order to make decisions, solve problems and create new and/or original ideas. Emphasis is placed on understanding the elements of reasoning, imposing critical and intellectual standards upon reasoning, and assessing individual thinking processes. Prerequisite: ENG1020 or ENG1920. (HO) (SL) Quarter Credit Hours 4.5

PHIL3040 ETHICS OF BUSINESS LEADERSHIP

This course examines the basic principles of ethics and their philosophical foundations, particularly as they apply to institutions, environments, leadership and other activities and pursuits of business. It examines those aspects of human behavior which can be labeled right and wrong. It considers the moral obligations of leaders and followers when discussing actual cases from a variety of business organizations that have presented management and subordinates with difficult moral dilemmas. It considers also the particular responsibilities of leadership in fostering and implementing ethical awareness within a corporate culture. Prerequisite: ENG1020 or ENG1920. (HO) Quarter Credit Hours 4.5

PSYCHOLOGY

PSYC2001 INTRODUCTORY PSYCHOLOGY

This course is designed to allow the individual student the opportunity to develop an understanding of human behavior in its origins, development and manifestations. The three major theories — psychoanalysis, behaviorism and humanism — are presented so that the student is knowledgeable in their major tenets. Students also determine their own views of these schools and why they find them acceptable or unacceptable. The course also proposes to alert the student to signs and symptoms of mental distress in themselves, their families, friends and co-workers. What to do about stress is also considered in terms of seeking the simplest solution first. Applications

of this information on both a personal and professional level are introduced and discussed.

Prerequisite: Sophomore status. (HO) (SL)

Quarter Credit Hours 4.5

PSYC2002 ABNORMAL PSYCHOLOGY

This course examines the major theoretical approaches to mental and emotional disorders. Included are definitional criteria and current treatment programs for both children and adults. Prerequisites: PSYC2001 or PSYC2901 and sophomore status.

Quarter Credit Hours 4.5

PSYC3001 SOCIAL PSYCHOLOGY

This course features a study of individual behavior in relation to the social stimuli of modern life. The course involves the extension of general psychological principles and methods in the study of social behavior. Prerequisites: PSYC2001 or PSYC2901 and sophomore status. (WI)

Quarter Credit Hours 4.5

RELIGION

REL2001 COMPARATIVE STUDY OF WORLD RELIGIONS: AN INTERDISCIPLINARY APPROACH

This course introduces the students to the world's great religions; Hinduism, Buddhism, Judaism, Christianity and Islam are emphasized. The focus is interdisciplinary and includes history, cultural traditions and textual analysis of each religion's literature in relation to these religions. (WI)

Quarter Credit Hours 4.5

RESEARCH

RSCH3001 HONORS ADVISORY SEMINAR

This course prepares honors students to conduct the necessary research to successfully complete the scholarly paper requirements for graduation from the Honors Program. The professor guides students in their choice of feasible research projects and serves as the major advisor for the scholarly paper requirement. Students review MLA and APA documentation forms and engage in exercises in primary source techniques. Descriptive statistics as well as an overview of the publication process are also covered. Prerequisite: ENG1920.

Quarter Credit Hours 1.0

SCIENCE

SCI1015 INTRODUCTION TO LIFE SCIENCE

This course describes key biological and chemical principles that apply to all living things. Students examine cells and cell functions, as well as structure and function of the systems of the human body. Application of scientific methodology are included. This course explores the relationship between organ systems and the internal and external environment. (HO)

Quarter Credit Hours 4.5

SCI1021 GENERAL CHEMISTRY I

This is a comprehensive course for those fields requiring knowledge of general chemical concepts. Emphasis is given to applied areas of interest where aspects of atomic and molecular structure and function are

particularly important. Topics covered include stoichiometry of chemical reactions, energy interrelationships between reactants, atomic structure, and chemical bonding. Prerequisite: MATH1012 or its equivalent, or permission of the department chair. (HO)
Quarter Credit Hours 4.5

SCI1022 GENERAL CHEMISTRY I LABORATORY

This is a laboratory course coordinated with SCI1021. Emphasis is on inquiry-based exercises that illustrate and demonstrate important skills and principles of theoretical and applied chemistry. Topics covered include stoichiometry of chemical reactions, energy interrelationships between reactants, atomic and molecular structure, and chemical bonding. Prerequisites: MATH1002 or higher, SCI1021 or concurrent.
Quarter Credit Hours 1.5

SCI1055 BAKING SCIENCE

This course introduces basic scientific principles through an understanding of the functionality of ingredients in baking and pastry. Students run controlled experiments following the scientific method to learn about food ingredients and to understand the physical and chemical changes that occur during production. Emphasis is placed on explaining how the chemical and physical structure of ingredients affects the functions and their interactions with other ingredients.
Quarter Credit Hours 4.5

SCI2031 ANATOMY AND PHYSIOLOGY

This basic course covers the anatomy and physiology of the human organism, based on the cell, tissue, organ and system structures of the body. An integral part of this course is the learning of medical terminology. (HO)
Quarter Credit Hours 4.5

SCI2040 MARINE BIOLOGY

This course is an introduction to the biological and physical aspects of the marine environment, including a survey of the organisms that inhabit the world's oceans, their ecology, species evolution and distribution, and the human impact of commercial marine-related industries. Of particular interest are seafood, shellfish, and marine plants as marine food sources, as well as the shipping and maritime industries. (HO)
Quarter Credit Hours 4.5

SCI2045 INTRODUCTION TO GENERAL AND ORGANIC CHEMISTRY

This course examines the chemistry of carbon-containing molecules relevant to biological systems such as the human body, beginning with basic atomic structure, chemical bonding and reactions, and the chemistry of acids, bases, buffers and salts. Organic chemistry of all functional groups are examined, including saturated/unsaturated hydrocarbons, aldehydes and ketones, carboxylic acids, amines and alcohols. Emphasis is given to those compounds of biochemical importance.
Quarter Credit Hours 4.5

SCI3010 ENVIRONMENTAL SCIENCE

This course presents major scientific concepts dealing with the biological and physical nature of the world we live in. A major theme is the impact of human population and economic growth on the biodiversity and ecosystems of our planet, considering how sustainable use of the world's resources may be achieved for both developing and developed nations. Topics such as energy, air, water or resource use, land use and agriculture are discussed. (HO)
Quarter Credit Hours 4.5

SCI3030 INTRODUCTION TO ECOLOGY

This course combines biology and other sciences to study how living things interact with each other and with their non-living environment. Topics such as competition and predation, the one-way flow of energy, and the cycling of nutrients through ecological communities are examined. Other topics such as biodiversity, major terrestrial and aquatic biomes, succession, and the methods and goals of environmental conservation are discussed. (HO)
Quarter Credit Hours 4.5

SCI3040 BIOCHEMISTRY

This course introduces basic concepts of chemistry and organic/biological chemistry with emphasis on applications of chemistry to human biology, structure of biological molecules and metabolism. Typical topics include chemical bonds and energy, electrolytes, structure and metabolism of carbohydrates and lipids, protein and enzyme function, and structure and function of nucleic acids. Prerequisite: SCI1015 and SCI1021, or SCI2045. (HO)
Quarter Credit Hours 4.5

SCI3060 FOOD MICROBIOLOGY

This course introduces students to a wide variety of topics regarding the biology of food-associated microorganisms. Important topics include biology of bacteria and fungi, characteristics of important species of food spoilage microbes, and identification and control of disease agents associated with food. Prerequisite: SCI1015 or equivalent. (HO)
Quarter Credit Hours 4.5

SOCIOLOGY

SOC2001 SOCIOLOGY I

This course provides an introduction to sociology with the focus of study on how humans interact within a society, both as individuals and in groups. Stress is placed on sociological methods and paradigms. Prerequisite: Sophomore status. (HO) (SL)
Quarter Credit Hours 4.5

SOC2002 SOCIOLOGY II

This course is a continuation of Sociology I focusing on patterns of behavior or institutions that our culture has established. Emphasis is placed on studying those institutions which are essential to the survival of the individual and the group. Prerequisites: SOC2001 or SOC2901; sophomore status. (SL)
Quarter Credit Hours 4.5

SOC2020 CULTURE AND FOOD

This course engages the student in an in-depth social scientific analysis of the role of food in the human experience. Students explore how the relationship of food to society has changed over time in terms of importance, selection and preparation. The significance and function of food in diverse societies is discussed to advance students' sociological and anthropological understanding of humankind. Prerequisite: Sophomore status. (HO) (SL) (WI)
Quarter Credit Hours 4.5

SOC2040 COMMUNITY LEADERSHIP: AN APPLIED SOCIOLOGY

This course is designed to provide students with the opportunity to combine theoretical learning with actual volunteer work at a nonprofit organization. Through student-initiated placement at one of many predesigned sites, students are exposed to various aspects of the

not-for-profit industry including administrative, fund-raising and community outreach responsibilities, as well as having personal contact with the organization's clientele. Additionally, the student is expected to utilize his or her leadership skills by initiating a substantial agency-based project, in conjunction with his or her site supervisor, that serves as a tangible contribution to the overall organization. This course provides students with a directed work project experience. Prerequisites: SOC2001 or SOC2901; and sophomore status. Quarter Credit Hours 4.5

SOC2060 DEVIANT BEHAVIOR

The purpose of this course is to provide students with a clear understanding of the nature and meaning of deviance. Students learn what is considered the norm in society, what is outside the norm, and how each is relative in nature. Theoretical explanations, cross cultural references and in-depth analyses of deviant behavior are studied from the three dominant sociological paradigms. Who defines deviance, what is deviant, why deviance persists, the effect of labels, and the personal and social effects of deviance are discussed. Prerequisites: SOC2001 or SOC2901; sophomore status. Quarter Credit Hours 4.5

SPANISH

SPAN1001 CONVERSATIONAL SPANISH I

This course is an introduction to the Spanish language. Emphasis is placed on vocabulary acquisition, basic grammar construction and oral communication. Quarter Credit Hours 4.5

SPAN1011 CONVERSATIONAL SPANISH I: SPECIALIZED VOCABULARY

This course involves an introduction to the Spanish language with emphasis on vocabulary acquisition and specialized culinary vocabulary, basic grammar construction and oral communication. (HO) Quarter Credit Hours 4.5

SPAN1901 SPANISH I HONORS

This intensive, honors-level course is designed as an introduction to the Spanish language. Heavy emphasis is placed on vocabulary acquisition, on basic grammatical constructions and on effective oral communication. Students are also exposed to several Spanish-speaking cultures. Quarter Credit Hours 4.5

School of Technology

COMPUTER GRAPHICS

CGRA2020 WEB SITE DESIGN CONCEPTS

Students are introduced to the tools and processes of Web page development. Students utilize industry-standard software when designing, coding and building Web sites. Instruction includes immersion project-based study, client interaction and group design critique. Students are introduced to site planning, best practice and development cycle methods. Students produce a digital portfolio of Web design elements and development work. Prerequisite: CSIS1000 or CSIS1020 or CSIS1030 or CSIS1040. (PT) Quarter Credit Hours 4.5

CGRA2030 MULTIMEDIA APPLICATIONS I

Students are introduced to multimedia concepts and best practices for implementation in various industry settings. The course work focuses on the incorporation of sound, graphics, color, text and other elements into industry-standard multimedia software. Use of multimedia as a tool for ideal communications is implemented. Scripting is introduced and used throughout the Multimedia course sequence as a tool for multimedia project development. Students learn the various uses for multimedia and how they are implemented within the industry. Prerequisite: FIT1000 or FIT1010. Quarter Credit Hours 4.5

CGRA3050 DESKTOP PUBLISHING

This course introduces students to the fundamental principles of desktop publishing. Using current industry standard software, students learn the essential design concepts and work flow practice used in desktop publishing. In-class demonstrations and lectures involve the introduction of design theory and practical applications of desktop publishing. Students are required to produce various types of documents using course software. Assignments are completed in class, with some assignments requiring out-of-class work. Prerequisite: FIT1000 or FIT1010 or FSM2080 or HOSP1008 or SEE3010. (HO) (PT) Quarter Credits Hours 4.5

FOUNDATIONS IN TECHNOLOGY

FIT1000 INFORMATION TECHNOLOGY FOR BUSINESS PROFESSIONALS I

This course provides basic understanding of computer equipment and procedures necessary for business professionals. Students gain practical knowledge of operations and terminology of computer systems as well as hands-on use of word processing, digital presentations, spreadsheet software and using the Internet. Computer-based assessment software may be used as both a learning and skills measurement tool. (PT)
Quarter Credit Hours 4.5

FIT1005 INTRODUCTION TO KEYBOARDING

This course is designed to introduce or reinforce keyboarding skills necessary to prepare documents used in the business world. The students learn the keys and techniques to produce error-free documents.
Quarter Credit Hours 1.5

FIT1020 INFORMATION TECHNOLOGY FOR BUSINESS PROFESSIONALS II

This course presents microcomputer applications chosen on the basis of local market demand. Students gain a working knowledge of spreadsheet skills and apply those skills to problem-solving cases. Students are also introduced to databases with a focus on creating a simple database as well as manipulating data to produce meaningful reports. Computer-based assessment software is used as both a learning and skills measurement tool. Prerequisite: FIT1000 or FIT1010 or equivalent. (PT)
Quarter Credit Hours 4.5

Study Abroad

ABRD4080 OVERSEAS EXCHANGE PROGRAM

This refers to courses of varying credit amounts used by students participating in overseas exchange programs at a foreign institution through an exchange agreement with JWU. Students apply for the exchange program through the Study Abroad Office in Providence, which determines the partner institution from the available options based on a student's academic department, and approves a planned course of study at the foreign institution. Typically, students study upper-level courses in their major, combined with cultural and/or language courses, depending on the location. Students register at JWU for the appropriate ABRD4080 course(s) during the term(s) they are on exchange. Prerequisite: 2.75 cumulative GPA and 90 quarter credit hours completed prior to departure.
ABRD4083 Quarter Credit Hours 4.5
ABRD4086 Quarter Credit Hours 9.0
ABRD4088 Quarter Credit Hours 18.0
ABRD4089 Quarter Credit Hours 13..5

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Produced by University Design & Editorial Services
April 2008
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