



Introduction to Hospitality Business

HB 100 (2 credits)



This hybrid learning experience will consist of a once-a-week dynamic 50 minute class session augmented by on-line readings, animations, videos and activities. It will provide the opportunity for students to better understand ...

essentials of service management – critical for achievement no matter what life/career paths students may pursue upon graduation

marketing, human resources and accounting concepts, principles and skills - the fundamentals of any successful business

basic **business and *hospitality* business vocabulary** so that they may be a **better-informed consumer of hospitality services**

the **comprehensive menu of potential careers and occupations** available in hospitality settings such as foodservice, lodging, casinos, private clubs, meeting and event management and more

The blended course format will provide students with the chance to “sample” from the hospitality career menu via the use of both contemporary technologies and face-to-face presentations by industry guest speakers – a great opportunity to decide which (if any) careers or opportunities may warrant further investigation or pursuit.

For more information, please contact Ed Batayeh or Jan Van Lente at 517-353-9211 or by email at hbadvisor@bus.msu.edu.

