Concentrations

What is a concentration?
A concentration is a group of courses (usually three 4.5 credit courses) in a specialized field or discipline. Johnson & Wales University provides concentrations to give students the opportunity to develop a range of abilities desired by employers. Concentrations are “value-added” components to your degree program and should be carefully aligned with your academic and career plans. Concentrations that you complete as a part of your studies will appear on your University transcript.

What concentration options do I have at the Providence Campus?
At the Providence Campus, concentrations are available in the College of Business, College of Culinary Arts, The Hospitality College, School of Technology, and the School of Arts & Sciences. Concentration courses are usually completed in Years Three and Four of your educational program, and the courses are taken in lieu of elective courses. Courses required for your degree program cannot be included for concentration credit, and the same course may not be applied to two different concentrations. As a condition of graduation, all majors within The Hospitality College (except for Food Service Management Majors from the College of Culinary Arts and International Hotel & Tourism Management majors) require that three of your Hospitality Electives be used toward a concentration of your choice. Concentrations are not guaranteed and scheduling for concentration courses is solely the responsibility of the student.

Below is a brief description, listed alphabetically by concentration name, of each of the concentrations available in The Hospitality College at the Providence Campus. For further information on any of the concentrations available, please see the referenced pages of the Johnson & Wales University – Providence Campus Catalog 2007/08, available in PDF format in the Resources section of Best Fit CMS Online or at www.jwu.edu, or consult with your Academic Coach, a Student Academic Services counselor, or the Department Chair in the area of the concentration in which you are interested.

Concentrations – The Hospitality College

Adventure, Sport & Nature-Based Tourism: This concentration, available to students enrolled in the BS Travel Tourism Management degree program, focuses on preparing students for the rapidly growing nature-based tourism and adventures industry. Courses are ideal for candidates interested in promoting the great outdoors as the ultimate tourist destination. For further information on this concentration, please see page 161 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

Choose two courses from the following:
- TRVL3040 Adventure, Sport and Nature-Based Tourism (4.5 credits)
- CGRA3050 Desktop Publishing (4.5 credits)
- HOSP3065 Hospitality Security and Risk Management (4.5 credits)
- SEE32015 Leadership in Recreation/Leisure Settings (4.5 credits)
- SEE2040 Outdoor Recreation Planning (4.5 credits)
- SEE3045 Media Relations (4.5 credits)
- TRVL2040 Travel Sales Management (4.5 credits)
- TRVL3020 Ecotourism (4.5 credits)
Beverage Service Management: This concentration, available to students enrolled in several of the BS programs in The Hospitality College and offered in cooperation with the College of Culinary Arts, provides knowledge and expertise about the world of wine and spirits. For further information on this concentration, please see page 161 of the Providence Campus Catalog 2007/08 or contact the College of Culinary Arts at the campus. Three of the courses as specified below must be completed for this concentration:

- FSM3010 Beverage Service Management (4.5 credits)
- FSM3050 Beverage Appreciation (4.5 credits)

Select one of the following courses:

- CUL3020 Foundations of Wine and Spirits (4.5 credits)
- CUL4020 New World Wine and Spirits (4.5 credits)
- FSM4030 Classic Old World Wine and Spirits (4.5 credits)
- CUL4045 Spirits and Mixology Management (4.5 credits)

Casino and Gaming Operations: This concentration, available to students enrolled in the BS Hospitality Management degree program, allows students to focus on the gaming segment of the hospitality industry. Courses are ideal for candidates interested in working with gaming and casino operations. For further information on this concentration, please see page 161 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified in the following list must be completed for this concentration:

- PSYC2060 Psychological and Socioeconomic Issues of Gaming (4.5 credits)
- SEE2070 The Gaming Industry (4.5 credits)

Select one course from the following:

- ACCT3055 Casino Accounting (4.5 credits)
- HOSP3065 Hospitality Security and Risk Management (4.5 credits)
- SEE3015 Managing Casino Operations (4.5 credits)

Cruise Line Management: This concentration, available to students enrolled in several of the BS degree programs in The Hospitality College, allows students to focus on developing the skills and knowledge valued by the fast-growing cruise industry. Courses in the concentration are ideal for candidates interested in working in hospitality positions onboard ships, in sales, marketing and operations shore side, as well as in the distribution system. For further information on this concentration, please see page 161 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. The following three courses must be completed for this concentration:

- TRVL3080 Dynamics of the Cruise Industry* (4.5 credits)
- TRVL3081 Cruise Operations** (4.5 credits)
- TRVL3082 Cruise Marketing and Sales*** (4.5 credits)

*Students must register for TRVL3080 at the Providence Campus during the Fall term
**Students must take TRVL3081 and TRVL3082 at the North Miami Campus.

Entertainment Management: This concentration, available to students enrolled in the BS Food Service Management degree program, allows students to focus on the gaming and entertainment segment of the hospitality industry. Courses are ideal for candidates interested in working with gaming, event management, concert productions and theme operations. For further information on this concentration, please see page 161 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- SEE2030 The Entertainment Industry (4.5 credits)

Select two courses from the following:

- REC2070 The Gaming Industry (4.5 credits)
- REC3010 Managing Casino Operations (4.5 credits)
- SEE2020 Event Management (4.5 credits)
- SEE3040 Special Event Management: Ceremony and Protocol (4.5 credits)
- SEE3045 Media Relations (4.5 credits)
- SEE4020 Sports and Entertainment Marketing (4.5 credits)
Entrepreneurship: This concentration, available to students enrolled in the BS Hospitality Management degree program, provides the basic knowledge and skills to start, finance and manage a business. For further information on this concentration, please see page 161 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- ENTR2030 The Business Plan (4.5 credits)

Select two courses from the following:

- ART2010 An Introduction to the Art of Film (4.5 credits)
- ART2030 Music Appreciation (4.5 credits)
- ENTR2040 Financing the Entrepreneurial Venture (4.5 credits)
- ENTR4010 Managing Change and Innovation (4.5 credits)
- FISV4030 Real Estate (4.5 credits)
- HOSP3045 Managing Vacation Ownership (Timeshare) Resorts
- HOSP3055 Franchising Opportunities (4.5 credits)
- SEE3060 Concert and Event Production (4.5 credits)
- HOSP4011 Hospitality Management Consulting (4.5 credits)
- HOSP4012 Developing and Managing a Small Hospitality Lodging Property (4.5 credits)

Food & Beverage Management: This concentration, available to students enrolled in the BS Food Service Management and BS Hospitality Management degree programs, allows students to focus on the food and beverage segment of the hospitality industry. Courses in the concentration are ideal for candidates interested in working with beverage, non-commercial, chain, franchise or restaurant operations. For further information on this concentration, please see page 162 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- FSM3010 Beverage Service Management (4.5 credits)

Select two courses from the following list:

- FSM2040 Guest Service Systems (4.5 credits)
- FSM3012 Advanced Menu Analysis (4.5 credits)
- FSM3020 Dining Service Management (4.5 credits)
- FSM3030 Facilities Design & Analysis (4.5 credits)
- FSM3050 Beverage Appreciation (4.5 credits)
- FSM4040 Contract Food Service Management (4.5 credits)
- HOSP3060 Private Club Management (4.5 credits)

*If FSM3010 is a required course in the student's major, the student will take FSM3050, Beverage Appreciation (for which FSM3010 is a prerequisite course), and choose two other courses from the list above.

Sales, Meeting and Event Management: This concentration, available to students enrolled in the BS Sports/Entertainment/Event Management degree program, allows students to focus on the sales, marketing and meeting segments of the hospitality industry. Courses in the concentration are ideal for candidates interested in working with hotels, associations, convention centers, corporations and tourism-related facilities in sales and marketing and in the management of meetings and conventions. For further information on this concentration, please see page 162 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- HOSP3020 Trade Show/Exposition Management (4.5 credits)

Select two courses from the following list:

- HOSP2011 Hospitality Sales & Meeting Management (4.5 credits)
- HOSP3045 Managing Vacation Ownership (Timeshare) Resorts (4.5 credits)
- MRKT3011 Direct Marketing (4.5 credits)
- MRKT3040 Electronic Commerce (4.5 credits)
- SEE2020 Event Management (4.5 credits)
- SEE2030 The Entertainment Industry (4.5 credits)
- SEE3040 Special Event Management: Ceremony and Protocol (4.5 credits)

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International Hospitality Operations Management: This concentration, available to students enrolled in several of the BS degree programs in The Hospitality College, allows students to focus on developing the skills and knowledge valued by international hospitality organizations. For further information on this concentration, please see page 162 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- HOSP2050 International Tour and Hotel Operations* (9.0 credits-only offered during summer term abroad)
- SEE3055 International Special Event Management (4.5 credits)
- HOSP4020 Cultural Diversity Management (4.5 credits)
- IBUS2030 Foreign Area Studies (4.5 credits)
- IBUS2040 International Culture and Protocol (4.5 credits)
- IHTV3010 International Hospitality Management (4.5 credits)
- TRVL3030 International Policies of Tourism (4.5 credits)

*HOSP2050 is only offered during summer term abroad program. Students must apply and be accepted to this program.

Private Management Services: This concentration, available to students enrolled in several of the BS degree programs in The Hospitality College, allows students to focus on developing the skills and knowledge valued by private and contract hospitality management organizations. For further information on this concentration, please see page 162 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below, must be completed for this concentration:

- FSM 4040 Contract Food Service Management (4.5 credits)

Select two additional courses from those below:

- FSM2010 Medical Food Service (4.5 credits)
- FSM3012 Advanced Menu Analysis (4.5 credits)
- FSM3030 Facilities Design & Analysis (4.5 credits)
- HOSP3033 Hotel Property Operations (4.5 credits)
- HOSP3040 Managing Quality Services (4.5 credits)
- SCI2010 Nutrition (4.5 credit)

Resort Management: This concentration, available to students enrolled in the BS Food Service Management and BS Travel Tourism Management degree programs, allows students to focus on preparing for positions in the resort segment of the hospitality industry. Courses in the concentration are ideal for candidates interested in working with recreation, tourism and lodging operations. For further information on this concentration, please see page 162 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus.

Three courses as specified below must be completed for this concentration:

- REC2020 Resort Management (4.5 credits)

Select two courses from the following list:

- HOSP1010 Front Office Operations (4.5 credits)
- HOSP2011 Hospitality Sales & Meeting Management (4.5 credits)
- SEE2030 The Entertainment Industry (4.5 credits)
- SEE2040 Outdoor Recreation Planning (4.5 credits)
- TRVL3010 Dynamics of Tourism (4.5 credits)
- TRVL3020 Ecotourism (4.5 credits)
- FISV4030 Real Estate (4.5 credits)
Rooms Division Management: This concentration, available to students enrolled in the BS Hospitality Management degree program, allows students to gain an in-depth view of the lodging segment of the hospitality industry. Courses in the concentration are ideal for candidates interested in working with or developing corporate, hotel or airport properties. For further information on this concentration, please see page 162 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- HOSP3033 Hotel Property Operations (4.5 credits)
- HOSP3077 Revenue Management (4.5 credits)

Select one course from the list below:

- HOSP1010 Front Office Management (4.5 credits)
- HOSP3040 Managing Quality Services (4.5 credits)
- HOSP3055 Franchising Opportunities (4.5 credits)
- HOSP3065 Hospitality Security and Risk Management (4.5 credits)
- HOSP4012 Developing and Managing a Small Hospitality Lodging Property (4.5 credits)
- FISV4030 Real Estate (4.5 credits)

Sports Management: This concentration, available to students enrolled in the BS Sports/Entertainment/Event Management degree program, allows students to focus on the professional, collegiate and community sports industry. This concentration is designed for candidates who desire positions with professional/collegiate sport teams, sporting venues, coaching/athletics or sport-event marketing firms. For further information on this concentration, please see page 163 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three of the following courses must be completed for this concentration:

- LIT3040 Sports in Literature (4.5 credits)
- SEE2015 Leadership in Recreation/Leisure Settings (4.5 credits)
- SEE3020 Professional Sports Management (4.5 credits)
- SEE3030 Athletic Coaching and Administration (4.5 credits)
- SEE4020 Sports & Entertainment Marketing (4.5 credits)

Tour Management Operations: This concentration, available to students enrolled in the BS Travel Tourism Management degree program, prepares students for positions in the travel and touring industry. Courses are ideal for candidates interested in working with the development and support services of tour operations, as well as tour representatives in international and domestic arenas. For further information on this concentration, please see page 163 of the Providence Campus Catalog 2007/08 or contact The Hospitality College at the campus. Three courses as specified below must be completed for this concentration:

- TRVL2030 Tour Management (4.5 credits)

Select two of the following courses:

- REC2020 Resort Management (4.5 credits)
- REC2070 The Gaming Industry (4.5 credits)
- TRVL3020 Ecotourism (4.5 credits)
- TRVL3030 International Policies of Tourism (4.5 credits)
- SEE3045 Media Relations (4.5 credits)
- TRVL3050 Managing Negotiations in the Service Industry (4.5 credits)