



Segment One - General Education Requirements

60 Credit Hours - Each course is 6 credit hours

The general education requirements provide a broad foundation in the basic academic disciplines and offer students the opportunity to explore the breadth of the liberal arts and sciences. The following courses offered by Madison University meet the general education requirements for undergraduate students:

Course Number	Course Title
BIOL – EEC 101	Biology
COMM – EEC 101	Introduction to Communication
ENGL – EEC 101	English Composition I
ENGL – EEC 102	English Composition II
GEO – EEC 101	Introduction to Geography
HIS – EEC 101	Introduction to American History
HIS – EEC 102	Introduction to World History
MATH – EEC 101	Basic Principle of Mathematics
PHIL – EEC 101	Introduction to Philosophy
SOC – EEC 101	Introduction to Sociology

Segment Two - Concentration Requirements

60 Credit Hours - Each course is 6 credit hours

BADM 30101 Introduction to Business	
An overview to contemporary business in America today. A study of business and society, including forms of business organization and ownership, management problems and operation of commerce and industry in today's world.	
Textbook: Introduction to Business, 4th edition	
ISBN#: 0-53-869146-8	
BMKT 30101 Principles of Marketing	
A broad perspective of marketing designed to offer the student a basic understanding of what marketing is and how it works, with an approach to marketing management.	
Textbook: Marketing: Principles & Perspectives, 3rd edition	
ISBN#: 0-072-46128-4	
BADM 30201 Business Law	
An introductory course covering law and society with the emphasis on contracts, sales, agency, property, negotiable instruments and business organizations.	
Textbook: Business Law: The Ethical, Global, and E-Commerce Environment, 12th edition	
ISBN#: 0-07-286095-2	
HRT 30101 Introduction to HRT	
Provides a comprehensive study on the structure of hotel management, including staffing, reservations system, customer service and public relations.	
Textbook: Hotel, Motel Management and Operation	
ISBN#: 0-13-095795-X	

Madison University – Program Outline
Bachelor Degree Program
Concentration – Hotel, Restaurant and Tourism



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HRT 30201 HRT Marketing	
This course offers an introduction to tourism, featuring the environment for tourism, modes of travel, tourism and economic/social planning, and tourism policy formulations and regulations.	
Textbook: Hospitality and Travel Marketing, 2nd edition	
ISBN#: 0-8273-6620-5	
HRT 30102 Introduction to Tourism	
This course provides techniques in a realistic environment for learning the basics of customer relations and the sales transaction process in the travel industry.	
Textbook: Viewpoint: An Introduction to Travel, Tourism, and Hospitality, 3rd edition	
ISBN#: 0-13-021417-5	
HRT 30301 Food and Beverage Control	
This course will cover all aspects of hotel management and will include topics on: organization for management; fundamentals of control; economics of the food and beverage industry; profit planning; break even analysis; payroll cost control; food costs formulas; the menu; menu pricing; food purchasing control; food receiving control; food storeroom control; food production control; sales and cash control; sales analysis; beverage and bar control; bar cost formulas; problems of bar operation and the law; and computers.	
Textbook: Basic Food and Beverage Cost Control, 2nd edition	
ISBN#: 0-471-35515-1	
BMGT 30101 Business Management	
An introduction to basic concepts of management, analytical techniques and organization theory. A functional approach to management, including cases and managerial excellence.	
Textbook: Management Fundamentals: Concepts, Applications, Skill Development	
ISBN#: 0-324-01337-X	
BS 400 Bachelor's Final	
The Bachelor's Final Paper or Project.	