

# Resort Management • Bachelor of Science

## Why Choose Resort Management?

If you desire an interesting and dynamic career in tourism, recreation and leisure, choose Resort Management. Resort operations are one of the fastest growing areas in today's economy. Tourism, recreation and leisure support more than 100,000 jobs in Michigan and generate billions in tax revenues at the federal, state and local level. In Kent County alone, vacationers' expenditures approach \$150 million annually.

Successful resort operations rely on well-trained managers who use their education, experience and imagination to solve problems. These managers require the broad, cross-discipline background incorporated in the Resort Management program. Graduates of the program are prepared to work in a variety of resort operations. Individual concentrations offer immediate employment upon graduation.

## Get a Great Job

Resort Management is designed to provide you with the education and background required to gain entry into this field and the ability to ultimately manage one of these fairly large enterprises. Effectively running such an operation requires knowledge of a wide variety of functions ranging from lodging, serving food and beverages, housekeeping, grounds and facility maintenance to activities like golf, tennis, riding, watersports, cruises, casinos and sightseeing. Resort customers are extended-stay guests from long weekends to two or more weeks. These guests demand more individual attention and expect greater ambience than do overnight travelers.

To satisfy these broad requirements, courses are drawn from the Colleges of Business, Technology and Education combining the disciplines of facilities management, hospitality, recreation, marketing, public relations and advertising. These areas have been identified as fundamental to successful resort operations. Internship is strongly recommended.

To assure entry into this broad and diverse field, you select a concentration in Club Management, Special Event and Meeting Planning, Lodging Management, Recreation & Leadership Management, or Sport/Spa or Entertaining Operations. This program complements Restaurant and Food Industry Management, Hotel Management, and Recreation Leadership and Management.

## Admission Requirements

Applicants are expected to meet 3 of the 4 criteria listed below in order to be placed directly into a College of Business bachelor/associate degree program. Any mitigating circumstances will be considered on an individual basis by the College of Business Dean's Office.

- High school GPA of 2.5 (on a 4.0 scale).
- English ACT of 16 or higher or SAT of 370 or higher
- Math ACT of 19 or higher or SAT of 460 or higher
- Reading ACT of 19 or higher

Applicants not meeting the above criteria for direct admissions into a specific COB program, but still meeting Ferris State University admissions criteria, will be placed into the College of Business in the Pre-Business program until they meet the admission criteria for the program into which they desire entrance. Transfer student admission criteria can be found on the transfer student webpage.

## Graduation Requirements

The Resort Management program at Ferris leads to a bachelor of science degree. Graduation requires a minimum 2.0 GPA in core classes, in the major and overall.

## Required Courses

## Credit Hours

<b>BUSINESS CORE</b>		
ACCT 201	Principles of Accounting 1	3
ACCT 202	Principles of Accounting 2	3
BLAW 321	Contracts and Sales	3
BUSN 499	Integrating Experience	3
FINC 322	Financial Management 1	3
ISYS 321	Business Information Systems	3
MKTG 321	Principles of Marketing	3
MGMT 301	Applied Management	3
MGMT 370	Quality-Operations Mgmt	3
STQM 260	Introduction to Statistics	3
<b>MAJOR</b>		
HOMT 403	Hospitality Law	3
HOMT 301	Property-Facilities Management	3
HOMT 305	Convention and Meeting Sales	3
HOMT 392	HOMT Internship	3
HOMT 405	Resort-Recreation Mgmt-Tourism	3
MGMT 373	Human Resource Management	3
HOMT 499	Hospitality Policies - Issues	3
RFIM 211	Purchasing-Hospitality Ind	3
HOMT 404	Front Office Proc-Accounting	3
RFIM 101	Orientation to Hospitality Ind	3
Elective:	Directed (see advisor)	3
<b>Club Management Concentration (15 credits)</b>		
HOMT 312	Club Operations Mgmt-Govern	3
HOMT 392	HOMT Internship	3
RFIM 204	Food-Bev Operation in Clubs	3
RFIM 207	Beverage Management	3
RFIM 229	Dining Room Service Mgmt	3
<b>Special Event and Meeting Planning (15 credits)</b>		
MKTG 231	Professional Selling	3
RFIM 229	Dining Room Service Mgmt	3
RFIM 204	Food-Bev Operation in Clubs	3
HOMT 392	HOMT Internship	3
HOMT 401	Special Event Planning	3
<b>Recreation &amp; Leadership Management Concentration (14 credits)</b>		
RMLS 121	Intro to Leisure Services	3
RMLS 242	Prog-Eval of Leisure Services	3
RMLS 294	Field Experience in Leisure Ser	3
RMLS 345	LS Plan-Design Facilities-Area	3
RMLS 348	Risk Mgmt for Leisure Services	2
<b>Sport/Spa or Entertainment Operations Concentration (15 credits)</b>		
HOMT 392	HOMT Internship	6
RMLS 348	Risk Mgmt for Leisure Services	3
RMLS 428	Rec Sports-Athletic Spec Mktg	3
Elective	Directed (see advisor)	3
<b>UNIVERSITY GENERAL EDUCATION</b>		
Communication Competence		



## More Information

Hospitality Programs  
1319 Cramer Circle/WCO 106  
Big Rapids, MI 49307  
Phone: (231) 591-2385  
Email: Doylej@ferris.edu

The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)  
[http://www.acbsp.org/p/st/ld/sid=s1\\_001](http://www.acbsp.org/p/st/ld/sid=s1_001)

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Elective	Directed (see advisor)	3
UNIVERSITY GENERAL EDUCATION		
Communication Competence		
COMM (Choose one)	COMM 105 or COMM 121	3
ENGL 150	English 1	3
ENGL 250	English 2	3
ENGL 325	Advanced Business Writing	3
Scientific Understanding		
	Lab Science Elective	4
	Science Elective	3-4
Quantitative Skills		
MATH 115	Intermediate Algebra	3
	(If MATH ACT is 24 or higher, substitute a general education elective)	3
Cultural Enrichment		
Electives (one must be at 200 level or above)		9
Social Awareness		
ECON 221	Principles of Macroeconomics	3
ECON 222	Principles of Microeconomics	3
	Social Awareness elective	3
COLLEGE OF BUSINESS Additional General Education		
	General education electives	5
	*Global Consciousness and Race/ Ethnicity or Gender requirements must be met either through Cultural Enrichment, Social Awareness or General Education courses.	
Minimum credit hours required for B.S. degree:		120-121