Undergraduate Programs

The Preston Robert Tisch Center for Hospitality, Tourism and Sports Management

At the Tisch Center, our resource-rich, comprehensive program of study leads to a B.S. in Hotel and Tourism Management or a B.S. in Sports Management and Leisure Studies. Our program is committed to cultivating graduates who are independent and creative thinkers, prepared to thrive in dynamic business environments. Tisch Center programs will give you the confidence that comes from acquiring a truly solid academic education as you become immersed in the profession itself. By graduation, you will have achieved a high level of professional ease and knowledge. From the outset, you will be presented with opportunities to network and make connections—some that will endure a lifetime.

With a curriculum focused on finance and management, a stellar faculty, and the world’s premier location, we provide you with a distinct advantage when you compete in the job market. Several classes take place in “teaching” hotels and sports centers—sessions held on-site in six of the world’s finest establishments. Whether your desire is to develop destination and tourism products, manage hotel assets, or run a sports business or organization, you will be equipped to take on the critical responsibilities and unique challenges that accompany positions of authority, decision-making, and leadership.

Through memberships in professional associations and student clubs, career-promoting internships, attendance at major conferences and special events, and numerous related activities, you begin to gain credibility and establish yourself professionally. Most people strive to develop a roster of professional contacts after graduation—yours will be in the making from the start of your first semester.

New York City is home to some of the most prestigious hotels in the world, as well as leading sports centers, with teams in every major professional sports league. Manhattan is also a favored site for annual conventions year-round and has a “tourist season” that never ends. It is one of the world’s crucial ports for both business and leisure. Attend NYU’s Tisch Center and you are studying at one of the most respected programs in the country. And as part of New York University, you also have access to the outstanding facilities and assets of a major educational institution.

The Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management offers a Bachelor of Science Program in Hotel and Tourism Management and a Bachelor of Science Program in Sports Management and Leisure Studies. While acquiring a solid academic foundation, you benefit from a course of study that is comprehensive and interdisciplinary with a strong, well-integrated career orientation. You receive an education that combines the critical thinking and humanistic focus of a liberal arts foundation with state-of-the-art courses in your field. The Tisch Center’s undergraduate degree programs Bachelor of Science Programs in Hotel and Tourism Management and in Sports Management and Leisure Studies are composed of a liberal arts core, a major core, a concentration in an area of professional expertise, and elective courses.

Liberal Arts Core
Study in the liberal arts will enhance your ability to think critically, communicate effectively, and adapt to a rapidly changing world. As a student at the Tisch Center, you will complete the following liberal arts core. See your advisor for specific courses.

Prose Composition I and Prose Composition II
Calculus for the Social Sciences or Calculus I
Social Foundations I and II
Cultural Foundations I and II
Economic Principles I
Introduction to Psychology
Natural or Earth or Environmental Sciences (choose one, 4-credit course)
Global Cultures or Non-Western Civilizations (choose one, 4-credit course)
Foreign Language I
Speech or Oral Communications
Topics in Modern Culture
Topics in Modern Society

Hotel and Tourism Management Degree Requirements

The Tisch Center’s hotel and tourism management program reflects the highest standards of the profession and the latest innovations in the field. Companies seeking hospitality and tourism graduates have grown into highly complex financial and technological organizations. The demand for graduates from professional programs has dramatically increased in response to revised organizational structures, advanced technology, greater diversity, intensified competition, and heightened consumer sophistication.

Our integrated, interdisciplinary curriculum prepares you for a career in the evolving field of tourism and hospitality with studies that have a financial, analytical, and professional focus. You will learn to manage effectively, communicate clearly, and reason in a complex workplace. You will become a knowledgeable leader, prepared to make decisions and solve problems. Developing skills in such areas as destination marketing, management, finance, and accounting gives you a comprehensive foundation in the business. This professional preparation sets our graduates apart in the competitive fields of hospitality and tourism. And the quality and renown of our teaching hotels is incomparable. They include the Loews Regency, the New York Marriott Marquis, the New York Palace Hotel & Towers, the Sheraton New York Hotel and Towers, and The Waldorf-Astoria.

Internships

Your internship will define your college experience perhaps more dramatically than any other. Here, you personally experience the professional world of your choosing, absorb the corporate culture, challenge yourself, apply what you have been studying, and explore the real world. Internships blend academia and industry. You get to test yourself with the most reliable of safety nets—a responsive network of support through your employer, mentor, adviser, teachers, and colleagues.

The B.S. Program in Hotel and Tourism Management prepares you for careers in the areas of sales and marketing, catering and convention services, accounting and finance, resort management, lodging development, special events, exhibition management, destination management, tourism marketing, catering management, and food and beverage operations.

The Bachelor of Science program includes a liberal arts core and a major core of professional studies requirements. Within your professional studies core, you will choose a concentration in one of the following five areas: conference and event management, lodging development, lodging food and beverage operations, lodging operations, or tourism planning.

Major Core Requirements:

Introduction to the Tourism Industry
Principles of the Lodging Industry
Financial Management for Hospitality and Tourism
Hotel and Tourism Accounting
Human Resource Management
Hotel and Tourism Marketing
Hospitality and Tourism Law
Hospitality and Tourism E-commerce
Hospitality and Tourism Sales
Applied Research in Hospitality and Tourism
Statistical Methods for Hospitality and Tourism
Tourism Destinations and Cultures
Customer Relationship Management in Hospitality and Tourism
Entrepreneurship in Hospitality and Tourism
Leadership and Management
Internship I and II
Professional Seminar I–IV

**Hotel and Tourism Management Concentrations**

*Conference and Event Management*
You will acquire an in-depth understanding of all aspects of the development and implementation of conferences and special events, including planning and operations, creative merchandising, and budgeting. The burgeoning field of conferences and special events needs professionals who understand the latest financial and technical applications.

*Conference and Event Management*
Technology for Conference and Event Management
Marketing and Sales of Conferences and Events
Planning of Conferences and Special Events

*Lodging Development*
In this specialty, you will focus on the financial and development aspects of the lodging business, including feasibility, construction, design, and financing. You will develop strong financial, statistical, and analytical skills. Careers include that of consultant, industry analyst, and development manager.

*Lodging Development*
Planning, Design and Construction
Business Plans and Feasibility Studies
Investment Analysis and Financing

*Lodging, Food, and Beverage Operations*
You will acquire a thorough base in the integration of sophisticated managerial knowledge, including planning, revenue maximization, merchandising, and marketing, into what has traditionally been a production-oriented area. Food and beverage, a complex management area, requires professionals who not only understand food but are highly sophisticated in marketing and pricing, from individual menu items to facilities.

Lodging Food and Beverage Operations
Lodging Catering Management
Revenue Maximization
Food and Beverage Facility Planning

*Lodging Operations*
You will acquire in-depth knowledge of the current trends in lodging operations from the management of food and beverage operations to rooms division management, with special emphasis on pricing and revenue management. Careers on property require extensive financial and forecasting knowledge for positions such as analysts, revenue managers, and rooms division managers.

Rooms Division Management
Lodging Facilities Management
Lodging Food and Beverage Operations
Strategic Pricing and Revenue Management

*Tourism Planning*
By focusing on this specialization, you will be prepared to manage, market, and develop policies for a destination, attraction, or individual tourism organization. You will acquire the knowledge to analyze consumer markets,
perform cultural and environmental impact assessments, interpret
governmental regulations, and maintain the infrastructure while
consistently creating new products and services.
Marketing of Tourism Destinations
Tourism Planning and Policy
Special Interest Tourism
Socio, Cultural, Environmental Issues and Impacts

**Elective Courses**

Seminar in Experimental Learning
Systems Analysis
Direct Marketing Systems
Internet, Intranet, and Multimedia Applications
Database Management Systems
Casino Operations and Management
Management of Private Clubs and Resorts
Parks, Recreation, and Sports Marketing
Sports Tourism
Foreign Language II and III

**Sports Management and Leisure Studies Degree Requirements**

The Tisch Center's Bachelor of Science Program in Sports Management and
Leisure Studies reflects the highest standards of the profession and the
latest innovations in the fields of sports management and marketing. You
will gain an in-depth understanding of the concepts, techniques, and
strategies involved in the management and development of sports events,
sports facilities, and merchandising within the context of sports and leisure
industries. Studying with a faculty of scholars and experienced
professionals, you learn to manage arenas and stadiums and to plan,
develop, and market sports facilities and events.

Students in the sports management and leisure studies program receive a
comprehensive foundation in the business and management of sports and
sports facilities with a program that has a financial, analytical, and
professional focus. You will learn to manage effectively, communicate
clearly, and reason in a complex workplace. You will become a
knowledgeable leader, prepared to make decisions and solve problems.
Developing skills in such areas as revenue management, marketing,
promotions, and licensing sets our graduates apart in these competitive
arenas. And our graduates are employed by prestigious companies such as
Madison Square Garden, Woody Wilson Designs, Nike, Downtown Athletic
Club (Heisman Trophy), Chelsea Piers, and SME.

A Bachelor of Science in sports management and leisure studies prepares
you for such career areas as event management and production, public
relations, sales and marketing, media relations, advertising, business
development, and research analysis.

The Bachelor of Science program includes a liberal arts core and a major
core of professional studies requirements. Within the professional studies
core, you will choose a concentration in one of the following three areas:
sports and entertainment marketing, sports business development, or
sports facility management.

**Major Core Requirements:**

Introduction to Sports Management and Leisure Studies
Organization and Administration of Sports and Leisure Services
Foundations of Sports and Leisure Behavior
Corporate Sponsorship of Sports and Entertainment Events
Entrepreneurship in Sports and Leisure
Applied Research in Sports and Leisure Management
Statistical Methods for Sports Management
Financial Management for Sports and Leisure Organizations
Sports Finance
Sports Law
E-commerce in Sports Management
Marketing of Sports and Leisure Services
Sports Management Accounting
Sports Management and Leisure Studies Concentrations

**Sports and Entertainment Marketing**
You will acquire an in-depth understanding of all aspects involved in the merchandising, packaging, promotion, marketing, and sales of sports and entertainment events. The burgeoning field of sports and entertainment marketing needs professionals who understand the latest applications, trends, and markets.

Events and Entertainment Licensing and Merchandising
Sports and Entertainment Marketing Technology
Sports and Entertainment Packaging
Sports and Entertainment Promotions and Sales

**Sports Business Development**
You will acquire a thorough foundation in the financial and development aspects of sports facilities including feasibility, construction, design, and financing. You will develop strong financial, statistical, and analytical expertise. Career paths include consultant, industry analyst, and development manager.

Business Plans and Feasibility Studies
Investment Analysis and Financing
Planning, Design, and Construction of Facilities
Sports Business Development

**Sports Facility Management**
With this specialization, you will focus on the management, marketing, sales, and business practices associated with the development and operations of sports facilities. Facilities, the various outlets, and entertainments are now as important as the game itself. You will be prepared for a career in promotions, merchandising, development, and marketing of the various food, retail, and entertainment outlets found in a modern stadium or arena.

Food and Beverage Operations in Sports Facilities
Marketing and Sales of Sports Facilities
Sports Facility Management
 Strategic Pricing and Revenue Management

**Electives**

Seminar in Experiential Learning
Conference and Event Management
Management of Private Clubs and Resorts
Advanced Seminar in Sports Leisure Management
Leadership and Supervision in Recreation
Recreation in an Urban Environment
Problems and Issues in Recreation and Leisure
Group Communication and Decision Making
Sports and Entertainment Advertising and Media Strategies
Customer Relationship Management
Sports Tourism
Foreign Language II and III