Keystone College



2026-2027 Undergraduate Catalog Addendum

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In October 2026, an addendum was published to the 2026-2027 Undergraduate Catalog. The addendum includes an update to the Baccalaureate Degree Programs, specifically the Hospitality Business Management section and should be used in conjunction with the 2026-2027 Undergraduate Catalog. Any questions concerning the catalog addendum should be directed to the Registrar's Office at *registrar@keystone.edu*.

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Baccalaureate Degree Programs

Event and Tourism Management

Bachelor of Science

The Event & Tourism Management program prepares students for dynamic careers across the event, tourism, hospitality, recreation, entertainment, and experience-based industries. Built on a strong business foundation, the program combines event planning, tourism, marketing, fundraising and sponsorship, customer experience, resort and venue operations, food and beverage management, and leadership. The flexible curriculum is designed to evolve with industry trends while providing students with transferable business, communication, and management skills.

Designed with flexibility in mind, the program supports traditional students as well as busy and working adults through accessible learning opportunities and career-focused experiences. Students apply classroom knowledge through campus and community projects, internships, apprenticeships, industry partnerships, and other experiential learning opportunities. Collaboration across Business, Sport & Recreation Management, and eSports further expands interdisciplinary learning and career exploration.

Graduates are prepared to pursue opportunities in event and convention management, travel and tourism, destination management, resorts and cruise lines, gaming and entertainment, attractions and recreation, lodging, food and beverage operations, sports and esports events, fundraising and sponsorship, promotions, and venue management.

Graduation Requirements

ENGL 0050 – Critical and Analytical Reading – All students must demonstrate competency in this course whether by achieving specified SAT/ACT scores or by successful completion of the course. The course carries two credits which are included in full-time status as well as athletic eligibility and financial aid considerations, but do not count toward the minimum earned credits necessary for graduation. Students who are exempted from the course due to SAT/ACT scores received an exemption that does not carry credits.

All students must successfully complete the general education and curriculum requirements listed below with a minimum overall grade point average of 2.00 to graduate from this curriculum.

General Education Requirements (Minimum 40 credits)

Competencies

Communication Skills	11 credits
COMM 1125 - Speech Communication	
ENGL 1110 - College Writing I: Academic Writing	
ENGL 1125 - College Writing II: Writing About Literature	
CORE 1100 - New Student Seminar	
Ethical Reasoning	3–6 credits
Quantitative Reasoning	3–6 credits
Scientific Literacy	3–6 credits
Technology & Information Literacy	3–6 credits
Critical Analysis & Reasoning	
Arts & Humanities Literacy	6–9 credits
Social & Cultural Consciousness	6–9 credits

Curriculum Requirements

At least 36 of the 120 credits required for the bachelor's degree must be 3000- and/or 4000-level courses.

BUSN 1010 - Fundamentals of APA Information Literacy
BUSN 2115 - Marketing
BUSN 2130 - Business Writing
BUSN 2710 - Career Preparation
BUSN 3158 – Business and Corporate Law
BUSN 4910 – Business Capstone
HOSP 1135 - Introduction to Hospitality Business Management
HOSP 1165 - Food Service Sanitation
HOSP 2130 - Meeting and Convention Management
HOSP 2135 - Purchasing for Hospitality Professionals
HOSP 2150 - Hospitality Lodging and Operations

HOSP 3115 - Advanced Hospitality Management
or HOSP 3110 - Event Fundraising and Sponsorship
HOSP 4120 - Beverage Operations
HOSP 4200 - Quantity Food Production
BMT 4710-4720 Internship – 1-9 credits[1]
or BUSN 3130 - Workplace Environments in Business
PBRL 2145 - Public Relations

Free Electives: Sufficient free electives must be taken to ensure a minimum of 120 credits earned for graduation.

Footnote
[1]Internship experiences range from one to nine credits and must meet with the approval of your advisor prior to starting to your internship. Students must complete 60 or more credits prior to starting their internship and maintain a 2.5 GPA or greater.

Recommended Sequence of Courses: Visit www.keystone.edu/academics for further information. The academic advisor assists the student in planning his/her curriculum and in preregistration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected. Course offerings are dependent on enrollment.

October 2026