

BACHELOR OF BUSINESS ADMINISTRATION

The first bachelor's degree program in Italy for studies related to culinary and hospitality fields.

3+1 DEGREE IN FLORENCE, ITALY

SOUTHERN NEW HAMPSHIRE UNIVERSITY
FLORENCE UNIVERSITY OF THE ARTS

FUA Program Concentrations offered in:

**Culinary Arts
and Food Service
Management**

**Management for
the Hospitality and
Tourism Industry**

This program awards a Bachelor's Degree in Business Administration, please note that the program concentration is not listed on the degree.

Admissions Requirements

- 3.0 GPA
- Language proficiency: 6.5 IELTS or 71 TOEFL IBT. Students with a 6.0 IELTS or 61-71 TOEFL IBT will be required to take ENG 070 and ENG 101 course equivalents in Florence.

The 3+1 bachelor's degree program is designed for students to complete at least 90 credits with FUA in Florence, Italy, and 33 credits either online or on-site through SNHU.

The collaboration between the two institutions provides a unique opportunity for students to experience their academic careers in an international context:

- Distinct program concentrations featured in all degrees.
- Excellent academic learning, facilities, and resources accessible throughout the program.
- International faculty and small classroom sizes.
- Opportunities to engage in extracurricular and well-being activities.
- Florence is a prime Italian city for its culture, economy, and central position located 1.5 hours from Rome and Milan.
- Admissions processes facilitated by highly qualified university staff.



Southern New Hampshire University is located in Manchester, NH. SNHU is accredited by:

- New England Association of Schools and Colleges
 - Accreditation Council for Business Schools and Programs
 - European Council for Business Education
 - American Culinary Federation Educational Institute
 - Accreditation Commission for Programs in Hospitality Administration
 - North American Society for Sport Management
- www.snhu.edu

Florence University of the Arts is a private university located in the historic center of Florence, Italy.

FUA is accredited by the Region of Tuscany (Accreditation Number FI 02219) and reviewed yearly for European quality certification by IMQ S.p.A. –ISO 9001:2008 Cert. N. 9175.FLRU.
www.fua.it

4 YEARS 123 CREDITS

This program is designed for students wishing to apply for a Bachelor of Business Administration at Southern New Hampshire University by completing a 90 credit program at Florence University of the Arts. The program may be completed in four years: 3 at FUA (90 credits) and 1 year at SNHU (33 credits). The fourth year of the degree can be completed via distance learning through online classes according to the General Education distribution detailed below.

General Education Requirements

In order to graduate students must successfully complete 45 additional credits in approved General Education courses. 12 out of 45 credits may be completed at FUA in courses belonging to the departments listed below:

DEPARTMENT	CREDITS
Italian Language	6
Multicultural Diversity and Gender Studies	3
Mathematics	3
Total Credits	12

Core Courses

COURSE CODE	COURSE NAME	CREDITS
HP HT IH 300	Introduction to Hospitality	3
FW DN IN 305	Introduction to Nutrition	3
BU MA HR 350	Human Resources Management	3
HP HT HM 350	Hospitality Marketing	3
HP HT HA 400	Hospitality Accounting	3
HP FB CS 470	Catering, Sales and Operations	3
BU MA OB 470	Organizational Behavior	3
HP FB CC 532	Cost Control	3
FW FS SA 300S	Food Safety and Sanitation	1
HP FB OM 405	Food and Beverage Operations and Management (EL)	6

Total Credits 31

Capstone Project in the area of Program Concentration

HP HT FT 400	Career Capstone Experience	2
Total Credits		2

Concentrations

CULINARY ARTS AND FOOD SERVICE MANAGEMENT

Required Internship/Field Experience

PS IN IN 450	Three 3-credit EL course components Internship (External Placement)	3+3+3 3
Total Credits		12

Required Courses

HP HT IM 450	International Management for the Hospitality Industry	3
HP HL EM 400	E-Marketing for the Hospitality Industry	3
HP HT IN 320	International Tourism	3
Total Credits		9

Major Electives (15 credits) - Course Recommendations

Students may choose their classes among the course listings of the School of Food and Wine Studies

FW CA PC 335	Introduction to Professional Cooking EL (Lecture Component) - Mandatory	3
FW CA CC 455	Professional Cooking II EL (Lecture Component) - Mandatory	3
—	Wines I	3
FW CA TF 340	Tradition of Italian Food I	3
FW BP BI 325	Breads of Italy and Specialty Breads	3
FW BP BT 320	Baking Techniques OR Baking, Pastry and Confectionary	3
FW CA RC 360	Italian Regional Cuisine	3
HP FB RM 392	Restaurant Management EL (Lecture Component)	3
FW CA TF 440	Tradition of Italian Food II	3
Total Credits		15

Free Electives (9 credits) - Course Recommendations

—	Wines II	3
FW BP BC 310	Italian Classical Cakes and Tarts	3
FW FC FC 340	Food, Culture and Society in Italy	3
Total Credits		9

MANAGEMENT FOR THE HOSPITALITY AND TOURISM INDUSTRY

Required Internship/Field Experience

HP FB RM 392	Restaurant Management EL (EL Component)	3
HP HT SE 415	Special Event Management EL (EL Component)	3
HP FB SM 331	Front of the House Management EL (EL Component)	3
PS IN IN 450	Internship (External Placement)	
Total Credits		12

Required Courses

HP HT IM 450	International Management for the Hospitality Industry	3
HP HT IM 460	International Marketing for the Hospitality Industry	3
HP HT IN 320	International Tourism	3
Total Credits		9

Major Electives (15 credits) - Course Recommendations

Students may choose their classes among the course listings of the School of Hospitality

HP HT SE 415	Special Event Management EL (Lecture Component) - Mandatory	3
HP FB RM 392	Restaurant Management EL (Lecture Component) - Mandatory	3
HP FB SM 331	Front of the House Management EL (Lecture Component)	3
HP HT TC 360	The Client-Customer Relation Management	3
HP HL EM 400	E-Marketing for the Hospitality Industry	3
HP HL HM 430	Hotel Management Operation and Front of the House Procedures	3
HP HT SL 340	Supervision and Leadership in the Hospitality Industry	3
—	Wines I	3
HP HL HK 420	Housekeeping Management	3
Total Credits		15

Free Electives (9 credits) - Course Recommendations

—	Wines II	3
HP HT ST 325	Sustainable Tourism	3
FW FC FC 340	Food, Culture and Society in Italy	3
HP FB SF 300	Sustainability in the Italian Food Industry: From Farm to Table	3
CP CR CM 360	Art, Food, Fashion and Wine: Creative Advertising of Italian Destinations	3
Total Credits		9

Remaining 33 Credits/Fourth Year to be completed at SNHU or Online

SNHU Coursework

ENG 120/122	College Composition I or English Composition I	3
ENG 200/123	Sophomore Seminar or English Composition II	3
EFAH	Fine Arts & Humanities Credit (one course from Fine Arts & Creativity, Literature, or History column of General Education)	3
ESBS	Social Science General Education* (one course from Social Science, Economics, Political Science, or Psychology column of General Education)	3
MAT 240	Statistics	3
Total Credits		15

Suggested Course (optional)

Free Elective/SNHU 107 Success Strategies for Online Learning	3
---	---

Business 300-400 Level**

BUS	Business Elective	3
BUS	Business Elective	3
BUS	Business Elective	3
BUS	Business Elective	3
SB 405/OL 421	Integration & Application/Strategic Management	3
Total Credits		15

* Recommended Social Science Elective: ECO-201

** Recommended Business Electives: ACC-201, ACC-202, FIN-320, QSO-320

ENROLLMENT/INFO

For information on admission procedures and financial aid please contact admissions@fua.it. All enrolled students receive access to the services provided by the Student Life and Development Department of FUA: **Housing and meal plan - Extracurricular opportunities and field trips - Emergency and health support - Counseling and advising**