SPORTS, ENT., HOSPITALITY (SEH)

SEH 310. Sports Enter & Hospitality MGT. (3 Units)
Overview of the sports, entertainment, and hospitality fields. Examines the current issues, trends, and problems in these fields. Includes an investigation into career opportunities and growth potential for the sports, entertainment, and hospitality industries.
Offered Fall, Spring

SEH 330. Managing Sports Facilities. (3 Units)
Prerequisite: SEH 310. Provides students with an introduction to the planning and management of sports facilities. Focuses on elements of planning, design, and management, while examining functions related to maintenance, security, operations and evaluation.
Offered Fall, Spring

SEH 348. Principles of Travel & Tourism. (3 Units)
Prerequisite: SEH 310. Study of historical and modern principles of travel and tourism. Exploration of societal trends, global tourist behavior, and environmental factors influencing the destination mix. Investigation of tourism planning, promotion.
Offered Fall, Spring

SEH 400. Tickets Operations in the Entertainment Industry. (3 Units)
Ticket sales are a complex activity that goes well beyond the act of selling. Course focuses on ticket sales strategies and promotion processes highlighting the fundamental concepts, principles, and applications associated in this strategic area of entertainment and sports management.
Offered Infrequent

SEH 401. Leadership in the Entertainment Industry. (3 Units)
The entertainment industry is one of the largest ad most important industries in the world. Technologies transform the way entertainment is created and distributed. Course prepares students to accelerate their careers in the creative industries through the exploration of leadership skills.
Offered Infrequent

SEH 402. Strategic Sports Marketing. (3 Units)
The entertainment industry is one of the largest and most important industries in the world. Technologies transform the way entertainment is created and distributed. Course prepares students to accelerate their careers in the creative industries through the exploration of strategic sports marketing skills.
Offered Infrequent

SEH 403. Sport Venue and Event Management. (3 Units)
Sport venue management represents one of the fastest areas of growth in the sport industry. With new arenas, stadiums, health clubs, convention centers, and other facilities popping up all over the nation, numerous job opportunities are available in this discipline.
Offered Infrequent

SEH 448. Hotel and Resort Management. (3 Units)
Prerequisite: SEH 310. Investigation of management in the hospitality industry with emphasis on food service, lodging, tourism, and contemporary issues. Examines customer service, international markets, human resources, marketing, and fiscal implications. Field trips required.
Offered Fall, Spring

SEH 495. Spec Topic: Hospitality Mgt.. (3 Units)
Prerequisite: SEH 310. Study of a current topic in the entertainment industry.
Offered Infrequent

SEH 496. Internship in Sports, Entertainment & Hospitality. (1-3 Units)
Under the direction of a faculty of the discipline, students work in a business organization related to sports, entertainment or hospitality field applying the skills and knowledge learned in th classroom.
Offered As needed