

SERVICES MANAGEMENT, B.A.I.S.

The Bachelor of Arts in Interdisciplinary Studies (BAIS) in Services Management program in the College of Hospitality, Retail and Sport Management (HRSM) at the University of South Carolina is a degree program that assists students in exploring interdisciplinary fields of study. The BAIS in Services Management degree provides a pathway for degree completion with a goal of creating an integrated, interdisciplinary managerial-focused learning environment for analyzing and resolving issues in service-oriented fields such as retailing, sport management, the entertainment industry, hospitality, and tourism.

Learning Outcomes

1. Students will be able to identify and/or analyze issues/problems in a chosen career field.
2. Students will be able to develop logical and viable solutions to an issue/problem in a chosen career field.
3. Students will be able to communicate ideas, issues/problems, solutions and/or research-based information clearly.