
The BS in Hospitality and Tourism Management will prepare students who are globally competitive to effectively and sustainably manage a hospitality business at the highest level of customer service. Students will also be able to develop, manage, and grow tourism to enhance the economic well-being of the communities in which they live.

A – GENERAL EDUCATION CORE – 42 HOURS

Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education core requirements.

Required

020 – Mathematics – 3 hours

MATH 1324 Mathematics for Business and Social Sciences

080 – Social and Behavioral Sciences – 3 hours

ECON 2301 Principles of Macroeconomics

B – MAJOR REQUIREMENTS – 78 HOURS (57 advanced)

1 – Hospitality and Tourism Management Foundation – 42 hours (21 advanced)

a – Business, Hospitality and Tourism Foundation – 21 hours

ACCT 2301 Introduction to Financial Accounting
ACCT 2302 Introduction to Managerial Accounting
INFS 2300 Data Modeling Management Tools
ECON 2302 Principles of Microeconomics
HOST 1301 Introduction to Hospitality & Tourism
HOST 2310 Introduction to Food Preparation and Menu Plan
QUMT 2341 Business Statistics I

b – Advanced Business, Hospitality and Tourism Core – 21 hours (21 advanced)

FINA 3380 Introduction to Finance
HOST 3325 Hospitality Law
HOST 3320 International Travel & Tourism
INFS 3390 Management Information Systems
MARK 3300 Principles of Marketing
MGMT 3361 Principles of Management
Choose one (Business Communications):
COMM 3313 Business and Technical Communication
MARK 3320 Personal Branding and Communication
MGMT 3335 Communication Policy and Strategy

2 – Hospitality and Tourism Management Core – 36 hours (36 advanced)

a – Hospitality and Tourism Management Foundation – 21 hours (21 advanced)

HOST 3300 Hospitality Practicum
HOST 3310 Advanced Food Production and Service Management
HOST 3330 Lodging Management
HOST 3350 Hospitality Marketing Strategies
HOST 3360 Hospitality Leadership and Supervision
HOST 3370 Accounting and Financial Management for Hospitality
HOST 4390 Hospitality Strategic Planning and Analysis (Capstone)

b – Hospitality and Tourism Certificate – 15 hours (15 advanced)

Students may select one certificate program below:

i. Lodging Management – 15 hours (15 advanced)

Required:

HOST 4330 Advanced Lodging Management
HOST 4314 Wine & Beverage Appreciation
MARK 3350 Services Marketing

Choose two:

ENTR 3340 New Venture Creation and Innovation

HOST 4370 Hospitality Analytics and Revenue Management
MARK 4350 Marketing Research
MARK 4384 Professional Selling and Sales Management
MGMT 4304 Business and Society

ii. Food and Beverage Management – 15 hours (15 advanced)

Required:

HOST 4310 Restaurant Management Operations
HOST 4312 Catering Management
HOST 4314 Wine & Beverage Appreciation

Choose two:

ENTR 3340 New Venture Creation and Innovation
HOST 3316 Culture and Cuisine
HOST 4370 Hospitality Analytics and Revenue Management
MARK 4384 Professional Selling and Sales Management
MGMT 4367 Purchasing and Supply Chain Management
MTML 4320 Materials Management and ERP

iii. Event and Destination Management – 15 hours (15 advanced)

Required:

HOST 4312 Catering Management
HOST 4320 Tourism Destination Marketing
MARK 3392 Event Marketing

Choose two:

ENTR 3340 New Venture Creation and Innovation
MARK 4384 Professional Selling and Sales Management
MARK 4350 Marketing Research
MARK 4360 Social Media and eMarketing
MARK 3393 Sports Marketing
MARK 4394 Music Marketing

iv. Healthcare Hospitality – 15 hours (15 advanced)

Required:

MARK 3350 Services Marketing
HOST 4330 Advanced Lodging Management
HOST 4332 Healthcare Hospitality

Choose two:

MARK 4350 Marketing Research
HOST 4310 Restaurant Management Operations

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS

TOTAL ADVANCED HOURS – 57 HOURS

ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:

Admission requirements

1. Student must complete all 21 hours of Business, Hospitality and Tourism Foundation Courses, and a minimum of 15 General Education credits including ECON 2301, before applying to VCoBE.
2. Grades of 'C' or better in all Business, Hospitality and Tourism Foundation courses.
3. Grade of 'C' or better in ECON 2301.
4. A minimum 2.6 GPA in combined General Education Core & Business, Hospitality and Tourism Foundation completed coursework.
5. All students pursuing a Bachelor of Business Administration, Bachelor of Arts in Economics, or Bachelor of Science in Materials Management and Logistics or Hospitality and Tourism Management from VCoBE, must apply for and be admitted to the VCoBE before they are allowed to enroll in the Advanced Business Core and Major coursework for their degree.

Progression requirements

1. Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) degree plan-applicable courses in order to earn program credit towards this major. Students must maintain a minimum 2.5 GPA in degree plan.

Graduation requirements

Students must have:

1. A minimum 2.5 GPA in combined Advanced Business Core & Hospitality and Tourism Management Core coursework.
2. An overall minimum 2.5 GPA required in degree plan.
3. Students must complete 600 hours of hospitality and tourism related internships through the HOST 3300 Hospitality Practicum course prior to graduation. All internships must be approved *prior* to beginning the internship.
4. Grades of 'C' or better in all Business, Hospitality and Tourism Foundation courses.
5. Grade of 'C' or better in ECON 2301.
6. Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) degree plan-applicable courses in order to earn program credit towards this major.

8-7-19 Revisions:

- Added the requirements below to graduation requirements:
 - Grades of 'C' or better in all Business, Hospitality and Tourism Foundation courses.
 - Grade of 'C' or better in ECON 2301.
 - Students must earn a grade of 'C' or better in all advanced (3xxx-4xxx) degree plan-applicable courses in order to earn program credit towards this major.