

2019-2020 ACADEMIC PLAN

FIRST YEAR

Choose 1	MATH 1324	Math for Business & Social Sciences
Choose 1	Choose 1	American History
Choose 1	Choose 1	Life and Physical Sciences
INFS 2300	INFS 2300	Data Modeling Management Tools
UNIV 1301	UNIV 1301	Learning Framework
Choose 1	Choose 1	Communication
Choose 1	ECON 2301	Principles of Macroeconomics
Choose 1	Choose 1	Life and Physical Sciences
Choose 1	Choose 1	Decision Analytics
Choose 1	Choose 1	Introduction to Hospitality & Tourism

SECOND YEAR

Choose 1	Choose 1	Government/Political Science
Choose 1	Choose 1	Creative Arts
Choose 1	Choose 1	Integrative/Experiential Learning
ACCT 2301	ACCT 2301	Introduction To Financial Accounting
ECON 2302	ECON 2302	Principles of Microeconomics
HOST 2310	HOST 2310	Introduction to Food Preparation & Menu Planning
Choose 1	Choose 1	Government/Political Science
Choose 1	Choose 1	Language, Philosophy & Culture
Choose 1	Choose 1	Government/Political Science
Choose 1	Choose 1	U.S. History II
Choose 1	Choose 1	Business Statistics I

THIRD YEAR

MGMT 3361	MGMT 3361	Principles of Management
FINA 3380	FINA 3380	Introduction to Finance
HOST 3325	HOST 3325	Hospitality Law
HOST 3310	HOST 3310	Advanced Food Production & Service Management
INFS 3390	INFS 3390	Management Information Systems
MARK 3300	MARK 3300	Principles of Marketing
HOST 3320	HOST 3320	International Travel and Tourism
HOST 3370	HOST 3370	Accounting and Financial Management for Hospitality
3000-4999	3000-4999	Certificate Option Required course
HOST 3300	HOST 3300	Hospitality Practicum

FOURTH YEAR

HOST 3330	HOST 3330	Lodging Management
3000-4999	3000-4999	Certificate Option Required course
3000-4999	3000-4999	Certificate Option Required course
Choose 1	Choose 1	Business Communications Option: MARK 3320 or MGMT 3335 or COMM 3313
Choose 1	Choose 1	Certificate Option Elective
HOST 3350	HOST 3350	Hospitality Marketing Strategies
HOST 3360	HOST 3360	Hospitality Leadership and Supervision
3000-4999	3000-4999	Certificate Option Elective
HOST 4390	HOST 4390	Hospitality Strategic Planning & Analysis

Degree Info

From owning or operating a hospitality business to managing a healthcare facility or a global hotel chain, be prepared to take on the challenges of hospitality business leadership with a BS in Hospitality and Tourism Management from UTRGV. Here, you'll learn current trends and best business practices for success in the hospitality and tourism industry and you'll develop the skills needed for leadership in the fast-paced and multi-faceted world of hospitality. You'll learn to think like an entrepreneur! Choose from a variety of career paths suited to local or global environments, such as lodging asset ownership and management, restaurant entrepreneurship and management, event management or healthcare hospitality management. With the travel and tourism industry a fast-growth industry, now accounting for more than one-tenth of the world's GDP, the high demand for skilled hospitality business managers will likely continue far into the future.

UTRio Grande Valley



HOSPITALITY AND TOURISM MANAGEMENT (BBA)

Catalog: 2019-20

**ROBERT C. VACKAR COLLEGE OF
BUSINESS AND ENTREPRENEURSHIP**

Additional Info

- **Note: Your catalog year is 2018-2019**
- **Students should complete their business foundations courses in their first two years in order to smoothly transition into more advanced courses!**
- **Your GPA matters. Employers, Scholarship Committees, and Graduate schools would love to see your GPA at 3.0 or higher! The minimum GPA for admission to VCOBE and graduation from VCOBE is 2.5.**
- **Be warned- A grade of "C" or better is required in all VCOBE business courses!!**
- **If you are feeling uncertain about anything, please email business.advising@utrgv.edu. Our program coordinators will field your questions or direct you to the right resources.**

Contact Info

**Program Director and Professor
Dr. Arjun Singh**

**Administrative Assistant
ECOBE 211
956-665-5007**

**Concerns/Questions?
Contact
BUSINESS.ADVISING@UTRGV.EDU**

Courses in red are part of the General Education Core Curriculum (GEC).
Bold indicates Business Foundation courses.
"Choose 1" indicates course options. If options are not listed, please review the General Education Core or degree plan for this major: www.utrgv.edu/degreeplans.

BLUEPRINT EXPERIENCES

FIRST YEAR

SECOND YEAR

THIRD YEAR

FOURTH YEAR AND BEYOND

CAREERS

MILESTONES

- UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!
- Complete your core English classes (section 010) during your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Shoot for a GPA of 3.0 or above!
- Take MATH 1324, MGMT 1301, and ECON 2301 in your first year.

- Shoot for a GPA of 3.0 or above!
- Complete major foundation classes, such as ACCT 2301, ACCT 2302, ECON 2302, INFS 2300 and QUMT 2341.
- Complete 30 credit hours.
- Apply to the Robert C. Vackar College of Business & Entrepreneurship (VCOBE) the semester you enroll in your final business foundation courses. <http://www.utrgv.edu/cobe/undergraduate/apply-for-admission/index.htm>

- Shoot for a GPA of 3.0 or above!
- Complete 30 credit hours.
- Have you landed an internship or acquired research experience? This is the year to make it happen.

- Shoot for a GPA of 3.0 or above!
- "I have a plan for after graduation." If this describes you, great! If not, visit your Faculty Advisor or Career Center!
- Register for your Business Capstone-Strategic Management (MGMT 4389) the semester you are graduating!!
- Complete at least 30 credit hours to graduate.
- Submit your application(s) for graduate school, an apprenticeship, or for fulltime employment.

ADVICE & SUPPORT

- Meet with your academic advisor and bring your orientation folder with you to every session!
- Choose a major with confidence- Visit my.UTRGV.edu and check out the Kuder Journey.
- Visit a faculty member during their office hours and ask a question about class.
- Classes fill up fast. When registration opens, be sure to register on the first day for your group.
- Cold or flu getting you down? We have Student Health Services on campus with free office visits.

- Want to explore different careers? Check out Kuder Journey!
- Come ready with course suggestions and questions when you visit your academic advisor.
- Visit the Communication Hauser Lab for help with your speeches.
- Trouble making your tuition payment? The Financial Aid Office can help. Payment plans and emergency loans are also available

- Seek out research opportunities within your major and join a professional organization such as [Society for Human Resource Management \(SHRM\)](#).
- Check DegreeWorks to make sure you are on track for graduation next year. See VCOBE Program Coordinator for graduation review.
- Apply for internship and/or job shadowing opportunities. Discuss this with your advisor, faculty mentor, or Career Center.

- Engage in an academic internship to complement your major.
- Discuss future plans with your faculty mentor or advisor that includes employment, finances, and other life goals.
- Apply for graduation one semester prior to your anticipated date. Visit the Academic Advising Center to ensure you are on track.

APPLY WHAT YOU LEARN

- Look for a service-learning course! For guidance, visit Engaged Scholarship & Learning Office.
- Participate in a campus-sponsored community service project.
- Ask a student in class to study with you. If you still need some help, go to the Learning Center to get a tutor! They can really help!

- To find undergraduate research opportunities, visit your department and/or the Engaged Scholarship & Learning Office.
- Consider attending the LeaderShape Institute or attend the Engaged Scholar Symposium.

- Go show off your research, service-learning or creative works at the Engaged Scholar Symposium!
- Sharpen your writing skills! Take an intensive writing course such as COMM 3313, MGMT 3335 OR MARK 3320 and perhaps even become the secretary for your organization!

- Continue to present research or creative works at the Engaged Scholar Symposium Award or at a regional or national conference funded by the Undergraduate Research Initiative (URI) Award you apply for!
- Set up an informational interview with an individual (especially an alumnus) currently in the field you aspire to work in.

GLOBAL, CAMPUS & COMMUNITY ENGAGEMENT

- Set up your profile on the Engagement Zone through My.UTRGV.edu.
- Attend a diversity based campus or community event (e.g. MLK Day of Service).
- Want to bring your undergraduate experience to the next level? Consider joining the [Business Honors Program](#).
- Join a student organization! Consider looking into SHRM, Enactus or visit VLink (utrgv.edu/vlink) for options.

- Look at study abroad opportunities! Consider going to Germany or South Korea.
- Check out a cultural campus or community event such as HESTEC or FESTIBA.
- Join another student organization. [Perhaps Collegiate Entrepreneurs' Organization, SHRM, AMA, Enactus or visit VLink for options.](#)
- Check out a campus event that offers free lunch- bring a friend!

- Consider serving on a campus life/community committee or become a student leader and make a difference. Visit VLink or speak with your Student Government Association for more information!
- Travel the world! Look into study abroad opportunities at Office for International Programs & Partnerships.

- Identify employers of interest and seek them out at job fairs, online, at on-campus information sessions, staffing agencies, etc. The Career Center can help.
- Before a job interview, schedule a mock interview with the Career Center or speech coaching with the Communication Hauser Lab.

LIFE AFTER GRADUATION

- Create a résumé and set up your profile on the Handshake icon: (My.UTRGV.edu).
- Got summer plans? Visit Career Center and ask about places to do some job shadowing.
- Research shows that students who work on campus perform better than those who work off campus. Look for a job on Handshake!
- Check your UTRGV email for the daily Messenger- locate and attend one student workshop.

- Update your resume in Handshake and have it reviewed.
- Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.
- Will a minor expand your career options? A minor may expand your career options but are not required for BBA and BS degrees.
- Explain to someone how your academic program aligns with your strengths and interests.

- Check out the VCOBE website, as well as other professional websites for postings on career/graduate school.
- Think about three people you can ask for letters of recommendation (professors, mentors, advisors, supervisors, etc.). Give them at least two weeks' advance notice!
- When is the deadline for your graduate school application? Visiting the program admissions webpage. Most do not accept late applicants!

- Have you received your acceptance for graduate school or an employment offer? If not, network: talk to faculty, the Career Center, and get on LinkedIn.
- Formulate and implement a strategy for life after graduation: attend career fairs, graduate fairs, apply to fellowships, etc.
- Update your information with Alumni Relations. Enjoy alumni mixers, events and continued access to Career Center services!
- Remember to do your exit loan counseling on studentloans.gov.

- Hotels and corporate offices
- Restaurants and cafes
- Event management including meetings and conventions
- Spas and resorts
- Food service/cuisine management
- Tourism and travel development and operations
- Wine and spirits management and merchandising
- Sustainable tourism management, including eco- and nature tourism.

For additional info, visit the Career Center website and check out "What Can I Do With This Major?" www.utrgv.edu/careercenter