# HOSPITALITY AND TOURISM MANAGEMENT MAJOR WITH ANALYTICS OPTION

## Program Curriculum

| Code | Title | Credits |
|---|---|---|
| **Degree Core Requirements** | | |
| ACIS 2116 | Principles of Accounting [1,2] | 3 |
| BIT 3414 | Operations and Supply Chain Management [2,9] | 3 |
| FIN 3054 | Legal and Ethical Environment of Business [2,5,9] | 3 |
| FIN 3104 | Introduction to Finance [2,9] | 3 |
| HTM 2314 | Introduction to International Business [2] | 3 |
| or MGT 2314 | Introduction to International Business | |
| MGT 4394 | Strategic Management [2,6,9] | 3 |
| MKTG 3104 | Marketing Management [2,9] | 3 |
| Subtotal | | 21 |
| **Major Requirements** | | |
| ACIS 1504 | Introduction to Business Analytics and Business Intelligence [1,2] | 3 |
| ACIS 2115 | Principles of Accounting [1,2] | 3 |
| HTM 1414 | Introduction to Hospitality and Tourism Management | 3 |
| HTM 3414 | Food Preparation, Purchasing and Management [9] | 4 |
| HTM 3444 | Financial Management and Cost Control for Hospitality Organizations [9] | 3 |
| HTM 3524 | Lodging Management [9] | 3 |
| HTM 4414 | Food and Beverage Management [9] | 3 |
| HTM 4454 | Hospitality Revenue Management [9] | 3 |
| HTM 4464 | Human Resources Management in the Hospitality Industry [9] | 3 |
| HTM 4964 | Field Study in HTM [9] | 3 |
| MGT 1104 | Foundations of Business [2] | 3 |
| MGT 3404 | Principles of Management [2,9] | 3 |
| PSYC 1004 | Introductory Psychology | 3 |
| or SOC 1004 | Introductory Sociology | |
| Subtotal | | 40 |
| **Option Required Courses** | | |
| BIT 4604 | Data Governance, Privacy and Ethics | 3 |
| HTM 4354 | Information Technology and Social Media in Hospitality and Tourism | 3 |
| HTM 4514 | Hospitality Market Data Analysis | 3 |
| Select two of the following: [9] | | 6 |
| BIT 2164 | Foundations of Contemporary Security Environments | |
| BIT 3424 | Introduction to Business Analytics Modeling | |
| CS 1064 | Introduction to Programming in Python | |
| HTM 2464 | Introduction to Service | |
| Select one of the following: [9] | | 3 |
| HTM 2434 | Hospitality Sales | |
| HTM 2454 | Travel & Tourism Management | |
| HTM 2474 | Introduction to Meetings and Convention Management | |
| HTM 2514 | Catering Management | |
| HTM 2954 | Hospitality and Tourism Study Abroad | |
| HTM 3044 | Private Club Management | |
| HTM 3244 | Franchising for the Service Industries | |
| HTM 3424 | Event Management | |
| HTM 3484 | Socio-Cultural Impacts of Tourism | |
| HTM 3954 | HTM Study Abroad | |
| HTM 4434 | Event and Experience Management Senior Workshop | |
| HTM 4444 | Winery Tourism | |
| HTM 4474 | Hospitality & Tourism Law | |
| HTM 4484 | International Tourism | |
| Free Electives | | 3 |
| Subtotal | | 21 |
| **Pathways to General Education** | | |
| *Pathways Concept 1 - Discourse* | | |
| Select three hours in Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A) | | 3 |
| ENGL 1105 | First-Year Writing | 3 |
| or COMM 1015 | Communication Skills | |
| ENGL 1106 | First-Year Writing | 3 |
| or COMM 1016 | Communication Skills | |
| *Pathways Concept 2 - Critical Thinking in the Humanities* | | |
| Select three hours in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02) | | 3 |
| 3 credit hours fulfilled by completion of required course BIT 4604. | | |
| *Pathways Concept 3 - Reasoning in the Social Sciences* | | |
| ECON 2005 | Principles of Economics [1,2] | 3 |
| ECON 2006 | Principles of Economics [1,2] | 3 |
| *Pathways Concept 4 - Reasoning in the Natural Sciences* | | |
| Select six hours in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04) [3] | | 6 |
| *Pathways Concept 5 - Quantitative and Computational Thinking* | | |
| BIT 2405 | Introduction to Business Statistics, Analytics, and Modeling [1,2] | 3 |
| MATH 1524 | Business Calculus [1,2] | 4 |
| BIT 2406 | Introduction to Business Statistics, Analytics, and Modeling [1,2] | 3 |
| *Pathways Concept 6 - Critique and Practice in Design and the Arts* | | |
| Select three hours in Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A) [5] | | 3 |
| Select three hours in Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D) [4] | | 3 |
| *Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States* | | |
| Select three hours in Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07) [7] | | 3 |
| Subtotal | | 43 |
| **Total Credits** | | **125** |

[1] **Policy 91**: Pamplin students in a business degree program must complete eight business courses (ACIS 1504 Introduction to

Business Analytics and Business Intelligence, MATH 1524 Business Calculus, ACIS 2115 Principles of Accounting-ACIS 2116 Principles of Accounting, BIT 2405 Introduction to Business Statistics, Analytics, and Modeling-BIT 2406 Introduction to Business Statistics, Analytics, and Modeling, and ECON 2005 Principles of Economics-ECON 2006 Principles of Economics) with a grade of C- or higher by 72 attempted credit hours (or 90 attempted credit hours for students with more than 18 transfer credits). Students who have not met the requirements will be notified upon reaching 72 (or 90) credit hours that they must complete the missing course(s) in the next term(s) of enrollment. Failure to do so may result in the student's dismissal from the business degree program. This policy is strictly enforced.

[2]  **Graduation Requirement**: Students must achieve a **grade of C- or better in select business courses** (ACIS 1504 Introduction to Business Analytics and Business Intelligence, MATH 1524 Business Calculus, ACIS 2115 Principles of Accounting-ACIS 2116 Principles of Accounting, BIT 2405 Introduction to Business Statistics, Analytics, and Modeling-BIT 2406 Introduction to Business Statistics, Analytics, and Modeling, ECON 2005 Principles of Economics-ECON 2006 Principles of Economics, MGT 1104 Foundations of Business, HTM 2314 Introduction to International Business/MGT 2314 Introduction to International Business, MGT 3404 Principles of Management, MKTG 3104 Marketing Management, FIN 3104 Introduction to Finance, FIN 3054 Legal and Ethical Environment of Business, BIT 3414 Operations and Supply Chain Management, and MGT 4394 Strategic Management).

[3]  HTM 3484 Socio-Cultural Impacts of Tourism is recommended. (Event & Experience Management Pathways minor course)

[4]  HTM 3424 Event Management is recommended. (Event & Experience Management Pathways minor course)

[5]  ITDS 1114 Design Appreciation is recommended. (Event & Experience Management Pathways minor course)

[6]  HTM majors must register for the HTM specific section of MGT 4394 Strategic Management.

[7]  Critical Analysis of Identity & Equity in the U.S. may be double-counted with another course (major, option, pathway, or free elective) that is designated as pathway 7. If this pathway is already met, students must take a free elective to meet the 125-credit hour requirement. HTM 4434 Event and Experience Management Senior Workshop is recommended (Event & Experience Management Pathways minor course).

[8]  HTM 4514 Hospitality Market Data Analysis is typically only offered in the fall semester.

[9]  These courses are utilized in the calculation of in-major GPA.

A total of **125 credit hours** is required for graduation. Any exceptions to this curriculum must be approved by the student's department head and Associate Dean for Pamplin Undergraduate Programs.

## Foreign Language Requirement

Students who did not successfully complete at least two years of a single foreign, classical, or sign language during high school must successfully complete six credit hours of a single foreign, classical, or sign language at the college level. Courses taken to meet this requirement do not count towards the minimum credit hours required for graduation. Please refer to the Undergraduate Catalog for details.

## Pre-Requisites

Students are responsible for ensuring they have met necessary pre-requisites for all courses. Please refer to the Undergraduate Catalog or academic advisor.

## Transferring Courses

Requirements and procedures for transferring courses are available http://pampl.in/transfercreditsteps (http://pampl.in/transfercreditsteps/)

## Overall and In-Major GPA

Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate.

## Policy 91

University policy requires a student to make satisfactory academic progress towards a degree in order to remain enrolled at the institution (see footnote 1). Students are responsible for reading and understanding Policy 91 in accordance with Pamplin policies http://pampl.in/policy91 (http://pampl.in/policy91/).

## Roadmap

| Course | Title | Credits |
| --- | --- | --- |
| **First Year** | | |
| **Fall Semester** | | |
| ACIS 1504 | Introduction to Business Analytics and Business Intelligence [1,2] | 3 |
| MATH 1524 | Business Calculus [1,2] | 4 |
| MGT 1104 | Foundations of Business [2] | 3 |
| ENGL 1105 or COMM 1015 | First-Year Writing or Communication Skills | 3 |
| HTM 1414 | Introduction to Hospitality and Tourism Management | 3 |
| | **Credits** | **16** |
| **Spring Semester** | | |
| ACIS 2115 | Principles of Accounting [1,2] | 3 |
| ECON 2005 | Principles of Economics [1,2] | 3 |
| BIT 2405 | Introduction to Business Statistics, Analytics, and Modeling [1,2] | 3 |
| ENGL 1106 or COMM 1016 | First-Year Writing or Communication Skills | 3 |
| HTM 2314 or MGT 2314 | Introduction to International Business [2] or Introduction to International Business | 3 |
| | **Credits** | **15** |
| **Second Year** | | |
| **Fall Semester** | | |
| ACIS 2116 | Principles of Accounting [1,2] | 3 |
| ECON 2006 | Principles of Economics [1,2] | 3 |
| BIT 2406 | Introduction to Business Statistics, Analytics, and Modeling [1,2] | 3 |
| Select three credit hours in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02) [3] | | 3 |
| Select three credit hours in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04) | | 3 |
| PSYC 1004 or SOC 1004 | Introductory Psychology or Introductory Sociology | 3 |
| | **Credits** | **18** |
| **Spring Semester** | | |
| HTM 3414 | Food Preparation, Purchasing and Management [9] | 4 |
| HTM 3524 | Lodging Management [9] | 3 |
| Select three credit hours in Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D) [4] | | 3 |
| Restricted Electives (Analytics Elective) [9] | | 3 |
| Free Electives | | 3 |
| | **Credits** | **16** |

**Third Year**

**Fall Semester**

| | | |
|---|---|---|
| HTM 3444 | Financial Management and Cost Control for Hospitality Organizations [9] | 3 |
| MKTG 3104 | Marketing Management [2,9] | 3 |
| Restricted Electives (Analytics Elective) [9] | | 3 |
| BIT 3414 | Operations and Supply Chain Management [2,9] | 3 |
| FIN 3104 | Introduction to Finance [2,9] | 3 |
| | **Credits** | **15** |

**Spring Semester**

| | | |
|---|---|---|
| HTM 4454 | Hospitality Revenue Management [9] | 3 |
| Restricted Electives [9] | | 3 |
| MGT 3404 | Principles of Management [2,9] | 3 |
| HTM 4414 | Food and Beverage Management [9] | 3 |
| Select three credit hours in Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A) | | 3 |
| | **Credits** | **15** |

**Fourth Year**

**Fall Semester**

| | | |
|---|---|---|
| HTM 4964 | Field Study in HTM [9] | 3 |
| BIT 4604 | Data Governance, Privacy and Ethics [9] | 3 |
| HTM 4514 | Hospitality Market Data Analysis [8,9] | 3 |
| FIN 3054 | Legal and Ethical Environment of Business [2,9] | 3 |
| Select three credit hours in Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A) [5] | | 3 |
| | **Credits** | **15** |

**Spring Semester**

| | | |
|---|---|---|
| HTM 4354 | Information Technology and Social Media in Hospitality and Tourism [9] | 3 |
| Select three credit hours in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04) | | 3 |
| MGT 4394 | Strategic Management [2,6,9] | 3 |
| HTM 4464 | Human Resources Management in the Hospitality Industry [9] | 3 |
| Select three credit hours in Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07) or free elective [7] | | 3 |
| | **Credits** | **15** |
| | **Total Credits** | **125** |

[1] **Policy 91**: Pamplin students in a business degree program must complete eight business courses (ACIS 1504 Introduction to Business Analytics and Business Intelligence, MATH 1524 Business Calculus, ACIS 2115 Principles of Accounting-ACIS 2116 Principles of Accounting, BIT 2405 Introduction to Business Statistics, Analytics, and Modeling-BIT 2406 Introduction to Business Statistics, Analytics, and Modeling, and ECON 2005 Principles of Economics-ECON 2006 Principles of Economics) with a grade of C- or higher by 72 attempted credit hours (or 90 attempted credit hours for students with more than 18 transfer credits). Students who have not met the requirements will be notified upon reaching 72 (or 90) credit hours that they must complete the missing course(s) in the next term(s) of enrollment. Failure to do so may result in the student's dismissal from the business degree program. This policy is strictly enforced.

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Management, MKTG 3104 Marketing Management, FIN 3104 Introduction to Finance, FIN 3054 Legal and Ethical Environment of Business, BIT 3414 Operations and Supply Chain Management, and MGT 4394 Strategic Management).

[3] HTM 3484 Socio-Cultural Impacts of Tourism is recommended. (Event & Experience Management Pathways minor course)

[4] HTM 3424 Event Management is recommended. (Event & Experience Management Pathways minor course)

[5] ITDS 1114 Design Appreciation is recommended. (Event & Experience Management Pathways minor course)

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[8] HTM 4514 Hospitality Market Data Analysis is typically only offered in the fall semester.

[9] These courses are utilized in the calculation of in-major GPA.

## HTM Restricted Electives

| Code | Title | Credits |
|---|---|---|
| *Analtyics Electives* [9] | | |
| BIT 2164 | Foundations of Contemporary Security Environments | 3 |
| BIT 3424 | Introduction to Business Analytics Modeling | 3 |
| CS 1064 | Introduction to Programming in Python | 3 |
| HTM 2464 | Introduction to Service | 3 |
| *HTM Electives* [9] | | |
| HTM 2434 | Hospitality Sales | 3 |
| HTM 2454 | Travel & Tourism Management | 3 |
| HTM 2474 | Introduction to Meetings and Convention Management | 3 |
| HTM 2514 | Catering Management | 3 |
| HTM 2954 | Hospitality and Tourism Study Abroad | 3 |
| HTM 3044 | Private Club Management | 3 |
| HTM 3244 | Franchising for the Service Industries | 3 |
| HTM 3424 | Event Management | 3 |
| HTM 3484 | Socio-Cultural Impacts of Tourism | 3 |
| HTM 3954 | HTM Study Abroad | 1-6 |
| HTM 4434 | Event and Experience Management Senior Workshop | 3 |
| HTM 4444 | Winery Tourism | 3 |
| HTM 4474 | Hospitality & Tourism Law | 3 |
| HTM 4484 | International Tourism | 3 |