

# HOSPITALITY AND TOURISM MANAGEMENT MAJOR WITH ENTREPRENEURSHIP AND INNOVATION OPTION

## Program Curriculum

Code	Title	Credits
<b>Degree Core Requirements</b>		
ACIS 2116	Principles of Accounting <sup>1,2</sup>	3
BIT 3414	Operations and Supply Chain Management <sup>2,9</sup>	3
FIN 3054	Legal and Ethical Environment of Business <sup>2,5,9</sup>	3
FIN 3104	Introduction to Finance <sup>2,9</sup>	3
HTM 2314	Introduction to International Business <sup>2</sup>	3
or MGT 2314	Introduction to International Business	
MGT 4394	Strategic Management <sup>2,6,9</sup>	3
MKTG 3104	Marketing Management <sup>2,9</sup>	3
Subtotal		21
<b>Major Requirements</b>		
ACIS 1504	Introduction to Business Analytics and Business Intelligence <sup>1,2</sup>	3
ACIS 2115	Principles of Accounting <sup>1,2</sup>	3
HTM 1414	Introduction to Hospitality and Tourism Management	3
HTM 3414	Food Preparation, Purchasing and Management <sup>9</sup>	4
HTM 3444	Financial Management and Cost Control for Hospitality Organizations <sup>9</sup>	3
HTM 3524	Lodging Management <sup>9</sup>	3
HTM 4414	Food and Beverage Management <sup>9</sup>	3
HTM 4454	Hospitality Revenue Management <sup>9</sup>	3
HTM 4464	Human Resources Management in the Hospitality Industry <sup>9</sup>	3
HTM 4964	Field Study in HTM <sup>9</sup>	3
MGT 1104	Foundations of Business <sup>2</sup>	3
MGT 3404	Principles of Management <sup>2,9</sup>	3
PSYC 1004	Introductory Psychology	3
or SOC 1004	Introductory Sociology	
Subtotal		40
<b>Option Required Courses</b>		
ENGE 2094	Create!: Ideation & Innovation <sup>9</sup>	3
MGT 2064	Foundations of Entrepreneurship	3
STS 2254	Innovation in Context <sup>9</sup>	3
or ENGL 1654	Introduction to Science Fiction and Fantasy	
Select two of the following: <sup>9</sup>		6
HTM 2434	Hospitality Sales	
HTM 2464	Introduction to Service	
HTM 3244	Franchising for the Service Industries	
Select two of the following: <sup>9</sup>		6
AAEC 3454	Small Business Management and Entrepreneurship	
MGT 3064	Cornerstones of Entrepreneurship and Innovation	

MGT 3084	Digital Entrepreneurship, Innovation, and Product Development	
MGT 4064	Developing Entrepreneurial Ventures	
Select one of the following: <sup>9</sup>		3
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 3424	Event Management	
HTM 3484	Socio-Cultural Impacts of Tourism	
HTM 3954	HTM Study Abroad	
HTM 4354	Information Technology and Social Media in Hospitality and Tourism	
HTM 4434	Event and Experience Management Senior Workshop	
HTM 4444	Winery Tourism	
HTM 4474	Hospitality & Tourism Law	
HTM 4484	International Tourism	
HTM 4514	Hospitality Market Data Analysis	
Subtotal		24
<b>Pathways to General Education</b>		
<i>Pathways Concept 1 - Discourse</i>		
Select three hours in Pathway 1a ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A</a> )		3
ENGL 1105	First-Year Writing	3
or COMM 1015	Communication Skills	
ENGL 1106	First-Year Writing	3
or COMM 1016	Communication Skills	
<i>Pathways Concept 2 - Critical Thinking in the Humanities</i>		
Select three hours in Pathway 2 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02</a> )		3
3 credit hours fulfilled by completion of required courses.		
<i>Pathways Concept 3 - Reasoning in the Social Sciences</i>		
ECON 2005	Principles of Economics <sup>1,2</sup>	3
ECON 2006	Principles of Economics <sup>1,2</sup>	3
<i>Pathways Concept 4 - Reasoning in the Natural Sciences</i>		
Select six hours in Pathway 4 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04</a> ) <sup>3</sup>		6
<i>Pathways Concept 5 - Quantitative and Computational Thinking</i>		
BIT 2405	Introduction to Business Statistics, Analytics, and Modeling <sup>1,2</sup>	3
MATH 1524	Business Calculus <sup>1,2</sup>	4
BIT 2406	Introduction to Business Statistics, Analytics, and Modeling <sup>1,2</sup>	3
<i>Pathways Concept 6 - Critique and Practice in Design and the Arts</i>		
Select three hours in Pathway 6a ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A</a> ) <sup>4</sup>		3
Pathway 6d ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D</a> ) fulfilled by completion of MGT 2064 <sup>9</sup>		
<i>Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States</i>		

Select three hours in Pathway 7 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07</a> )	3
<b>Subtotal</b>	<b>40</b>
<b>Total Credits</b>	<b>125</b>

<sup>1</sup> **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.

<sup>2</sup> **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).

<sup>3</sup> CSES 2244 Agriculture, Global Food Security and Health or SPES 2004 Cannabis - Science, Industry, and Culture is strongly recommended.

<sup>4</sup> LAR 4154 Design Studies of the Built Environment is strongly recommended.

<sup>5</sup> FIN 3074 Legal, Ethical, and Financing Issues for Entrepreneurs is strongly recommended instead of FIN 3054 Legal and Ethical Environment of Business.

<sup>6</sup> HTM majors must register for the HTM specific section of MGT 4394 Strategic Management.

<sup>7</sup> 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).

<sup>8</sup> HTM 3244 Franchising for the Service Industries is typically only offered in the spring semester.

<sup>9</sup> 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
<b>First Year</b>		
<b>Fall Semester</b>		
ACIS 1504	Introduction to Business Analytics and Business Intelligence <sup>1,2</sup>	3
MATH 1524	Business Calculus <sup>1,2</sup>	4
MGT 1104	Foundations of Business <sup>2</sup>	3
ENGL 1105 or COMM 1015	First-Year Writing or Communication Skills	3
HTM 1414	Introduction to Hospitality and Tourism Management	3
<b>Credits</b>		<b>16</b>
<b>Spring Semester</b>		
ACIS 2115	Principles of Accounting <sup>1,2</sup>	3
ECON 2005	Principles of Economics <sup>1,2</sup>	3
BIT 2405	Introduction to Business Statistics, Analytics, and Modeling <sup>1,2</sup>	3
ENGL 1106 or COMM 1016	First-Year Writing or Communication Skills	3
HTM 2314 or MGT 2314	Introduction to International Business <sup>2</sup> or Introduction to International Business	3
<b>Credits</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall Semester</b>		
ACIS 2116	Principles of Accounting <sup>1,2</sup>	3
ECON 2006	Principles of Economics <sup>1,2</sup>	3
BIT 2406	Introduction to Business Statistics, Analytics, and Modeling <sup>1,2</sup>	3
STS 2254 or ENGL 1654	Innovation in Context <sup>9</sup> or Introduction to Science Fiction and Fantasy	3
Select three credit hours in Pathway 4 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04</a> ) <sup>3</sup>		3
PSYC 1004 or SOC 1004	Introductory Psychology or Introductory Sociology	3
<b>Credits</b>		<b>18</b>
<b>Spring Semester</b>		
HTM 3414	Food Preparation, Purchasing and Management <sup>9</sup>	4

HTM 3524	Lodging Management <sup>9</sup>	3
MGT 2064	Foundations of Entrepreneurship <sup>9</sup>	3
Select three credit hours in Pathway 2 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02</a> )		3
ENGE 2094	Create!: Ideation & Innovation <sup>9</sup>	3
<b>Credits</b>		<b>16</b>
<b>Third Year</b>		
<b>Fall Semester</b>		
HTM 3444	Financial Management and Cost Control for Hospitality Organizations <sup>9</sup>	3
MKTG 3104	Marketing Management <sup>2,9</sup>	3
Restricted Electives (Sales & Service Elective) <sup>9</sup>		3
BIT 3414	Operations and Supply Chain Management <sup>2,9</sup>	3
FIN 3104	Introduction to Finance <sup>2,9</sup>	3
<b>Credits</b>		<b>15</b>
<b>Spring Semester</b>		
HTM 4454	Hospitality Revenue Management <sup>9</sup>	3
Restricted Electives (Sales & Service Elective) <sup>5,9</sup>		3
MGT 3404	Principles of Management <sup>2,9</sup>	3
HTM 4414	Food and Beverage Management <sup>9</sup>	3
Select three credit hours in Pathway 1a ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A</a> )		3
<b>Credits</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall Semester</b>		
HTM 4964	Field Study in HTM <sup>9</sup>	3
HTM 4464	Human Resources Management in the Hospitality Industry <sup>9</sup>	3
Restricted Electives (Entrepreneurship Elective) <sup>9</sup>		3
FIN 3054	Legal and Ethical Environment of Business <sup>2,5,9</sup>	3
Select three credit hours in Pathway 6a ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A</a> ) <sup>4</sup>		3
<b>Credits</b>		<b>15</b>
<b>Spring Semester</b>		
Restricted Electives <sup>5,8,9</sup>		3
Select three credit hours in Pathway 4 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04</a> ) <sup>3</sup>		3
MGT 4394	Strategic Management <sup>2,6,9</sup>	3
Restricted Electives (Entrepreneurship Elective) <sup>9</sup>		3
Select three credit hours in Pathway 7 ( <a href="https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07">https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07</a> ) or free elective <sup>7</sup>		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>125</b>

<sup>1</sup> **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.

<sup>2</sup> **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).

<sup>3</sup> CSES 2244 Agriculture, Global Food Security and Health or SPES 2004 Cannabis - Science, Industry, and Culture is strongly recommended.

<sup>4</sup> LAR 4154 Design Studies of the Built Environment is strongly recommended.

<sup>5</sup> FIN 3074 Legal, Ethical, and Financing Issues for Entrepreneurs is strongly recommended instead of FIN 3054 Legal and Ethical Environment of Business.

<sup>6</sup> HTM majors must register for the HTM specific section of MGT 4394 Strategic Management.

<sup>7</sup> 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).

<sup>8</sup> HTM 3244 Franchising for the Service Industries is typically only offered in the spring semester.

<sup>9</sup> These courses are utilized in the calculation of in-major GPA.

## HTM Restricted Electives

Code	Title	Credits
<i>Sales &amp; Service Electives<sup>9</sup></i>		
HTM 2434	Hospitality Sales	3
HTM 2464	Introduction to Service	3
HTM 3244	Franchising for the Service Industries <sup>8</sup>	3
<i>Entrepreneurship Electives<sup>9</sup></i>		
AAEC 3454	Small Business Management and Entrepreneurship	3
MGT 3064	Cornerstones of Entrepreneurship and Innovation	3
MGT 3084	Digital Entrepreneurship, Innovation, and Product Development	3
MGT 4064	Developing Entrepreneurial Ventures	3
<i>HTM Electives<sup>9</sup></i>		
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 3424	Event Management	3
HTM 3484	Socio-Cultural Impacts of Tourism	3
HTM 3954	HTM Study Abroad	1-6
HTM 4354	Information Technology and Social Media in Hospitality and Tourism	3
HTM 4434	Event and Experience Management Senior Workshop	3
HTM 4444	Winery Tourism	3
HTM 4474	Hospitality & Tourism Law	3

4 Hospitality and Tourism Management Major with Entrepreneurship and Innovation Option

HTM 4484	International Tourism	3
HTM 4514	Hospitality Market Data Analysis	3