

EVENT & EXPERIENCE MANAGEMENT MAJOR

Code	Title	Credits
Degree Core Requirements		
ACIS 2116	Principles of Accounting ^{1,2}	3
BIT 3414	Operations and Supply Chain Management ^{2,#}	3
FIN 3054	Legal and Ethical Environment of Business ^{2,#}	3
FIN 3104	Introduction to Finance ^{2,#}	3
HTM/MGT 2314	Introduction to International Business ²	3
MGT 4394	Strategic Management ^{2,#}	3
MKTG 3104	Marketing Management ^{2,#}	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
COMM 2004	Public Speaking (or approved Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A) course - see footnote 4) ⁴	3
HTM 1414	Introduction to Hospitality and Tourism Management	3
HTM 2464	Designing the Service Experience [#]	3
HTM 3414	Chef Lab: Culinary Operations Management [#]	4
HTM 3424	Event Management [#]	3
HTM 3444	Hospitality Financial Management [#]	3
HTM 3484	Socio-Cultural Impacts of Tourism [#]	3
HTM 3524	Lodging Management [#]	3
HTM 4354	Information Technology and Social Media in Hospitality and Tourism [#]	3
HTM 4414	Restaurant Management: Design and Innovation [#]	3
HTM 4434	Event and Experience Management Senior Workshop [#]	3
HTM 4454	Hospitality Revenue Management [#]	3
HTM 4464	Human Resources Management in the Hospitality Industry [#]	3
HTM 4474	Hospitality & Tourism Law [#]	3
HTM 4964	[#]	3
ITDS 1114	Design Appreciation	3
MGT 1104	Foundations of Business ²	3
MGT 3404	Principles of Management ^{2,#}	3
MKTG 4554	Principles of Professional Selling	3
or HTM 2434	Hospitality Sales	
PSYC 1004	Introductory Psychology	3
or SOC 1004	Introductory Sociology	
HTM Electives		
(6 credit hours needed; 3 credit hours must be at the 3000 or 4000 level) [#]		6
HTM 2104	Careers in Hospitality and Tourism [#]	
HTM 2434	Hospitality Sales ^{6,#}	
HTM 2454	Global Travel & Tourism Management [#]	

HTM 2514	Catering Management ^{3,#}	
HTM 2954	[#]	
HTM 3044	Private Club Management ^{3,#}	
HTM 3244	Franchising and Ownership in the Services Industries [#]	
HTM 3954	[#]	
HTM 4334	Sustainable Entrepreneurship and Innovation in Hospitality & Tourism [#]	
HTM 4444	Winery Tourism ^{5,#}	
HTM 4484	International Tourism [#]	
HTM 4514	Hospitality Market Data Analysis [#]	
Subtotal		73
Pathways to General Education		
<i>Pathways Concept 1 - Discourse</i>		
ENGL 1105	First-Year Writing	3
	or COMM 1015 Communication Skills	
ENGL 1106	First-Year Writing	3
	or COMM 1016 Communication Skills	
Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A) can be fulfilled by COMM 2004 or another approved 1A course (see footnote 4) ⁴		
<i>Pathways Concept 2 - Critical Thinking in the Humanities</i>		
Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02) partially fulfilled by completing HTM 3484		
	Select three hours in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)	3
<i>Pathways Concept 3 - Reasoning in the Social Sciences</i>		
ECON 2005	Principles of Economics ^{1,2}	3
ECON 2006	Principles of Economics ^{1,2}	3
<i>Pathways Concept 4 - Reasoning in the Natural Sciences</i>		
Select 6 credits in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		
	6	
<i>Pathways Concept 5 - Quantitative and Computational Thinking</i>		
MATH 1524	Business Calculus (5F) ^{1,2}	4
BIT 2405	Introduction to Business Statistics, Analytics, and Modeling (5F) ^{1,2}	3
BIT 2406	Introduction to Business Statistics, Analytics, and Modeling (5A) ^{1,2}	3
<i>Pathways Concept 6 - Critique and Practice in Design and the Arts</i>		
Pathway 6a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06A) fulfilled by completing ITDS 1114		
Pathway 6d (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G06D) fulfilled by completing HTM 3424		
<i>Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States</i>		
Pathway 7 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G07) fulfilled by completing HTM 4434		
Subtotal		31
Total Credits		125

¹ 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 better 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 or 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 2514 Catering Management or HTM 3044 Private Club Management recommended for first HTM elective.

⁴ Students who have taken ENGL 1105 First-Year Writing - ENGL 1106 First-Year Writing are required to take COMM 2004 Public Speaking.

⁵ 3 credit hours must be a 3000-4000 level elective - HTM 4444 Winery Tourism recommended.

⁶ HTM 2434 Hospitality Sales can only be used as an elective if MKTG 4554 Principles of Professional Selling is chosen in Year Four-Spring Semester.

Overall and In-Major GPA: Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # footnote.

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/>).

Graduation Requirements

General Information

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.

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/transferecreditsteps> (<http://pampl.in/transferecreditsteps/>).

Overall and In-Major GPA

Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # footnote.

Event & Experience Management Major

Students enrolled in the Event and Experience Management Major cannot also be enrolled in the Event and Experience Management Minor, nor can they double major with the Hospitality and Tourism Management major.

Foreign Language Requirement

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 semester hours of a single foreign, classical, or sign language at the college level. Courses taken to meet this requirement may not count toward the hours required for graduation. Please consult the Undergraduate Catalog for details.

First Year		
Fall Semester		Credits
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
HTM 3424	Event Management [#]	3
Select three credits in Pathway 2 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G02)		3
PSYC 1004 or SOC 1004	Introductory Psychology or Introductory Sociology	3
Credits		18

Spring Semester

HTM 3414	Chef Lab: Culinary Operations Management #	4
HTM 3524	Lodging Management #	3
Select three credits in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		3
HTM 3484	Socio-Cultural Impacts of Tourism #	3
HTM 2464	Designing the Service Experience #	3

Credits	16
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Third Year**Fall Semester**

HTM 3444	Hospitality Financial Management #	3
MKTG 3104	Marketing Management 2,#	3
HTM 4354	Information Technology and Social Media in Hospitality and Tourism #	3
BIT 3414	Operations and Supply Chain Management 2,#	3
FIN 3104	Introduction to Finance 2,#	3

Credits	15
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Spring Semester

HTM 4454	Hospitality Revenue Management #	3
HTM Elective 3,#		3
MGT 3404	Principles of Management 2,#	3
HTM 4414	Restaurant Management: Design and Innovation #	3
COMM 2004	Public Speaking (Or an approved Pathway 1a (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G01A) course (see footnote 4)) 4	3

Credits	15
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Fourth Year**Fall Semester**

HTM 4964	#	3
HTM 4464	Human Resources Management in the Hospitality Industry #	3
HTM Elective 5,#		3
FIN 3054	Legal and Ethical Environment of Business 2,#	3
ITDS 1114	Design Appreciation	3

Credits	15
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Spring Semester

HTM 4474	Hospitality & Tourism Law #	3
Select three credits in Pathway 4 (https://catalog.vt.edu/course-search/?attrs_pathways=attrs_pathways_G04)		3
MGT 4394	Strategic Management 2,#	3
MKTG 4554 or HTM 2434	Principles of Professional Selling or Hospitality Sales	3
HTM 4434	Event and Experience Management Senior Workshop #	3

Credits	15
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Total Credits	125
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HTM Electives

Code	Title	Credits
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HTM Electives (6 credit hours needed); 3 credit hours must be at the 3000 or 4000 level)

HTM 2104	Careers in Hospitality and Tourism (1 credit hour course) #	1
HTM 2434	Hospitality Sales 6,#	3
HTM 2454	Global Travel & Tourism Management #	3
HTM 2514	Catering Management 3,#	3
HTM 2954	#	
HTM 3044	Private Club Management 3,#	3
HTM 3244	Franchising and Ownership in the Services Industries #	3
HTM 3954	#	

HTM 4334	Sustainable Entrepreneurship and Innovation in Hospitality & Tourism #	3
HTM 4444	Winery Tourism 5,#	3
HTM 4484	International Tourism #	3
HTM 4514	Hospitality Market Data Analysis #	3

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