

San Diego State University
Bachelor of Science in Hospitality and Tourism Management Curriculum
Effective for Incoming Students in the 2011/2012 Catalog Year

Students choosing the undergraduate major in Hospitality and Tourism Management are first admitted to the pre-HTM major for their first two years of university work. During these two years, students should complete general education courses and the 30 unit lower division preparation for the major courses. These prerequisite/preparation for the major courses may not be taken CR/NC; the minimum grade in each class is C. In addition, students must have completed a minimum of 60 transferable semester units. To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into SDSU (assuming continuous enrollment.) Supplemental admissions criteria must be met before students may declare an upper division major and be eligible for upper division courses. For current information concerning admissions criteria and procedures, contact the School of Hospitality and Tourism Management Office (PSFA building, room 436B).

PREPARATION FOR THE MAJOR

ACCTG 201	Financial Accounting Fundamentals (3)
B A 290	Business Communication (3)
ECON 101	Principles of Economics (3)
ECON 102	Principles of Economics (3)
HTM 201	Introduction to Hospitality & Tourism Management (3)
HTM 223	Hospitality Managerial Accounting and Controls (3)
HTM 250	Hospitality Law (3)
MIS 180	Principles of Information Decision Systems (3)
MATH 120	Calculus for Business Analysis (3)

CHOICE OF EITHER:

STAT 119	Elementary Statistics in Business (3)
ECON 201	Statistical Methods (3)

THE MAJOR EMPHASIS AREAS

- ◆ Hotel Operations and Management
- ◆ Meetings & Events Operations and Management
- ◆ Restaurant Operations and Management
- ◆ Tribal Gaming Operations and Management

INTERNSHIPS

A significant portion of the student's educational program is dedicated to enrolling in community-based learning components termed internships. Hence, *we require 400 hours of work experience prior to their first internship.* Then, each student must complete (2) 300+ hour internships in hospitality and tourism businesses. These experiential learning components enable students to apply their classroom education to real world experiences in actual businesses. The School of HTM has purposely entered into partnerships with San Diego's finest hospitality and tourism enterprises to provide students with specialized facilities and experiences that complete a well-rounded and comprehensive educational experience for graduation and entry into this rewarding profession. Please contact Brian Blake, Internship Director, to make arrangements for your internship.

General:

Major Requirements:

		Pre-Requisites	CR	X
HTM 301	Service leadership Development (Kaleidoscope)		2	
HTM 380	Hospitality Leadership Theory	HTM 301	1	
HTM 398	Internship	HTM 301; 400 work hrs in industry	3	
RTM 404	Cross Cultural Perspectives of Tourism	II B, Social and Behavioral Sciences	3	
RTM 470	Global Travel and Tourism Management	RTM 101 or HTM 201	3	
HTM 480	Leadership and Coaching in Hospitality	HTM 301; HTM 380	3	
HTM 490	Strategic Management in Hospitality & Tourism	MKTG 370	3	
HTM 491	Leadership and Self Development in Hospitality	HTM 301; HTM 480	2	

Major Electives:

HTM 425	Property Management in Hospitality & Tourism	HTM 301	3	
HTM 450	Venture & Entrepreneurial Management in Hospitality & Tourism	HTM 301; FIN 323; MGMT 350; MIS 302; MKTG 370	3	
HTM 453	Hospitality Sales & Marketing	HTM 201; HTM 320; MKTG 370	2	
PSFA 381	Cross-Cultural Interpretations of Gambling Addictions	II B, Social and Behavioral Sciences	3	

Hotel Operations and Management

Emphasis Requirements:

HTM 320	Introduction to Hotel Management	HTM 301	3	
HTM 455	Hospitality Financial Management	FIN 323	3	
HTM 498	Internship: Hotel	HTM 398; MGMT 350; MGMT 352	3	
**	International Experience Required		N/A	

Emphasis Electives: (6 Units)

HTM 321	Hotel & Travel Marketing	MKTG 370	3	
HTM 322	Rooms Division Management	HTM 320	1	
HTM 428	Hotel Feasibility Analysis	HTM 320	2	
HTM 429	Hotel Asset Management	HTM 320	1	
HTM 456	Hotel Revenue Management	HTM 320	2	
HTM 465	Hospitality Technology	HTM 490	1	

Meetings & Events

Emphasis Requirements:

HTM 330	Introduction to Meetings and Events Industry		3	
HTM 431	Convention Services for Hotels	HTM 301	2	
HTM 498	Internship: Meetings & Events	HTM 398; MGMT 350; MGMT 352	3	

Emphasis Electives: (3 Units)

HTM 333	Weddings and Social Events	HTM 330	1	
HTM 334	Trade Shows and Exhibitions	HTM 330	1	
HTM 335	Convention and Visitor Bureaus	HTM 330	1	
HTM 336	Site Selection and Negotiation	HTM 330	1	
HTM 430	Special Event Management	HTM 330	2	
HTM 433	Destination Management Services	HTM 431	2	
HTM 435	Sporting Events and Festival Management	HTM 431	3	
RTM 475	Commercial Recreation & Attractions		3	

Restaurant Operations and Management

Emphasis Requirements:

HTM 340	Introduction to Restaurant Management	HTM 301	3	
HTM 455	Hospitality Financial Management	FIN 323	3	
HTM 498	Internship: Restaurant	HTM 398; MGMT 350; MGMT 352	3	

Emphasis Electives:

HTM 342	Restaurant Marketing and Menu Management	HTM 340; MKTG 370	3	
HTM 444	Restaurant Multi-Unit Operations	HTM 340	3	
HTM 465	Hospitality Technology	HTM 490	1	
NUTR 303	Quality Food Production (2) + NUTR 303L Lab (1)	NUTR 205 or MIS 302	4	

Tribal Gaming Operations and Management

Emphasis Requirements:

HTM 370	Tribal Gaming: Cultural and Political Context	HTM 201 or Amer Indian Studies 110	3	
HTM 371	Tribal Gaming: Casino Operations	HTM 201	3	
HTM 372	Tribal Gaming: Legal and Regulatory Issues	HTM 201; HTM 371	3	
HTM 373	Tribal Gaming: Marketing and Public Relations	HTM 371; MKTG 370	3	
HTM 498	Internship: Tribal Gaming	HTM 398; MGMT 350; MGMT 352	3	

Other

Explorations:

FIN 323; MGT 350; MGT 352; MIS 302; MKT 370
RTM 396 If you do not get a 10 on WPA

Recommendations:

ENS 116A or 116B Golf (1 Unit)
Nutrition 313 (online)
International Experience (Required for emphasis in Hotels) Travel Grants available