PAMPLIN COLLEGE OF BUSINESS — VIRGINIA TECH

APPROVED
University Registrar

Howard Feiertag Department of Hospitality & Tourism Management
Bachelor of Science in Business
Major: **Hospitality & Tourism Management**
Option: **HTM Entrepreneurship & Innovation (ENIN)**
For students entering under UG Catalog 2023-2024

YEAR ONE

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
ACIS 1504: Introduction to Business Analytics & Business Intelligence[1, 2]	M	3		ACIS 2115: Principles of Accounting[1, 2]	M	3
MATH 1524: Business Calculus[1, 2]	5f	4		ECON 2005: Principles of Economics[1, 2]	3	3
MGT 1104: Foundations of Business[2]	M	3		*BIT 2405: Introduction to Business Statistics, Analytics, & Modeling[1, 2]	5f	3
ENGL 1105: First-Year Writing or COMM 1015: Communication Skills	1f	3		*ENGL 1106: First-Year Writing or *COMM 1016: Communication Skills	1f	3
HTM 1414: Introduction to Hospitality & Tourism Management	M	3		HTM or MGT 2314: Introduction to International Business[2]	C	3
Total		16		Total		15

YEAR TWO

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*ACIS 2116: Principles of Accounting[1, 2]	C	3		#HTM 3414: Food Preparation, Purchasing, & Management	M	4
*ECON 2006: Principles of Economics[1, 2]	3	3		#HTM 3524: Lodging Management	M	3
*BIT 2406: Introduction to Business Statistics, Analytics, & Modeling[1, 2]	5a	3		#MGT 2064: Foundations of Entrepreneurship	O/6d	3
#STS 2254: Innovation in Context or #ENGL 1654: Introduction to Science Fiction & Fantasy	O/2	3		Critical Thinking in the Humanities	2	3
Reasoning in the Natural Sciences[3]	4	3		#ENGE 2094: Create! Ideation & Innovation	O	3
PSYC 1004: Introductory Psychology or SOC 1004: Introductory Sociology	M	3				
Total		18		Total		16

YEAR THREE

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*#HTM 3444: Financial Management and Cost Control for Hospitality Organizations	M	3		*#HTM 4454: Hospitality Revenue Management	M	3
*#MKTG 3104: Marketing Management[2]	C	3		*#HTM ENIN Sales & Service Elective (see page 2)	O	3
*#HTM ENIN Sales & Service Elective (see page 2)	O	3		*#MGT 3404: Principles of Management[2]	M	3
*#BIT 3414: Operations & Supply Chain Management[2]	C	3		*#HTM 4414: Food & Beverage Management	M	3
*#FIN 3104: Introduction to Finance[2]	C	3		Advanced/Applied Discourse	1a	3
Total		15		Total		15

YEAR FOUR

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*#HTM 4964: Field Study in HTM	M	3		*#HTM Elective (see page 2)	O	3
*#HTM 4464: Human Resource Management int the Hospitality Industry	M	3		Reasoning in the Natural Sciences[3]	4	3
*#HTM ENIN Entrepreneurship Elective (see page 2)	O	3		*#MGT 4394: Strategic Management[2, 6]	C	3
*#FIN 3054: Legal & Ethical Environment of Business[2, 5]	C	3		*#HTM ENIN Entrepreneurship Elective (see page 2)	O	3
Critique & Practice in the Arts[4]	6a	3		Critical Analysis of Identity & Equity in the U.S.[7] or Free Elective	7	3
Total		15		Total		15

✦	C = Degree Core Required Course	M = Major Required Course	O = Option Required Course

All other designations identify Pathways General Education requirements https://www.pathways.prov.vt.edu/

HTM ENIN SALES & SERVICE ELECTIVES (choose two – 6 credit hours)

#HTM 2434: Hospitality Sales

#HTM 2464: Introduction to Service

#HTM 3244: Franchising Service for the Industries[8]

HTM ENIN ENTREPRENEURSHIP ELECTIVES (choose two – 6 credit hours)

*#MGT 3064: Cornerstones of Entrepreneurship & Innovation

*#MGT 3084: Digital Entrepreneurship, Innovation, & Product Development

*#AAEC 3454: Small Business Management & Entrepreneurship

*#MGT 4064: Developing Entrepreneurial Ventures

HTM ELECTIVES (choose one – 3 credit hours)

#HTM 2454: Travel & Tourism Management	#HTM 3954: Study Abroad
#HTM 2474: Introduction to Meeting & Convention Mgt	#HTM 4354: IT & Social Media in HTM
#HTM 2514: Catering Management	*#HTM 4434: Event & Experience Mgt Senior Workshop
#HTM 2954: Study Abroad	*#HTM 4444: Winery Tourism
#HTM 3044: Private Club Management	*#HTM 4474: Hospitality & Tourism Law
#HTM 3424: Event Management	*#HTM 4484: International Tourism
#HTM 3484: Socio-Cultural Impacts of Tourism	*#HTM 4514: Hospitality Market Data Analysis

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.

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 may 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. Courses with pre-requisites are noted with * (e.g. *BIT 2405). Please refer to the Undergraduate Catalog or academic advisor.

Transferring Courses: Requirements and procedures for transferring courses are available 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. Courses used to calculate the in-major GPA are noted with a # (e.g. #HTM 3414).

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

DEPARTMENT INFORMATION

Students in the HTM – ENIN option are strongly recommended to consider pursuing the Event & Experience Management Pathways minor.

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[1] Policy 91: Pamplin students in a business degree program must complete eight business courses (ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, and ECON 2005-2006) 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, MATH 1524, ACIS 2115-2116, BIT 2405-2406, ECON 2005-2006, MGT 1104, HTM or MGT 2314, MGT 3404, MKTG 3104, FIN 3104, FIN 3054, BIT 3414, and MGT 4394).

[3] CSES 2244: Agriculture, Global Food Security, & Health (fall only) or SPES 2004: Cannabis – Science, Industry & Culture (spring only) strongly recommended.

[4] LAR 4154: Design Built Environment is strongly recommended.

[5] FIN 3074: Legal, Ethical, & Financing Issues for Entrepreneurs is strongly recommended instead of FIN 3054: Ethical Environment of Business

[6] HTM majors must register for the HTM-specific section of MGT 4394; requires additional pre-requisites: HTM 3444, HTM 3524

[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 & Experience Management Senior Workshop recommended (Event & Experience Management Pathways minor course).

[8] HTM 3244: Franchising Service for the Industries is typically offered in spring semesters only.