Hospitality and Tourism Management

Degree Offered

- Bachelor of Science in Business Administration

Hospitality and Tourism Management Program Objectives

The Hospitality and Tourism Management major covers all aspects of the hospitality and tourism industry from a management perspective. The curriculum provides a solid foundation in all core business functions along with specialized courses in the field. The curriculum balances theory and practice with internship requirements that take students around the world.

Hospitality and Tourism Management students are actively involved in the Hospitality Club and networking with the Advisory Board made up of industry experts.

Students have been placed with companies such as the Fresh Hospitality, Greenbrier Resort, Hyatt Hotels Corporation, InterContinental Hotels Group, Marriott International, Nemacolin Woodlands Resorts, Real Hospitality Management Company, and Stonebridge Companies.

FACULTY

CHAIR

- Abhishek Srivistava - Ph.D. (University of Maryland, College Park)

ASSISTANT PROFESSOR

- Ajay Aluri - Ph.D. (Oklahoma State University)
  Hospitality management and information systems, Social media, Website quality, New technology deployment, and Consumer behavior.

TEACHING ASSOCIATE PROFESSOR

- Frank DeMarco - M.B.A. (West Virginia University)
  Hotel and restaurant management, Event planning, Professional field experience.

Admission

Students who are direct admitted to the major as first-time freshmen must possess an overall GPA of at least 2.0 and have completed the course prerequisites listed in the table below with minimum grade of C-, unless otherwise noted, to be eligible to enroll in upper-division course work.

Students who are not direct admitted to the major (i.e. Business) will declare the major at the beginning of the semester in which they satisfy the course prerequisites listed below. Applicants also must possess an overall GPA of at least 2.0 to be considered for admission to the major.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting</td>
<td>6</td>
</tr>
<tr>
<td>&amp; ACCT 202</td>
<td>and Principles of Accounting</td>
<td></td>
</tr>
<tr>
<td>CS 101</td>
<td>Intro to Computer Applications</td>
<td>4</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Microeconomics</td>
<td>6</td>
</tr>
<tr>
<td>&amp; ECON 202</td>
<td>and Principles of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>ECON 225</td>
<td>Elementary Business and Economics Statistics</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 211</td>
<td>Elementary Statistical Inference</td>
<td></td>
</tr>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
<td>6</td>
</tr>
<tr>
<td>&amp; ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
<td></td>
</tr>
<tr>
<td>Choose one of the Following:</td>
<td></td>
<td>3-4</td>
</tr>
<tr>
<td>MATH 126A</td>
<td>College Algebra 5-Day</td>
<td></td>
</tr>
<tr>
<td>MATH 126B</td>
<td>College Algebra 4-Day</td>
<td></td>
</tr>
<tr>
<td>MATH 129</td>
<td>Pre-Calculus Mathematics</td>
<td></td>
</tr>
<tr>
<td>MATH 153</td>
<td>Calculus 1a with Precalculus</td>
<td></td>
</tr>
<tr>
<td>Choose one of the Following:</td>
<td></td>
<td>3-4</td>
</tr>
<tr>
<td>MATH 150</td>
<td>Applied Calculus</td>
<td></td>
</tr>
<tr>
<td>MATH 154</td>
<td>Calculus 1b with Precalculus</td>
<td></td>
</tr>
<tr>
<td>MATH 155</td>
<td>Calculus 1</td>
<td></td>
</tr>
<tr>
<td>MATH 156</td>
<td>Calculus 2</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours: 31-33
Students who are direct admitted to the major and meet the requirements listed above are guaranteed permission to enroll in upper-division coursework. The College will accommodate as many majors as resources are available. Students who are denied admission to the major may apply for admission in a future application period or accept admission to an alternative major in the College.

* A grade of D- in Math 150 or a higher level of college calculus satisfies the calculus requirement for admission to the program.

Click here to view the Suggested Plan of Study (p. 3)

**GENERAL EDUCATION FOUNDATIONS**

Please use this link to view a list of courses that meet each GEF requirement. ([http://registrar.wvu.edu/gef](http://registrar.wvu.edu/gef))

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

**General Education Foundations**

<table>
<thead>
<tr>
<th>F1 - Composition &amp; Rhetoric</th>
<th>3-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
</tr>
<tr>
<td>&amp; ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
</tr>
<tr>
<td>or ENGL 103</td>
<td>Accelerated Academic Writing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>F2A/F2B - Science &amp; Technology</th>
<th>4-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>F3 - Math &amp; Quantitative Skills</td>
<td>3-4</td>
</tr>
<tr>
<td>F4 - Society &amp; Connections</td>
<td>3</td>
</tr>
<tr>
<td>F5 - Human Inquiry &amp; the Past</td>
<td>3</td>
</tr>
<tr>
<td>F6 - The Arts &amp; Creativity</td>
<td>3</td>
</tr>
<tr>
<td>F7 - Global Studies &amp; Diversity</td>
<td>3</td>
</tr>
<tr>
<td>F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)</td>
<td>9</td>
</tr>
</tbody>
</table>

Total Hours 31-37

**Degree Requirements**

To qualify for the Bachelor of Science in Business Administration students must meet the following criteria:

- Complete a minimum of 120 credit hours.
- Possess an overall GPA of 2.0.
- Possess a minimum GPA of 2.0 for all major courses (i.e. HTOR), calculated using all attempted GPA hours unless excluded by the D/F repeat policy.
- The College of Business and Economics accepts all baccalaureate transferable coursework completed at public and private colleges in West Virginia and other regionally accredited institutions. Since the College is AACSB accredited, upper-division courses (courses equivalent to 300/400 level at WVU) must be evaluated by the Dean or designee before they may count toward business core, major core and major restricted electives in the Bachelor of Science in Business Administration or Bachelor of Science in Economics program.

**Curriculum Requirements**

Minimum Overall GPA of 2.0 is required

Possess a minimum GPA of 2.0 for all major courses (i.e. HTOR), calculated using all attempted GPA hours unless excluded by the D/F repeat policy.

<table>
<thead>
<tr>
<th>ACCT 201</th>
<th>Principles of Accounting (Minimum grade of C-)</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 202</td>
<td>Principles of Accounting (Minimum grade of C-)</td>
<td>3</td>
</tr>
<tr>
<td>CS 101</td>
<td>Intro to Computer Applications (Minimum grade of C-; may fulfill GEF 2A)</td>
<td>4</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 4 or 8)</td>
<td>3</td>
</tr>
<tr>
<td>ECON 202</td>
<td>Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 4 or 8)</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following (Minimum Grade of C-; may fulfill GEF 3):

- ECON 225 Elementary Business and Economics Statistics
- STAT 211 Elementary Statistical Inference

Select one of the following (Minimum Grade of C-; may fulfill GEF 1):

- ENGL 101 Introduction to Composition and Rhetoric
- ENGL 102 and Composition, Rhetoric, and Research
- ENGL 103 Accelerated Academic Writing
<table>
<thead>
<tr>
<th>GEF 2A, Science &amp; Technology</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEF 5, Human Inquiry &amp; the Past</td>
<td>3</td>
</tr>
<tr>
<td>GEF 6, The Arts &amp; Creativity</td>
<td>3</td>
</tr>
<tr>
<td>GEF 7, Global Studies &amp; Diversity</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following; minimum grade of D- in MATH 150 or D- in MATH 154 or higher</td>
<td>3</td>
</tr>
<tr>
<td>MATH 126A &amp; MATH 150</td>
<td>College Algebra 5-Day and Applied Calculus</td>
</tr>
<tr>
<td>MATH 126B &amp; MATH 150</td>
<td>College Algebra 4-Day and Applied Calculus</td>
</tr>
<tr>
<td>MATH 129 &amp; MATH 155</td>
<td>Pre-Calculus Mathematics and Calculus 1</td>
</tr>
<tr>
<td>MATH 150</td>
<td>Applied Calculus</td>
</tr>
<tr>
<td>MATH 153 &amp; MATH 154</td>
<td>Calculus 1a with Precalculus and Calculus 1b with Precalculus</td>
</tr>
<tr>
<td>MATH 155</td>
<td>Calculus 1</td>
</tr>
<tr>
<td>PSYC 101</td>
<td>Introduction to Psychology (May fulfill GEF 4 or 8)</td>
</tr>
<tr>
<td>SOCA 101</td>
<td>Introduction to Sociology (May fulfill GEF 4 or 8)</td>
</tr>
<tr>
<td>BCOR 199</td>
<td>Introduction to Business (Fulfills First Year Seminar requirement)</td>
</tr>
<tr>
<td>BCOR 299</td>
<td>Business Communication (Fulfills Writing and Communication Skills Requirement)</td>
</tr>
<tr>
<td>BCOR 320</td>
<td>Legal Environment of Business</td>
</tr>
<tr>
<td>BCOR 330</td>
<td>Information Systems and Technology</td>
</tr>
<tr>
<td>BCOR 340</td>
<td>Business Finance</td>
</tr>
<tr>
<td>BCOR 350</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>BCOR 360</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>BCOR 370</td>
<td>Managing Individuals and Teams</td>
</tr>
<tr>
<td>BCOR 380</td>
<td>Business Ethics</td>
</tr>
<tr>
<td>BCOR 460</td>
<td>Contemporary Business Strategy</td>
</tr>
<tr>
<td>HTOR 376</td>
<td>Hospitality &amp; Tourism Leadership</td>
</tr>
<tr>
<td>HTOR 470</td>
<td>Tourism Management</td>
</tr>
<tr>
<td>HTOR 471</td>
<td>Restaurant Management</td>
</tr>
<tr>
<td>HTOR 472</td>
<td>Hotel Operations Management</td>
</tr>
<tr>
<td>HTOR 473</td>
<td>Hospitality Social Customer Relationship Management</td>
</tr>
<tr>
<td>HTOR 474</td>
<td>Hospitality Revenue Management</td>
</tr>
<tr>
<td>HTOR 480</td>
<td>Event Planning Practicum</td>
</tr>
<tr>
<td>HTOR 491</td>
<td>Professional Field Experience *</td>
</tr>
<tr>
<td>Unrestricted Electives</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>120</td>
</tr>
</tbody>
</table>

* Hospitality and Tourism Management majors must complete two distinct professional field experiences, each of which must be approved by the academic department.

## Suggested Plan of Study

### First Year

#### Fall

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BCOR 199</td>
<td>3 ACCT 201</td>
</tr>
<tr>
<td>CS 101 (GEF 2A)</td>
<td>4 ECON 201 (GEF 4)</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
</tr>
<tr>
<td>MATH 126A</td>
<td>3 ENGL 101 (GEF 1)</td>
</tr>
<tr>
<td>MATH 126B</td>
<td>Select one of the following:</td>
</tr>
<tr>
<td>MATH 126C</td>
<td>MATH 150</td>
</tr>
<tr>
<td>MATH 153</td>
<td>MATH 154</td>
</tr>
<tr>
<td>SOCA 101 (GEF 8)</td>
<td>MATH 155</td>
</tr>
</tbody>
</table>

#### Spring

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select one of the following:</td>
<td>3 MATH 156 (or Higher)</td>
</tr>
</tbody>
</table>
Major Learning Goals

HOSPITALITY AND TOURISM MANAGEMENT

The objective of providing a foundational education in hospitality and tourism management at the undergraduate level cannot be realized without appropriate curricula content, effective teaching, and ultimately, learning. Within the undergraduate hospitality and tourism management major, we subscribe to the following learning goals for each of our undergraduate students:

• Graduates will be able to manage and evaluate functional systems in lodging and restaurant operations.
  • Students can identify front of the office and back of the office tasks, roles, and responsibilities of managing operations.
  • Students can operate and manage functional areas of lodging and restaurant operations effectively and efficiently.
  • Students can describe the interrelationship of organizational structure and the operational strategy of hotels and restaurants.
  • Students can list the functions of various other departments in hotels and restaurants.
  • Students can describe the effective best practices in managing hotels and restaurants.
  • Students can identify ways to market a product or service that contribute to increased guest satisfaction and experience.
  • Students can identify financial goals and results by analyzing the costs involved in managing hotel and restaurant operations.

• Graduates will be able to think critically and solve problems in the Hospitality and Tourism industry.
  • Graduates will be able to deal with the dynamics of individuals and teams within organizations and to motivate, lead, and inspire employees toward achieving organizational goals.
  • Graduates will be able to use computer and information technology in solving problems and perform functions commonly seen in managing businesses and other organizations.
  • Graduates will be able to communicate recommendations to management and other constituencies, orally and in writing.
  • Graduates will have knowledge of basic business disciplines: accounting, economics, finance, management, management information systems, and marketing.