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 Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201 &amp; ACCT 202</td>
<td>Principles of Accounting and Principles of Accounting</td>
<td>6</td>
</tr>
<tr>
<td>CS 101</td>
<td>Intro to Computer Applications</td>
<td>4</td>
</tr>
<tr>
<td>ECON 201 &amp; ECON 202</td>
<td>Principles of Microeconomics and Principles of Macroeconomics</td>
<td>6</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 &amp; ENGL 102</td>
<td>Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research</td>
<td>6</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)

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.

<table>
<thead>
<tr>
<th>General Education Foundations</th>
<th>3-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1 - Composition &amp; Rhetoric</td>
<td></td>
</tr>
<tr>
<td>ENGL 101</td>
<td>Introduction to Composition and Rhetoric</td>
</tr>
<tr>
<td>ENGL 102</td>
<td>and Composition, Rhetoric, and Research</td>
</tr>
<tr>
<td>or ENGL 103</td>
<td>Accelerated Academic Writing</td>
</tr>
<tr>
<td>F2A/F2B - Science &amp; Technology</td>
<td>4-6</td>
</tr>
<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>
<tr>
<td>Total Hours</td>
<td>31-37</td>
</tr>
</tbody>
</table>

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

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 course work 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>Course</th>
<th>Title</th>
<th>Minimum Grade</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting (Minimum grade of C-)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ACCT 202</td>
<td>Principles of Accounting (Minimum grade of C-)</td>
<td></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></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></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></td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following (Minimum Grade of C-; may fulfill GEF 3):</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ECON 225</td>
<td>Elementary Business and Economics Statistics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT 211</td>
<td>Elementary Statistical Inference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following (Minimum Grade of C-; may fulfill GEF 1):</td>
<td></td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
ENGL 101  Introduction to Composition and Rhetoric
& ENGL 102  and Composition, Rhetoric, and Research
ENGL 103  Accelerated Academic Writing

GEF 2A, Science & Technology 3
GEF 5, Human Inquiry & the Past 3
GEF 6, The Arts & Creativity 3
GEF 7, Global Studies & Diversity 3
Select one of the following; minimum grade of D- in MATH 150 or D- in MATH 154 or higher 3

MATH 126A  College Algebra 5-Day
& MATH 150  and Applied Calculus
MATH 126B  College Algebra 4-Day
& MATH 150  and Applied Calculus
MATH 129  Pre-Calculus Mathematics
& MATH 155  and Calculus 1
MATH 150  Applied Calculus
MATH 153  Calculus 1a with Precalculus
& MATH 154  and Calculus 1b with Precalculus
MATH 155  Calculus 1

PSYC 101  Introduction to Psychology (May fulfill GEF 4 or 8) 3
SOCA 101  Introduction to Sociology (May fulfill GEF 4 or 8) 3
BCOR 199  Introduction to Business (Fulfills First Year Seminar requirement) 3
BCOR 299  Business Communication (Fulfills Writing and Communication Skills Requirement) 3
BCOR 320  Legal Environment of Business 3
BCOR 330  Information Systems and Technology 3
BCOR 340  Business Finance 3
BCOR 350  Principles of Marketing 3
BCOR 360  Supply Chain Management 3
BCOR 370  Managing Individuals and Teams 3
BCOR 380  Business Ethics 3
BCOR 460  Contemporary Business Strategy 3
HTOR 376  Hospitality & Tourism Leadership 3
HTOR 470  Tourism Management 3
HTOR 471  Restaurant Management 3
HTOR 472  Hotel Operations Management 3
HTOR 473  Hospitality Social Customer Relationship Management 3
HTOR 474  Hospitality Revenue Management 3
HTOR 480  Event Planning Practicum 3
HTOR 491  Professional Field Experience 6
Unrestricted Electives 17
Total Hours 120

* 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

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

Total Hours 120
MATH 153  
SOCA 101 (GEF 8) 3  
GEF (Choose from 2A, 5, 6 or 7) 3

Second Year

Fall  
ACCT 202  3 BCOR 299  3  
ECON 202 (GEF 8) 3 BCOR 330  3  
ECON 225 or STAT 211 (GEF 3) 3 BCOR 340  3  
ENGL 102 (GEF 1) 3 BCOR 350  3  
PSYC 101 (GEF 8) 3 BCOR 370  3

Third Year

Fall  
BCOR 320  3 BCOR 380  3  
BCOR 360  3 HTOR 470  3  
HTOR 376  3 HTOR 471  3  
GEF (Choose from 2A, 5, 6 or 7) 3 HTOR 472  3  
Unrestricted Electives  3 GEF (Choose from 2A, 5, 6 or 7)  3

Fourth Year

Fall  
HTOR 473  3 BCOR 460  3  
HTOR 474  3 HTOR 480  3  
HTOR 491  3 HTOR 491  3  
Unrestricted Electives  6 Unrestricted Electives  5

Total credit hours: 120

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.