Hospitality and Tourism Management, B.S.B.AD.

Degree Offered

- Bachelor of Science in Business Administration

Nature of the Program

The Bachelor of Science in Business Administration (BSBA) in Hospitality and Tourism Management, offered through the Hardy Family Hospitality and Tourism Management program, prepares students for leadership roles in one of the world's fastest-growing industries. Through a combination of business foundations and industry-specific coursework, students develop skills in operations, guest experience design, technology, and service leadership.

A signature element of the program is the **Nemacolin Hospitality Innovation and Technology Lab**, a student consulting and experiential learning partnership with Nemacolin Resort. In this immersive setting, students work directly with hospitality leaders to solve real-world business challenges across luxury operations, guest service innovation, marketing, and revenue strategy. Students also gain hands-on experience using emerging technologies and tools.

Students benefit from direct engagement with an **Advisory Council of industry leaders**, access to **WVU Hospitality Club** events and site visits, and the opportunity to join **Eta Sigma Delta (ESD)**, the international hospitality honor society. These experiences help students build a professional network and prepare for a wide range of careers.

Career Opportunities

Graduates of the program are well-positioned for roles with leading hospitality organizations. Recent employers include:

- Marriott International
- Nemacolin
- The Walt Disney Company
- Hilton Hotels & Resorts
- Hyatt Hotels Corporation
- The Greenbrier Resort
- Stonebridge Companies
- Adventures on the Gorge
- Fresh Hospitality Group
- Oglebay Resort
- Snowshoe Mountain Resort
- West Virginia Department of Tourism

Program Goals

The mission of the Hardy Family Hospitality and Tourism Management program is to prepare future business leaders in the hospitality and tourism industry through the achievement of these goals:

- Leadership: Graduates will be able to identify leadership traits and styles to achieve organizational goals.
- Operations: Graduates will be able to manage and evaluate functional systems in hospitality organizations.
- Human Skills: Graduates will be able to recognize the importance of human skills in the hospitality industry.
- Technology: Graduates will be able to set up and demonstrate existing and new information technologies and data in hospitality.
- Entrepreneurship: Graduates will be able to experiment, learn and build products and services in hospitality.

FACULTY

CHAIR

- Chris Freiman - PhD (University of Arizona)

PROGRAM COORDINATOR AND TEACHING ASSOCIATE PROFESSOR

- Frank DeMarco - M.B.A. (West Virginia University)
  Program Coordinator Hospitality and Tourism Management, Hospitality and Tourism Leadership, Hotel Operations, Restaurant Operations, Event Planning, and Professional Field Experience

DIRECTOR OF NEMACOLIN LAB AND SERVICE ASSISTANT PROFESSOR

- Meridith Balas - Ph.D. (West Virginia University)
  Outdoor Recreation and Adventure-Based Tourism, Tourism Management, Hospitality and Tourism Leadership, Heritage Tourism

ASSOCIATE PROFESSOR

- Ajay Aluri - Ph.D. (Oklahoma State University)
  Founding Director, Hospitality Innovation, and Technology (HIT) Lab, Hospitality Revenue Management, Hospitality Business Innovation Technology (HBIT)

ADJUNCT PROFESSOR

- Carrie Digman - M.B.A. (Virginia Tech)
  Hospitality and Tourism Leadership

EXECUTIVE IN RESIDENCE

- Kory Young (Nemacolin)

Admissions for 2027-2028

For specific information regarding the admissions requirements for First Time Freshmen to the John Chambers College of Business and Economics, please visit Chambers admissions (http://catalog.wvu.edu/undergraduate/collegeofbusinessandeconomics/#admissionstext).

Students who are direct admitted to the major as first-time freshmen must possess an overall university 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 during the semester in which they satisfy the course prerequisites listed below with a minimum of C- unless otherwise noted. Applicants also must possess an overall GPA of at least 2.0 to be considered for admission to the major.

Code	Title	Hours
ACCT 201	Principles of Accounting 1	3
ECON 201 & ECON 202	Principles of Microeconomics and Principles of Macroeconomics	6
ECON 225	Elementary Business and Economics Statistics	3
or STAT 211	Elementary Statistical Inference	
Choose one of the following:		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	
MATH 124	Algebra with Applications	3
Total Hours		**18-21**

Major Code: 2144

Click here to view the Suggested Plan of Study (p. 4)

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.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
or ENGL 103	Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		**31-37**

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 John Chambers 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.

Code	Title	Hours
University Requirements		36
Program Requirements		21
Business Core Requirements		33
Hospitality and Tourism Management Major Requirements		30
Total Hours		**120**

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 2, 5, 6, 7 and 8		16
BCOR 191	First-Year Seminar	1
General Electives		19
Total Hours		**36**

Program Requirements

Code	Title	Hours
ACCT 201	Principles of Accounting 1 (Minimum grade of C-)	3
ECON 201	Principles of Microeconomics (Minimum grade of C-; may fulfill GEF 4)	3
ECON 202	Principles of Macroeconomics (Minimum grade of C-; may fulfill GEF 8)	3
Select one of the following (Minimum grade of C-; may fulfill GEF 1):		6
ENGL 101 & ENGL 102	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research	
ENGL 103	Accelerated Academic Writing	

Select one of the following (Minimum grade of C-; may fulfill GEF 8):		3
ECON 225	Elementary Business and Economics Statistics	
STAT 211	Elementary Statistical Inference	
MATH 124	Algebra with Applications (Minimum grade of C-; may fulfill GEF 3)	3
Total Hours		**21**

Business Core Requirements

Code	Title	Hours
ENTR 102	Fundamentals of Entrepreneurship	3
BCOR 199	Introduction to Business	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	Principles of Finance	3
BCOR 350	Principles of Marketing	3
BCOR 360	Supply Chain Management	3
BCOR 370	Principles of Management	3
BCOR 380	Business Ethics	3
BCOR 460	Contemporary Business Strategy	3
Total Hours		**33**

Hospitality and Tourism Management Major Requirements

Code	Title	Hours
Possess a minimum GPA of 2.0 for all major courses calculated using all attempted GPA hours unless excluded by the D/F repeat policy.		
HTOR 276	The Hospitality of Outdoor Recreation and Adventure-Based Tourism	3
HTOR 376	Hospitality & Tourism Leadership (Minimum Grade of C-)	3
HTOR 380	Hospitality Business, Innovation, and Technology	3
HTOR 470	Tourism Management	3
HTOR 471	Restaurant Management (Minimum Grade of C-)	3
HTOR 472	Hotel Operations Management (Minimum Grade of C-)	3
HTOR 474	Hospitality Revenue Management	3
HTOR 480	Event Planning Practicum	3
HTOR 491	Professional Field Experience	3
MKTG 475	Social Media and Marketing	3
Total Hours		**30**

* A maximum of six credit hours of 491, Professional Field Experience, may apply towards the 120 credit hours required for the degree. Three may count toward the major and three will be counted as elective credit.

Suggested Plan of Study

First Year			
Fall	**Hours**	**Spring**	**Hours**
BCOR 199	3	ACCT 201	3
BCOR 191	1	ECON 201 (GEF 4)	3
ENTR 102	3	ENGL 101 (GEF 1)	3
MATH 124 (GEF 3)	3	GEF 2B, 5, 6, 7, or 8	3
GEF 2B, 5, 6, 7, or 8	3	Minor or General Elective	3
General Electives	2		
	15		**15**

Second Year

Fall	Hours	Spring	Hours
ECON 202 (GEF 8)		3 BCOR 299	3
ECON 225 or STAT 211 (GEF 8)		3 BCOR 340	3
ENGL 102 (GEF 1)		3 BCOR 350	3
HTOR 276		3 BCOR 370	3
GEF 2B, 5, 6, 7, or 8		3 HTOR 376	3
		15	**15**

Third Year

Fall	Hours	Spring	Hours
BCOR 320		3 BCOR 330	3
BCOR 360		3 HTOR 470	3
HTOR 380		3 HTOR 472	3
HTOR 471		3 GEF 2B, 5, 6, 7, or 8	3
Minor or General Electives		3 Minor or General Electives	3
		15	**15**

Fourth Year

Fall	Hours	Spring	Hours
BCOR 380		3 BCOR 460	3
HTOR 491		3 HTOR 474	3
MKTG 475		3 HTOR 480	3
GEF 2B, 5, 6, 7, or 8		3 Minor or General Electives	6
Minor or General Electives		3	
		15	**15**

Total credit hours: 120

Major Learning Outcomes

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:

Leadership: Graduates will be able to identify leadership traits and styles to achieve organizational goals

- **Assess the importance of management and leadership in hospitality**
- **Connect people across various functional areas and being able to deal with the dynamics of individuals and teams**

Operations: Graduates will be able to manage and evaluate functional systems in hospitality organizations

- **Strategize various tasks across functional areas toward the organizational goals**
- **Construct knowledge about various functional areas that lead to organizational performance**

Human Skills: Graduates will be able to recognize the importance of human skills in the hospitality industry

- **Identify the elements of human skills in the hospitality industry**
- **See oneself as being culturally sensitive while building interpersonal relationships with peers, customers, and others**

Technology: Graduates will be able to set up and demonstrate existing and new information technologies and data in hospitality

- **Explain the importance of information technology and data in creating customer experiences in hospitality**
- **Develop best practices to increase efficiency using existing and new emerging technologies in hospitality**

Entrepreneurship: Graduates will be able to experiment, learn, and build products and services in hospitality

- **Recognize the importance of experimenting in both entrepreneurship and intrapreneurship in hospitality**
- **Develop a proposal for a business opportunity to improve and enhance hospitality products and services**