

San Diego State University
Bachelor of Science in Hospitality and Tourism Management Curriculum
Effective for Incoming Students in the 2008/2009 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 436).

PREPARATION FOR THE MAJOR

ACCTG 201	Financial Accounting Fundamentals (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)
IDS 180	Principles of Information Decision Systems (3)
IDS 290	Business Communication (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 community-based learning components termed internships. Hence, *we require 400 hours of work experience prior to completing their first internship.* Then, each student must complete two, 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 REQUIREMENTS

MAJOR REQUIREMENTS	MAJOR ELECTIVES
HTM 301 Service Leadership Development (Kaleidoscope) (2)	HTM 425 Property Management in Hospitality & Tourism (3)
HTM 380 Hospitality Leadership Theory (1)	HTM 431 Convention Services for Hotels (2)
HTM 398 Internship	HTM 450 Venture & Entrepreneurial Management in Hospitality & Tourism (3)
RTM 404 Cross Cultural Perspectives of Tourism (3)	HTM 453 Hospitality Sales & Marketing (2)
RTM 470 Global Travel and Tourism Management (3)	
HTM 480 Leadership and Coaching in Hospitality (3)	
HTM 490 Strategic Management in Hospitality & Tourism (3)	
HTM 491 Leadership and Self Development in Hospitality (2)	

MAJOR REQUIREMENTS BY EMPHASIS

<u>HOTEL OPERATIONS AND MANAGEMENT</u>	
<u>Required</u>	<u>Elective – 6 units</u>
HTM 320 Introduction to Hotel Management (3)	HTM 321 Hotel & Travel Marketing (3)
HTM 455 Hospitality Financial Management (3)	HTM 322 Rooms Division Management (1)
HTM 498 Internship: Hotel (3)	HTM 428 Hotel Feasibility Analysis (2)
	HTM 429 Hotel Asset Management (1)
	HTM 456 Hotel Revenue Management (2)

<u>MEETING & EVENTS OPERATIONS AND MANAGEMENT</u>	
<u>Required</u>	<u>Elective – 9 units</u>
HTM 330 Introduction to Event and Meeting Industry (3)	HTM 333 Weddings and Social Events (1)
HTM 498 Internship: Meetings & Events (3)	HTM 334 Trade Shows and Exhibitions (1)
	HTM 335 Convention and Visitor Bureaus (1)
	HTM 336 Site Selection and Negotiation (1)
	HTM 433 Destination Management Services (2)
	HTM 430 Special Event Management (2)
	HTM 435 Sporting Events and Festival Management (3)
	RTM 475 Commercial Recreation & Attractions (3)

<u>RESTAURANT OPERATIONS AND MANAGEMENT</u>	
<u>Required</u>	<u>Elective – 6 units</u>
HTM 340 Introduction to Restaurant Management (3)	HTM 342 Restaurant Marketing and Menu Management (3)
HTM 455 Hospitality Financial Management (3)	HTM 444 Restaurant Multi-Unit Operations (3)
HTM 498 Internship: Restaurant (3)	NUT 303 Quality Food Production (2) + NUT 303L Lab (1)

<u>TRIBAL GAMING OPERATIONS AND MANAGEMENT</u>	
<u>Required</u>	<u>Elective</u>
HTM 370 Tribal Gaming: Cultural and Political Context (3)	
HTM 371 Tribal Gaming: Casino Operations (3)	
HTM 372 Tribal Gaming: Legal and Regulatory Issues (3)	
HTM 373 Tribal Gaming: Marketing and Public Relations (3)	
HTM 498 Internship: Tribal Gaming (3)	

OTHER REQUIREMENTS

<p>Explorations: Three classes FIN 323, IDS 302, MGT 350, MGT 352, MKT 370 RTM 396 if you do not get a 10 on WPA</p>
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FREQUENTLY ASKED QUESTIONS

When do I need to meet with an advisor and how do I make an appointment?

You should meet with a student advisor every semester to be sure that you are on track. They are here to help you figure out your class schedule, to help you navigate the necessary paperwork for each step in your academic career and for moral support! The student advisors are available by appointment or email. To schedule an appointment, please call the HTM office or come by to sign-up in person. If you have a question that you feel can be answered via email, please contact the student advisors at htmadvising@yahoo.com. Please bring an unofficial transcript to your appointment!

I am nearing the end of my pre-major coursework and have one lower division class left to take. Can you sign me into upper division HTM status so I can take this class, along with upper coursework?

No - all students must meet all lower division requirements before they are admitted into upper division status...including a letter grade of C or better in preparation for the major classes; completion of 60 units lower division coursework; and an overall/cumulative GPA of 3.0 or higher. All lower division coursework is to be completed completely before we will sign students into upper division status.

To keep track with your coursework, you may want to consider taking the remaining preparation for the major class(es) you need, along with the 9 units of upper division explorations classes (required of all SDSU students - see explorations section of the general catalog; you need to take one class in sections A, B and C of this category). You do not need to be coded as an upper division student to enroll in these particular classes. This way you can take your 1 or 2 remaining preparation for the major classes, along with these additional requirements, to round out your schedule.

When exactly can I be signed into upper division status?

Please plan to make an appointment with our program director, Carl Winston, at the end of the semester AFTER grades have been posted. There is a small window of time between final grade postings and registration for the upcoming semester, so you will have time to make the transition to upper division status in time to register for appropriate classes. When you meet with Mr. Winston, he will review your transcript to ensure you have met all program requirements and will sign a "declaration of major" form with the corresponding upper division major code. You will then take this form to the registrar's office, where your status will be changed in WebPortal accordingly. To make this appointment, call 619-594-4964.

I am currently an upper division business major and would like to sign into HTM. I have completed all of the preparation for the major classes required for the major, with the exception of the HTM 201 (Introduction to Hospitality) and HTM 223 (Hospitality Managerial Accounting and Controls) classes. My GPA is in alignment with your requirements, etc. Can you sign me into upper division HTM status?

We need you to enroll in the HTM 201 and 223 courses first. When you have completed these classes (with a letter grade of C or better), please make an appointment to meet with our program director, Carl Winston, where you can discuss your switch into the upper division HTM major. (Note: if you have any difficulties with enrolling in the HTM 223 class, please notify Mr. Winston about your situation and ask for his assistance in working with the instructor to gain admittance into the class.) Appointments can be made by calling the HTM Office at 619-594-4964.

I would like to get started on my HTM 398 internship as soon as I advance into upper division status. Can I enroll in this for the first semester of upper division HTM status?

There are several steps that must be taken to get you prepared for your 398 internship. It is imperative that you meet with our internship and placement director, Brian Blake, at least one semester before you intend to pursue your internship so he can add you to the student internship request list. We conduct periodic internship information sessions throughout the semester; please stop by the HTM office (PSFA building, room 436) for details on when these are held. We also strongly encourage students to take HTM 301 before starting their internship. Careful, proactive planning on your part will ensure a smooth transition into your first internship.