Bachelor of Science in Hospitality and Tourism Management

The mission of the Hospitality, Tourism and Event Management department is to be a student-centered academic and professional environment dedicated to educating exceptional hospitality and tourism industry business leaders through experiential and personalized learning.

The program is designed to provide students with a core of business education and professional hospitality and tourism management knowledge. Students can choose to focus on an elective emphasis, including: hotel operations management; food and beverage management; conventions, meetings and event management, or tourism management. The department is committed to maximizing student exposure to industry leaders, career opportunities and student experiences involving notable hospitality companies. The Hospitality and Tourism Management department features the on-campus Vista Room, a student-run restaurant which serves as an experiential learning laboratory.

Program Learning Outcomes

a. **Critical Thinking:** Students locate, organize and interpret data to solve problems and make decisions. Students synthesize information/data/concepts to create solutions or plans to address challenges. Students present, defend and advocate positions with an understanding of implications.

b. **Teamwork and Collaboration:** Students create, utilize and participate in teams to achieve goals.

c. **Leadership:** Students apply theoretical concepts and seek experience and knowledge to maximize potential.

d. **Communication:** Students communicate effectively in both written and oral formats to different audiences.

e. **Ethics:** Students examine ethical implications and understand the potential ramifications of actions.

f. **Hospitality:** Students are aware of and empathetic to others in order to design and execute positive guest and employee experiences.

**Hospitality and Tourism Management (B.S.) – 72 units**

- In addition to the core course program required of all Hospitality and Tourism Management majors, ECON 101 and ECON 102 must be completed before enrollment in certain core courses.
- Except in cases of credit by examination, no more than six units of the core requirements may be taken on a CR/NC basis.

**Major Prerequisites (6 units)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 101</td>
<td>Introduction to Microeconomic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introduction to Macroeconomic Analysis</td>
<td>3</td>
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</tbody>
</table>

**Core Courses (54 units)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 100</td>
<td>Introduction to Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACCT 101</td>
<td>Introduction to Managerial Accounting</td>
<td>3</td>
</tr>
</tbody>
</table>

**Guided Electives (12 units)**

Select four:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>HTM 215</td>
<td>Service Leadership: Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>HTM 324</td>
<td>Historical and Contemporary Aspects of Food, Beverage, and Culture in America</td>
<td>3</td>
</tr>
<tr>
<td>HTM 351</td>
<td>Asian Food, Culture, and Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>HTM 357</td>
<td>Food Systems and the Environment</td>
<td>3</td>
</tr>
<tr>
<td>HTM 400</td>
<td>Wine Appreciation</td>
<td>3</td>
</tr>
<tr>
<td>HTM 421</td>
<td>Food, Wine, and Culture in California</td>
<td>3</td>
</tr>
<tr>
<td>HTM 425</td>
<td>The Business of International Tourism</td>
<td>3</td>
</tr>
<tr>
<td>HTM 557</td>
<td>Restaurant and Catering Management</td>
<td>3</td>
</tr>
<tr>
<td>HTM 562</td>
<td>Advanced Studies in Global Hotel Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>HTM 576</td>
<td>Meeting Planning and Convention/Event Management</td>
<td>3</td>
</tr>
<tr>
<td>HTM 577</td>
<td>Meeting Planning and Convention/Event Management II</td>
<td>3</td>
</tr>
<tr>
<td>HTM 578</td>
<td>Hospitality and Tourism Management Sales and Marketing</td>
<td>3</td>
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<tr>
<td>IBUS 330</td>
<td>International Business and Multicultural Relations</td>
<td>3</td>
</tr>
</tbody>
</table>

**General Education Requirements**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral Communication</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Written English Communication</td>
<td>LD</td>
<td>3</td>
<td>A2</td>
</tr>
</tbody>
</table>
Critical Thinking | LD | 3 | A3
Physical Science | LD | 3 | B1
Life Science | LD | 3 | B2
Lab Science | LD | 1 | B3
Mathematics/Quantitative Reasoning | LD | 3 | B4
Arts | LD | 3 | C1
Humanities | LD | 3 | C2
Arts or Humanities | LD | 3 | C1 or C2
Social Sciences | LD | 3 | D1
Social Sciences: US History | LD | 3 | D2
Lifelong Learning and Self-Development (LLD) | LD | 3 | E
Ethnic Studies | LD | 3 | F
Physical and/or Life Science | UD | 3 | UD-B
Arts and/or Humanities | UD | 3 | UD-C
Social Sciences | UD | 3 | UD-D

SF State Studies
Courses certified as meeting the SF State Studies requirements may be upper or lower division in General Education (GE), a major or minor, or an elective.

American Ethnic and Racial Minorities | LD or UD | 3 | AERM
Environmental Sustainability | LD or UD | 3 | ES
Global Perspectives | LD or UD | 3 | GP
Social Justice | LD or UD | 3 | SJ

Note: LD = Lower-Division; UD = Upper-Division.

First-Time Student Roadmap (4 Year)
a. The roadmaps presented in this Bulletin are intended as suggested plans of study and do not replace meeting with an advisor. For a more personalized roadmap, please use the Degree Planner (https://registrar.sfsu.edu/degreeplanner/) tool found in your Student Center.
b. In order to choose your English Composition A2 course and your QR/Math B4 course, please complete the online advising activities at writingadvising.sfsu.edu (https://writingadvising.sfsu.edu) and mathadvising.sfsu.edu. Questions? Contact Gator Smart Start (https://gatorsmartstart.sfsu.edu).

First-Time Student Roadmap (http://bulletin.sfsu.edu/colleges/business/hospitality-tourism-management/bs-hospitality-tourism-management/transfer2021/)

Transfer Student Roadmap (2 Year)
For students with an AS-T in Business Administration (2021).

General Advising Information for Transfer Students
a. Before transfer, complete as many lower-division requirements or electives for this major as possible.
b. The following courses are not required for admission but are required for graduation. Students are strongly encouraged to complete these units before transfer; doing so will provide more flexibility in course selection after transfer.
   • a course in U.S. History
   • a course in U.S. & California Government

For information about satisfying the requirements described in (1) and (2) above at a California Community College (CCC), please visit http://www.assist.org (http://assist.org). Check any geographically accessible CCCs; sometimes options include more than one college. Use ASSIST to determine:
   • Which courses at a CCC satisfy any lower-division major requirements for this major;
   • Which courses at a CCC satisfy CSU GE, US History, and US & CA Government requirements.

Remedial courses are not transferable and do not apply to the minimum 60 semester units/90 quarter units required for admission.

Additional units for courses that are repeated do not apply to the minimum 60 units required for upper-division transfer (for example, if a course was not passed on the first attempt or was taken to earn a better grade).

Before leaving the last California Community College of attendance, obtain a summary of completion of lower-division General Education units (IGETC or CSU GE Breadth). This is often referred to as a GE certification worksheet. SF State does not require delivery of this certification to Admissions, but students should retain this document for verifying degree progress after transfer.

Credit for Advanced Placement, International Baccalaureate, or College-Level Examination Program courses: AP/IB/CLEP credit is not automatically transferred from the previous institution. Units are transferred only when an official score report is delivered to SF State. Credit is based on the academic year during which exams were taken. Refer to the University Bulletin in effect during the year of AP/IB/CLEP examination(s) for details regarding the award of credit for AP/IB/CLEP.

Students pursuing majors in science, technology, engineering, and mathematics (STEM) disciplines often defer 6-9 units of lower-division General Education in Areas C and D until after transfer to focus on preparation courses for the major. This advice does not apply to students pursuing associate degree completion before transfer.

Business Administration ADT Roadmap (http://bulletin.sfsu.edu/colleges/business/hospitality-tourism-management/bs-hospitality-tourism-management/transfer/)

For students with an AS-T in Business Administration 2.0 (2021).
Transferring From Institutions Other Than CCCs or CSUs

Review SF State’s lower-division General Education requirements. Note that, as described below, the four basic skills courses required for admission meet A1, A2, A3, and B4 in the SF State GE pattern. Courses that fulfill the remaining areas of SF State’s lower-division GE pattern are available at most two-year and four-year colleges and universities.

Of the four required basic skills courses, a course in critical thinking (A3) may not be widely offered outside the CCC and CSU systems. Students should attempt to identify and take an appropriate course no later than the term of application to the CSU. To review more information about the A3 requirement, please visit bulletin.sfsu.edu/undergraduate-education/general-education/lower-division/#AAEL.

Waiting until after transfer to take a single course at SF State that meets both US and CA/local government requirements may be an appropriate option, particularly if transferring from outside of California.