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)

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<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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</table>

Core Courses (54 units)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<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>
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</tbody>
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Select One:

- DS 212 Business Statistics I
- ISED 160 Data Analysis in Education
- MATH 124 Elementary Statistics
- FIN 350 Business Finance
- HTM 110 Introduction to Hospitality and Tourism Management
- HTM 120 Legal Aspects of Hospitality and Tourism Management
- HTM 300GW Hospitality Tourism Management Business Communication - GWAR
- HTM 301 Food Science and Production
- HTM 424 Tourism Management
- HTM 457 Restaurant Operations
- HTM 458 Hospitality Tourism Management Revenue and Cost Control
- HTM 515 Hospitality and Tourism Management Internship
- HTM 531 Hospitality Services Management
- HTM 560 Hospitality Human Resource Management
- HTM 561 Hotel Operation Management
- HTM 590 Integrated Seminar in Hospitality and Tourism Management
- MGMT 405 Introduction to Management and Organizational Behavior
- MKTG 431 Principles of Marketing

Guided Electives (12 units)

Select four:

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<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>
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<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>
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<tr>
<td>HTM 425</td>
<td>The Business of International Tourism</td>
<td>3</td>
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<tr>
<td>HTM 557</td>
<td>Restaurant and Catering Management</td>
<td>3</td>
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<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 I</td>
<td>3</td>
</tr>
<tr>
<td>HTM 577</td>
<td>Meeting Planning and Convention/Event Management II</td>
<td>3</td>
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<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>
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General Education Requirements

<table>
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<tr>
<th>Requirement</th>
<th>Course Level</th>
<th>Units</th>
<th>Area Designation</th>
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<tbody>
<tr>
<td>Oral</td>
<td>LD</td>
<td>3</td>
<td>A1</td>
</tr>
<tr>
<td>Communication</td>
<td>Written English Communication</td>
<td>LD</td>
<td>3</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/ro�amap-i-ii-eng/)

Transfer Student Roadmap (2 Year)

For students with an AS-T in Business Administration (2011).
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.