

HOSPITALITY AND TOURISM MANAGEMENT, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

Program Learning Outcomes

- **Communication Skills:** HTM graduates demonstrate quality written and verbal communication skills as applied to hospitality/tourism and guest relations. (SRU SLO #1)
- **Business Skills:** HTM graduates demonstrate competency in business skills needed to manage related departments within the hospitality/tourism industry. (SRU SLO #2)
- **Competency in Historical Perspectives:** HTM graduates demonstrate competency in the historical perspective of the hospitality and tourism industry to ongoing social, cultural, and political policies or constraints. (SRU SLOs #5 and #7)
- **Competency in Administration, Programming, and Event Planning:** HTM graduates demonstrate competency in administration, programming, event and meeting planning skills related to the hospitality and tourism industry. (SRU SLO #2)
- **Demonstrate Professional Values and Behavior:** HTM graduates demonstrate professional values and behavior within the field of hospitality and tourism. (SRU SLO #8)
- **Competency in Sustainable Hospitality and Tourism:** HTM graduates demonstrate competency in sustainable hospitality and tourism practices. (SRU SLOs #7, #9)
- **Competency in Planning and Evaluation:** HTM graduates demonstrate competency in planning and evaluating hospitality and tourism facilities. (SRU SLO #4)

Related Links

Hospitality and Tourism Management, Bachelor of Science, BSBA Program Page (<https://www.sru.edu/programs/undergrad-hospitality-and-tourism-management/>)

Hospitality and Tourism Management Fact Sheet - **COMING SOON**

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

Curriculum Guide

GPA Requirement

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher

Summary*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Other Basic Requirements	0-3
	Major Requirements	72
	Electives	6

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies 2 Requirements

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLI 235	Civil Discourse and Democracy	
Subtotal		15
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²		12
Required Thematic Thread Course:		
ECON 202	Principles of Microeconomics	
Total Hours		42

¹ Course offered in multiple subjects; cannot take course in first major subject.

² One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

Major Requirements

- 36 major credits must be taken at SRU or PASSHE
- 36 major credits must be taken at the 300 level or above

Code	Title	Hours
HTM Major Requirements		
HEMT 112	Introduction to HEMT ¹	3
HEMT 210	Contemporary Travel and Tourism ¹	3
HEMT 322	Food and Beverage Operations ¹	3
HEMT 326	Introduction to Meetings and Event Management ¹	3
HEMT 415	Challenges and Trends in Hospitality, Event Management & Tourism ¹	3
HEMT 416	Resort Recreation Programming ¹	3
HEMT 417	Hotel/Lodging & Hospitality Management ¹	3
HEMT 450	Internship in HEMT ¹	3
Select 2 Electives from the following		6
HEMT 114	Sustainability in Food and Hospitality	
HEMT 324	Legal Issues in Hospitality and Tourism Management	
HEMT 420	Event Production and Coordination	
Subtotal		30
Business Core Requirements		
ECON 201	Principles of Macroeconomics	3
ACCT 209	Financial Accounting	3
MGMT 219	Business Analytics I	3
ECON 219	Business Analytics I	
MGMT 319	Business Analytics II	3
ECON 319	Business Analytics II	
MKTG 230	Principles of Marketing	3
MIS 265	Management Information Systems	3
MGMT 320	Operations Management	3
MGMT 303	Issues in Global Business	3
MKTG 303	Issues in Global Business	
FINA 303	Issues in Global Business	
ACCT 322	Business Analysis and Decision Making	3
FINA 320	Managerial Finance	3
ACCT 340	Legal Environment of Business	3
MGMT 351	Organizational Behavior	3
MGMT 458	Business Capstone	3
Subtotal		39
Select one of the following		3
MIS 210	Productivity Software	
CPSC 210	Productivity Software	
Subtotal		3
Total Hours		72

¹ Course counts for 50% of Major requirements and Major GPA.

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. 120-hour Practicum and 480-hour Internship experience (required)
2. Career education and development through interaction with industry professionals
3. Networking skills including opportunity to attend national industry conference
4. Membership opportunities in career-related professional organizations
5. Volunteering opportunities with community and campus organizations
6. High-Impact Practice (HIP) designated classes

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

Bachelor of Science in Hospitality and Tourism Management (2375)

This program is effective as of Summer 2024.

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