



Bachelor of Science in



Tourism and Hospitality Management

Required Courses

College of Business Core (24 Hrs.)			
Course	Course Name	Hrs.	✓
ACCT 203	Principles of Accounting I	3	
BCOM 210	Intro. to Professional Development	3	
BCOM 300	Spreadsheet Applications	3	
BCOM 301	Business Communication	3	
GBUS 204	Business Law I	3	
MGT 301	Management Principles	3	
MGT 611	Human Resource Management	3	
MKT 301	Marketing Principles	3	

Tourism and Hospitality Management Core (23 Hrs.)			
Course	Course Name	Hrs.	✓
THM 620	Principles & Practices in THM	3	
THM 621	Tourism & Hospitality Marketing	3	
THM 622	Service and Operations Management	3	
THM 625	International Hospitality: Problems and Planning	3	
THM 629	Tourism and Hospitality Industry Internship	3	
THM 632	Sustainable Tourism & Events	3	
MLNG 226	Beg. Spanish II for Tourism and Hospitality	5	

Required Electives Choose 4 (12 Hrs.)			
Course	Course Name	Hrs.	✓
THM 601X	Special Topics in THM	3	
THM 601	Foundations of Wine	3	
THM 623	Meetings, Conventions, & Events Management	3	
THM 624	Hotel & Resort Management	3	
THM 626	Food & Beverage Management	3	
THM 627	Casino Management	3	
THM 628	Health & Wellness Tourism	3	
THM 630	Spa Facility & Destination Management	3	
THM 601	Revenue Management	3	
MKT 610	Social Media Marketing	3	

Free Electives (29 Hrs.)			
Course	Course Name	Hrs.	✓
MGT 101	Intro. to Business	3	
MKT 606	International Marketing	3	
BCOM 400	Global Business Communication	3	
COMM 348	Intro. to Public Relations & Advertising	3	
COMM 414	Business & Professional Speaking	3	
COMM 601	Persuasion	3	
ENTR 301	Intro. to Entrepreneurship	3	
ENTR 350	Opportunity Development & Creativity	3	
ENTR 401	Opportunity Evaluation	3	
ENTR 605	New Venture Creation	3	
LDRS 300	Intro. to Leadership Concepts	3	
LDRS 302	Intro. to Leadership Behavior	3	
LDRS 310	Field Work in Leadership Studies	3	
MGT 475	Business, Society, & Ethics	3	
MGT 606	International Business	3	
MKT 607	Business-to-Business Marketing	3	

General Education Requirements (11 Hrs.)			
Course	Course Name	Hrs.	✓
MATH 250	Elements of Statistics	3	
MLNG 225	Beginning Spanish I	5	
Choose 1 Economics Course:			
ECON 201	Principles of Economics: Micro	3	
ECON 202	Principles of Economics: Macro	3	

Total Credit Hours Required:		Hrs.	✓
University General Education		34	
College of Business Core		24	
Tourism & Hospitality Management Core		23	
Required Electives		12	
Free Electives		27	
TOTAL		120	