

BA – TOURISM AND HOSPITALITY MANAGEMENT OPTION 2008-2009

Recent decades have witnessed the phenomenal growth of service industries. The service sector of the economy now accounts for most of the job opportunities. In this region of the country the leading service industry is the tourism industry. This industry will continue to grow and serve nation and international markets. As it does, it will need future leaders and managers with better education and broader perspectives. The Tourism and Hospitality Management option address this need.

The Business Administration major - Tourism and Hospitality Management option provides a general understanding of the management challenges and organizational practices of a complex and diverse industry. The use of analytical tools and techniques for decision making, the development of the capacity for critical thought and leadership, and the ability to work with others will be significantly improved by interaction with regional companies through field projects in most courses and a required work experience.

Tourism and Hospitality Management Option Requirements (2008-09 Catalog)		Course Completed	Credits
General Education			39
Major Requirements:			
Common SOBA Requirements			41
Quantitative Reasoning Requirement (see catalog)			3-4
Auxiliary Requirement – CSIS 322 Mgmt Info Systems			4
¹Other Departmental Requirements:			
One (1) 300- or 400-level Economics Course			4
BA 330	Tourism and Hospitality Management		4
BA 437	Internship in Bus—Tourism & Hospitality Management Related		3-4
OR			
² BA 407	Management Consulting		
MK 378	Services Marketing		3
<i>Plus a minimum of 3 additional credits from the following:</i>			
BA 302	Human Resource Management		4
BA 316	Tourism and Recreation Law		3
BA 390	Special Topics—Tourism Related		1-4
BA 392	Research Topics—Tourism Related		1-4
² BA 407	Management Consulting		4
MK 362	Marketing in the Cruise Industry		4
MK 364	Business of Gaming		3
MK 376	Managing Customer Value		3
MK 486	Marketing Research		4
Total Other Departmental Requirements			17-19¹
Total Major Requirements			65-68
Free Electives			Variable
Total Required for Graduation			120

¹The 17-19 credits used to satisfy an option in Tourism and Hospitality Management may not be used to satisfy any other major, minor, or option with the School of Business Administration.

²May not be used to fulfill both the required and the elective Tourism and Hospitality Management requirements.

Note to transfer and former students: *If you have taken any of your major requirements and received a different number of credits than listed above, you may need to complete additional major credit requirements.*