HOSPITALITY AND TOURISM MANAGEMENT, B.S.

The Hospitality and Tourism Management major prepares students for a variety of management positions in the hotel, restaurant, meeting, travel, tourism, attractions, craft beverage, Esports and experience management fields. Students complete a set of courses that gives them a broad foundation in all areas of hospitality and tourism management.

The Hospitality and Tourism Management, B.S. is available in a traditional as well as an online format.

Overall Requirements
- 120 credit hours, to include at least 36 credits at or above the 300 course level.
- A cumulative GPA of at least 2.0.
- At least 50 percent of the business semester hours required for the degree must be earned at UNC Greensboro.

Degree Program Requirements

University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/)

General Education Requirements - Minerva’s Academic Curriculum (MAC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/)

Major Requirements

Bryan School Pre-Admission Courses
Students should plan to complete the pre-admission courses by the end of the sophomore year, or as soon as possible thereafter.

Courses used to meet Bryan School Pre-Admission and Bryan School Common Business Core requirements cannot be used to fulfill major or concentration requirements in the following majors: ACCT, BADM, ECOS, ENTR, FINC, INTB, ISSC, HTMT, or MKTG.

See the Joseph M. Bryan School of Business and Economics for more information.

Bryan School Common Business Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>BUS 315</td>
<td>Global and Cultural Development</td>
<td></td>
</tr>
<tr>
<td>BUS 415</td>
<td>Leadership Development</td>
<td></td>
</tr>
<tr>
<td>CST 105</td>
<td>Introduction to Communication Studies</td>
<td></td>
</tr>
<tr>
<td>ECO 300</td>
<td>The International Economy</td>
<td></td>
</tr>
<tr>
<td>FIN 315</td>
<td>Business Finance I</td>
<td></td>
</tr>
<tr>
<td>MGT 301</td>
<td>Introduction to International Business</td>
<td></td>
</tr>
<tr>
<td>MGT 312</td>
<td>Organizational Behavior</td>
<td></td>
</tr>
<tr>
<td>MGT 330</td>
<td>The Legal Environment of Business</td>
<td></td>
</tr>
<tr>
<td>MGT 491</td>
<td>Business Policy and Strategy</td>
<td></td>
</tr>
<tr>
<td>MKT 309</td>
<td>Business Communication &amp; Innovation</td>
<td></td>
</tr>
<tr>
<td>MKT 320</td>
<td>Principles of Marketing</td>
<td></td>
</tr>
<tr>
<td>PHI 261</td>
<td>Ethical Issues in Business</td>
<td></td>
</tr>
<tr>
<td>or PHI 262</td>
<td>Ethical Issues in Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>SCM 302</td>
<td>Operations Management</td>
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Global Sustainability Elective - One chosen from the list below:

<table>
<thead>
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<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>ECO 100</td>
<td>Economics of a Global Sustainable Society</td>
<td></td>
</tr>
<tr>
<td>BUS 130</td>
<td>Entrepreneurship in a Sustainable Global Environment</td>
<td></td>
</tr>
<tr>
<td>LLC 120</td>
<td>Global Crossings: Topics in Images, Media, and Texts</td>
<td></td>
</tr>
<tr>
<td>LLC 130</td>
<td>Global Green: Cultures of Production and/or Consumption</td>
<td></td>
</tr>
<tr>
<td>HTM 200</td>
<td>Introduction to Sustainable Development</td>
<td></td>
</tr>
</tbody>
</table>

Select one of the following:

- Hospitality and Tourism Management majors are exempt from the MGT 491 requirement; a similar course, HTM 491, is taken within the major requirements.
- Or other approved Global Sustainability elective.
Hospitality and Tourism Management Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTM 250</td>
<td>Diversity and Equity in Hospitality, Tourism and Esports</td>
<td></td>
</tr>
<tr>
<td>HTM 491</td>
<td>Hospitality, Tourism and Esport Strategic Management</td>
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</tr>
</tbody>
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*Hospitality and Tourism Management majors are required to work a total of 600 hours, paid or unpaid, in the tourism or hospitality industries.*

Appointment

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<tr>
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Concentration

Students must select one of the concentrations as detailed following the major requirements.

- Esports Management
- Hospitality Travel & Tourism Management

Electives

Electives sufficient to complete the 120 credit hours required for degree.

### Esports Management Concentration Requirements

<table>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</table>

Required Courses

- HTM 103  Introduction to Esports Management
- HTM 433  Esports, Meeting and Event Tourism
- MKT 421  Promotion Management in Esports

Concentration Electives

- HTM 102  Introduction to Hospitality and Tourism Management
- HTM 231  Tourism, Cultures, and Places
- HTM 310  Hotel Operations
- HTM 312  Hospitality Facilities Management
- HTM 314  Sustainable Food and Craft Beverage
- HTM 332  Sustainable Destination and Experience Management
- HTM 335  Sustainable Tourism and Transportation
- HTM 338  Global Franchising
- HTM 364  Restaurant Entrepreneurship
- HTM 419  Independent Study in Hospitality, Tourism, and Esports
- HTM 427  Internship in Hospitality, Tourism and Esports Management
- HTM 433  Esports, Meeting and Event Tourism
- HTM 451  Service Management
- HTM 474  Wine Appreciation for the Business Professional
- HTM 488  Special Topic in Resorts and Entertainment Attractions
- MKT 324  Professional Selling
- MKT 403  Entrepreneurial Marketing
- MKT 421  Promotion Management in Esports

### Hospitality Travel & Tourism Management Concentration Requirements

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</table>

Required Courses

- HTM 102  Introduction to Hospitality and Tourism Management
- HTM 310  Hotel Operations
- HTM 231  Tourism, Cultures, and Places (Core Courses)

Concentration Electives

Select 2 of the following courses:

- HTM 103  Introduction to Esports Management
- HTM 312  Hospitality Facilities Management
- HTM 314  Sustainable Food and Craft Beverage
- HTM 332  Sustainable Destination and Experience Management
- HTM 335  Sustainable Tourism and Transportation
- HTM 338  Global Franchising
- HTM 364  Restaurant Entrepreneurship
- HTM 419  Independent Study in Hospitality, Tourism and Esports
- HTM 427  Internship in Hospitality, Tourism and Esports Management
- HTM 433  Esports, Meeting and Event Tourism
- HTM 451  Service Management
- HTM 474  Wine Appreciation for the Business Professional
- HTM 488  Special Topic in Resorts and Entertainment Attractions
- MKT 324  Professional Selling
- MKT 403  Entrepreneurial Marketing
- MKT 421  Promotion Management in Esports

### Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality and Tourism Requirements

- A minimum of 12 credit hours as defined below.
- UNC Greensboro cumulative GPA of 3.30 or better, or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

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Required

- HSS 490  Senior Honors Project

6 credits of Honors coursework in the major

3 credits of Honors coursework in the major or another area

Recognition

Receive a Certificate of Disciplinary Honors in Marketing, Entrepreneurship, and Hospitality & Tourism; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.

Honors Advisor

Contact Lori Mackowski at lamackow@uncg.edu for further information and guidance about Honors in Marketing, Entrepreneurship, and
Hospitality & Tourism. To apply: http://honorscollege.uncg.edu/forms/disc-application.pdf