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

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<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
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<td>Required</td>
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<td>29-30</td>
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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.

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Bryan School Common Business Core

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<th>Credit Hours</th>
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Required

- BUS 315 Global and Cultural Development
- BUS 415 Leadership Development
- CST 105 Introduction to Communication Studies
- ECO 300 The International Economy
- FIN 315 Business Finance I
- MGT 301 Introduction to International Business
- MGT 312 Organizational Behavior
- MGT 330 The Legal Environment of Business
- MGT 491 Business Policy and Strategy
- MKT 309 Business Communication & Innovation
- MKT 320 Principles of Marketing
- PHI 261 Ethical Issues in Business
- PHI 262 Ethical Issues in Entrepreneurship
- SCM 302 Operations Management

Global Sustainability Elective - One chosen from the list below:

- ECO 100 Economics of a Global Sustainable Society
- BUS 130 Entrepreneurship in a Sustainable Global Environment
- LLC 120 Global Crossings: Topics in Images, Media, and Texts
- LLC 130 Global Green: Cultures of Production and/or Consumption
- HTM 200 Introduction to Sustainable Development

* 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>
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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Core Courses</td>
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</tr>
<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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</table>

Hospitality and Tourism Management majors are required to work a total of 600 hours, paid or unpaid, in the tourism or hospitality industries.

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**

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>HTM 103</td>
<td>Introduction to Esports Management</td>
<td></td>
</tr>
<tr>
<td>HTM 433</td>
<td>Esports, Meeting and Event Tourism</td>
<td></td>
</tr>
<tr>
<td>MKT 421</td>
<td>Promotion Management in Esports</td>
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</table>

**Concentration Electives**

Select 2 of the following courses:

- 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

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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<tbody>
<tr>
<td>Required</td>
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<tr>
<td>HSS 490</td>
<td>Senior Honors Project</td>
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</tbody>
</table>

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