

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

Code	Title	Credit Hours
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.

Code	Title	Credit Hours
Required		
29-30		
BUS 115 & BUS 215 or BUS 216	Blueprint for Personal Development and Blueprint for Professional Development	
ACC 201	Financial Accounting	
ACC 202	Managerial Accounting	
ECO 201	Principles of Microeconomics	
ECO 202	Principles of Macroeconomics	
ECO 250	Economic and Business Statistics I	
ISM 110	Foundations for Analytics using Spreadsheets	
ISM 280	Information Systems for Decision Making	
<i>Select one of the following:</i>		

ENG 101	Exploring Writing in College Contexts
ENG 102	Academic Research and Writing
FMS 115	Freshman Seminar in Reasoning and Discourse: Written Communication
<i>Completion of one of the following:</i>	
MAT 115	Algebra for Precalculus
MAT 118	Algebra with Business Applications
MAT 120	Calculus with Business Applications
MAT 150	Precalculus I
MAT 151	Precalculus II
MAT 190	Precalculus
MAT 183	Mathematics for the Life Sciences
MAT 184	Calculus for the Life Sciences
MAT 191	Calculus I
MAT 292	Calculus II
MAT 293	Calculus III
MAT 196	Calculus A
MAT 296	Calculus B

Bryan School Common Business Core

Code	Title	Credit Hours
Required		38
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	Principles of Innovation	
MKT 320	Principles of Marketing	
PHI 261	Ethical Issues in Business	
or PHI 262	Ethical Issues in Entrepreneurship	
or PHI 263	Business Ethics with East Asian Philosophy	
SCM 302	Operations Management	
<i>Global Sustainability Elective - One chosen from the list below: *</i>		
ECO 100	Economics of a Global Sustainable Society	
ENT 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	

* Or other approved Global Sustainability elective.

Hospitality and Tourism Management Courses

Code	Title	Credit Hours
Core Courses		6
HTM 332	Sustainable Destination and Experience Management	
HTM 433	Event Management and Design	

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

Code	Title	Credit Hours
Required Courses		9
HTM 103	Introduction to Esports Management	
MKT 370	Sports Business Development, Partnerships and Licensing	
MKT 407	Sports Marketing	

Concentration Electives		3
<i>Select one of the following courses:</i>		
ENT 206	Start Something Globally Sustainable!	
HTM 102	Introduction to Hospitality and Tourism Management	
HTM 231	Tourism, Cultures, and Places	
HTM 310	Hotel Operations	
HTM 312	Hospitality Facilities Management	
HTM 313	Revenue Management	
HTM 419	Independent Study in Hospitality, Tourism and Esports	
HTM 427	Internship in Hospitality, Tourism and Esports Management	
HTM 451	Service Management	
HTM 488	Special Topic in Resorts and Entertainment Attractions	
MKT 270	Introduction to Sports Business	

Hospitality Travel & Tourism Management Concentration Requirements

Code	Title	Credit Hours
Required Courses		9
HTM 102	Introduction to Hospitality and Tourism Management	
HTM 310	Hotel Operations	
HTM 314	Sustainable Food and Craft Beverage	
Concentration Electives		3
<i>Select 1 of the following courses:</i>		

ENT 338	Global Franchising	
HTM 103	Introduction to Esports Management	
HTM 231	Tourism, Cultures, and Places	
HTM 250	Diversity and Equity in Hospitality, Tourism and Esports	
HTM 312	Hospitality Facilities Management	
HTM 335	Sustainable Tourism and Transportation	
HTM 364	Restaurant Entrepreneurship	
HTM 419	Independent Study in Hospitality, Tourism and Esports	
HTM 427	Internship in Hospitality, Tourism and Esports Management	
HTM 451	Service Management	
HTM 474	Wine Business Management	
HTM 488	Special Topic in Resorts and Entertainment Attractions	
MKT 270	Introduction to Sports Business	
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.

Code	Title	Credit Hours
Required		3
HSS 490	Senior Honors Project	
6 credits of Honors coursework in the major		6
3 credits of Honors coursework in the major or another area		3

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 Thomas Renedo at threnedo@uncg.edu for further information and guidance about Honors in Marketing, Entrepreneurship, and Hospitality & Tourism.

To apply: <https://honorscollege.uncg.edu/lloyd-international-honors-college/academics/admissions-scholarships/disciplinary-honors-admissions/>.