

COLLEGE OF BUSINESS ADMINISTRATION
Major: Hospitality, Resort, and Tourism Management (Tourism Sales)
Catalog Year 2020

FRESHMAN							
FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
☐ UNIV 110B The First-Year Experience	3	C		☐ ENGL 102 Composition and Critical Reading	4	C	ENGL 101
☐ ENGL 101 Composition (Core) ¹	4	C		☐ CBAD 120 Intro to Global Business	3	C	
☐ MATH 138 Mathematics Apps in Business	3	C		☐ Humanistic Thought (Core) ¹	3	D	
☐ CSCI 110 Enterprise Business Applications	3	C		☐ Artistic Expression (Core) ¹	3	D	
☐ HRTM 101 Intro to HRTM	3	C		☐ HRTM 150 (Human and Social Behavior Core ¹)	3	C	
*Begin working on PDA categories!	0			*Continue working on PDA categories!	0	C	
	16				16		
SOPHOMORE							
FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
☐ CBAD 201 Financial Accounting	3	C	UNIV 110 & 24 credits	☐ CBAD 202 Managerial Accounting	3	C	CBAD 201
☐ ECON 201 Macroeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS	☐ ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS
☐ CBAD 291 Business Statistics	3	C	UNIV 110,CSCI 110, MATH 138	☐ CBAD 292 Decision Analysis	3	C	CBAD 291
☐ HRTM 282 Survey of Food & Bev Mgmt	3	C		☐ Communication Across Cultures (Core) ¹	5	D	
☐ Scientific Concepts (Core) ¹	4	D		☐ HRTM 280 Guest Service (May be taken multiple times. Must be must be hospitality or tourism marketing- or sales-related)	3	C	HRTM 101
	16				17		
JUNIOR							
FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
☐ CBAD 301 Mgt. & Organizations	3	C		☐ HRTM 393 Mgt. Info. Systems.	3	C	CBAD 301, CSCI 110
☐ CBAD 350 Marketing	3	C		☐ CBAD 344 Legal Env. of Business	3	C	54 Credit Hours
☐ CBAD 363 Business Finance <i>OR FIN 301</i>	3	C	CBAD 201,291, ECON 201, MATH 138	☐ CBAD 373 Business Integration/Application	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD 292, 301, 350, 363
☐ HRTM 349 Revenue Management	3	D	HRTM 101	☐ HRTM 364 Operations Management	3	C	Prereq: CBAD 292 Coreq: CBAD 301
☐ HIST 201/ POLI 201 American Gov.	3	C		☐ General Elective ³	3	C	
	15				15		
SENIOR							
FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
☐ HRTM 490 Seminar in Tourism Planning	3	C	CBAD: 301,350,363	☐ HRTM Tourism Sales Selective ⁴	3	C	
☐ MKTG 455 Personal Selling and Sales	3	C	CBAD 350	☐ CBAD 478 Strategic Management	3	C	Prereq: CBAD: 301, 350, 373, FIN 301 Coreq: CBAD 364
☐ Humanistic Thought (Core) ¹	3	D		☐ PHIL 318 Business Ethics	3	C	
☐ ENGL 290/CBAD 290 Business Comm	3	C		☐ General Elective ³	3	D	
**Finish remaining PDAs (and categories)! **Apply for graduation!	12			☐ General Elective (if needed) ³	1	D	
				Graduation	13		

1. Please see your program evaluation for University Core Curriculum Recommendations.

2. Complete list of options available on your program evaluation. As part of the graduation requirement, students are required to complete twelve (12) approved Professional Development Activities (PDAs), six of which must fall into the following categories: (1) Majors and Careers in Business, (2) Experiential Learning, (3) Leadership, (4) Building a Professional Profile, (5) Interviewing Skills, and (6) Transitioning to the Profession. A list of approved PDAs can be found at www.coastal.edu/business/pda.

3. **General Elective:** These are free electives that may be selected from any college of the university including the Wall College of Business.

4. **HRTM Tourism Sales Selective:** Choose between HRTM 388, MKTG 451, or HRTM 480 Management Training Internship (can be taken multiple times but no more than 6 credits can be used toward the HRTM major).

- Study abroad opportunities available at all levels. Please contact Yoav Wachsmann (yoav@coastal.edu) at least one semester prior to anticipated travel.
- Please contact Ellen Hayward (eeryan@coastal.edu) to discuss requirements and internship procedures.

FINAL RESPONSIBILITY FOR SATISFYING DEGREE REQUIREMENTS, AS OUTLINED IN THE UNIVERSITY CATALOG, RESTS WITH THE STUDENT.