

COLLEGE OF BUSINESS ADMINISTRATION
Major: Hospitality, Resort, and Tourism Management (Tourism Sales)
Catalog Year 2023

FRESHMAN

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> UNIV 110B The First-Year Experience	3	C		<input type="checkbox"/> ENGL 102 Composition and Critical Reading	4	C	ENGL 101
<input type="checkbox"/> ENGL 101 Composition	4	C		<input type="checkbox"/> CBAD 120 Intro to Global Business (required for business majors, also completes the Human and Social Behavior Core requirement)	3	C	
<input type="checkbox"/> MATH 138 Mathematics Apps in Business (or MATH 132 or MATH 160)	3	C		<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D	
<input type="checkbox"/> Computer Science elective course (CSCI 110, CSCI 120, CSCI 135, DCD 102, DCD 201, or GEOG 204)	3	C		<input type="checkbox"/> Artistic Expression (Core) ¹	3	D	
<input type="checkbox"/> HRTM 101 Intro to Resort Tourism Management	3	C		<input type="checkbox"/> HRTM 150 (Human and Social Behavior) (Core ¹)	3	C	
PDA Career Exploration (Required)				*PDA* Online Presence (Required)			
PDA Resume Development (Required)	16			*PDA* Career Exploration (Elective)	16		

SOPHOMORE

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 201 Financial Accounting	3	C	UNIV 110	<input type="checkbox"/> CBAD 202 Managerial Accounting	3	C	CBAD 201
<input type="checkbox"/> ECON 201 Macroeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS	<input type="checkbox"/> ECON 202 Microeconomics	3	C	UNIV 110, Math 138, 24 Credit HRS
<input type="checkbox"/> ENGL 290/CBAD 290 Business Comm	3	C		<input type="checkbox"/> CBAD 301 Mgt. & Organizations	3	C	
<input type="checkbox"/> HRTM 282 Survey of Food & Bev Mgmt	3	C		<input type="checkbox"/> Communication Across Cultures (Core) ¹	5	D	
<input type="checkbox"/> Scientific Concepts (Core) ¹	4	D		<input type="checkbox"/> HRTM 280 Guest Service (May be taken multiple times. Must be taken with hospitality or tourism marketing- or sales-related)	3	C	HRTM 101
PDA Leadership & Communication (Required)				*PDA* Online Presence (Elective)			
PDA Interviewing Skills (Required)	16			*PDA* Practical Experience (Elective)	17		

JUNIOR

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> CBAD 291 Business Statistics	3	C	UNIV 110 and MATH 138, MATH 130, MATH 130B, MATH 132, or higher	<input type="checkbox"/> CBAD 292 Decision Analysis	3	C	CBAD 291
<input type="checkbox"/> CBAD 350 Marketing	3	C		<input type="checkbox"/> CBAD 344 Legal Env. of Business	3	C	54 Credit Hours
<input type="checkbox"/> HRTM 393 Mgt. Info. Systems.	3	C	CBAD 301, CSCI 110	<input type="checkbox"/> CBAD 363 Business Finance OR FIN 301	3	C	CBAD 201,291, ECON 201, MATH 138
<input type="checkbox"/> HRTM 349 Revenue Management	3	D	HRTM 101	<input type="checkbox"/> MKTG 455 Personal Selling and Sales	3	C	CBAD 350
<input type="checkbox"/> HIST 201/ POLI 201 American Gov.	3	D		<input type="checkbox"/> Humanistic Thought (Core) ¹	3	D	
PDA Resume Development (Elective)				*PDA* Practical Experience (Required)			
PDA Leadership & Communication (Elective)	15			*PDA* Interviewing Skills (Elective)	15		

SENIOR

FALL SEMESTER				SPRING SEMESTER			
Course	Credits	Min Grade	Prerequisites	Course	Credits	Min Grade	Prerequisites
<input type="checkbox"/> HRTM 490 Seminar in Tourism Planning	3	C	CBAD: 301,350,363	<input type="checkbox"/> HRTM Tourism Sales Selective ⁴	3	C	
<input type="checkbox"/> General Elective ³	3	D		<input type="checkbox"/> CBAD 478 Strategic Management	3	C	Prereq: CBAD: 301, 350, 363, 373
<input type="checkbox"/> CBAD 373 Business Integration/Application	3	C	Prereq: ECON 202, CBAD 202 Coreq: CBAD 292, 301, 350, 363	<input type="checkbox"/> PHIL 318 Business Ethics	3	C	
<input type="checkbox"/> HRTM 364 Operations Management	3	C	Prereq: CBAD 292 Coreq: CBAD 301	<input type="checkbox"/> General Elective ³	3	D	
				<input type="checkbox"/> General Elective ³	1	D	
PDA Resume Development (Elective)				**Make sure all PDA's are complete!**			
PDA Online Presence (Elective)	12			***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) Career Exploration, (2) Practical Experience, (3) Leadership & Communication, (4) Online Presence, (5) Interviewing Skills, and (6) Resume Development. A list of approved PDAs can be found at www.coastal.edu/business/pda. **ELECTIVE PDAS CAN BE REPLACED BY ANY PDA CATEGORY**

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 Dr. Monica Fine (mfine@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.