

APPLIED BUSINESS | BACHELOR OF SCIENCE IN TOURISM AND HOSPITALITY MANAGEMENT

Do you love to travel and immerse yourself in diverse cultures? Whether sailing the seas on a cruise ship, running a hotel, restaurant, quaint bed and breakfast, or working in a corporate office, the tourism and hospitality management program prepares students to succeed in the world of travel and tourism - one of the world's fastest growing industries.

Tourism and Hospitality ranks in the top three industries in all 50 states. Travel and tourism in the United States is a \$1.3-trillion industry and is among the nation's largest employers with 13 million direct travel-related jobs. If you are interested in organizing events, making sure conferences go smoothly, and ensuring that hotels run like a well-oiled machine, tourism and hospitality management is the program for you!

Possible Careers:

- Cruise Director
- Casino Manager
- Event Planner
- Restaurant Owner
- Meeting and Convention Management

Hays Daily News, the local newspaper, interviewed Dr. Stacey Smith, the Tourism and Hospitality Management Director. Check out what they had to say (<http://www.fhsu.edu/appliedbusiness/News,-Events--People/>)!

To graduate with a degree in Tourism and Hospitality Management, you must complete the following:

For a digital format of the degree program for students admitted for Fall 2023 and after, please click here (<https://www.fhsu.edu/appliedbusiness/academic-programs/Tourism--Hospitality-Management/thm-course-sheet-sept.-20231.pdf>).

Program Summary

Code	Title	Hours
	General Education Requirements	34
	College of Business Core	24
	Tourism and Hospitality Management Core	23
	Required Electives	12
	Cognate	11
	Open Electives ¹	16
	Total Hours	120

Program Requirements

General Education

All undergraduate degrees require completion of the Kansas Systemwide General Education (<https://catalog.fhsu.edu/general-education/>).

Courses identified with ^{GE} on this page may satisfy a general education requirement in addition to the identified degree requirement. Students who apply a degree requirement to satisfy a general education

requirement will typically add an equal number of hours to the the university elective category. This flexibility may allow you to complete a minor or certificate within the 120 hour degree. Transfer students and students majoring in programs with approved exceptions (<https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-exceptions-explainer1.pdf>) are especially encouraged to select these courses in completing General Education requirements to maximize the likelihood of completing the degree with 120 credit hours.

Code	Title	Hours
	General Education	34-35

Courses required in the major include MATH 250 Elements of Statistics, MLNG 225 Beginning Spanish I, and ECON 201 Principles of Microeconomics or ECON 202 Principles of Macroeconomics. These courses can be used to satisfy general education requirements.

Code	Title	Hours
	College of Business Core	

ACCT 203	Principles of Accounting I	3
BCOM 210	Business Communication for Professional Development	3
BCOM 300	Spreadsheet Applications	3
BCOM 301	Strategic Business Communication	3
GBUS 204	Business Law I	3
MGT 301	Management Principles	3
MGT 611	Human Resource Management	3
MKT 301	Marketing Principles	3

Tourism and Hospitality Management Core		
THM 620	Tourism and Hospitality Management	3
THM 621	Tourism and Hospitality Marketing	3
THM 622	Service and Operations Management	3
THM 625	International Tourism & Hospitality	3
THM 629	Tourism & Hospitality Industry Internship	3
THM 632	Sustainable Tourism and Event Management	3
MLNG 226	Beginning Spanish II	5

Required Electives		
Select 12 credits of the following:		12

THM 601	Special Topics in THM	
THM 601	Special Topics in THM (Foundations of Wine)	
THM 623	Meetings, Conventions, & Events Management	
THM 624	Hotel and Resort Management	
THM 626	Food and Beverage Management	
THM 627	Casino Management	
THM 628	Health and Wellness Tourism	
THM 630	Spa Facility and Destination Management	
THM 601	Special Topics in THM (Revenue Management)	
MKT 610	Social Media Marketing	

Suggested Open Electives		
MGT 101	Introduction to Business	27
MKT 606	Global Marketing	
BCOM 400	Global Business Communication	

COMM 348	Intro to Public Relations and Advertising	
COMM 414	Business and Professional Speaking	
COMM 601	Persuasion	
ENTR 301	Discovering Entrepreneurship	
ENTR 350	Concept to Creation	
ENTR 401	Entrepreneurship by Design	
ENTR 605	Venture Launch	
LDRS 300	Introduction to Leadership Concepts	
LDRS 302	Introduction to Leadership Behavior	
LDRS 310	Field Work in Leadership Studies	
MGT 475	Business, Society, and Ethics	
MGT 606	International Business	
MKT 607	Business-To-Business Marketing	

Cognates

MATH 250	Elements of Statistics ^{GE}	3
MLNG 225	Beginning Spanish I ^{GE}	5
Economics Choice		
ECON 201	Principles of Microeconomics ^{GE}	3
or ECON 202	Principles of Macroeconomics	

Degree Requirements

Code	Title	Hours
All bachelor degrees require:		
GPA of 2.0 on FHSU courses & 2.0 on all coursework (Higher program requirements prevail over the 2.0 when set)		
A minimum of 30 hours earned from FHSU with a grade of D, C, B, or A		
Successful completion of an upper division Writing and Information Literacy course (Most majors contain a course designated)		
A minimum of 45 hours of recognized upper division credit		
A minimum of 120 hours of recognized college credit		

Degree Maps

Course	Title	Hours
Freshman		
Fall		
SGE060	Arts Humanities Discipline Area	3
SGE010	English Discipline Area	3
SGE020	Communication Discipline Area	3
UNIV 101	Freshman Seminar	1
SGE050	Social Behavioral Sciences Discipline Area	3
THM 620	Tourism and Hospitality Management	3
Hours		16
Spring		
SGE070	Institutionally Designated Area: Personal and Professional Development	3
SGE040	Natural Physical Science Discipline Area	4
SGE010	English Discipline Area	3
SGE060	Arts Humanities Discipline Area	
Modern Languages (https://www.fhsu.edu/mlng/) ^{1, GE}		5
Hours		15
Sophomore		
Fall		
SGE050	Social Behavioral Sciences Discipline Area	
ECON 201	Principles of Microeconomics ^{1, GE}	3
SGE070	Institutionally Designated Area: Critical Thinking	3

Modern Languages (https://www.fhsu.edu/mlng/)		5
BCOM 210	Business Communication for Professional Development	3
Directed Choices		3
Hours		17

Spring		
MGT 301	Management Principles	3
MKT 301	Marketing Principles	3
ACCT 203	Principles of Accounting I	3
Directed Choices		3
Open Electives		3
Hours		15

Junior		
Fall		
SGE030 - Math Statistics Discipline Area		
MATH 250	Elements of Statistics ^{1, GE}	3
Directed Choices		3
MGT 611	Human Resource Management	3
BCOM 301	Strategic Business Communication	3
Open Electives		3
Hours		15

Spring		
THM 629	Tourism & Hospitality Industry Internship	3
BCOM 300	Spreadsheet Applications	3
GBUS 204	Business Law I	3
THM 621	Tourism and Hospitality Marketing	3
Open Electives		3
Hours		15

Senior		
Fall		
Directed Choices		3
THM 631	Medical Tourism	3
Open Electives		9
Hours		15

Spring		
THM 622	Service and Operations Management	3
THM 625	International Tourism & Hospitality	3
Open Electives		6
Hours		12
Total Hours		120

¹ Suggested General Education course, which also fulfills a major requirement

Academic Degree Maps are term-by-term sample course plans that specify milestones, courses, and special requirements that are necessary for facilitating on-time completion. Degree Maps are *examples* and are not prescriptive. Individualized choices such as concentration options, transfer credits, optional minors, advisory programs (certificates), etc. can alter the recommended coursework. Course offerings are subject to change. Students should consult with their academic advisors for additional guidance on course planning.

To determine courses to take in the directed choices (often listed as Program Elective Course) and directed elective course blocks see the overview tab for courses. To locate approved courses in General Education areas (Undergraduate Programs) see the general education section (<https://catalog.fhsu.edu/general-education/>) of the catalog.

The undergraduate course maps typically advise the most efficient route for students to complete the general education requirements. Courses that are required in the major may be listed as fulfilling relevant general

education requirements. This will result in more open elective course hours in some maps than is listed on the degree overview page.