

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		27
MGT 101	Introduction to Business	
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 or ECON 202	Principles of Microeconomics ^{GE} Principles of Macroeconomics	3

Degree Requirements

Code	Title	Hours
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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