

Program of Hospitality and Tourism Management

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Mission Statement

The hospitality leaders of tomorrow must be educated and enlightened citizens who will lead productive and meaningful lives. James Madison University Hospitality and Tourism Management prides itself in developing creative hospitality leaders who make a difference.

Our mission is to develop hospitality and tourism management leaders through sound theoretical course work, innovative learning activities, mentoring opportunities, exposure to premier hospitality organizations and interaction with dynamic industry professionals. Together with alumni, students, parents and friends of the program, JMU – HTM will be recognized as the preferred provider for hospitality graduates.

Goals

- To expose students to a rigorous academic and experiential learning program, including a supervisory internship prior to graduation.
- To provide an intimate educational setting of small classes, team learning experiences and meaningful personal contacts with faculty and industry professionals.
- To promote the use and development of technology, critical thinking and communication skills in hospitality and tourism management.
- To ensure that all HTM students have a meaningful choice of job opportunities upon graduation.
- To continue the refinement of curriculum with an increased emphasis on technology and information seeking skills.
- To maintain a faculty of knowledgeable and respected industry professionals, dedicated to continuous improvement via internships, authorship, and participation at national and international industry conferences.

Career Opportunities

The hospitality and tourism field, also known as the mega-industry, includes many career opportunities. Recent statistics include the following:

- The field is America's largest services exporter, with international travelers spending over \$94 billion in the United States.
- Pleasure travel volume was 897.6 million; personal-trips with business travel accounted for over 272 million trips in the United States alone.
- Total HTM employment in the United States includes 17.0 million people.
- HTM has a related payroll of \$147 billion.
- A total of \$541 billion spent on HTM services.
- HTM provides \$82.6 billion in tax revenues to federal, state and local governments.

Co-curricular Activities and Organizations

Professional Convention Management Association is a student organization that provides both educational and social programs to the HTM major. This group plans and coordinates an annual trip to PCMA Annual Convention.

The National Society of Minorities in Hospitality is a student organization that explores the issues, challenges and opportunities for minorities in mega-industry. It participates in both regional and national conventions in association with industry leaders.

The James Madison University Student Chapter of Club Managers Association of America is instrumental in exposing students to the profession of the club management and its many career opportunities.

Degree and Major Requirements

Bachelor of Business Administration in Hospitality and Tourism Management

Hospitality and tourism majors conform to the general structure of the B.B.A degree program. The B.B.A. degree in Hospitality and Tourism Management requires a minimum of 120 credit hours of undergraduate work.

Degree Requirements

	Credit Hours
General Education requirements ¹	41
B.B.A lower-level core courses	23-30
B.B.A upper-level core courses	15
Hospitality and Tourism major requirements	27
Non-business electives	7-11
	120

¹ The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

Fifty percent of this work, 60 credit hours, must be taken outside of the College of Business. In counting the 60 credit hours of non-business courses, B.B.A. students may include all hours taken in General Education (usually 41-44), up to a total of nine hours in economics (GECON courses must be counted as economics), and three hours of COB 191, Business and Economic Statistics. The remaining hours must be taken from any department outside the College of Business. Students should carefully select these non-business electives to help them gain additional knowledge and expertise for their careers and personal lives.

Major Requirements

As a result of hospitality and tourism management being such a broad field there are many areas of specialization. Students majoring in HTM must choose one three-credit hour elective in addition to the 24 credit hours of required courses.

All HTM majors must complete the HTM core courses, with HTM 471 serving as the capstone course.

HTM Core Courses	Credit Hours
HTM 100. Hospitality and Tourism Management Seminar	1
HTM 250. Overview of Hospitality and Tourism Management	3
HTM 261. Internship	0
HTM 271. Introduction to Food Service Management	1
HTM 330. Hotel Operations and Hospitality Technology	3
HTM 331. Hospitality Law	3
HTM 400. Hospitality and Tourism Management Senior Seminar	1
HTM 425. Hospitality Human Resources Management	3
HTM 434. Purchasing, Cost Controls, and Financial Management	3
HTM 461. Supervisory Internship	0
HTM 470. Catering Operations and Event Management	3
HTM 471. Hospitality Leadership	3

In addition, students must take three credits in HTM above the 300 level or other program approved courses:

Electives	Credit Hours
HTM 371. Culinary Arts	3
HTM 412. Club and Resort Management	3
HTM 431. Advanced Lodging	3
HTM 450. Special Events and Meeting Management	3
HTM 451. Entertainment Management	3
HTM 473. Beverage Management and Marketing	3

HTM 490. Special Studies in Hospitality and Tourism Management	1-3
HTM 498. Special Topics	3

Recommended Schedule for Majors

First Year	
First Semester	Credit Hours
GECON 200. Introduction to Macroeconomics	3
MATH 205. Introductory Calculus I	3
General Education courses or non-business electives	9
	15

Second Semester	
Second Semester	Credit Hours
HTM 100. Hospitality and Tourism Management Seminar	1
COB 191. Business and Economic Statistics	3
COB 204. Computer Information Systems	3
COB 218. Legal Environment of Business	3
ECON 201. Principles of Economics (Micro)	3
General Education courses	2
	15

Second Year	
First Semester	Credit Hours
HTM 250. Overview of Hospitality and Tourism Management	3
COB 202. Interpersonal Skills	3
COB 241. Financial Accounting	3
General Education course or non-business electives	6
	15

Second Semester	
Second Semester	Credit Hours
COB 242. Managerial Accounting	3
COB 291. Introduction to Management Science	3
General Education courses	9
HTM 261. Internship	0
Introduction to Food Service Management	1
	16

Third Year	
First Semester	Credit Hours
COB 300A. Integrated Functional Systems: Management	3
COB 300B. Integrated Functional Systems: Finance	3
COB 300C. Integrated Functional Systems: Operations	3
COB 300D. Integrated Functional Systems: Marketing	3
HTM 331. Hospitality Law	3
	15

Second Semester	
Second Semester	Credit Hours
HTM 330. Hotel Operations and Hospitality Technology	3
General Education courses or non-business electives	12
	15

Summer Semester	
Summer Semester	Credit Hours
HTM 461. Supervisory Internship	0

Fourth Year	
First Semester	Credit Hours
HTM 400. Hospitality and Tourism Management Senior Seminar	1
HTM 425. Hospitality Human Resources Management	3
HTM 434. Purchasing, Cost Controls, and Financial Management	3
HTM 470. Catering Operations and Event Management	3
General Education courses or non-business electives	5
	15

Second Semester	
Second Semester	Credit Hours
COB 487. Strategic Management	3
HTM 471. Hospitality Leadership	3
HTM Elective	3
General Education courses or non-business electives	6
	15