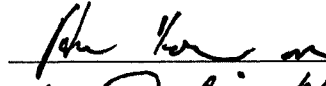

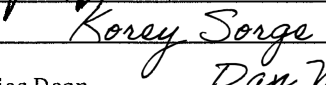
 FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Undergraduate Programs		UUPC Approval <u>9/8/25</u> UFS Approval _____ Banner _____ Catalog _____
	Department Department of Marketing, Hospitality & Tourism Management Program College College of Business		
Program Name Hospitality & Tourism Management Program		<input type="checkbox"/> New Program* <input checked="" type="checkbox"/> Change Program*	Effective Date (TERM & YEAR) Spring, 2026
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p> <p>The state university system (SUS) of Florida's deans and directors across the hospitality & tourism management programs created a "Deans & Directors Alliance" about 2 years back. This was created due to the shortage in workers for the hospitality & tourism workforce in Florida. The programs are housed at FGCU, UCF, UF, FSU, UWF, USF, FAU, and FIU. Across those programs, a handful are in the respective colleges of business (COB). The COB-housed programs at FGCU, USF, UWF, and FAU were asked to streamline their common prerequisites to enhance ease of entrance from associate of science (AS) and associate of arts (AA) degrees as well as to make it more easily "understandable" to high school students, guidance counselors, teachers, and parents.</p> <p>The nuanced differences among non-college-of-business programs (UF, FSU, UF, and FIU) made it unclear why such drastic difference in names of common prerequisites, degree pathways, and so forth.</p> <p>Further, during the past 10 years, FGCU has moved INTO business, UWF has moved INTO business, FSU has moved OUT of business, and USF has just recently moved INTO business while also merging with sport management.</p> <p>In essence, there was too much "uniqueness" that did not make sense across the state university system for potential students and other stakeholders, leading to declines in necessary numbers of graduates.</p> <p><small>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</small></p>			
Faculty Contact/Email/Phone Peter Ricci, peter.ricci@fau.edu, 561-297-3666		Consult and list departments that may be affected by the change(s) and attach documentation n/a	
Approved by Department Chair <u></u> College Curriculum Chair <u></u> College Dean <u></u> UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Macroff</u> UFS President _____ Provost _____		Date <u>8-22-25</u> <u>8-27-2025</u> <u>8-27-25</u> <u>9/8/25</u> <u>9/8/25</u> _____ _____	

Email this form and attachments to mjenning@fau.edu seven business days before the UUPC meeting.

HOSPITALITY AND & TOURISM MANAGEMENT (B.B.A. AND B.S.)/HOSPITALITY & TOURISM (B.A.)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

BACHELOR OF SCIENCE (B.S.)

BACHELOR OF ARTS (B.A.)

(Minimum of 120 credits required)

The hospitality program offers two tracks, Hospitality & Tourism Management, leading to either a Bachelor of Business Administration (B.B.A.) or Bachelor of Science (B.S.) degree, or Hospitality & Tourism, leading to the Bachelor of Arts (B.A.) degree. Both programs prepare students for positions in multiple segments of the world's largest industry. The Hospitality & Tourism Management (B.B.A. or B.S.) track is designed for students with a strong focus on business and leadership and an interest in the strategic administration of hospitality enterprises. This provides a comprehensive curriculum grounded in core business disciplines. The Hospitality & Tourism (B.A) track is for students who want to immerse themselves in the rich and varied content of the hospitality sector while still building essential business acumen. This program provides a more focused hospitality curriculum with greater depth in the day-to-day operations and service-oriented aspects of the industry.

▲ Graduates assume roles in varied hospitality disciplines including resorts, hotels, restaurants, private clubs, meeting and event planning corporations, destination marketing organizations, convention centers, cruise lines, casinos, theme parks, car rental agencies, sports facilities, spas, entertainment venues and vacation ownership or fractional ownership operations. An online bachelor's program, minors in Hospitality and Tourism Management and certificates in Casino and Gaming Industry Management, Club Management, Hospitality and Tourism Management and Event Management are also available. In addition, the program offers graduate certificates in Hospitality and Tourism Management and Professional Hospitality and Tourism Management.

▲ Potential careers within the hospitality industry include positions in a wide assortment of disciplines, including but not limited to sales and marketing, revenue management, human resource management, business operations, planning and development, real estate and food and beverage management.

▲ Students will gain a solid education in the various core disciplines of business administration combined with foundational knowledge specific to hospitality and tourism management.

▲ The Bachelor of Business Administration (B.B.A.) or Bachelor of Science (B.S.) in Hospitality and Tourism Management program prepares students for management positions in multiple segments of the world's largest industry. Graduates assume managerial roles in varied hospitality disciplines including: resorts, hotels, restaurants, private clubs, meeting and event planning corporations, destination marketing organizations, convention centers, cruise lines, casinos, theme parks, car rental agencies, sports facilities, spas, entertainment venues and vacation ownership or fractional ownership operations. An online B.B.A. in Hospitality and Tourism Management, minors in Hospitality and Tourism Management and certificates in Casino and

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Gaming Industry Management, Club Management, Hospitality and Tourism Management and Event Management are also available. In addition, the program offers graduate certificates in Hospitality and Tourism Management and Professional Hospitality and Tourism Management.

Potential careers within the hospitality industry include positions in a wide assortment of disciplines, including but not limited to: sales and marketing, revenue management, human resource management, business operations, planning and development, real estate and food and beverage management.

Students will gain a solid education in the various core disciplines of business administration combined with foundational knowledge specific to hospitality and tourism management.

Degree Requirements (B.B.A. and B.S.)

In addition to the University and College of Business degree requirements listed in the Degree Requirements section of this catalog, Hospitality & Tourism Management students must complete the following requirements for the major.

In addition to the University and College of Business degree requirements listed in the Degree Requirements section of this catalog, Hospitality and Tourism Management students must complete the following requirements for the major.

Prerequisite Coursework for Transfer Students

Students transferring to Florida Atlantic University must complete both lower division requirements (including the requirements of the General Education Curriculum and requirements for the college and major. Lower division requirements may be completed through the A.A. degree from any Florida public college, university or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the Transition Guides.

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

Required (8 courses/ 21 credit hours plus a zero credit work experience requirement)

Course Title	Course Number	Credits
Introduction to Hospitality Management	HFT 3003	3
Principles of Food and Beverage Management	HFT 3263	3
<u>Principles of Hospitality Law</u> Event Management	HFT 36033741	3
<u>Guest Experience Management</u>	HFT 4240	3
<u>Hotel Management</u>	HFT 4253	3
Hospitality/Tourism Marketing	HFT 4503	3
<u>Guest Experience Management</u>	HFT 4240	3
<u>Hotel Management</u>	HFT 4253	3
Internship in Hospitality and Tourism	HFT 4941	0
ManagementHospitality Industry Experience		

Plus any one of the following courses:

<u>Hospitality Human Resources Management</u>	HFT 3221	3
<u>Principles of Hospitality Law</u>	HFT 3603	3

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<u>Casino Management</u>	<u>HFT 3785</u>	<u>3</u>
<u>Club Management</u>	<u>HFT 4277</u>	<u>3</u>
<u>Financial Analytics for Hospitality Managers</u>	<u>HFT 4453</u>	<u>3</u>
<u>Hospitality Revenue Analytics</u>	<u>HFT 4481</u>	<u>3</u>
<u>Special Topics in Hospitality</u>	<u>HFT 4930</u>	<u>3</u>
<u>International Hospitality Experience</u>	<u>HFT 4955</u>	<u>3</u>

*Select one of the following**

Course Title	Course Number	Credits
<u>Event Management</u>	<u>HFT 3741</u>	<u>3</u>
<u>Hospitality Human Resources Management</u>	<u>HFT 3221</u>	<u>3</u>
<u>Club Management</u>	<u>HFT 4277</u>	<u>3</u>
<u>Financial Analytics for Hospitality Managers</u>	<u>HFT 4453</u>	<u>3</u>
<u>International Hospitality Experience</u>	<u>HFT 4955</u>	<u>3</u>
<u>Casino Management</u>	<u>HFT 3785</u>	<u>3</u>
<u>Hospitality Revenue Analytics</u>	<u>HFT 4481</u>	<u>3</u>

* Special Topics, HFT 4930, also may be selected for this area.

Hospitality ~~and~~ & Tourism Management majors must take ECS 3013, ECO 4713 or ECO 4704 as part of their Business Core to satisfy both the Economics and International Perspective requirements of the College.

Prerequisite Coursework for Transfer Students

Hospitality & Tourism Management students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the General Education Curriculum and requirements for the college and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university, or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the *Transition Guides*.

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

Degree Requirements (B.A.)

In addition to the University and College of Business degree requirements listed in the *Degree Requirements* section of this catalog, Hospitality & Tourism students must complete the following requirements.

Admission Policy

Students must:

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1. Attain a "C" or better in each of the pre-business foundation courses in two attempts or less.
2. Complete the Florida Civic Literacy requirement (for students who initially entered a Florida college system institution or state university in Fall 2018 semester and thereafter).
3. Have a 2.0 FAU GPA
4. Complete the foreign language entry (FLENT) requirements.

General Education (30 credits)

Common Prerequisites - None

Pre-Business Foundation (18 credits)

<u>Course Title</u>	<u>Course Number</u>	<u>Credits</u>
<u>Introduction to Tourism</u>	<u>HFT 1000</u>	<u>3</u>
<u>Information Systems Fundamentals</u>	<u>ISM 2000</u>	<u>3</u>
<u>Principles of Accounting 1</u>	<u>ACG 2021</u>	<u>3</u>
<u>Principles of Accounting 2</u>	<u>ACG 2071</u>	<u>3</u>
<u>Principles of Microeconomics</u>	<u>ECO 2023</u>	<u>3</u>
<u>Introductory Statistics</u>	<u>STA 2023</u>	<u>3</u>

The program consists of the Hospitality Business Core plus the Hospitality and Tourism Major Courses

Hospitality Business Core (15 hours)

<u>Management Information Systems</u>	<u>ISM 3011</u>	<u>3</u>
<u>Business Communication: Critical Analysis and Application</u>	<u>GEB 3213</u>	<u>3</u>
<u>Management of Organizations</u>	<u>MAN 3025</u>	<u>3</u>
<u>Principles of Marketing</u>	<u>MAR 3023</u>	<u>3</u>
<u>Principles of Hospitality Law or Business Law 1</u>	<u>HFT 3603</u>	<u>3</u>
	<u>BUL 4421</u>	<u>3</u>

Hospitality & Tourism Major Courses (15 Credits)

<u>Introduction to Hospitality Management</u>	<u>HFT 3003</u>	<u>3</u>
<u>Hotel Management</u>	<u>HFT 4253</u>	<u>3</u>
<u>Food & Beverage Management</u>	<u>HFT 3263</u>	<u>3</u>
<u>Guest Experience Management</u>	<u>HFT 4240</u>	<u>3</u>
<u>Internship in Hospitality and Tourism Management</u>	<u>HFT 4941</u>	<u>0</u>

Plus one of the following

<u>Hospitality Revenue Analytics</u>	<u>HFT 4481</u>	<u>3</u>
<u>Financial Analytics for Hospitality Managers</u>	<u>HFT 4453</u>	<u>3</u>
<u>Principles of Financial Management</u>	<u>FIN 3403</u>	<u>3</u>

Business Breadth Electives (9 Credits)

<u>Entertainment Law</u>	<u>BUL 4622</u>	<u>3</u>
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Tourism and Commercial Recreation	GEO 4542	3
Global Tourism, Culture, and Citizenship: A Sustainable Approach	HFT 2710	3
Hospitality Human Resources Management	HFT 3221	3
Event Management	HFT 3741	3
Casino Management	HFT 3785	3
Club Management	HFT 4277	3
Hospitality and Tourism Experience	HFT 4503	3
Directed Independent Study	HFT 4905	3
International Hospitality Experience	HFT 4955	3
Directed Independent Research	HFT 4916	3
Social Media Innovation	ISM 3007	3
Introduction to Business Analytics and Big Data	ISM 3116	3
Social Media and Web Technology	ISM 4054	2
Negotiating in a Globalized World	MAN 3442	2
International Business	MAN 3600	2
Service Operations	MAN 4029	2
Strategic Human Resource Management	MAN 4301	2
Principles of Advertising	MAR 3326	2
Personal Selling	MAR 4400	2
Consumer Behavior	MAR 4503	2
Digital Marketing	MAR 4721	2
Introduction to Social Media Marketing	MAR 4724	2
Services Marketing	MAR 4830	2
Principles of Real Estate	REE 3043	3
Corporate Risk Management	RMI 4353	3
Introduction to Sports Administration	SPB 3003	3
The Management of Intercollegiate Athletics	SPB 3104	3
<u>Up to 3 credit hours in the Business Breadth area may also come from a study abroad course with advanced approval from the FAU College of Business Office of Student Academic Services (advising).</u>		

Foreign Language Exit Requirements (FLEX) -- 8 credits -- Students must (1) take two 4-credit intro courses in the same language or (2) complete required proficiency requirement.

TOTAL required credit hours for degree 120 (*minimum* of 42 credit hours must be upper division [3000+])

Prerequisite Information for Transfer Students

Hospitality & Tourism track (B.A.) students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the General Education Curriculum and requirements for the college and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university or community

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college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the *Transition Guides*.

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

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HOSPITALITY & TOURISM MANAGEMENT (B.B.A. AND B.S.)/HOSPITALITY & TOURISM (B.A.)

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

BACHELOR OF SCIENCE (B.S.)

BACHELOR OF ARTS (B.A.)

(Minimum of 120 credits required)

The hospitality program offers two tracks, Hospitality & Tourism Management, leading to either a Bachelor of Business Administration (B.B.A.) or Bachelor of Science (B.S.) degree, or Hospitality & Tourism, leading to the Bachelor of Arts (B.A.) degree. Both programs prepare students for positions in multiple segments of the world's largest industry. The **Hospitality & Tourism Management** (B.B.A. or B.S.) track is designed for students with a strong focus on business and leadership and an interest in the strategic administration of hospitality enterprises. This provides a comprehensive curriculum grounded in core business disciplines. The **Hospitality & Tourism** (B.A) track is for students who want to immerse themselves in the rich and varied content of the hospitality sector while still building essential business acumen. This program provides a more focused hospitality curriculum with greater depth in the day-to-day operations and service-oriented aspects of the industry.

Graduates assume roles in varied hospitality disciplines including resorts, hotels, restaurants, private clubs, meeting and event planning corporations, destination marketing organizations, convention centers, cruise lines, casinos, theme parks, car rental agencies, sports facilities, spas, entertainment venues and vacation ownership or fractional ownership operations. An [online bachelor's program](#), minors in [Hospitality and Tourism Management](#) and certificates in [Casino and Gaming Industry Management](#), [Club Management](#), [Hospitality and Tourism Management](#) and [Event Management](#) are also available. In addition, the program offers graduate certificates in [Hospitality and Tourism Management](#) and [Professional Hospitality and Tourism Management](#).

Potential careers within the hospitality industry include positions in a wide assortment of disciplines, including but not limited to sales and marketing, revenue management, human resource management, business operations, planning and development, real estate and food and beverage management.

Students will gain a solid education in the various core disciplines of business administration combined with foundational knowledge specific to hospitality and tourism management.

Degree Requirements (B.B.A. and B.S.)

In addition to the University and College of Business degree requirements listed in the [Degree Requirements](#) section of this catalog, Hospitality & Tourism Management students must complete the following requirements for the major.

Required (8 courses/ 21 credit hours plus a zero credit work experience requirement)

Course Title	Course Number	Credits
Introduction to Hospitality Management	HFT 3003	3
Principles of Food and Beverage Management	HFT 3263	3
Event Management	HFT 3741	3

Guest Experience Management	HFT 4240	3
Hotel Management	HFT 4253	3
Hospitality/Tourism Marketing	HFT 4503	3
Hospitality Industry Experience	HFT 4941	0
Plus any one of the following courses:		
Hospitality Human Resources Management	HFT 3221	3
Principles of Hospitality Law	HFT 3603	3
Casino Management	HFT 3785	3
Club Management	HFT 4277	3
Financial Analytics for Hospitality Managers	HFT 4453	3
Hospitality Revenue Analytics	HFT 4481	3
Special Topics in Hospitality	HFT 4930	3
International Hospitality Experience	HFT 4955	3

Hospitality & Tourism Management majors must take ECS 3013, ECO 4713 or ECO 4704 as part of their Business Core to satisfy both the Economics and International Perspective requirements of the College.

Prerequisite Coursework for Transfer Students

Hospitality & Tourism Management students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the General Education Curriculum and requirements for the college and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university, or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the [Transition Guides](#).

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.

Degree Requirements (B.A.)

In addition to the University and College of Business degree requirements listed in the [Degree Requirements](#) section of this catalog, Hospitality & Tourism students must complete the following requirements.

Admission Policy

Students must:

1. Attain a “C” or better in each of the pre-business foundation courses in two attempts or less.
2. Complete the Florida Civic Literacy requirement (for students who initially entered a Florida college system institution or state university in Fall 2018 semester and thereafter).
3. Have a 2.0 FAU GPA
4. Complete the foreign language entry (FLENT) requirements.

General Education (30 credits)**Common Prerequisites - None****Pre-Business Foundation (18 credits)**

Course Title	Course Number	Credits
Introduction to Tourism	HFT 1000	3
Information Systems Fundamentals	ISM 2000	3
Principles of Accounting 1	ACG 2021	3
Principles of Accounting 2	ACG 2071	3
Principles of Microeconomics	ECO 2023	3
Introductory Statistics	STA 2023	3

The program consists of the Hospitality Business Core plus the Hospitality and Tourism Major Courses**Hospitality Business Core (15 hours)**

Management Information Systems	ISM 3011	3
Business Communication: Critical Analysis and Application	GEB 3213	3
Management of Organizations	MAN 3025	3
Principles of Marketing	MAR 3023	3
Principles of Hospitality Law or Business Law 1	HFT 3603 BUL 4421	3

Hospitality & Tourism Major Courses (15 Credits)

Introduction to Hospitality Management	HFT 3003	3
Hotel Management	HFT 4253	3
Food & Beverage Management	HFT 3263	3
Guest Experience Management	HFT 4240	3
Internship in Hospitality and Tourism Management	HFT 4941	0
<i>Plus one of the following</i>		
Hospitality Revenue Analytics	HFT 4481	3
Financial Analytics for Hospitality Managers	HFT 4453	3
Principles of Financial Management	FIN 3403	3

Business Breadth Electives (9 Credits)

Entertainment Law	BUL 4622	3
Tourism and Commercial Recreation	GEO 4542	3
Global Tourism, Culture, and Citizenship: A Sustainable Approach	HFT 2710	3
Hospitality Human Resources Management	HFT 3221	3
Event Management	HFT 3741	3
Casino Management	HFT 3785	3
Club Management	HFT 4277	3
Hospitality and Tourism Experience	HFT 4503	3
Directed Independent Study	HFT 4905	3

International Hospitality Experience	HFT 4955	3
Directed Independent Research	HFT 4916	3
Social Media Innovation	ISM 3007	3
Introduction to Business Analytics and Big Data	ISM 3116	3
Social Media and Web Technology	ISM 4054	3
Negotiating in a Globalized World	MAN 3442	3
International Business	MAN 3600	3
Service Operations	MAN 4029	3
Strategic Human Resource Management	MAN 4301	3
Principles of Advertising	MAR 3326	3
Personal Selling	MAR 4400	3
Consumer Behavior	MAR 4503	3
Digital Marketing	MAR 4721	3
Introduction to Social Media Marketing	MAR 4724	3
Services Marketing	MAR 4830	3
Principles of Real Estate	REE 3043	3
Corporate Risk Management	RMI 4353	3
Introduction to Sports Administration	SPB 3003	3
The Management of Intercollegiate Athletics	SPB 3104	3
Up to 3 credit hours in the Business Breadth area may also come from a study abroad course with advanced approval from the FAU College of Business Office of Student Academic Services (advising)		3

Foreign Language Exit Requirements (FLEX) -- 8 credits – Students must (1) take two 4-credit intro courses in the same language or (2) complete required proficiency requirement.

TOTAL required credit hours for degree 120 (*minimum* of 42 credit hours must be upper division [3000+])

Prerequisite Information for Transfer Students

Hospitality & Tourism track (B.A.) students transferring to Florida Atlantic University must complete both lower-division requirements (including the requirements of the General Education Curriculum and requirements for the college and major. Lower-division requirements may be completed through the A.A. degree from any Florida public college, university or community college or through equivalent coursework at another regionally accredited institution. Before transferring and to ensure timely progress toward the baccalaureate degree, students must also complete the prerequisite courses for their major as outlined in the [*Transition Guides*](#).

All courses not approved by the Florida Statewide Course Numbering System that will be used to satisfy requirements will be evaluated individually on the basis of content and will require a catalog course description and a copy of the syllabus for assessment.