Howard Feiertag Department of Hospitality & Tourism Management
Bachelor of Science in Business
Major: **Event and Experience Management**
For students entering under UG Catalog 2024-2025

PAMPLIN COLLEGE OF BUSINESS — VIRGINIA TECH

YEAR ONE

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
ACIS 1504: Introduction to Business Analytics & Business Intelligence[1,2]	M	3		ACIS 2115: Principles of Accounting[1,2]	M	3
MATH 1524: Business Calculus[1,2]	5f	4		ECON 2005: Principles of Economics[1,2]	3	3
MGT 1104: Foundations of Business[2]	M	3		*BIT 2405: Introduction to Business Statistics, Analytics, & Modeling[1,2]	5f	3
ENGL 1105: First-Year Writing or COMM 1015: Communication Skills	1f	3		*ENGL 1106: First-Year Writing or *COMM 1016: Communication Skills	1f	3
HTM 1414: Introduction to Hospitality & Tourism Management	M	3		HTM or MGT 2314: Introduction to International Business[2]	C	3
Total		**16**		**Total**		**15**

YEAR TWO

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*ACIS 2116: Principles of Accounting[1,2]	C	3		#HTM 3414: Chef Lab: Culinary Operations Management	M	4
*ECON 2006: Principles of Economics[1,2]	3	3		#HTM 3524: Lodging Management	M	3
*BIT 2406: Introduction to Business Statistics, Analytics, & Modeling[1,2]	5a	3		Reasoning in the Natural Sciences	4	3
#HTM 3424: Event Management	M/6d	3		#HTM 3484: Socio-Cultural Impacts of Tourism	M/2	3
SOC 2034: Diversity and Community Engagement	M/2	3		#HTM 2464: Designing the Service Experience	M	3
PSYC 1004: Introductory Psychology or SOC 1004: Introductory Sociology	M	3				
Total		**18**		**Total**		**16**

YEAR THREE

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*#HTM 3444: Hospitality Financial Management	M	3		*#HTM 4454: Hospitality Revenue Management	M	3
#MKTG 3104: Marketing Management[2]	C	3		#HTM Elective (see page 2)[3]	M	3
#HTM 4354: IT & Social Media in HTM	M	3		*#MGT 3404: Principles of Management[2]	M	3
*#BIT 3414: Operations & Supply Chain Management[2]	C	3		*#HTM 4414: Restaurant Management: Design & Innovation	M	3
*#FIN 3104: Introduction to Finance[2]	C	3		COMM 2004: Public Speaking or approved pathway 1A	M/1a	3
Total		**15**		**Total**		**15**

YEAR FOUR

FALL SEMESTER	✦	Credits		SPRING SEMESTER	✦	Credits
*#HTM 4964: Field Study in HTM	M	3		#HTM 4474: Hospitality and Tourism Law	M	3
*#HTM 4464: Human Resources Management	M	3		Reasoning in the Natural Sciences	4	3
#HTM Elective (see page 2)[5]	M	3		*#MGT 4394: Strategic Management[2]	C	3
#FIN 3054: Legal & Ethical Environment of Business[2]	C	3		MKTG 4554: Principles of Professional Selling or HTM 2434: Hospitality Sales	M	3
ITDS 1114: Design Appreciation	M/6a	3		#HTM 4434: Event and Experience Management Senior Workshop	M/7	3
Total		**15**		**Total**		**15**

✦	C = Degree Core Required Course	M = Major Required Course

All other designations identify Pathways General Education requirements https://www.pathways.prov.vt.edu/

HTM ELECTIVES (6 credit hours needed; 3 credit hours must be at the 3000 or 4000 level)	
#HTM 2104: Careers in Hospitality & Tourism (1 credit hour course)	HTM 3954: Study Abroad
#HTM 2434: Hospitality Sales[6]	*#HTM 4334: Sustainable Entrepreneurship and Innovation in Hospitality & Tourism
#HTM 2454: Global Travel & Tourism Management	
#HTM 2514: Catering Management	#HTM 4444: Winery Tourism
#HTM 2954: Study Abroad	*#HTM 4484: International Tourism
#HTM 3044: Private Club Management	*#HTM 4514: Hospitality Market Data Analysis
#HTM 3244: Franchising & Ownership in the Service Industries	

GENERAL INFORMATION
A total of **125 credit hours** is required for graduation. Any exceptions to this curriculum must be approved by the student's department head and Associate Dean for Pamplin Undergraduate Programs.
Foreign Language Requirement: Students who did not successfully complete at least two years of a single foreign, classical, or sign language during high school must successfully complete six credit hours of a single foreign, classical, or sign language at the college level. Courses taken to meet this requirement may not count towards the minimum credit hours required for graduation. Please refer to the Undergraduate Catalog for details.
Pre-requisites: Students are responsible for ensuring they have met necessary pre-requisites for all courses. Courses with pre-requisites are noted with * (e.g. *BIT 2405). Please refer to the Undergraduate Catalog or academic advisor.
Transferring Courses: Requirements and procedures for transferring courses are available http://pampl.in/transfercreditsteps
Overall and In-Major GPA: Students must have an overall GPA of 2.0 and an in-major GPA of 2.0 to graduate. Courses used to calculate the in-major GPA are noted with a # (e.g. #HTM 3414).
Policy 91: University policy requires a student to make satisfactory academic progress towards a degree in order to remain enrolled at the institution (see footnote 1). Students are responsible for reading and understanding Policy 91 in accordance with Pamplin policies http://pampl.in/policy91
EEMG Majors: Students enrolled in the Event and Experience Management Major cannot also be enrolled in the Event and Experience Management Minor. Nor can they double major with the Hospitality and Tourism Management major.

[1] Policy 91: Pamplin students in a business degree program must complete eight business courses (ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, and ECON 2005-2006) with a grade of C- or better by 72 attempted credit hours (or 90 attempted credit hours for students with more than 18 transfer credits). Students who have not met the requirements will be notified upon reaching 72 (or 90) credit hours that they must complete the missing course(s) in the next term(s) of enrollment. Failure to do so may result in the student's dismissal from the business degree program. This policy is strictly enforced.

[2] Graduation requirement: Students must achieve a grade of C- or better in select business courses (ACIS 1504, MATH 1524, ACIS 2115-2116, BIT 2405-2406, ECON 2005-2006, MGT 1104, HTM or MGT 2314, MGT 3404, MKTG 3104, FIN 3104, FIN 3054, BIT 3414, and MGT 4394).

[3] HTM 2514: Catering Management or HTM 3044: Private Club Management recommended

[4] Student who have taken ENGL 1105-1106 are required to take COMM 2004.

[5] Must be a 3000-4000 level elective - HTM 4444: Winery Tourism recommended

[6] HTM 2434: Hospitality Sales can only be used as an elective if MKTG 4554: Principles of Professional Selling is chosen in Year Four- Spring Semester.