

Cover Sheet: Request 14695

BS in Tourism, Event and Recreation Management (TERM) Modify Curriculum

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Brijesh Thapa bthapa@hhp.ufl.edu
Created	2/3/2020 4:10:25 PM
Updated	3/11/2020 9:38:50 AM
Description of request	<p>The following changes have been approved by the faculty with respect to the degree name change and curriculum.</p> <ol style="list-style-type: none"> 1. The curriculum has been modified to reflect changes to three key areas to better prepare students for careers in the leisure industry by increasing curriculum content related to some of largest industries in the state of Florida – tourism, hospitality, and events. <ol style="list-style-type: none"> a. Professional Core b. Specializations c. Internship – Experiential or Academic 2. The Name change request can be found in request #14694

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Hospitality, & Event Management 012609000	Stephen Dodd		2/4/2020
No document changes					
College	Approved	HHP - College of Health and Human Performance	Christopher Janelle		2/21/2020
CCC Change of Name Curriculum Revised (Feb 16, 2020).docx					2/16/2020
Associate Provost for Undergraduate Affairs	Approved	PV - APUG Review	Casey Griffith		2/24/2020
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to the March agenda. If approved, this will go into effect for the Summer B 2020 term with the publication of the 2020-2021 undergraduate catalog.	3/11/2020
Catalog Copy to change curriculum to THEM 3.6.2020.docx					3/5/2020
UCC Catalog Copy for proposed Event Management.docx					3/5/2020
UCC Catalog Copy for proposed Tourism and Hospitality.docx					3/5/2020
UCC Catalog Copy for proposed General Specialization.docx					3/5/2020
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			3/11/2020
No document changes					

Step	Status	Group	User	Comment	Updated
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Major|Modify_Curriculum for request 14695

Info

Request: BS in Tourism, Event and Recreation Management (TERM) Modify Curriculum

Description of request: The following changes have been approved by the faculty with respect to the degree name change and curriculum.

1. The curriculum has been modified to reflect changes to three key areas to better prepare students for careers in the leisure industry by increasing curriculum content related to some of largest industries in the state of Florida – tourism, hospitality, and events.

- a. Professional Core
- b. Specializations
- c. Internship – Experiential or Academic

2. The Name change request can be found in request #14694

Submitter: Brijesh Thapa bthapa@hhp.ufl.edu

Created: 3/5/2020 10:33:56 PM

Form version: 4

Responses

Major Name Tourism, Events & Recreation Management

Major Code TRM

Degree Program Name Tourism, Event and Recreation Management

Undergraduate Innovation Academy Program No

Effective Term Earliest Available

Effective Year Earliest Available

Current Curriculum for Major Existing Catalog Information:

- A. Prerequisites/Universal Tracking (16 credits)
- B. Pre-Professional Courses (15 credits)
- C. Professional Core Courses (39 credits – includes internship)
- D. Specialization Courses (15 hours – three specializations)
- E. General Electives (27 credits)
- F. Additional General Education Courses (8 credits)

Proposed Curriculum Changes The information below represents the proposed curriculum changes with additions and deletions in six areas: A). Common Course Prerequisites/Universal Tracking, B). Pre-professional Courses, C). Professional Core Courses, D). Specialization Courses, E). General Electives, and F). Additional General Education Courses.

A. Prerequisites/Universal Tracking

Additions:

- Two Courses – LEI or HFT

Deletions:

Require one of the following instead of all three:

- PSY 2012 General Psychology
- SYG 2000 Principles of Sociology
- EDF 3110 or DEP3053 Human Growth and Development or Developmental Psychology

B. Pre-Professional Courses

Additions:

- None

Deletions:

- None

C. Professional Core Courses

Additions:

- HFT 4468 Hospitality Revenue Management
This course was added to the core as currently students in both existing specializations are required to take it. This course is focused on financial management of the various hospitality sectors including tourism and events.
- The Field Experience (LEI 3921) and Internship (LEI 4940) requirements were modified to an Experiential or Academic focus to offer a choice for students, especially those who have had or are currently engaged in professional work in the tourism, hospitality, and event industry. While the semester-long internship is a highly valuable tool for students that lack applied industry experience, it creates constraints for those that are currently employed full-time. For students that have the experience, they will be able to substitute the field experience course and full-time internship engagement with a choice of five department course electives taken over the course of several semesters. However, this aspect will be monitored by the academic advisor as only those with ample experience and/or currently working full time will be permitted. A milestone will be added to the end of the fourth universal tracking term, where students will need to indicate their interest in pursuing the academic or experiential focus. Those interested in the academic option will need to submit the following documents beginning of their junior year: 1) notice of intent form, 2) current resume, and 3) statement that outlines personal and professional goals, along with an overview of how past industry experience has prepared for a desired career position. These three documents will be evaluated for approval by the department's Undergraduate Curriculum Committee. It is anticipated that majority of the residential program students will be in the experiential category, while this would likely be the opposite for online students (i.e., Disney Aspire Program). The online BS degree has been approved to begin in the Summer 2020 session, and it is important to ensure both residential and the online program have similar requirements.

Deletions:

- LEI 2181 Leisure in Contemporary Society
- HFT 2750 Event Management
- LEI 3360 Hospitality Management
- LEI 3843 Entrepreneurship in TRSM
- LEI 4800 Legal Aspects of Tourism, Event and Recreation

The objective for the reduction in the core courses were largely to ensure the fundamentals are taught within this section, and more industry specific sector courses are offered within each of the prescribed specializations. This provides an opportunity for students to take more courses that are closely aligned with their areas – tourism, hospitality, and event management.

D. Specialization Courses

Additions:

- Two specializations have been retained in name but the course offerings have been slightly modified.
- A no specialization has been formulated to allow students to build their own coursework based on their respective career interests.

Deletions:

- Recreation Management specialization has been deleted.
- Course offerings have been slightly modified in the other two specializations.

Currently, the BS in TERM degree offers three specializations: Event Management, Tourism & Hospitality Management, and Recreation Management. As indicated, the Recreation Management has already been phased out. For the proposed BS in THEM degree, both specializations have been retained along with the addition of a no specialization. The no specialization option allows students to pick courses across the curriculum including from the existing two identified specializations. This approach exposes students to the broader segments of the overall tourism, hospitality, and events industry.

Proposed Specialization: Event Management

- HFT 4468 Hospitality Revenue Management has been added to the core.
- HFT 2750 Event Management has been added from the core to this specialization.

Proposed Specialization: Tourism & Hospitality Management

- HFT 4468 Hospitality Revenue Management has been added to the core.
- LEI 3303 Fundamentals of Tourism Planning has been added as an elective.
- LEI 3360 Hospitality Management has been added from the core to this specialization.
- HFT 3806 Food & Beverage Management has been added.

Proposed General Specialization Courses

- Choice of department electives – courses not taken towards the Professional Core, Experiential and/or Academic Focus area.

E. General Electives

Additions:

- 18 credit hours of general electives added to the existing 8 credit hours.

Deletions:

- None

F. Additional General Education Courses

Additions:

- None

Deletions:

- None

UF Online Curriculum Change Yes

Pedagogical Rationale/Justification In 2017, the faculty engaged in a review of the existing B.S. degree in TERM to assess the implementation of the curriculum, as well as to address student demand. Based on this review, the Recreation Management specialization was phased out internally largely due to decline in student numbers within this option. Also, the interests of students have shifted away from community-based recreation and parks to options such as event management, hospitality management, and tourism. The recreation management specialization has also been officially submitted to be removed.

In 2018, the established new unit – Department of Tourism, Hospitality and Event Management provided further faculty engagement with a review process via a series of meetings for discussions during the semester periods. The review revealed a need to revise the curriculum to better fit the needs of current students and the evolving leisure industry. The primary findings from the review clearly indicated a need for change to the degree including: a) curriculum to reflect the new name of the department; b) declining student numbers in the current program, b) changing industry perspectives and needs, and c) newly emerging career possibilities for which graduating students require more specific educational training.

In 2019, the faculty engaged in additional discussions to further refine and examine the relevance of all current offerings, and considered the relevance of the current curriculum to meet the needs of students and industry. Based on continued discussions, the faculty approved the degree name to be amended as B.S. in Tourism, Hospitality, and Event Management (THEM) along with associated curriculum changes. The degree name is reflective of the new department's name.

In summary, the following changes have been approved by the faculty with respect to the degree name change and curriculum.

1. This proposal requests that the BS in TERM be renamed to the BS in THEM. This would better prepare students for careers in the leisure industry by increasing curriculum content related to some of largest industries in the state of Florida – tourism, hospitality, and events.

2. The curriculum has been modified to reflect changes to three areas.

- a. Professional Core
- b. Specializations
- c. Internship – Experiential or Academic

From a statewide perspective, the tourism, hospitality and event sectors fall within the top two economic contributors to Florida. The Bureau of Labor Statistics recognizes that the tourism and hospitality industry supplies a larger number of occupations, employment, and wages in the state when compared to all other industry markets. Further, the Bureau reports that job openings in the Leisure and Hospitality industry increased 282% between 2010 and 2018, and are expected to continue to grow. This proposed degree provides students with the opportunity to gain competency in tourism, hospitality and event industry knowledge, develop intellectual abilities, and foster technical, interpersonal and professional skills. The proposed changes will help to meet the goals of the industry as new courses (i.e., Food and Beverage Management, Theme Park and Attraction Management) and curriculum structure in the core and specializations will allow students to specialize as well as be broad in their interests to enter the various sectors of hospitality, tourism, and event industry. The aim of the degree program is to instill skills such that graduates become leaders, decision-makers, and entrepreneurs in the private and public sectors. This revised curriculum provides a solid career path for UF students.

Impact on Enrollment, Retention, Graduation In 2018, the established new unit – Department of Tourism, Hospitality and Event Management provided further faculty review via a series of discussions during the semester periods. The review revealed a need to revise the curriculum to better fit the needs of current students and the evolving leisure industry. The primary findings from the review clearly indicated a need for change to the degree including: a) curriculum to reflect the new name of the department; b) declining student numbers in the current program, b) changing industry perspectives and needs, and c) newly emerging career possibilities for which graduating students require more specific educational training.

The proposed change is expected to positively influence enrollment especially with the focus on Hospitality Management. The existing Recreation Management focus has been replaced. This change will not impact current students as no students are enrolled in the Recreation Management specialization option.

Assessment Data Review See Pedagogical Rationale/Justification to support the proposed changes

Students in the major will learn to:
Student Learning Outcomes (SLOs)
Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply marketing strategies aligned to tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and event management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Academic Learning Compact and Academic Assessment Plan Academic Learning Compact
The Bachelor of Science in THEM prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking and experiential learning is

emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, entertainment, festivals, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before graduating students must:

- Demonstrate competence (minimum final grades of C) in the core courses LEI 3301, LEI 4540, HFT 4468, and LEI 4880.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Assessment Types

- Projects
- Papers

Assessment Cycle

All student learning outcomes will be measured at least once during the three-year cycle.

Assessment Cycle Chart

Analysis and Interpretation: May - June

Improvement Actions: Completed by October 1

Dissemination:

Completed by November 1

Methods and Procedures

1. The Department Assessment Committee collects data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee meets each May at the end of the academic year to analyze and assess the data.
2. The Assessment Committee receives the following data:
 - a. The committee analyzes and interprets data from core courses through sampling of exams and projects. The grading rubric and assigned grade from each professor are also provided to the committee to directly assess student performance in the following courses: (LEI 3301, LEI 4540, HFT 4468, LEI 4880).
3. The Assessment Committee summarizes their findings and provides actionable improvement recommendations that are disseminated to the appropriate stakeholders each fall semester. The faculty and coordinators further analyze the results and recommendations and implement changes to the curriculum through the normal curriculum development process in the department.
4. The Course Projects require students to apply concepts, theories, and/or practices taught in the courses. Each project or assignment is graded using a rubric designed by the instructor.

Catalog Copy Yes

Health and Human Performance, College of

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- Health and Human Performance, College of

Established in 1947, the College of Health and Human Performance's four primary departments of Applied Physiology and Kinesiology (APK), Health Education and Behavior (HEB), and Tourism, Hospitality and Event Management (THEM), as well as Sport Management (SPM) prepares its students to influence and improve an array of societal problems and challenges.

[Undergraduate Catalog](#)

- [Applied Physiology and Kinesiology](#)
- [Event Management Minor](#)
- [Health Education and Behavior](#)
- [Health Education and Behavior Community Health Promotion, UF Online](#)
- [Health Promotion Minor](#)
- [Health Promotion Minor, UF Online](#)
- [Sport Management](#)
- [Sport Management Certificate](#)
- [Sport Management, UF Online](#)
- [Tourism, Events and Recreation Management](#)
- [Overview](#)
- [Academic Policies](#)
- [Degree Requirements](#)
- [Programs](#)

Established

1947

Departments

- Department of Applied Physiology and Kinesiology
- Department of Health Education and Behavior
- Department of Tourism, Hospitality and Event Management
- Department of Sport Management

Academic Advising

Each academic department has its own academic advisor. It is a college policy that each student discuss their academic plan with an academic advisor before each registration and at any time regarding academic and/or career counseling matters.

↑ [More Info](#)

Scholarships

General financial aid information can be obtained from the Office of Student Financial Affairs. In addition, the college offers annual merit-based scholarships.

↑ [More Info](#)

Internships and Career Guidance

During the semester of expected graduation, all students - except athletic training students - must complete a full semester internship. All coursework must be completed successfully prior to the internship.

Helpful Links

- [College Website](#)

Original file: Catalog Copy to change curriculum to THEM 3.6.2020.docx

- [Academic Advising](#)
- [Combined Degrees](#)
- [Computer Requirement](#)
- [Dean's List](#)
- [Student Involvement](#)



Tourism, Hospitality and Event Management

major

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- Tourism, Hospitality and Event Management

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, entertainment, festivals, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

[Undergraduate Catalog](#)

- [Tourism, Hospitality and Event Management | Event Management](#)
- [Tourism, Hospitality and Event Management | Tourism and Hospitality Management](#)
- [Tourism, Hospitality and Event Management | General Specialization](#)
-

About this Program

- **College:** [Health and Human Performance](#)
- **Degree:** Bachelor of Science in Tourism, Event and Recreation Management
- **Specializations:** [Event Management](#) | [Tourism and Hospitality](#) | [General Specialization](#)
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Tourism, Hospitality and Event Management Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Academic Learning Compact](#)

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)
- [Event Management minor](#)

[University of Florida](#)

Tourism, Hospitality and Event Management | Event Management

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- [Tourism, Hospitality and Event Management](#)
- Tourism, Hospitality and Event Management | Event Management

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

About this Program

- **College:** [Health and Human Performance](#)
- **Degree:** Bachelor of Science in Tourism, Hospitality and Event Management
- **Specializations:** [Event Management](#) | [Tourism and Hospitality Management](#) | [General Specialization](#)
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Tourism, Hospitality and Event Management Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, and *General Specialization*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). For students that have industry experience, they will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)
- [Event Management minor](#)

Event Management

Gain the knowledge and skills necessary to administer and manage commercial and entrepreneurial event service businesses. This program includes courses in conference and special event planning, promotion, sponsorship, financial and revenue management, and production.

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012 or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

↑

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

Semester One

What is the Good Life (Gen Ed Humanities)

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 ([State Core Gen Ed Mathem](#)

Credits

Semester Two

[IDS 1161](#)

Select One of the Listed Critical Tracking Courses:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

[State Core Gen Ed Composition](#) (Writing Requirement)

Select One of the Listed Critical Tracking Courses:

Original file: Catalog Copy to change curriculum to THEM 3.6.2020.docx

[ECO 2013](#)

[ECO 2023](#)

General Elective

[State Core Gen Ed Biological or Physical Sciences](#)

Gen Ed Composition (Writing Requirement)

Gen Ed Mathematics (pure math)

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

[DEP 3053](#)

[EDF 3110](#)

[PSY 2012](#)

[SYG 2000](#)

Gen Ed Humanities and International (Writing Requirement)

General Electives

Select One of the Listed Critical Tracking Courses:

[HFT 2750](#)

[LEI 3301](#)

[MAN 3025](#)

[State Core Gen Ed Humanities](#)

General Electives

Select One of the Listed Critical Tracking Courses:

[HFT 2750](#)

[LEI 3301](#)

[MAR 3023](#)

[HFT 4468](#)

[HFT 3512](#)

Gen Ed Diversity Requirement (Writing Requirement)

[LEI 4540](#)

[HFT 4517](#)

[LEI 4880](#)

THEM Department Elective

Elective (*Academic Option: take 3 hours of Departmental Elective*)

[LEI 3921](#)

[HFT 4754](#)

General Electives (*Academic Option: take 3 hours of Departmental Elective and 5 hours of General Electives*)

[LEI 4940](#)

Principles of Macroeconomics (**Critical Tracking**)

Principles of Microeconomics (**Critical Tracking** ; Gen

Credits

Semester Three

Introduction to Financial Accounting

Developmental Psychology (**Critical Tracking** ; Gen Ed

Human Growth and Development (**Critical Tracking**)

General Psychology (**Critical Tracking** ; Gen Ed Social

Principles of Sociology (**Critical Tracking** ; State Core (

Sciences)

Credits

Semester Four

Event Management (**Critical Tracking**)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behaviora

Credits

Semester Five

Event Management (**Critical Tracking**)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Marketing (Gen Ed Social and Behavioral S

Hospitality Revenue Management

Event Promotion

Credits

Semester Six

Management and Supervision of Leisure Facilities and Pe

Convention Sales and Service

Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*

Advanced Event Management

Credits

Semester Eight

Internship in Leisure Services (**Critical Tracking**)

(*Academic Option: take 6 hours of Departmental Elective*

Credits

Total Credits

↑
The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses [LEI 3301](#) , [LEI 4540](#) , [HFT 4468](#) , and [LEI 4880](#) .
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

Original file: Catalog Copy to change curriculum to THEM 3.6.2020.docx

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
LEI 3301	I, A	I	I, A	I	I, A		I	I
LEI 4540	R	R, A	R	R	R	I, R	R	R
HFT 4468	R, A				R	R, A	R	R
LEI 4880	R	R, A	R	R, A	R		A	A, R

Assessment Types

- Projects
- Papers
-

↑

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, and *General Specialization*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). For students that have industry experience, they will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)

Original file: Catalog Copy to change curriculum to THEM 3.6.2020.docx

- [Event Management minor](#)

Tourism and Hospitality Management

Gain the knowledge and skills necessary to administer and manage destination management organizations, tour operations, public recreation, hospitality enterprises such as hotels, resorts, attractions, and cruises.

↑

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012 or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

↑

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

Original file: Catalog Copy to change curriculum to THEM 3.6.2020.docx

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

Semester One

Select one:

- [SPC 2608](#)
- [AEC 3030C](#)
- [STA 2023](#)

Gen Ed Biological or Physical Sciences
 State Core Gen Ed Composition (Writing Requirement)
 General Elective

Introduction to Public Speaking (**Critical Tracking**)
 Effective Oral Communication (**Critical Tracking**)
 Introduction to Statistics 1 (Gen Ed Mathematics)

Credits

Semester Two

Select one:

- [ECO 2023](#)
- [ECO 2013](#)
- [State Core Gen Ed Biological or Physical Sciences](#)
- [IDS 1161](#)

State Core Gen Ed Mathematics (pure math)
 Gen Ed Composition

Principles of Microeconomics (**Critical Tracking**)
 Principles of Macroeconomics (**Critical Tracking** ; Ge

What is the Good Life (Gen Ed Humanities)

Credits

Semester Three

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

- [LEI 3301](#)
- [LEI 3360](#)

Gen Ed Humanities and International (Writing Requirement)
 General Electives

Introduction to Financial Accounting

Principles of Travel and Tourism (**Critical Tracking**)
 Hospitality Management (**Critical Tracking**)

Credits

Semester Four

Select One of the Listed Critical Tracking Courses:

- [LEI 3301](#)
- [LEI 3360](#)
- [MAN 3025](#)
- [LEI 4540](#)
- [State Core Gen Ed Humanities](#)

Gen Ed Diversity (Writing Requirement)

Principles of Travel and Tourism (**Critical Tracking**)
 Hospitality Management (**Critical Tracking**)
 Principles of Management (Gen Ed Social and Behavior
 Management and Supervision of Leisure Facilities and

Credits

Semester Five

Select one:

- [EDF 3110](#)
- [DEP 3053](#)
- [PSY 2012](#)
- [SYG 2000](#)
- [HFT 4468](#)
- [HFT 3806](#)
- [HFT 3253](#)
- [MAR 3023](#)

- [HFT 4743](#)
- [LEI 4880](#)

General Electives (Academic Option: take 6 hours of Departmental Elective and 4 hours of General Electives)

Human Growth and Development (**Critical Tracking**)
 Developmental Psychology (**Critical Tracking** ; Gen Ed
 General Psychology (**Critical Tracking** ; Gen Ed Soci
 Principles of Sociology (**Critical Tracking** ; Gen Ed S
 Hospitality Revenue Management
 Food and Beverage Management
 Lodging Operations and Management
 Principles of Marketing (Gen Ed Social and Behavioral
 Credits

Semester Six

Tourism and Hospitality Marketing
 Research Methods in TRSM (**Critical Tracking**)
 Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)
 (Academic Option: take 3 hours of Departmental Electi

Credits

Semester Eight

Internship in Leisure Services
 (Academic Option: take 6 hours of Departmental Electi
 Credits
 Total Credits

[LEI 3921](#)

THEM Department Elective
 General Electives

[LEI 4940](#)

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career

entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses [LEI 3301](#) , [LEI 4540](#) , [HFT 4468](#) , and [LEI 4880](#) .

Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Assessment Types

- Projects
- Papers
-

↑

Tourism, Hospitality and Event Management | Event Management

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- [Tourism, Hospitality and Event Management](#)
- Tourism, Hospitality and Event Management | No Specialization

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career

opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

About this Program

- **College:** [Health and Human Performance](#)
- **Degree:** Bachelor of Science in Tourism, Event and Recreation Management
- **Specializations:** [Event Management](#) | [Tourism and Hospitality Management](#) | [General Specialization](#)
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Tourism, Hospitality and Event Management Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, and *General Specialization*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). For students that have industry experience, they will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)
- [Event Management minor](#)

General Specialization

Gain the knowledge and skills necessary to work in a wide array of sectors related to the tourism, hospitality, and event management. This provides an opportunity to select courses within the department to develop broad content knowledge.

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012 or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

↑

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

Semester One

What is the Good Life (Gen Ed Humanities)

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 ([State Core Gen Ed Mathem](#)

Credits

Semester Two

Principles of Macroeconomics (**Critical Tracking**)

Principles of Microeconomics (**Critical Tracking** ; Gen

Credits

Semester Three

Introduction to Financial Accounting

Developmental Psychology (**Critical Tracking** ; Gen Ed

Human Growth and Development (**Critical Tracking**)

General Psychology (**Critical Tracking** ; Gen Ed Social

Principles of Sociology (**Critical Tracking** ; State Core

Sciences)

[IDS 1161](#)

Select One of the Listed Critical Tracking Courses:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

State Core Gen Ed Composition (Writing Requirement)

Select One of the Listed Critical Tracking Courses:

[ECO 2013](#)

[ECO 2023](#)

General Elective

[State Core Gen Ed Biological or Physical Sciences](#)

Gen Ed Composition (Writing Requirement)

Gen Ed Mathematics (pure math)

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

[DEP 3053](#)

[EDF 3110](#)

[PSY 2012](#)

[SYG 2000](#)

Gen Ed Humanities and International (Writing Requirement)
General Electives

Credits

Semester Four

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

THEM Departmental Elective (**Critical Tracking**)

[MAN 3025](#)

[State Core Gen Ed Humanities](#)

General Electives

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behavioral)

Credits

Semester Five

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

THEM Department Elective (**Critical Tracking**)

[MAR 3023](#)

[HFT 4468](#)

THEM Departmental Elective

Gen Ed Diversity Requirement (Writing Requirement)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Marketing (**Critical Tracking** ; Gen Ed Social and Behavioral)
Hospitality Revenue Management

Credits

Semester Six

Management and Supervision of Leisure Facilities and Programs
Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*)

Credits

Semester Eight

Internship in Leisure Services (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*)

Credits

Total Credits

[LEI 4540](#)

[LEI 4880](#)

THEM Department Elective

General Elective (*Academic Option: take 3 hours of Departmental Elective*)

[LEI 3921](#)

Departmental Elective

General Electives (*Academic Option: take 6 hours of Departmental Elective and 2 hours of General Electives*)

[LEI 4940](#)

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses [LEI 3301](#) , [LEI 4540](#) , [HFT 4468](#) , and [LEI 4880](#) .
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to

financial strategies to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Assessment Types

- Projects
- Papers
-

February 16, 2020

MEMORANDUM

TO: HHP College Curriculum Committee

FROM: Steve Dodd, Department of Tourism, Hospitality & Event Management

Brijesh Thapa, Undergraduate Coordinator

SUBJECT: Change of Name and Curriculum for the BS in Tourism, Events & Recreation Management

This memo, in addition to the attached supporting documentation, represents a degree name and curriculum change request for consideration. Following comments from the College Curriculum Committee, the requested changes and comments have all been addressed in this revised version. These changes would be effective for the fall 2020 semester. In this request, a brief background and rationale of the requested changes have been provided. In addition, a side by side comparison of the current degree and the revised degree program has been provided with explanation. Also, proposed Student Learning Outcomes and the Academic Assessment Plan for this revised program are included.

Background and Pedagogical Rationale for Changes

The Department of Tourism, Hospitality and Event Management in the College of Health and Human Performance is proposing to revise and rename the current Bachelor of Science in Tourism, Events & Recreation Management with three specializations – Tourism & Hospitality Management, Event Management, and Recreation Management.

In 2017, the faculty engaged in a review of the existing B.S. degree in TERM to assess the implementation of the curriculum, as well as to address student demand. Based on this review, the Recreation Management specialization was phased out internally largely due to decline in student numbers within this option. Also, the interests of students have shifted away from community-based recreation and parks to options such as event management, hospitality management, and tourism. The recreation management specialization has also been officially submitted to be removed.

In 2018, the established new unit – Department of Tourism, Hospitality and Event Management provided further faculty review via a series of discussions during the semester periods. The review revealed a need to revise the curriculum to better fit the needs of current students and the evolving leisure industry. The primary findings from the review clearly indicated a need for change to the degree including: a) curriculum to reflect the new name of the department; b) declining student numbers in the current program, b) changing industry perspectives and needs, and c) newly emerging career possibilities for which graduating students require more specific educational training.

In 2019, the faculty engaged in additional discussions to further refine and examine the current offerings, and considered the relevance of the current curriculum to meet the needs of students and industry. Based on continued discussions, the faculty approved the degree name to be amended as B.S. in Tourism, Hospitality, and Event Management along with associated curriculum changes. The degree name is reflective of the new department's name. This proposed degree provides students with the opportunity to gain competency in tourism, hospitality and event industry knowledge, develop intellectual abilities, and foster technical, interpersonal and professional skills. The aim of the degree program is to instill skills such that graduates become leaders, decision-makers, and entrepreneurs in the private and public sectors.

From a statewide perspective, the tourism, hospitality and event sectors fall within the top two economic contributors to Florida. The Bureau of Labor Statistics recognizes that the tourism and hospitality industry supplies a larger number of occupations, employment, and wages in the state when compared to all other industry markets. Further, the Bureau reports that job openings in the Leisure and Hospitality industry increased 282% between 2010 and 2018, and are expected to continue to grow. This provides a solid career path for UF students.

In summary, the following changes have been approved by the faculty with respect to the degree name change and curriculum.

1. This proposal requests that the BS in Tourism, Event and Recreation Management (TERM) be renamed to the BS in Tourism, Hospitality and Event Management (THEM)

2. The curriculum has been modified to reflect changes to three key areas to better prepare students for careers in the leisure industry by increasing curriculum content related to some of largest

industries in the state of Florida – tourism, hospitality, and events.

a. Professional Core

b. Specializations

c. Internship

Experiential or Academic



Additional information along with a comparative analysis between TERM and THEM is provided in the following section.

The following table depicts the proposed 120 credit hours

BS in Tourism, Hospitality and Event Management

Universal Tracking			
Course Number	Course Title	Credit Hours	
SPC 2608 or AEC 3030C	Public Speaking or Effective Oral Communication	3	
ECO 2023 or ECO 2013	Microeconomics or Macroeconomics	4	
SYG 2000 or PSY 2012 or EDF 3110 or DEP 3053	Principles of Sociology or General Psychology or Human Growth and Development or Developmental Psychology	3	
LEI or HFT	Two Courses	6*	
Total		10	

*Accounted for in the professional core and/or specialization.

Pre-Professional Core			
Course Number	Course Title	Credit Hours	
MAR 3023	Principles of Marketing	4	
MAN 3025	Principles of Management	4	
ACG 2021	Introduction to Financial Accounting	4	
STA 2023	Introduction to Statistics	3	
Total		15	

Specialization: Event Management			
Course Number	Course Title	Credit Hours	
HFT 2750	Event Management	3	
HFT 3512	Event Promotion	3	
HFT 4517	Convention Sales and Service	3	
HFT 4754	Advanced Event Management	3	
HFT or LEI	Department Elective	3	
Total		15	

Specialization: Tourism & Hospitality Management			
Course Number	Course Title	Credit Hours	
LEI 3360	Hospitality Management	3	
HFT3253	Lodging Operations & Management	3	
HFT 3806	Food & Beverage Management	3	
HFT 4743	Tourism and Hospitality Marketing	3	
HFT or LEI	Department Elective	3	

Total		15	
--------------	--	-----------	--

No Specialization			
Course Number	Course Title	Credit Hours	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
Total		15	

* * Courses not taken towards the Professional Core, Experiential and/or Academic Focus areas.

General Elective			
Course Number	Course Title	Credit Hours	
	General Electives	26	

Additional General Education Requirements	
Gen Ed Requirement	Credit Hours
Composition	6
Physical or Biological Science	6
UF Quest Course	3
Math	3
Humanities, International and Words	6
Diversity and Words	3
Total	27
Total Credit Hours Defined by Major Requirement	67
General Electives	26
Additional General Education Courses	27
Total Hours Required for Degree	120

Elective Courses			
Course Number	Course Title	Credit Hours	
Internal - Department of THEM			
LEI 2181	Leisure in Contemporary Society	3	
HFT2750	Event Management	3	
LEI 3120	Introduction to Outdoor Recreation and Parks	3	
LEI 3303	Fundamentals of Tourism Planning	3	
LEI 3843	Entrepreneurship in TRSM	3	
LEI 4800	Legal Aspect of Tourism, Events & Recreation	3	
HFT 3806	Food & Beverage Management	3	
HFT 3253	Lodging Operations & Management	3	
LEI 3360	Hospitality Management	3	
HFT 3512	Event Promotion	3	
HFT 4517	Convention Sales and Service	3	
HFT 4743	Tourism and Hospitality Marketing	3	
HFT 4754	Advanced Event Management	3	
HFT 4755	Theme Park and Attraction Management	3	
LEI 4905	Variable Topics	5 (max)	
LEI 4955	Travel Studies	1-6 (max)	

The tables and associated information in the section below represent a comparison of the current and proposed curriculum along with additions and deletions. The tables are presented in six areas of the curriculum: A) Common

curriculum along with additions and deletions. The tables are presented in six areas of the curriculum: A). Common Course Prerequisites/Universal Tracking, B). Pre-professional Courses, C). Professional Core Courses, D). Specialization Courses, E). General Electives, and F). Additional General Education Courses.

A. Prerequisites/Universal Tracking

Additions:

- Two Courses – LEI or HFT

Deletions:

Require one of the following instead of all three:

- PSY 2012 General Psychology
- SYG 2000 Principles of Sociology
- EDF 3110 or DEP3053 Human Growth and Development or Developmental Psychology

Current Prerequisites:

Universal Tracking			
Course Number	Course Title	Credit Hours	
SGY 2000	Principles of Sociology	3	
PSY 2012	General Psychology	3	
ECO 2023 or ECO 2013	Microeconomics or Macroeconomics	4	
EDF 3110 or DEP 3053	Human Growth and Development or Developmental Psychology	3	
SPC 2608 or AEC 3030c	Public Speaking or Effective Oral Communication	3	
Total		16	

Proposed Prerequisites:

Universal Tracking			
Course Number	Course Title	Credit Hours	
SPC 2608 or AEC 3030c	Public Speaking or Effective Oral Communication	3	
ECO 2023 or ECO 2013	Microeconomics or Macroeconomics	4	
SGY 2000 or PSY 2012 or EDF 3110 or DEP 3053	Principles of Sociology or General Psychology or Human Growth and Development or Developmental Psychology	3	
LEI or HFT	Two Courses	6*	
Total		10	

*Accounted for in the professional core and/or specialization.

B. Pre-Professional Courses

Additions:

- None

Deletions:

- None

Current and Proposed Prerequisites:

Pre-Professional Core			
Course Number	Course Title	Credit Hours	
MAR 3023	Principles of Marketing	4	
MAN 3025	Principles of Management	4	
ACG 2021	Introduction to Financial Accounting	4	
STA 2023	Introduction to Statistics	3	
Total		15	

C. Professional Core Courses

Additions:

- HFT 4468 Hospitality Revenue Management

This course was added to the core as currently students in both existing specializations are required to take it. This course is focused on financial management of the various hospitality

sectors including tourism and events.

- The Field Experience (LEI 3921) and Internship (LEI 4940) requirements were modified to an Experiential or Academic focus to offer a choice for students, especially those who have had or are currently engaged in professional work in the tourism, hospitality, and event industry. While the semester-long internship is a highly valuable tool for students that lack applied industry experience, it creates constraints for those that are currently employed full-time. For students that have the experience, they will be able to substitute the field experience course and full-time internship engagement with a choice of five department course electives taken over the course of several semesters. However, this aspect will be monitored by the academic advisor as only those with ample experience and/or currently working full time will be permitted. A milestone will be added to the end of the fourth universal tracking term, where students will need to indicate their interest in pursuing the academic or experiential focus. Those interested in the academic option will need to submit the following documents beginning of their junior year: 1) notice of intent form, 2) current resume, and 3) statement that outlines personal and professional goals, along with an overview of how past industry experience has prepared for a desired career position. These three documents will be evaluated for approval by the department’s Undergraduate Curriculum Committee. It is anticipated that majority of the residential program students will be in the experiential category, while this would likely be the opposite for online students (i.e., Disney Aspire Program). The online BS degree has been approved to begin in the Summer 2020 session, and it is important to ensure both residential and the online program have similar requirements.

Deletions:

- LEI 2181 Leisure in Contemporary Society
- HFT 2750 Event Management
- LEI 3360 Hospitality Management
- LEI 3843 Entrepreneurship in TRSM
- LEI 4800 Legal Aspects of Tourism, Event and Recreation

The objective for the reduction in the core courses were largely to ensure the fundamentals are taught within this section, and more industry specific sector courses are offered within each of the prescribed specializations. This provides an opportunity for students to take more courses that are closely aligned with their areas – tourism, hospitality, and event management.

Current Prerequisites:

Professional Core Courses			
Course Number	Course Title	Credit Hours	Gen Ed Des
LEI 2181	Leisure in Contemporary Society	3	GE-
HFT 2750	Event Management	3	
LEI 3301	Principles of Travel and Tourism	3	
LEI 3360	Hospitality Management	3	
LEI 3843	Entrepreneurship in TRSM	3	
LEI 3921	Field Experience	3	
LEI 4540	Management & Supervision of Leisure Facilities and Personnel	3	
LEI 4800	Legal Aspects of Tourism, Event and Recreation	3	
LEI 4880	Research Methods in TRSM	3	
LEI 4940	Internship	12	
Total		39	

Proposed Prerequisites:

D. Specialization Courses

Additions:

- Two *specializations* have been retained in name but the course offerings have been slightly modified.
- A *no specialization* has been formulated to allow students to build their own coursework based on their respective career interests.

Deletions:

Original file: CCC Change of Name Curriculum Revised (Feb 16, 2020).docx

- Recreation Management specialization has been deleted.
- Course offerings have been slightly modified in the other two specializations.

Currently, the BS in TERM degree offers three specializations: Event Management, Tourism & Hospitality Management, and Recreation Management. As indicated, the Recreation Management has already been phased out. For the proposed BS in THEM degree, both *specializations* have been retained along with the addition of a *no specialization*. This allows students to pick courses across the curriculum instead of a specific specialization. This approach exposes students to the broader segments of the overall tourism, hospitality, and events industry.

Current Specialization: Event Management

Specialization: Event Management Courses			
Course Number	Course Title	Credit Hours	
HFT 4468	Hospitality Revenue Management	3	
HFT 3512	Event Promotion	3	
HFT 4517	Convention Sales and Service	3	
HFT 4754	Advanced Event Management	3	
HFT or LEI	Department Elective	3	
Total		15	

Proposed Specialization: Event Management

- HFT 4468 Hospitality Revenue Management has been added to the core.
- HFT 2750 Event Management has been added from the core to this specialization.

Specialization: Event Management			
Course Number	Course Title	Credit Hours	
HFT 2750	Event Management	3	
HFT 3512	Event Promotion	3	
HFT 4517	Convention Sales and Service	3	
HFT 4754	Advanced Event Management	3	
HFT or LEI	Department Elective	3	
Total		15	

Current Specialization: Tourism & Hospitality Management

Specialization: Tourism & Hospitality Management Courses			
Course Number	Course Title	Credit Hours	
HFT 4468	Hospitality Revenue Management	3	
HFT 3253	Lodging Operations & Management	3	
LEI 3303	Fundamentals of Tourism Planning	3	
HFT 4743	Tourism and Hospitality Marketing	3	
HFT, LEI or SPM	Department Elective	3	
Total		15	

Proposed Specialization: Tourism & Hospitality Management

- HFT 4468 Hospitality Revenue Management has been added to the core.
- LEI 3303 Fundamentals of Tourism Planning has been added as an elective.
- LEI 3360 Hospitality Management has been added from the core to this specialization.
- HFT 3806 Food & Beverage Management has been added.

Specialization: Tourism and Hospitality Management			
Course Number	Course Title	Credit Hours	
LEI 3360	Hospitality Management	3	
HFT 3253	Lodging Operations & Management	3	
HFT 3806	Food & Beverage Management	3	
HFT 4743	Tourism and Hospitality Marketing	3	
HFT or LEI	Department Elective	3	
Total		15	

Proposed No Specialization Courses

Choice of department electives, courses not taken towards the Professional Core, Experiential and/or

- Choice of department electives – courses not taken towards the Professional Core, Experiential and/or Academic Focus area.

<i>Specialization: Cognate</i>			
Course Number	Course Title	Credit Hours	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
HFT or LEI	Department Elective**	3	
Total		15	

** Courses not taken towards the Professional Core, Experiential and/or Academic Focus areas.

E. General Electives

Additions:

- 18 credit hours of general electives added to the existing 8 credit hours.

Deletions:

- None

Proposed General Electives:

General Elective			
Course Number	Course Title	Credit Hours	
	General Electives	26	

F. Additional General Education Courses

Additions:

- None

Deletions:

- None

Current and Proposed General Electives:

Additional General Education Requirements	
Gen Ed Requirement	Credit Hours
Composition	6
Physical or Biological Science	6
UF Quest Course	3
Math	3
Humanities, International and Words	6
Diversity and Words	3
Total	27

Academic Learning Compact

The Bachelor of Science in THEM prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking and experiential learning is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, entertainment, festivals, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before graduating students must:

- Demonstrate competence (minimum final grades of C) in the core courses LEI 3301, LEI 4540, HFT 4468, and LEI 4880.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the major will learn to:

Student Learning Outcomes (SLOs)

Original file: CCC Change of Name Curriculum Revised (Feb 16, 2020).docx

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply marketing strategies aligned to tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and event management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced ; R = Reinforced ; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
LEI 3301	I, A	I	I, A	I	I, A		I	I
LEI 4540	R	R, A	R	R	R	I, R	R	R
HFT 4468	R, A				R	R, A	R	R
LEI 4880	R	R, A	R	R, A	R		A	A, R

Assessment Types

- Projects
- Papers

Assessment Cycle

All student learning outcomes will be measured at least once during the three-year cycle.

Assessment Cycle Chart

Analysis and Interpretation: May - June
 Improvement Actions: Completed by October 1
 Dissemination: Completed by November 1

Year	20-21	21-22	22-23	23-24	24-25
SLOs					
Content Knowledge					
#1	X			X	
#2		X			X
#3	X			X	
#4		X			X
#5		X			X
#6			X		
Critical Thinking					
#7			X		
Communication					
#8	X			X	

Methods and Procedures

1. The Department Assessment Committee collects data throughout the academic year in preparation for the annual evaluation of SLOs. The Committee meets each May at the end of the academic year to analyze and assess the data.
2. The Assessment Committee receives the following data:
 - a. The committee analyzes and interprets data from core courses through sampling of exams and projects. The grading rubric and assigned grade from each professor are also provided to the committee to directly assess student performance in the following courses: (LEI 3301, LEI 4540, HFT 4468, LEI 4880).
3. The Assessment Committee summarizes their findings and provides actionable improvement recommendations that are disseminated to the appropriate stakeholders each fall semester. The faculty and coordinators further analyze the results and recommendations and implement changes to the curriculum through the normal curriculum development process in the department.
4. The Course Projects require students to apply concepts, theories, and/or practices taught in the courses. Each project or assignment is graded using a rubric designed by the instructor.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical tracking courses as determined by the State of Florida Common Course Prerequisites may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking requirements:
 - ECO 2013 or ECO 2023,
 - EDF 3110, PSY 2012, SYG 2000, or DEP 3053
 - SPC 2608 or AEC 3030C
 - Two LEI or HFT Courses
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Event Management

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid : 8-Semester Plan

Semester One

What is the Good Life (Gen Ed Humanities)

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 ([State Core Gen Ed Mathematics](#))

Credits

Semester Two

Principles of Macroeconomics (**Critical Tracking**)

Principles of Microeconomics (**Critical Tracking** ; Gen Ed So

Credits

Semester Three

Introduction to Financial Accounting

Developmental Psychology (**Critical Tracking** ; Gen Ed Social

Human Growth and Development (**Critical Tracking**)

General Psychology (**Critical Tracking** ; Gen Ed Social and B

Principles of Sociology (**Critical Tracking** ; State Core Gen Ed

Credits

Semester Four

Event Management (**Critical Tracking**)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behavioral Sc

Credits

Semester Five

Event Management (**Critical Tracking**)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Marketing (Gen Ed Social and Behavioral Scien

Hospitality Revenue Management

Event Promotion

Credits

Semester Six

Management and Supervision of Leisure Facilities and Perso

Convention Sales and Service

Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)

[IDS 1161](#)

Select One of the Listed Critical Tracking Courses:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

[State Core Gen Ed Composition](#) (Writing Requirement)

Select One of the Listed Critical Tracking Courses:

[ECO 2013](#)

[ECO 2023](#)

General Elective

[State Core Gen Ed Biological or Physical Sciences](#)

Gen Ed Composition (Writing Requirement)

Gen Ed Mathematics (pure math)

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

[DEP 3053](#)

[EDF 3110](#)

[PSY 2012](#)

[SYG 2000](#)

Gen Ed Humanities and International (Writing Requirement)

General Electives

Select One of the Listed Critical Tracking Courses:

[HFT 2750](#)

[LEI 3301](#)

[MAN 3025](#)

[State Core Gen Ed Humanities](#)

General Electives

Select One of the Listed Critical Tracking Courses:

[HFT 2750](#)

[LEI 3301](#)

[MAR 3023](#)

[HFT 4468](#)

[HFT 3512](#)

Gen Ed Diversity Requirement (Writing Requirement)

[LEI 4540](#)

[HFT 4517](#)

[LEI 4880](#)

THEM Department Elective

Elective (*Academic Option: take 3 hours of Departmental Elective*)

[LEI 3921](#)

(Academic Option: take 3 hours of Departmental Elective)

Advanced Event Management

Credits

Credits

Semester Eight

Internship in Leisure Services (**Critical Tracking**)

(Academic Option: take 6 hours of Departmental Elective a

Credits

Total Credits

Tourism and Hospitality Management

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid: 8-Semester P

Semester One

Select one:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

State Core Gen Ed Composition (Writing Requirement)

General Elective

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 (Gen Ed Mathematics)

Credits

Semester Two

Select one:

[ECO 2023](#)

[ECO 2013](#)

[State Core Gen Ed Biological or Physical Sciences](#)

[IDS 1161](#)

State Core Gen Ed Mathematics (pure math)

Gen Ed Composition

Principles of Microeconomics (**Critical Tracking**)

Principles of Macroeconomics (**Critical Tracking** ; Gen Ed

What is the Good Life (Gen Ed Humanities)

Credits

Semester Three

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

[LEI 3360](#)

Gen Ed Humanities and International (Writing Requirement)

General Electives

Introduction to Financial Accounting

Principles of Travel and Tourism (**Critical Tracking**)

Hospitality Management (**Critical Tracking**)

Credits

Semester Four

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

[LEI 3360](#)

[MAN 3025](#)

[LEI 4540](#)

[State Core Gen Ed Humanities](#)

Gen Ed Diversity (Writing Requirement)

Principles of Travel and Tourism (**Critical Tracking**)

Hospitality Management (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behavioral
Management and Supervision of Leisure Facilities and Pe

Credits

Semester Five

Select one:

[EDF 3110](#)

[DEP 3053](#)

[PSY 2012](#)

[SYG 2000](#)

[HFT 4468](#)

[HFT 3806](#)

[HFT 3253](#)

[MAR 3023](#)

Human Growth and Development (**Critical Tracking**)

Developmental Psychology (**Critical Tracking** ; Gen Ed So

General Psychology (**Critical Tracking** ; Gen Ed Social and

Principles of Sociology (**Critical Tracking** ; Gen Ed Social a

Hospitality Revenue Management

Food and Beverage Management

Lodging Operations and Management

Principles of Marketing (Gen Ed Social and Behavioral Sci

Credits

Semester Six

[HFT 4743](#)

[LEI 4880](#)

General Electives (Academic Option: take 6 hours of Departmental Elective and 4 hours of General Electives)

Tourism and Hospitality Marketing

Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)
(Academic Option: take 3 hours of Departmental Elective)

Credits

Semester Eight

Internship in Leisure Services
(Academic Option: take 6 hours of Departmental Elective)

Credits

Total Credits

[LEI 3921](#)

THEM Department Elective
General Electives

[LEI 4940](#)

No Specialization

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid: 8-Semester Plan

Semester One

What is the Good Life (Gen Ed Humanities)

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 ([State Core Gen Ed Mathematics](#))

Credits

Semester Two

Principles of Macroeconomics (**Critical Tracking**)

Principles of Microeconomics (**Critical Tracking** ; Gen Ed So

Credits

Semester Three

Introduction to Financial Accounting

Developmental Psychology (**Critical Tracking** ; Gen Ed Social and Behavioral Sciences)

Human Growth and Development (**Critical Tracking**)

General Psychology (**Critical Tracking** ; Gen Ed Social and Behavioral Sciences)

Principles of Sociology (**Critical Tracking** ; State Core Gen Ed Mathematics)

Credits

Semester Four

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behavioral Sciences)

Credits

Semester Five

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Marketing (**Critical Tracking** ; Gen Ed Social and Behavioral Sciences)
Hospitality Revenue Management

Credits

Semester Six

Management and Supervision of Leisure Facilities and Personnel

Research Methods in TRSM (**Critical Tracking**)

[IDS 1161](#)

Select One of the Listed Critical Tracking Courses:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

State Core Gen Ed Composition (Writing Requirement)

Select One of the Listed Critical Tracking Courses:

[ECO 2013](#)

[ECO 2023](#)

General Elective

[State Core Gen Ed Biological or Physical Sciences](#)

Gen Ed Composition (Writing Requirement)

Gen Ed Mathematics (pure math)

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

[DEP 3053](#)

[EDF 3110](#)

[PSY 2012](#)

[SYG 2000](#)

Gen Ed Humanities and International (Writing Requirement)

General Electives

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

THEM Departmental Elective (**Critical Tracking**)

[MAN 3025](#)

[State Core Gen Ed Humanities](#)

General Electives

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

THEM Departmental Elective (**Critical Tracking**)

[MAR 3023](#)

[HFT 4468](#)

THEM Departmental Elective

Gen Ed Diversity Requirement (Writing Requirement)

[LEI 4540](#)

[LEI 4880](#)

THEM Department Elective

General Elective (*Academic Option: take 3 hours of Departmental Elective*)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*)

[LEI 3921](#)

Departmental Elective

General Electives (*Academic Option: take 6 hours of Departmental Elective and 2 hours of General Electives*)

Credits

Semester Eight

Internship in Leisure Services (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective a.*)

[LEI 4940](#)

Credits

Total Credits

Tourism, Hospitality and Event Management | Event Management

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- [Tourism, Hospitality and Event Management](#)
- Tourism, Hospitality and Event Management | Event Management

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

About this Program

- **College:** [Health and Human Performance](#)
- **Degree:** Bachelor of Science in Tourism, Hospitality and Event Management
- **Specializations:** [Event Management](#) | [Tourism and Hospitality Management](#) | [General Specialization](#)
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Tourism, Hospitality and Event Management Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, and *General Specialization*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). For students that have industry experience, they will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)
- [Event Management minor](#)

Event Management

Gain the knowledge and skills necessary to administer and manage commercial and entrepreneurial event service businesses. This program includes courses in conference and special event planning, promotion, sponsorship, financial and revenue management, and production.

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012 or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

†

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

Semester One

What is the Good Life (Gen Ed Humanities)

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 ([State Core Gen Ed Mather](#)

Credits

Original file: UCC Catalog Copy for proposed Event Management.docx

[IDS 1161](#)

Select One of the Listed Critical Tracking Courses:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

[State Core Gen Ed Composition](#) (Writing Requirement)

Semester Two

Select One of the Listed Critical Tracking Courses:

[ECO 2013](#)

[ECO 2023](#)

General Elective

[State Core Gen Ed Biological or Physical Sciences](#)

Gen Ed Composition (Writing Requirement)

Gen Ed Mathematics (pure math)

Principles of Macroeconomics (**Critical Tracking**)

Principles of Microeconomics (**Critical Tracking** ; Gen

Credits

Semester Three

Introduction to Financial Accounting

Developmental Psychology (**Critical Tracking** ; Gen Ed

Human Growth and Development (**Critical Tracking**)

General Psychology (**Critical Tracking** ; Gen Ed Social

Principles of Sociology (**Critical Tracking** ; State Core (Sciences)

Credits

Semester Four

Event Management (**Critical Tracking**)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behaviora

Credits

Semester Five

Event Management (**Critical Tracking**)

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Marketing (Gen Ed Social and Behavioral S

Hospitality Revenue Management

Event Promotion

Credits

Semester Six

Management and Supervision of Leisure Facilities and Pe

Convention Sales and Service

Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*

Advanced Event Management

Credits

Semester Eight

Internship in Leisure Services (**Critical Tracking**)

(*Academic Option: take 6 hours of Departmental Elective*

Credits

Total Credits

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses [LEI 3301](#) , [LEI 4540](#) , [HFT 4468](#) , and [LEI 4880](#) .
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Original file: UCC Catalog Copy for proposed Event Management.docx

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
LEI 3301	I, A	I	I, A	I	I, A		I	I
LEI 4540	R	R, A	R	R	R	I, R	R	R
HFT 4468	R, A				R	R, A	R	R
LEI 4880	R	R, A	R	R, A	R		A	A, R

Assessment Types

- Projects
- Papers
-

Tourism, Hospitality and Event Management | Event Management

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- [Tourism, Hospitality and Event Management](#)
- Tourism, Hospitality and Event Management | No Specialization

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

About this Program

- **College:** [Health and Human Performance](#)
- **Degree:** Bachelor of Science in Tourism, Event and Recreation Management
- **Specializations:** [Event Management](#) | [Tourism and Hospitality Management](#) | [No Specialization](#)
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Tourism, Hospitality and Event Management Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, and *General Specialization*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). For students that have industry experience, they will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)
- [Event Management minor](#)

General Specialization

Gain the knowledge and skills necessary to work in a wide array of sectors related to the tourism, hospitality, and event management. This provides an opportunity to select courses within the department to develop broad content knowledge.

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Original file: UCC Catalog Copy for proposed General Specialization.docx

the critical tracking requirements below on a per semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012 or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

↑

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

Semester One

What is the Good Life (Gen Ed Humanities)

Introduction to Public Speaking (**Critical Tracking**)

Effective Oral Communication (**Critical Tracking**)

Introduction to Statistics 1 ([State Core Gen Ed Math](#))

[IDS 1161](#)

Select One of the Listed Critical Tracking Courses:

[SPC 2608](#)

[AEC 3030C](#)

[STA 2023](#)

Gen Ed Biological or Physical Sciences

Credits

Semester Two

Select One of the Listed Critical Tracking Courses:

[ECO 2013](#)

[ECO 2023](#)

General Elective

[State Core Gen Ed Biological or Physical Sciences](#)

Gen Ed Composition (Writing Requirement)

Gen Ed Mathematics (pure math)

Principles of Macroeconomics (**Critical Tracking**)
Principles of Microeconomics (**Critical Tracking** ; Gen

Credits

Semester Three

Introduction to Financial Accounting

Developmental Psychology (**Critical Tracking** ; Gen Ed
Human Growth and Development (**Critical Tracking**)
General Psychology (**Critical Tracking** ; Gen Ed Social
Principles of Sociology (**Critical Tracking** ; State Core
Sciences)

Credits

Semester Four

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Management (Gen Ed Social and Behaviora

Credits

Semester Five

Principles of Travel and Tourism (**Critical Tracking**)

Principles of Marketing (**Critical Tracking** ; Gen Ed Sc
Hospitality Revenue Management

Credits

Semester Six

Management and Supervision of Leisure Facilities and Pe
Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*)

Credits

Semester Eight

Internship in Leisure Services (**Critical Tracking**)

(*Academic Option: take 3 hours of Departmental Elective*)

Credits

Total Credits

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

[DEP 3053](#)

[EDF 3110](#)

[PSY 2012](#)

[SYG 2000](#)

Gen Ed Humanities and International (Writing Requirement)

General Electives

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

THEM Departmental Elective (**Critical Tracking**)

[MAN 3025](#)

[State Core Gen Ed Humanities](#)

General Electives

Select One of the Listed Critical Tracking Courses:

[LEI 3301](#)

THEM Department Elective (**Critical Tracking**)

[MAR 3023](#)

[HFT 4468](#)

THEM Departmental Elective

Gen Ed Diversity Requirement (Writing Requirement)

[LEI 4540](#)

[LEI 4880](#)

THEM Department Elective

General Elective (*Academic Option: take 3 hours of Departmental Elective*)

[LEI 3921](#)

Departmental Elective

General Electives (*Academic Option: take 6 hours of Departmental Elective and 2 hours of General Electives*)

[LEI 4940](#)

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses [LEI 3301](#) , [LEI 4540](#) , [HFT 4468](#) , and [LEI 4880](#) .
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Assessment Types

- Projects
- Papers
-

Tourism, Hospitality and Event Management | Event Management

- [Home](#)
- [Undergraduate Catalog](#)
- [Colleges and Schools](#)
- [Health and Human Performance, College of](#)
- [Tourism, Hospitality and Event Management](#)
- Tourism, Hospitality and Event Management | Event Management

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

About this Program

- College: [Health and Human Performance](#)
- Degree: Bachelor of Science in Tourism, Hospitality and Event Management
- Specializations: [Event Management](#) | [Tourism and Hospitality Management](#) | [General Specialization](#)
- Credits for Degree: 120
- [Additional Information](#)
- [Related Tourism, Hospitality and Event Management Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in general education, the major and related professional and specialized courses. All students take a common core of classes providing them with foundational knowledge within the discipline. Subsequently, students select one of three specializations: *Tourism and Hospitality Management*, *Event Management*, and *General Specialization*. An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). For students that have industry experience, they will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters. Both options are included in the 120 credits prescribed for the degree.

Related Tourism, Hospitality and Event Management Programs

- [Combined Degree](#)
- [Event Management minor](#)
Original file: UCC Catalog Copy for proposed Tourism and Hospitality.docx

Tourism and Hospitality Management

Gain the knowledge and skills necessary to administer and manage destination management organizations, tour operations, public recreation, hospitality enterprises such as hotels, resorts, attractions, and cruises.

↑

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: ECO 2013 or ECO 2023, SPC 2608 or AEC 3030C, Two LEI or HFT courses and one of the following EDF 3110, DEP 3053, PSY 2012 or SYG 2000
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete all 5 critical-tracking courses
- 2.0 UF GPA required

Semester 6

- Complete any additional LEI or HFT course
- 2.0 UF GPA required

Semester 7

- LEI 3921 Field Experience in TRSM or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

Semester 8

- LEI 4940 Internship in Leisure Services or Departmental Elective Toward Academic Option
- 2.0 UF GPA required

↑

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be
Original file: UCC Catalog Copy for proposed Tourism and Hospitality.docx

different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Plan of Study Grid

Semester One

Select one:

- [SPC 2608](#)
- [AEC 3030C](#)
- [STA 2023](#)

Gen Ed Biological or Physical Sciences
 State Core Gen Ed Composition (Writing Requirement)
 General Elective

Introduction to Public Speaking (**Critical Tracking**)
 Effective Oral Communication (**Critical Tracking**)
 Introduction to Statistics 1 (Gen Ed Mathematics)

Credits

Semester Two

Select one:

- [ECO 2023](#)
- [ECO 2013](#)
- [State Core Gen Ed Biological or Physical Sciences](#)
- [IDS 1161](#)

State Core Gen Ed Mathematics (pure math)
 Gen Ed Composition

Principles of Microeconomics (**Critical Tracking**)
 Principles of Macroeconomics (**Critical Tracking** ; Ge

What is the Good Life (Gen Ed Humanities)

Credits

Semester Three

[ACG 2021](#)

Select One of the Listed Critical Tracking Courses:

- [LEI 3301](#)
- [LEI 3360](#)

Gen Ed Humanities and International (Writing Requirement)
 General Electives

Introduction to Financial Accounting

Principles of Travel and Tourism (**Critical Tracking**)
 Hospitality Management (**Critical Tracking**)

Credits

Semester Four

Select One of the Listed Critical Tracking Courses:

- [LEI 3301](#)
- [LEI 3360](#)
- [MAN 3025](#)
- [LEI 4540](#)
- [State Core Gen Ed Humanities](#)

Gen Ed Diversity (Writing Requirement)

Principles of Travel and Tourism (**Critical Tracking**)
 Hospitality Management (**Critical Tracking**)
 Principles of Management (Gen Ed Social and Behavior
 Management and Supervision of Leisure Facilities and

Credits

Semester Five

Select one:

- [EDF 3110](#)
- [DEP 3053](#)
- [PSY 2012](#)
- [SYG 2000](#)
- [HFT 4468](#)
- [HFT 3806](#)
- [HFT 3253](#)
- [MAR 3023](#)

- [HFT 4743](#)
- [LEI 4880](#)

General Electives (*Academic Option: take 6 hours of Departmental Elective and 4 hours of General Electives*)

Human Growth and Development (**Critical Tracking**)
 Developmental Psychology (**Critical Tracking** ; Gen Ed
 General Psychology (**Critical Tracking** ; Gen Ed Soci
 Principles of Sociology (**Critical Tracking** ; Gen Ed S
 Hospitality Revenue Management
 Food and Beverage Management
 Lodging Operations and Management
 Principles of Marketing (Gen Ed Social and Behavioral
 Credits

Semester Six

Tourism and Hospitality Marketing
 Research Methods in TRSM (**Critical Tracking**)

Credits

Semester Seven

Field Experience in TRSM (**Critical Tracking**)
 (*Academic Option: take 3 hours of Departmental Electi*)

Credits

Semester Eight

Internship in Leisure Services
 (*Academic Option: take 6 hours of Departmental Electi*)
 Credits

Total Credits

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers,

tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses [LEI 3301](#) , [LEI 4540](#) , [HFT 4468](#) , and [LEI 4880](#) .

Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

Content

1. Identify major concepts, principles and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Assessment Types

- Projects
- Papers
-