

## Business Administration, Hospitality, Tourism and Event Management Concentration, BS

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The Business Administration BS concentration in Hospitality, Tourism and Event Management (HTEM), offered by the [Department of Hospitality, Tourism and Event Management](#), prepares graduates for leadership roles in food and beverage services, restaurants, hotels, resorts, event planning and management, corporate events management, destination marketing and management, and other travel and tourism business. Students who complete the program will gain a solid foundation of business functions and management coupled with industry-specific professional preparation courses with an emphasis on hands-on experience.

- [Program Learning Outcomes](#)

### Summary of Degree Units

University Graduation Requirements	38
Major Preparation	15
Major Core Requirements	43
Concentration Requirements	21
University Electives	3
<b>Total</b>	<b>120</b>

### Program Roadmaps

The 4-Year [Roadmap](#) is available online. Roadmaps should be used in consultation with the catalog and your advisor to identify additional requirements for completing the major (for example, course grade minimums). [Associate Degrees \(ADT\) Pathways](#) are also available online.

### Major-Specific Graduation Requirements

All courses in the Concentration Requirements for Management must be completed with a grade of “C- or better”. The following Preparation for the Major and Required for the Major courses must be completed with a grade of “C or better”: [ENGL 2](#), [MATH 70](#), [BUS1 20](#), [BUS2 90](#).

## University Requirements

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Students must satisfy all of the major and [Undergraduate University Graduation Requirements](#), which includes unit, GPA, and residency requirements as well as the below identified [General Education](#), American Institutions, Graduation Writing Assessment, and Physical Education requirements. Courses that meet Undergraduate University Graduation Requirements are noted with an area designation (see [Course Note Abbreviations](#)).

### Core Lower Division General Education (27 units)

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Of the 39 units required by the university, 12 units may be satisfied by coursework outlined below. Courses that meet GE Areas A1, A2, A3, B4, or F must be passed with a “C-” or better to meet the requirement. Consult with a major advisor for details.

**Note: Students who have completed the ADT Transfer degree (under SB 1440) for this major will have completed all lower division GE requirements and should follow the 60 unit guarantee roadmap. Meet with an advisor prior to registering for your first semester for the 60 unit roadmap or specific questions.**

### Upper Division General Education (3 units)

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Of the 9 units required by the university, 6 units may be satisfied by coursework outlined below. Consult with major advisor for details.

## American Institutions (6 units)

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Complete one 6-unit sequence of American Institutions (US123) courses, which also satisfies GE Area D. Students may also satisfy the [American Institutions Requirement](#) with other courses, but these may not satisfy other GE areas.

The American Studies sequence ([AMS 10/AMS 11](#); 6 units) satisfies the American Institutions Requirement and additional GE Areas (see course descriptions for details).

Consult with a major advisor to select the appropriate sequence.

## African American Studies (6 units)

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- [AFAM 2A - African Americans and the Development of America's History and Government](#) 3 unit(s) (D)
- [AFAM 2B - African Americans and the Development of America's History and Government](#) 3 unit(s) (D+US123)

## Asian American Studies (6 units)

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- [AAS 33A - Asian Americans in U.S. History I](#) 3 unit(s) (D)
- [AAS 33B - Asian Americans in U.S. History II](#) 3 unit(s) (D+US123)

## Chicana and Chicano Studies (6 units)

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- [CCS 10A - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D)
- [CCS 10B - Mexican Americans and the Development of U.S. History and Government](#) 3 unit(s) (D+US123)

## U.S. History and Government (6 units)

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### Complete One US1: US History Course

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- [AMS 10 - Stories that Make America](#) 3 unit(s) (C2+US1)
- [HIST 15 - Essentials of U.S. History](#) 3 unit(s) (D+US1)
- [HIST 170S - Topics in American History: American Identities and Institutions](#) 3 unit(s) (S+US1)

### Complete One US23: US Constitution and California Government Course

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- [AMS 11 - Visions of Democracy](#) 3 unit(s) (D+US23)
- [POLS 15 - Essentials of U.S. & California Government](#) 3 unit(s) (D+US23)
- [POLS 16 - Power and Ideas in American Politics](#) 3 unit(s) (C2+US23)
- [POLS 170V - American Politics in Global Perspective](#) 3 unit(s) (V+US23)

## Physical Education (2 units)

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All SJSU undergraduate students, regardless of major, have an opportunity to expand their knowledge and skills in physical activities. To accommodate students' needs and interests, the university offers a [diverse selection of activity courses](#).

## Graduation Writing Assessment Requirement

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At SJSU, students must pass a Writing in the Disciplines (100W) course with a grade of C or better (C- not accepted) to meet graduation requirements. For this major, the [Graduation Writing Assessment Requirement \(GWAR\)](#) is satisfied by a course in the major.

## Major Preparation (15 units)

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- [ECON 1A - Principles of Economics: Macroeconomics](#) 3 unit(s)
- [ECON 1B - Principles of Economics: Microeconomics](#) 3 unit(s) (D)
- [ENGL 2 - Critical Thinking and Writing](#) 3 unit(s) (A3) (or equivalent.)
- [MATH 70 - Mathematics for Business](#) 3 unit(s) (B4) (Students who complete any of the following with a C or better may substitute it for [MATH 70](#): [MATH 30](#), [30X](#), [31](#), [31X](#), [32](#), [32X](#), [70X](#), [71](#), or [71X](#).)

## Writing in the Disciplines (3 units)

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- [COMM 100W - Writing Workshop: Writing for Influence](#) 3 unit(s) (WID)
- [ENGL 100WB - Written Communication: Business](#) 3 unit(s) (WID)
- [LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (WID)

## Major Requirements (64 units)

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### Core Courses (43 units)

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#### Lower Division Courses (13 units)

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- [BUS1 20 - Financial Accounting](#) 3 unit(s)
- [BUS1 21 - Managerial Accounting](#) 3 unit(s)
- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS2 90 - Business Statistics](#) 3 unit(s)
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)

#### Business Fundamentals (15 units)

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- [BUS2 130 - Introduction to Marketing](#) 3 unit(s)
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)
- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) 3 unit(s)
- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS2 190 - Fundamentals of Business Analytics](#) 3 unit(s)

#### Business Integration and Perspectives Courses (15 units)

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- [BUS5 187 - Global Dimensions of Business](#) 3 unit(s)
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [BUS3 189 - Strategic Management](#) 3 unit(s)
- [PHIL 186 - Professional and Business Ethics](#) 3 unit(s) (S)
- One non-business global perspectives course in Area V 3 unit(s)

## Concentration Requirements (21 units)

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### Required Courses (12 units)

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- [HSPM 1 - Travel to Learn, Learn to Travel](#) 3 unit(s)
- [HSPM 102 - Hotel & Lodging Operations](#) 3 unit(s)
- [HSPM 130 - Special Event Planning](#) 3 unit(s)
- [HSPM 177 - Hospitality Service Management](#) 3 unit(s)

## Concentration Electives (9 units)

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Complete three courses from:

- [HSPM 11 - Restaurant Entrepreneurship](#) *3 unit(s)*
- [HSPM 12 - Data Analytics in Restaurant Operations](#) *3 unit(s)*
- [HSPM 86 - Special Events Management in Hospitality](#) *3 unit(s)*
- [HSPM 101 - Multicultural & Intl Issues Hospitality](#) *3 unit(s)*
- [HSPM 111 - Customs and Courtesies in Hospitality](#) *3 unit(s)*
- [HSPM 140 - Corporate Event Management](#) *3 unit(s)*
- [HSPM 141 - Resort and Club Management](#) *3 unit(s)*
- [HSPM 142 - Trade Show and Exhibition Management](#) *3 unit(s)*
- [HSPM 143 - Tourism Destination Marketing and Management](#) *3 unit(s)*
- [HSPM 148 - Wine Appreciation](#) *3 unit(s)*
- [HSPM 149 - Beer Appreciation](#) *3 unit(s)*
- [HSPM 152 - Hotel Catering and Banquet Management](#) *3 unit(s)*
- [HSPM 154 - Revenue Management](#) *3 unit(s)*
- [HSPM 155 - Sustainable Hospitality and Tourism Management](#) *3 unit(s)*
- [HSPM 161 - Cruise Operations and Management](#) *3 unit(s)*
- [HSPM 191 - Hospitality, Tourism and Event Management Internship](#) *1-4 unit(s)*

## University Electives (3 units)

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## Total Units Required (120 units)

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## Business Administration, Hospitality, Tourism and Event Management Concentration, BS (2024-2025)

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The following roadmap is a sample advising map to complete the degree program in four years. Please consult your [MyPlanner](#) and [major advisor](#) as you develop your individualized academic plan. Students must have completed 60+ units in order to enroll in SJSU Studies courses.

[Year 1](#) | [Year 2](#) | [Year 3](#) | [Year 4](#).

### Year 1

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#### Fall Semester (15 units)

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- [ECON 1B - Principles of Economics: Microeconomics](#) 3 unit(s) (D)
- [ENGL 1A - First Year Writing](#) 3 unit(s) (A2)
- [GE Area A1](#) 3 unit(s)
- [GE Area C1](#) 3 unit(s)
- [HSPM 1 - Travel to Learn, Learn to Travel](#) 3 unit(s)

#### Spring Semester (15 units)

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- [ECON 1A - Principles of Economics: Macroeconomics](#) 3 unit(s)
- [ENGL 2 - Critical Thinking and Writing](#) 3 unit(s) (BP+A3)
- [MATH 70 - Mathematics for Business](#) OR [MATH 70X - Mathematics for Business](#) 3 unit(s) (BP+B4)  
*Note: MATH 70X requires enrollment in [MATH 70W](#).*
- [BUS3 12 - Managing My life](#) 3 unit(s) (E)
- [GE Area C2](#) 3 unit(s)

### Year 2

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#### Fall Semester (17 units)

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- [BUS3 80 - Legal Environment of Business](#) 3 unit(s)
- [BUS1 20 - Financial Accounting](#) 3 unit(s) (BP)
- [GE Area D](#) + [US123](#) 3 unit(s) \*
- [GE Area B1+B3](#) 3 unit(s) \*\*
- [BUS4 91L - Computer Tools for Business](#) 1 unit(s)
- Physical Education 1 unit(s)
- [GE Area F](#) 3 unit(s)
- Complete the [Upper Division Writing - Directed Self Placement](#)

#### Spring Semester (16 units)

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- [BUS2 90 - Business Statistics](#) 3 unit(s)

- [BUS1 21 - Managerial Accounting](#) 3 unit(s)
- [GE Area D + US123](#) 3 unit(s) \*
- [GE Area B1+B3](#) 3 unit(s) \*\*
- [GE Area C1 or C2](#) 3 unit(s)
- Physical Education 1 unit(s)

*Note: Complete 60 units to reach Upper Division Standing.*

## Year 3

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### Fall Semester (15 units)

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- [COMM 100W - Writing Workshop: Writing for Influence, ENGL 100WB - Written Communication: Business, OR LLD 100WB - Writing Workshop for Business Students](#) 3 unit(s) (WID) \*\*\*
- [BUS2 130 - Introduction to Marketing](#) 3 unit(s)
- [BUS3 160 - Fundamentals of Management and Organizational Behavior](#) 3 unit(s)
- [BUS5 187 - Global Dimensions of Business](#) 3 unit(s)
- [HSPM 102 - Hotel & Lodging Operations OR HSPM 130 - Special Event Planning](#) 3 unit(s)

### Spring Semester (15 units)

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- [HSPM 102 - Hotel & Lodging Operations OR HSPM 130 - Special Event Planning](#) 3 unit(s)
- Hospitality, Tourism and Event Management Elective 3 unit(s)
- [BUS5 140 - Fundamentals of Operations Management](#) 3 unit(s)
- [BUS1 170 - Fundamentals of Finance](#) 3 unit(s)
- [BUS3 186/PHIL 186 - Professional and Business Ethics](#) 3 unit(s) (S) \*\*\*

*Note: BUS3/PHIL 186 is a major requirement.*

- [Apply to Graduate](#)

## Year 4

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### Fall Semester (15 units)

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- Hospitality, Tourism and Event Management Elective 3 unit(s)
- Hospitality, Tourism and Event Management Elective 3 unit(s)
- [BUS4 188 - Business Systems and Policy](#) 3 unit(s)
- [SJSU Studies Area R](#) 3 unit(s) \*\*\*
- [BUS2 190 - Fundamentals of Business Analytics](#) 3 unit(s)

### Spring Semester (12 units)

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- [HSPM 177 - Hospitality Service Management](#) 3 unit(s)
  - [BUS3 189 - Strategic Management](#) 3 unit(s)
  - [SJSU Studies Area V](#) 3 unit(s) \*\*\*
- Note: Area V also fulfills Non-Business Global Perspectives (a major requirement).*
- University Elective - Lower or Upper Division 3 unit(s)

## Roadmap Notes

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This plan requires the student has passed the test requirements to be eligible for English 1A and Math 70. Business Pool (BP) = “C” grade or better. SJSU Studies courses require a passing score on the [Writing Skills Test \(WST\)](#). A “C” or better is required for 100W(B). Human Resource Management majors must earn grades of “C-” or better in all concentration courses.

\* Consult an advisor to determine your best options.

\*\* Either B1 or B2 must be taken with a [B3 - Laboratory](#).

\*\*\* Prerequisite Pass WST.

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