

HOSPITALITY and TOURISM MANAGEMENT

Are you a people-person? Are you passionate about customer service and enriching people's experiences? Do you have an exceptional work ethic and enjoy a fast-paced environment? If so, Hospitality and Tourism Management (HTM) is a great field for you.

As the nation's number one retail employer, the hospitality and tourism industry employs millions of people. The demand for managers continues to grow as the demand for services grows. Along with this demand for services is an increasing emphasis on comfort, convenience and personalized attention. All of these factors increase the need for effective and efficient professionals to manage hospitality operations and lead teams of people.

The Program

The mission of the HTM program at NDSU is to develop effective and efficient leaders in a very dynamic and exciting field. Our students learn and develop leadership skills by completing coursework that increases knowledge of the industry, develops people management skills, and enhances problem-solving abilities while instilling a sense of responsibility and professionalism.

We are the only four-year HTM program in North Dakota, accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). The program has undergone this process to ensure students receive a quality education. The ACPHA guidelines and standards help us pursue excellence in the area of hospitality administration.

- Our program incorporates a solid foundation of general education courses vital in developing a well-rounded professional.
- All students complete a core of fundamental courses on the management of resources such as people, materials, money, technology and time in a hospitality and tourism setting.
- Upper-division courses concentrate on project-based, critical evaluation and production of quality services in hospitality and tourism operations.
- Students choose professional electives in areas such as food and beverage, casino operations, professional club management, resorts, and convention and meeting planning.
- A 24-credit minor in Business Administration is required with this major. The minor provides a strong business background on which we build depth of knowledge concerning the specifics of marketing and management in the hospitality industry. Students must have an overall grade point average of 2.5 to enroll in business administration classes.

Student Advisement

A faculty advisor is assigned to work with each student majoring in HTM. The academic advisor helps students set goals for their college work, choose courses and seek meaningful work experiences during their college career. Once students complete 60 credit hours a faculty advisor is assigned.

Work Experience

The Fargo-Moorhead and West Fargo area provides many quality hospitality and tourism operations for students to gain work experience while completing their degrees. Supervised, on-the-job experience (internship) is also required of all students in a professional work setting. Students complete the field experience during the summer between their junior and senior years. Placement is determined by the student's desire for the type of operation and preferred geographic location.

Career Opportunities

Because of the breadth of the industry, HTM graduates have a wide range of career alternatives. Graduates have found positions within restaurants, hotels and motels, recreational facilities, school and college food services, health care facilities, resort hotels, catering, and food and beverage operations. Several major companies visit NDSU and hire HTM graduates for careers in the regional, national and international arena. The starting salary for a graduate in the HTM field can range from \$30,000 to \$40,000 with great possibility for an increase in salary after the completion of management training. Students graduating with industry experience also may start at a higher rate.

Financial Aid and Scholarships

The Office of Financial Aid and Scholarships makes available grants, loans, scholarships and work-study employment. Scholarships are also available through the Department of Apparel, Merchandising, Interior Design, and Hospitality Management. Additionally, several hospitality associations have funds for scholarships, which are awarded by the associations through regional and national competition. Contact the Office of Financial Aid and Scholarships, One Stop or the Department of Apparel, Merchandising, Interior Design, and Hospitality Management for additional information.

Hospitality and Tourism Management Plan of Study

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

Freshman					
Fall	Credits	Spring	Credits		
ADHM 140 Introduction to the Hospitality Industry	3	ACCT 102 Fundamentals of Accounting	3		
CSCI 114 or MIS 116 Microcomputer Packages or Business Use of Computers	3	ADHM 141 Tourism and Travel Management	3		
ENGL 110 College Composition I	4	ENGL 120 College Composition II	3		
Gen Ed Social & Behavioral Sciences	3	Gen Ed Humanities & Fine Arts	3		
Gen Ed Wellness	2	Gen Ed Quantitative Reasoning	3		
	15		15		
Sophomore					
Fall	Credits	Spring	Credits		
ADHM 241 Hospitality Accounting	3	ADHM 360 Lodging Operations Management	3		
COMM 110 Fundamentals of Public Speaking	3	ECON 105 Elements of Economics	3		
HTM Elective	3	HNES 141 Food Sanitation	1		
Gen Ed Humanities & Fine Arts	3	Gen Ed Science & Technology w/lab	4		
Gen Ed Science & Technology	3	Gen Ed Social & Behavioral Sciences	3		
	15		14		
Junior					
Fall	Credits	Spring	Credits	Summer	Credits
MGMT 320 Foundations of Management	3	ADHM 381 Hospitality Marketing and Sales	3	ADHM 496	3
MRKT 320 Foundations of Marketing	3	ADHM 435 Cost Controls in Hospitality and Food Service Systems	3	Field Experience	
ENGL 320 Business and Professional Writing	3	BA Minor Elective	3		
HTM Elective	3	HTM Elective	3		
Elective	3	HTM Elective	3		
	15		15		3
Senior					
Fall	Credits	Spring	Credits		
ADHM 404 Restaurant Operations Management	3	ADHM 479 Hospitality Industry Management Strategies	3		
ADHM 404L Restaurant Operations Management Lab	2	BA Minor Elective	3		
ADHM 467 Hospitality Law	3	BA Minor Elective	3		
HTM Elective	3	Electives as needed	5		
BA Minor Elective	3				
	14		14		
Total Credits: 120					

View NDSU equivalencies of transfer courses at: www.ndsu.edu/transfer/equivalencies

For Further Information

MAILING ADDRESS
College of Human Sciences &
Education
NDSU Dept 2600
PO Box 6050
Fargo, ND 58108-6050

DEPT PHONE
(701) 231-8211

DEPT WEBSITE
www.ndsu.edu/hse/

OR

MAILING ADDRESS
Hospitality and Tourism
Management
NDSU Dept 2610
PO Box 6050
Fargo, ND 58108-6050

DEPT PHONE
(701) 231-8604

DEPT WEBSITE
www.ndsu.edu/adhm/hospitality-tourism/about.html

This publication will be made available in alternative formats upon request. Contact the Office of Admission (701) 231-8643 or 800-488-NDSU or ND Telecommunications Relay Service 800-366-6888 (TTY) or 800-366-6889 (voice).

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