



HOSPITALITY INDUSTRY MANAGEMENT & MARKETING DOUBLE MAJOR

CURRICULUM: Suggested sequence for students admitted as of Fall 2016 – Present

<u>FRESHMAN YEAR</u>	<u>Credits</u>	<u>SOPHOMORE YEAR</u>	<u>Credits</u>
First Semester		First Semester	
Microeconomics, ECON 101*	3	Accounting I (Financial), ACCT 207*	3
Calculus I, MATH 221*	3	Statistics I, MATH 201* or Basic Statistical Practice, STAT 200*	3
Introduction to Hospitality, HOSP 180*	3	Business Computing, MISY 160*	3
Basics of Business, BUAD 110*. ¹	3	Hospitality Entrepreneurship, HOSP 314*	3
Foreign Language	<u>3/4</u>	Sociology course from breadth	<u>3</u>
	15/16		15
Second Semester		Second Semester	
Macroeconomics, ECON 103*	3	Accounting II (Managerial), ACCT 208*	3
Seminar in Composition, ENGL 110*	3	Statistics II, MATH 202* or Fundamentals of Business Analytics, MISY 262*	3
History & Cultural Change Breadth (HCC)*	3	Business Information Systems, MISY 261	3
General Psychology, PSYC 100	3	Executive Presentations & Problem Solving, HOSP 230*	3
Natural Sciences & Technology Breadth w/ Lab	<u>4</u>	or Oral Communication in Business, COMM 212	3
	16	Introduction to Marketing, BUAD 301*	<u>3</u>
			15
<u>WINTER OR SUMMER SESSION</u>			
Creative Arts & Humanities Breadth (CAH)*	3		
Social & Behavioral Sciences Breadth	<u>3</u>		
	6		
<u>JUNIOR YEAR</u>		<u>SENIOR YEAR</u>	
First Semester		First Semester	
Marketing Research, BUAD 302*	3	Marketing Strategy for the Firm, BUAD 479*	3
Service & Operations Management, BUAD 306*	3	Hospitality Feasibility Studies, HOSP 495* ³	3
Marketing Major Course* ²	3	Hospitality Elective*	3
Marketing Major Course* ²	3	Organizational Behavior, BUAD 309*	3
Management of Food & Beverage Operations, HOSP 381*	<u>3</u>	Principles of Finance, FINC 311*	<u>3</u>
	15		15
Second Semester		Second Semester	
Marketing Analytics, BUAD 476*	3	Law & Social Issues in Business, ACCT 352	3
Advertising & Media Management, BUAD 471* or Consumer Behavior, BUAD 473*	3	Strategic Management, BUAD 441*	3
Management of Lodging Operations, HOSP 380*	3	Social & Behavioral Sciences Breadth	3
Manag. Acct. & Finc. in the Hosp. Ind., HOSP 382*	3	International Business Course ⁴	3
Marketing Hospitality Experiences, HOSP 481*	<u>3</u>	Natural Sciences Breadth	<u>3</u>
	15		15
<u>WINTER OR SUMMER SESSION</u>			
Written Communications in Business, ENGL 312	3		
CAH or HCC	<u>3</u>		
	6		

*-Grade of "C-" or better required in these courses.

1-Course satisfies the First-Year-Experience (FYE) requirement. Students that are exempt from the FYE requirement or completed an FYE at the University of Delaware prior to becoming a Hospitality Industry Management and MGT, MKT or OM double major are not required to take BUAD 110; however a BUAD course at the 300-level or above must be taken in its place.

2-Choose from BUAD 351, 470, 471, 472, 473, 474, 475, 477 or 478.

3-Course fulfills the Discovery Learning Experience (DLE) requirement and the Capstone requirement.

4-Chose from the list of International Business courses on page 4.



REQUIREMENTS FOR HOSPITALITY INDUSTRY MANAGEMENT & MARKETING DOUBLE MAJOR

(All requirements except free electives must be taken for a letter grade. Pass/Fail status courses may only count in free electives)

University Requirements

- ENGL 110 – Seminar in Composition with a minimum grade of “C-“ (3-credits).
- Multicultural Course (3-credits)
- Discovery Learning Experience (DLE) (3-credits). HOSP 495 fulfills this requirement.
- First-Year-Experience (FYE): BUAD 110 – Basics of Business. Students that are exempt from the FYE requirement or completed an FYE at the University of Delaware prior to becoming a double major are not required to take BUAD 110; however a 300-level or above BUAD course must be taken in its place.
- Capstone (1 to 3-credits) HOSP 495 fulfills this requirement.
- University Breadth Requirements (12-credits) with a minimum grade of “C-“.

All students entering the University of Delaware as of fall 2010 are required to take a minimum of 12-credits of University breadth requirements, 3-credits each from courses designated as: Creative Arts and Humanities, History and Cultural Change, Social and Behavioral Sciences and Mathematics, Natural Sciences and Technology. Students must earn a minimum grade of “C-“ or better. *Note that students must take breadth courses from four different areas (e.g., the four letter subject code ACCT, HIST, etc.).*

Students may not use a course that is cross-listed with a subject area that has already been used to satisfy a university breadth requirement. Students enrolled in a single major may not satisfy the breadth requirement with courses in the subject area of that major (e.g. chemistry majors may not use CHEM courses). Students who are enrolled in more than one major or degree are allowed to meet the University breadth requirement by taking approved breadth courses from within the subject areas of their majors. The requirements are subject to limitations above, however credit hours may be counted only once towards the credit hour minimum required for the degree. See the undergraduate catalog at catalog.udel.edu for the list of course options.

Degree Requirements

See the undergraduate catalog at catalog.udel.edu and then select “other content” under catalog search and search for “breadth requirements” for the specific list of courses.

CAH - Creative Arts & Humanities (3-credits) (C- minimum grade)

HCC - History and Cultural Change (3-credits) (C- minimum grade)

Foreign Language (3 to 4-credits)

- Choose from Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Portuguese, Russian, Spanish or Latin at any level.

Additional CAH, HCC or Foreign Language (3-credits)

Social and Behavioral Sciences (12-credits)

- PSYC 100 and a SOCI course are required
- No more than 6-credits may be taken in the same department

Skills (9-credits)

- 3-credits of English - ENGL 110 (3-credits) (C- minimum grade)
- 6-credits of Communications – COMM 212 or HOSP 230 & ENGL 312



REQUIREMENTS FOR HOSPITALITY INDUSTRY MANAGEMENT & MARKETING DOUBLE MAJOR

(All requirements except free electives must be taken for a letter grade. Pass/Fail status courses may only count in free electives)

Degree Requirements (cont'd)

Mathematics, Natural Sciences and Technology (16-credits)

- 3-credits of Mathematics – MATH 221 or MATH 241 (C- minimum grade)
- 6-credits of Statistics – MATH 201 or STAT 200 and MATH 202 or MISY 262 (C- minimum grade)
- 7-credits of Natural Sciences & Technology

Note: STAT, MATH and CISC courses may NOT apply. This requirement includes one associated laboratory credit.

International Course (3-credits)

Choose one (1) course from the following:

ACCT 395: Seminar: International Accounting	ECON 311: Economics of Developing Countries
ACCT 483: Introduction to International Accounting	ECON 340: International Economics
BUAD 383: Seminar on International Business	ECON 441: International Trade
BUAD 384: Global Business Environment	ECON 443: International Monetary Economics
BUAD 386: International Business Management	ECON 444: Economics of Environmental Management
BUAD 391: Seminar on International Management	FINC 392 – Seminar on International Financial Management
BUAD 393: Seminar on International Marketing Management	FINC 415 – International Finance
BUAD 394: Seminar on International Operations Management	MISY 395 – Global Issues in Information Technology
BUAD 425: Current Issues in Global Business	
BUAD 475: International Marketing	

Double Major Required Courses

- Students are required to earn a minimum grade of “C-“ in the following courses: ECON 101 & 103; ACCT 207, 208 & 352; BUAD 110, 301, 306, 309 & 441; FINC 311; all HOSP courses; MISY 160 and the courses noted under major area.

Students may take only one (1) of the required BUAD upper-level courses as specified under “Major Area” at another institution.

ANY DEVIATION FROM THE ABOVE CURRICULUM REQUIRES APPROVAL OF THE UNDERGRADUATE PROGRAM ADVISOR FOR THE DEPARTMENT OF HOSPITALITY BUSINESS MANAGEMENT AND THE UNDERGRADUATE PROGRAM ADVISOR FOR THE DEPARTMENT OF BUSINESS ADMINISTRATION.

“WHO’S MY ADVISOR?”

Please see my.lerner.udel.edu for a list of advisors by major.

Note: Many students take courses through the winter and summer sessions to reduce their regular semester course load. These special sessions normally offer only introductory level courses. If you want to take a course somewhere other than UD, be sure to get the course pre-approved by the department offering the equivalent course and your College’s Assistant Dean. You will need a copy of the course description and/or syllabus. The College or University must be AACSB accredited if the course is in business.



**HOSPITALITY INDUSTRY MANAGEMENT & MARKETING
 DOUBLE MAJOR CHECKSHEET**

For students admitted to the University as of Fall 2016 – Present

Name: _____

ID#: _____

<u>Course</u>	<u>Credits</u>	<u>Grade</u>	<u>Semester</u>
Creative Arts and Humanities (CAH)			
* _____	3	_____	_____
History and Cultural Change (HCC)			
* _____	3	_____	_____
Foreign Language			
_____	3/4	_____	_____
Additional CAH, HCC or Foreign Language			
_____	3	_____	_____
Social & Behavioral Sciences			
PSYC 100	3	_____	_____
SOCI _____	3	_____	_____
_____	3	_____	_____
_____	3	_____	_____
Mathematics, Natural Sciences & Technology			
*MATH 221	3	_____	_____
*MATH 201 or *STAT 200	3	_____	_____
*MATH 202 or *MISY 262	3	_____	_____
_____	4	_____	_____
_____	3	_____	_____
Skills			
*ENGL 110	3	_____	_____
ENGL 312	3	_____	_____
COMM 212 or *HOSP 230	3	_____	_____
International Course			
¹ _____	3	_____	_____

<u>Course</u>	<u>Credits</u>	<u>Grade</u>	<u>Semester</u>
Core Courses			
*ECON 101	3	_____	_____
*ECON 103	3	_____	_____
*MISY 160	3	_____	_____
*ACCT 207	3	_____	_____
*ACCT 208	3	_____	_____
MISY 261	3	_____	_____
*ACCT 352	3	_____	_____
*FINC 311	3	_____	_____
* ² BUAD 110	3	_____	_____
*BUAD 301	3	_____	_____
*BUAD 306	3	_____	_____
*BUAD 309	3	_____	_____
*BUAD 441	3	_____	_____

MAJOR AREAS

Hospitality Industry Management

*HOSP 180	3	_____	_____
*HOSP 314	3	_____	_____
*HOSP 380	3	_____	_____
*HOSP 381	3	_____	_____
*HOSP 382	3	_____	_____
*HOSP 481	3	_____	_____
* ³ HOSP 495	3	_____	_____
*HOSP Elective			
_____	3	_____	_____

Marketing

*BUAD 302	3	_____	_____
*BUAD 476	3	_____	_____
*BUAD 479	3	_____	_____
*BUAD 471 or 473	3	_____	_____
* ⁴ BUAD _____	3	_____	_____
* ⁴ BUAD _____			

*Grade of "C-" or better required in these courses

¹Choose from list of International Business courses on page 3

²Course satisfies the FYE requirement

³Course satisfies the DLE and Capstone requirements

⁴Choose from BUAD 351, 470, 471, 472, 473, 474, 475, 477 or 478

Total Credits: 133/134



UNIVERSITY REQUIREMENTS CHECK SHEET

University requirements may also fulfill major requirements; however, credit hours may be counted only once towards the credit hour minimum required for the degree.

<u>Requirement</u>	<u>Credits</u>	<u>Grade</u>	<u>Semester</u>
1. First-year-Experience (FYE) Requirement – click on the link for a list of approved FYE courses: FYE Requirement Course: _____	_____	_____	_____
2. Writing Requirement (“C-“ minimum grade) ENGL 110	3	_____	_____
3. Multicultural Requirement (3-credits) – this course must be taken for standard grading Course: _____	3	_____	_____
4. Discovery Learning Experience (DLE) Requirement (3-credits) – Click on the link for a list of approved DLE courses: DLE Requirement Course: _____ Course: _____ Course: _____	_____ _____ _____	_____ _____ _____	_____ _____ _____
5. Capstone (1 to 3-credits) – this requirement applies to students that matriculated in 2017 fall and after Course: _____	_____	_____	_____
6. University Breadth Requirements (12-credits) – “C-“ minimum grade All students entering the University of Delaware as of Fall 2010 are required to take a minimum of 12-credits of University breadth requirements: 3-credits each from courses designated as Creative Arts and Humanities, History and Cultural Change, Social and Behavioral Sciences and Mathematics, Natural Sciences and Technology. Students must pass these courses with a grade of “C-“ or better. Note that students must take breadth courses from four different subject areas (e.g., the four letter subject code ACCT, HIST, etc.). Students may not use a course that is cross-listed with a subject area that has already been used to satisfy a university breadth requirement. Students enrolled in a single major may not satisfy the breadth requirement with courses in the subject area of that major (e.g. chemistry majors may not use CHEM courses). Students who are enrolled in more than one major or degree are allowed to meet the University breadth requirement by taking approved breadth courses from within the subject areas of their majors. The requirement may be fulfilled through a course or courses taken to complete other degree requirements, subject to the limitations above; however, credit hours may be counted only once towards the credit hour minimum required for the degree. See the undergraduate catalog at http://catalog.udel.edu/ for the list of course options.			
Creative Arts and Humanities (3-credits) – “C-“ minimum grade Course: _____	_____	_____	_____
History and Cultural Change (3-credits) – “C-“ minimum grade Course: _____	_____	_____	_____
Social and Behavioral Sciences (3-credits) – “C-“ minimum grade Course: _____	_____	_____	_____
Mathematics, Natural Sciences and Technology (3-credits) – “C-“ minimum grade Course: _____	_____	_____	_____
7. Residency Requirement (check one):	_____	_____	_____
	_____	_____	_____