



BTM OVERVIEW 2012-2013

Bachelor of Tourism Management (BTM) www.tru.ca/tourism You choose your degree (Major, Minor with or without Honours)

BTM Majors	BTM Minor	BTM Honours
<p><i>All students must choose one of three paths</i> ❖</p> <p>Adventure Studies</p> <p><u>Professional Goal</u> Start your own and/or manage an adventure tourism business in the great Canadian outdoors and/or internationally (focus on outdoor experiences)</p> <p>Entrepreneurship</p> <p><u>Professional Goal</u> Put a tourism business idea into action and manage for personal success and financial profit (ideal for launching a new venture or growing an existing business).</p> <p>Management</p> <p><u>Professional Goal</u> Bring current management skills and knowledge to established tourism businesses such as resorts (skills important for managing any tourism business successfully).</p>	<p><i>Option to add to the Major with another area of specialization. Choose one of many areas</i> ❖</p> <p>School of Tourism Minors</p> <ul style="list-style-type: none"> Adventure Studies Minor Entrepreneurship Minor International Adventure Tourism Development Minor Management Minor <p>School of Business & Economics Minors</p> <ul style="list-style-type: none"> Accounting Economics Environmental Economics & Sustainable Development Finance Human Resources Information Technology International Business Marketing <p>Other Minors</p> <ul style="list-style-type: none"> History Geography Sociology Political Studies <p>Note: Credit count to fulfill Minors vary by Minor</p>	<p><i>Option designed for top achievers</i> ❖</p> <p>Criteria</p> <p>Students with a CGPA of 3.0 or better can apply to the Honours program upon entering year 3 of the BTM</p> <p>Must enrol in one of the BTM Majors</p> <p>Complete a 6 credit thesis</p> <p>Students must maintain a CGPA of 3.0 or better with no grade lower than B- to remain in the Honours program.</p> <div data-bbox="1157 982 1940 1307" style="border: 2px solid black; border-radius: 50%; padding: 10px; text-align: center; margin-top: 20px;"> <p><i>Dedicated to preparing our students with the skills, knowledge, and leadership qualities required to succeed as professionals.</i></p> </div>

BTM (Years 1 and 2 - 60 credits)

Courses for all BTM Students

The first two years focus on knowledge and skills essential for a solid professional foundation. (typical pattern for course offering: F= Fall offering, W=Winter , 2nd F or W indicates that the course is offered every second Fall or Winter, and F/W = course is offered in both)

English

CMNS1810 Business, Professional & Academic Composition (F)
CMNS 1920 Professional Presentation/Communication (W)

Mathematics

MATH 1100 Finite Mathematics with Applications* (F)

Statistics

STAT 1200 Introduction to Statistics (W)

Elective – unspecified 3 credits

Consider STSS 1050, 1060 and 1070 in first year, first semester, or COMP 1020, 1060 and 1080 for computer skills. (F)

Organizational Behaviour

TMGT 1140 Human Resources Management (W)
TMGT 1160 Organizational Leadership in Tourism (F)

Marketing

TMGT 1150 Marketing and Customer Service (F/W)
and one of the following specialty choices
EVNT 2190 Destination Marketing Organizations (W)
EVNT 2250 Sports Event Marketing (W)
HMGT 2120 Hotel Sales & Service (W)

Accounting

ACCT 1000 Financial Accounting (F/W)
ACCT 1010 Management Accounting* (F/W)

Economics

ECON 1900 Principles of Microeconomics* (F/W)
ECON 1950 Principles of Macroeconomics* (F/W)

Introduction to Tourism

TMGT 1110 The Tourism Industry (F/W)

Hospitality/Business Law

TMGT 2250 Hospitality Law (F)

Environmental Stewardship

TMGT 2610 Environmental Issues in the Tourism Industry (W)

Electives – unspecified 12 credits (4 courses)

May be from any discipline at a 1000-2000 level

*students planning to enter the Adventure Major are exempt from MATH 1100, ACCT 1010 and one of ECON 1900 or 1950. However, they will make up the 9 credits with additional unspecified electives. Other Majors/Minors require all of the courses listed above.

BTM Adventure Studies Major: Course Selection

Required Courses:

ADVG 4010 Business Applications for Eco & Adventure Tourism Management (F)
TMGT 4020 Graduating Seminar (F/W)

Select 18 credits from the following:

ADVG 4020 Legal Liability & Risk Management for Eco & Adventure Businesses (W)
ADVG 4030 Contemporary Perspectives in the Eco & Adventure Industry (2ND W)
ADVG 4040 Programming Experiential Activities (2ND F)
ADVG 4050 International Adventure Tourism Business (F)
ADVG 4070 Directed Studies in Adventure (F/W – requires application)
ADVG 4090 International Adventure Tourism Community Development (W)
ADVG 4100 Adventure Tourism Field Trip (6 credits) (W)
ADVG 4110 Adventure Tourism Field Trip (select one field course in Major) (W)
ADVG 4210 Adventure and Sport Marketing (2ND F)
ADVG 4220 The Culture of Adventure (2ND W)
ADVG 4230 Consulting in Adventure (2ND F)

BTM Entrepreneurship Major: Course Selection

Required Courses:

TMGT 4020 Graduating Seminar (F/W)
TMGT 4010 Tourism Product Development & Innovation (W)
TMGT 4120 Developing New Tourism Enterprises (F)

Select 15 credits from the following:

TMGT 4130 Tourist Behaviour (W)
TMGT 4140 Tourism Strategy (F)
TMGT 4150 Managing Small Tourism Enterprises (W)
TMGT 4160 Tourism in a Global Environment (2ND F)
TMGT 4170 Information Technology and Tourism (2ND F)
TMGT 4180 Managing the Tourist Experience (W)
TMGT 4190 Tourism Enterprise Consulting Project (6 credits) (F&W)

BTM Management Major: Course Selection

Required Courses:

TMGT 3010 Community and Cultural Issues in Tourism (F)
TMGT 3020 Tourism Policy and Planning (W)
TMGT 3040 Tourism and Land Use Management (F)
TMGT 4020 Graduating Seminar (F/W)

Select 12 credits from the following:

TMGT 4010 Tourism Product Development and Innovation (W)
TMGT 4030 Resort Management (W)
TMGT 4040 Tourism and Sustainable Development (W)
TMGT 4050 Event Tourism (W)
TMGT 4060 Selected Topics in Tourism (F)
TMGT 4210 Casino Operations Management (2ND F)

Minor Examples

Adventure Studies Minor

Required Course
ADVG 4010

Select 3 courses below:

ADVG 4020
ADVG 4030
ADVG 4040
ADVG 4050
ADVG 4090
ADVG 4110
ADVG 4210
ADVG 4220
ADVG 4230

Int'l Adventure Tourism Development Minor

Required Course
ADVG 4010
ADVG 4050
ADVG 4090

Select 1 course below:

ADVG 4100 (6 credits)
ADVG 4110

Entrepreneurship Minor

Required Course
TMGT 4010
TMGT 4120

Select 2 courses below:

TMGT 4130
TMGT 4140
TMGT 4150
TMGT 4160
TMGT 4170
TMGT 4180

Management Minor

Required Course
TMGT 3010
TMGT 3020
TMGT 3040

Select 1 course below:

TMGT 4010
TMGT 4030
TMGT 4040
TMGT 4050
TMGT 4060
TMGT 4210