



Student Program Plan

Updated March 2021

IMPORTANT NOTES

ACADEMIC CALENDAR

This program plan is based on Bachelor of Tourism Management program for students admitted in September 2021 for the 2021-2022 academic year. Refer to the Academic Calendar for official program information related to your particular year of admission: <https://www.tru.ca/current/enrolment-services/calendar.html>

COURSE PLANNING, APPROVALS & REGISTRATION

Program advising is available to assist you in making informed decisions that will enhance your educational experience. Contact with a program advisor is mandatory for 3rd and 4th year Canadian students and all International students for course plan approvals prior to your registration. To learn about course planning, timetables & registration, tutorials are available at the following site: <http://www.tru.ca/campus/current/registration.html>.

Keep in mind that it is your responsibility to ensure that you are meeting your program requirements, so course plan and register with care. Ask questions if you are not sure and do your best in every class so that you have the opportunity to complete the degree in as little as four years!

ADVANCED STANDING

- Should you meet the requirements to receive an exemption from MATH 1100, you must make-up the 3 credits with an elective of your choice <http://www.tru.ca/act/tourism/admission.html>
- Transfer credits can be granted on course work from other institutions up to a maximum of 60 credits. To initiate a transfer credit assessment, contact the Admissions department. <http://www.tru.ca/campus/admissions/transfer-credit.html>
- Prior Learning Assessment is a process that assesses knowledge and skills to grant credit for non-academic learning that has taken place <https://www.tru.ca/distance/plar-ol/prior-learning-campus.html>

ENHANCEMENT OPTIONS

All students have the option to pursue Global Competency and/or the Leadership in Environmental Sustainability Certificates. Either program allows students to earn formal recognition for either their intercultural and international experiences, or for their knowledge, skills, values, and attitudes that contribute to environmental sustainability.

Global Competency. <https://www.tru.ca/current/student-life/global-competency.html>

Environmental Sustainability. <https://www.tru.ca/current/student-life/les.html>

The BTM supports Study Abroad and Co-op options for credit. See the following for more information:

<http://www.tru.ca/studyabroad.html> or <https://www.tru.ca/cel/co-operative-education.html>

SECTION 1: BTM General Program Requirements - CONCENTRATIONS

Innovation & Entrepreneurship, Festivals & Events, Resort Experience, and General (no concentration)

- See sample sequence on page 6 for course planning ideas.
- Note that some courses may have prerequisites that you will need prior to enrolling in them.
- Third Year Standing in the BTM is defined as follows:
 - 54+ credits within the BTM program
 - A CGPA of 2.0+ (BTM courses only)
 - Successful completion of the following courses (or approved equivalents): CMNS 1810, GEOG 2700, TMGT 1150, ACCT 1000, ECON 1220 and TMGT 1110

Communication and New Media (6 credits) CMNS 1810-Business, Professional and Academic Composition (or ENGL 1100) JOUR 2060-Introduction to Multimedia	1. CMNS 1810	
	2. JOUR 2060	
Mathematics (3 credits) MATH 1100-Finite Mathematics with Applications (students with C+ or better in Principles of Math 12 are exempt from this requirement but must make up 3 credits)	3. MATH 1100	
Statistical Analysis (3 credits) GEOG 2700-Introduction to Geographical Analysis (or STAT 1200 or ECON 2320)	4. GEOG 2700	
Organizational Behaviour (6 credits) TMGT 1140-Human Resources Management (or HRMN 2820) TMGT 1160-Organizational Leadership in Tourism (or BBUS 2720 or ORGB 2810)	5. TMGT 1140	
	6. TMGT 1160	
Marketing (6 credits) TMGT 1150-Marketing and Customer Service (or MKTG 2430) EVNT 2190-Destination Marketing Organizations or EVNT 2250-Sports Event Marketing or HMGT 2120-Hotel Sales and Service	7. TMGT 1150	
	8. EVNT 2190 OR 2250 OR HMGT 2120	
Finance and Decision Making (6 credits) ACCT 1000-Financial Accounting (or BBUS 2210 or ACCT 2210) TMGT 2010-Financial Operations Control in Tourism (or ACCT 1010 or ACCT 2250 or BBUS 2540)	9. ACCT 1000	
	10. TMGT 2010	
Economics (6 credits) ECON 1220-Introduction to Basic Economics (or ECON 1900) ECON 2220- Economics for Tourism, Recreation and Leisure (or ECON 1950)	11. ECON 1220	
	12. ECON 2220	
Tourism Essentials (3 credits) TMGT 1110-Introduction to Tourism	13. TMGT 1110	
Law (3 credits) TMGT 2250-Hospitality Law (or BLAW 2910)	14. TMGT 2250	
Culture, History & Geography (3 credits) TMGT 2060-People, Places and the Toured Landscape	15. TMGT 2060	
Environmental Stewardship (3 credits) TMGT 2610-Environmental Issues in the Tourism Industry	16. TMGT 2610	
Electives – Unspecified (12 credits)	17.	
	18.	
	19.	
	20.	
Credits		60

Field Work - Students must have a minimum of **500 hours** of documented relevant work experience supported by reference letters indicating capable performance. Students can complete this requirement on their own or via the CO-OP option.

Fieldwork Completed

Final Program Requirements

- C- minimum needed on courses taken to meet concentration(s), capstone, core, and theme requirements.
- 2.0 minimum Cumulative Grade Point Average (CGPA) required for graduation.

CONCENTRATION and CAPSTONE (18 credits)					
Innovation & Entrepreneurship	Festivals & Events	Resort Experience	General		Grade
Capstone: TMGT 4800 or 4020	Capstone: EVNT 4800 or TMGT 4020	Capstone: HMGMT 4800 or TMGT 4020	Capstone: TMGT 4020	1.	
TMGT 4010 (3)	EVNT 3800	HMGMT 3000	15 credits from any ADVG, EVNT, HMGMT, MTST, TMGT courses at the 3000-4999 level	2.	
TMGT 4110	TMGT 4010 (3)	TMGT 4030 (2)		3.	
TMGT 4120	TMGT 4050 (3)	TMGT 4150		4.	
TMGT 4140	TMGT 4090 (1)	TMGT 4170 (3)		5.	
TMGT 4150	TMGT 4980 (2)	TMGT 4180 (3)		6.	
CORE COURSES (18 credits)					
ADVG 3200 Adventure and Sport Tourism				7. ADVG 3200	
CMNS 3020 Travel Media				8. CMNS 3020	
TMGT 3020 Tourism Policy and Planning				9. TMGT 3020	
TMGT 3030 Financial Management for Tourism:				10. TMGT 3030	
TMGT 3050 Research in Tourism				11. TMGT 3050	
TMGT 4080 Reflecting Philosophically on Tourism				12. TMGT 4080	
THEMES/UPPER-LEVEL ELECTIVES (12 credits)					
<i>Students must have at least one course from each of the three indicated themes. If you have met one or more of these themes within your concentration (see notations of 1, 2 or 3 beside courses listed within each concentration), this space is available for upper-level electives from any discipline (3000-4999 level courses).</i>					
Theme 1-Culture & Place: TMGT 3010, TMGT 4090, TMGT 4100, TMGT 4220, ADVG 4220*				13.	
Theme 2-Global Perspectives: TMGT 4030, TMGT 4040*, TMGT 4160, TMGT 4980, ADVG 4050, ADVG 4160*				14.	
Theme 3-Experience Design: TMGT 4010, TMGT 4050, TMGT 4130*, TMGT 4170*, TMGT 4180*, TMGT 4210*, ADVG 4040*, ADVG 4200*				15.	
Upper level elective:				16.	
AREA 4: ELECTIVES (12 credits)					
<i>Any discipline, any level (1000-4999)</i>					
				17.	
				18.	
				19.	
				20.	
CHECKLIST: Third Year Standing in BTM 54+ credits (in the BTM)			3rd Year Approval	BTM CREDIT STRUCTURE	
CGPA 2.0 (BTM courses only) CMNS 1810, STAT 1200, TMGT 1100, TMGT 1150, ACCT 1000, ECON 1220				Subtotal credits, this page	60
				Add credits from previous page	60
				BTM FINAL CREDIT TOTAL	120

SECTION 2: BTM Program Requirements - MAJORS

ENTREPRENEURSHIP AND TOURISM STUDIES

- See sample sequence on page 6 for course planning ideas.
- Note that some courses may have prerequisites that you will need prior to enrolling in them.
- Third Year Standing in the BTM is defined as follows:
 - 54+ credits within the BTM program
 - A CGPA of 2.0+ (BTM courses only)
 - Successful completion of the following courses (or approved equivalents): CMNS 1810, STAT 1200, TMGT 1150, ACCT 1000, ECON 1220 and TMGT 1110

Communication and New Media (6 credits) CMNS 1810-Business, Professional and Academic Composition (or ENGL 1100) JOUR 2060-Introduction to Multimedia	1. CMNS 1810	
	2. JOUR 2060	
Mathematics (3 credits) MATH 1100-Finite Mathematics with Applications (students with C+ or better in Principles of Math 12 are exempt from this requirement but must make up 3 credits)	3. MATH 1100	
Statistics (3 credits) STAT 1200-Introduction to Statistics (or ECON 2320 or PHYC 2100 or STAT 2000 or GEOG 2700)	4. STAT 1200	
Organizational Behaviour (6 credits) TMGT 1140-Human Resources Management (or HRMN 2820) TMGT 1160-Organizational Leadership in Tourism (or BBUS 2720 or ORGB 2810)	5. TMGT 1140	
	6. TMGT 1160	
Marketing (6 credits) TMGT 1150-Marketing and Customer Service (or MKTG 2430) EVNT 2190-Destination Marketing Organizations or EVNT 2250-Sports Event Marketing or HMGT 2120-Hotel Sales and Service	7. TMGT 1150	
	8. EVNT 2190 OR 2250 OR HMGT 2120	
Finance and Decision Making (6 credits) ACCT 1000-Financial Accounting (or BBUS 2210 or ACCT 2210) TMGT 2010-Financial Operations Control in Tourism (or ACCT 1010 or ACCT 2250 or BBUS 2540)	9. ACCT 1000	
	10. TMGT 2010	
Economics (6 credits) ECON 1220-Introduction to Basic Economics (or ECON 1900) ECON 2220- Economics for Tourism, Recreation and Leisure (or ECON 1950)	11. ECON 1220	
	12. ECON 2220	
Tourism Essentials (3 credits) TMGT 1110-Introduction to Tourism	13. TMGT 1110	
Law (3 credits) TMGT 2250-Hospitality Law (or BLAW 2910)	14. TMGT 2250	
Culture, History & Geography (3 credits) TMGT 2060-People, Places and the Toured Landscape	15. TMGT 2060	
Environmental Stewardship (3 credits) TMGT 2610-Environmental Issues in the Tourism Industry	16. TMGT 2610	
Electives – Unspecified (12 credits)	17.	
	18.	
	19.	
	20.	
Credits		60

Field Work - Students must have a minimum of **500 hours** of documented relevant work experience supported by reference letters indicating capable performance. Students can complete this requirement on their own or via the CO-OP option.

Fieldwork Completed

Final Program Requirements

- Minimum grade of C- is necessary in all required upper-level courses in the BTM to progress and to graduate.
- 2.0 minimum Cumulative Grade Point Average (CGPA) required for graduation.

Major (24 credits)			
Entrepreneurship Major	Tourism Studies Major		Grade
All of the following (3 courses):	All of the following (3 courses):		
TMGT 4010 Exp. Creation and Product Development	TMGT 3010 Community and Cultural Issues in Tourism	1.	
TMGT 4020 Graduating Seminar (Capstone)	TMGT 4020 Graduating Seminar (Capstone)	2.	
TMGT 4120 Developing New Tourism Enterprises	TMGT 4100 The Social Side of Tourism	3.	
+15 credits from the following (5 courses):	+15 credits from the following (5 courses):	4.	
TMGT4110 Innovation and Leadership in Tourism	ADVG 4030 Contemp. Persp. in the Eco and Advg. Ind.	5.	
TMGT4130 Tourist Behaviour	ADVG 4090 Nature and Community Based Development	6.	
TMGT4140 Tourism Strategy	ADVG 4220 The Culture of Adventure	7.	
TMGT4150 Managing Small Tourism Enterprises	TMGT 3040 Land Use Management and Tourism	8.	
TMGT4160 Tourism in a Global Environment	TMGT 3980 Special Topics in Tourism		
TMGT4170 Information Technology in Tourism	TMGT 4030 Resort Management		
TMGT4180 Managing the Tourist Experience	TMGT 4040 Tourism and Sustainable Development		
TMGT4800 Tourism Enterprise Consulting Project	TMGT 4050 Event Tourism		
	TMGT 4060 Selected Topics in Tourism		
	TMGT 4090 The Culture of Events		
	TMGT 4160 Tourism in a Global Environment		
	TMGT 4980 Special Topics in Tourism		
CORE COURSES (18 credits)			
ADVG 3200 Adventure and Sport Tourism		9. ADVG 3200	
CMNS 3020 Travel Media		10. CMNS 3020	
TMGT 3020 Tourism Policy and Planning		11. TMGT 3020	
TMGT 3030 Financial Management for Tourism		12. TMGT 3030	
TMGT 3050 Research in Tourism		13. TMGT 3050	
TMGT 4080 Reflecting Philosophically on Tourism		14. TMGT 4080	
ELECTIVES (18 credits)			
<i>(15 credits: any level, any discipline; 3 credits: upper level, any discipline)</i>			
1. Any level, any discipline		15.	
2. Any level, any discipline		16.	
3. Any level, any discipline		17.	
4. Any level, any discipline		18.	
5. Any level, any discipline		19.	
6. Upper level (3000-4999), any discipline		20.	
CHECKLIST: Third Year Standing in BTM		3rd Year Approval	BTM CREDIT STRUCTURE
54+ credits (in the BTM)		3rd Year Approval	Subtotal credits, this page
CGPA 2.0 (BTM courses only)			60
CMNS 1810, STAT 1200, TMGT 1100, TMGT 1150, ACCT 1000, ECON 1220			Add credits from previous page
			60
			BTM FINAL CREDIT TOTAL
			120

BTM–SAMPLE COURSE PLAN

FALL YEAR 1	1	CMNS 1810 - Business, Professional and Academic Composition
	2	MATH 1100 - Finite Mathematics (or elective for Adventure/any exemptions from high school)
	3	TMGT 1110 - Introduction to Tourism
	4	TMGT 1160 - Organizational Leadership in Tourism
	5	ELECTIVE

WINTER YEAR 1	1	ACCT 1000 - Financial Accounting
	2	JOUR 2060 - Introduction to Multimedia
	3	TMGT 1140 - Human Resources Management
	4	TMGT 1150 - Marketing and Customer Service
	5	TMGT 2060 - People, Places and the Toured Landscape

FALL YEAR 2	1	ECON 1220 - Introduction to Basic Economics
	2	TMGT 2010 - Financial Operations Control in Tourism (or elective for Adventure)
	3	TMGT 2250 - Hospitality Law
	4	ELECTIVE
	5	ELECTIVE

WINTER YEAR 2	1	ECON 2220 - Economics for Tourism, Recreation and Leisure (or elective for Adventure)
	2	EVNT 2190, EVNT 2250 or HMGMT 2120 – choose 1 of 3
	3	STAT 1200 - Introduction to Statistics or GEOG 2700 - Introduction to Geographical Analysis
	4	TMGT 2610 - Environmental Issues in the Tourism Industry
	5	ELECTIVE

The above is a suggested sequence for the first half of this degree. As students make their own schedules, there are many ways to organize these courses.

The second half of the degree has students taking many different paths. There is no suggested sequence available that would be common to each student.

See course titles and descriptions at <http://www.tru.ca/act/tourism/programs/degree/btmprogram.html>.