BS RECREATION, PARKS, AND TOURISM ADMINISTRATION

Program Learning Objectives
At the completion of this degree program, EIM students will be able to:

1. Think critically and creatively.
2. Communicate effectively.
3. Demonstrate their expertise in the Experience Industry and its associated industries in relation to the larger world of arts, sciences, and technology.
4. Work productively as individuals and in groups.
5. Use their knowledge and skills to make a positive contribution to society.
6. Make reasoned decisions based on an understanding of ethics, a respect for diversity, and an awareness related to sustainability.
8. Demonstrate the following entry-level knowledge in the Experience Industry Management field: a) the nature and scope of the experience industry; b) techniques and processes used by professionals and workers in the experience industry; and c) the foundations of the profession in history, science, and philosophy (COAPRT Standard 7.01).
9. Demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity (COAPRT Standard 7.02).
10. Demonstrate entry-level knowledge about operations and strategic management/administration in the experience industry (COAPRT Standard 7.03).
11. Demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in the experience industry (COAPRT Standard 7.04).

Degree Requirements and Curriculum
In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:  

- 60 units of upper division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be selected as credit/no credit.

MAJOR COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>RPTA 101</td>
<td>Introduction to the Experience Industry</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 110</td>
<td>Orientation and College Success in</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Experience Industry Management</td>
<td></td>
</tr>
<tr>
<td>RPTA 210</td>
<td>Experience Design</td>
<td>4</td>
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</tbody>
</table>
### BS Recreation, Parks, and Tourism Administration

<table>
<thead>
<tr>
<th>MS 203</th>
<th>Foundations of Leadership III</th>
</tr>
</thead>
<tbody>
<tr>
<td>RPTA 275</td>
<td>Facilitation and Teambuilding</td>
</tr>
<tr>
<td>RPTA 325</td>
<td>Leadership in Outdoor Experiences</td>
</tr>
</tbody>
</table>

#### Marketing, Technology, & Analytics

<table>
<thead>
<tr>
<th>AGB 260</th>
<th>Agribusiness Data Literacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGB 327</td>
<td>Agribusiness Data Analysis</td>
</tr>
<tr>
<td>AGC 301</td>
<td>New Media Communication Strategies in Agriculture</td>
</tr>
<tr>
<td>BUS 382</td>
<td>Leadership and Organizations</td>
</tr>
<tr>
<td>BUS 396</td>
<td>Consumer Insights</td>
</tr>
<tr>
<td>BUS 418</td>
<td>Listening to the Customer</td>
</tr>
<tr>
<td>BUS 419</td>
<td>Strategic Marketing Measurement</td>
</tr>
<tr>
<td>BUS 421</td>
<td>Marketing Analytics and Business Intelligence</td>
</tr>
<tr>
<td>JOUR 312</td>
<td>Public Relations</td>
</tr>
<tr>
<td>STAT 252</td>
<td>Statistical Inference for Management II (B1)</td>
</tr>
<tr>
<td>AGB 214</td>
<td>Agribusiness Data Analysis</td>
</tr>
<tr>
<td>AGB 323</td>
<td>Agribusiness Data Analysis</td>
</tr>
<tr>
<td>BUS 212</td>
<td>Leadership and Organizations</td>
</tr>
<tr>
<td>BUS 215</td>
<td>Consumer Insights</td>
</tr>
<tr>
<td>BUS 216</td>
<td>Listening to the Customer</td>
</tr>
<tr>
<td>BUS 217</td>
<td>Strategic Marketing Measurement</td>
</tr>
<tr>
<td>BUS 218</td>
<td>Marketing Analytics and Business Intelligence</td>
</tr>
<tr>
<td>JOUR 312</td>
<td>Public Relations</td>
</tr>
<tr>
<td>JOUR 313</td>
<td>Public Relations</td>
</tr>
<tr>
<td>STAT 252</td>
<td>Statistical Inference for Management II (B1)</td>
</tr>
<tr>
<td>BUS 382</td>
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</tr>
</tbody>
</table>

#### Sustainability & the Global Society

<table>
<thead>
<tr>
<th>AG/EDES/ENGR/GEOG/ISLA/SCM/UNIV 350</th>
<th>The Global Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>AG 360</td>
<td>Holistic Management (B7)</td>
</tr>
<tr>
<td>ANT 312</td>
<td>Introduction to Cultural Resources Management</td>
</tr>
<tr>
<td>BRAE 348</td>
<td>Energy for a Sustainable Society (B7)</td>
</tr>
<tr>
<td>BUS 302</td>
<td>International and Cross Cultural Management</td>
</tr>
<tr>
<td>CM 317</td>
<td>Sustainability and the Built Environment (B7)</td>
</tr>
<tr>
<td>EDES 406</td>
<td>Sustainable Environments</td>
</tr>
<tr>
<td>GEOG 325</td>
<td>Climate and Humanity</td>
</tr>
<tr>
<td>GEOG 333</td>
<td>Human Impact on the Earth</td>
</tr>
<tr>
<td>NR 323</td>
<td>Human Dimensions in Natural Resources Management (D5)</td>
</tr>
<tr>
<td>NR/RPTA 328</td>
<td>Environmental Leadership and Community Engagement (D5)</td>
</tr>
<tr>
<td>NR 404</td>
<td>Environmental Law</td>
</tr>
<tr>
<td>PHIL 340</td>
<td>Environmental Ethics (C4)</td>
</tr>
<tr>
<td>POLS/UNIV 333</td>
<td>World Food Systems</td>
</tr>
<tr>
<td>PSC 320</td>
<td>Energy, Society and the Environment (B7)</td>
</tr>
<tr>
<td>PSY 311</td>
<td>Environmental Psychology (D5)</td>
</tr>
<tr>
<td>RPTA 112</td>
<td>Introduction to Parks and Outdoor Recreation</td>
</tr>
<tr>
<td>RPTA 302</td>
<td>Environmental and Wilderness Education</td>
</tr>
<tr>
<td>RPTA 313</td>
<td>Sustainability in the Experience Industry</td>
</tr>
</tbody>
</table>

| RPTA 413 | Tourism and Protected Area Management |

#### General Education (GE) Requirements

| Required in Major/Support; also satisfies GE. |
| Choose either BUS or AGB route. BUS 212 is a prerequisite for BUS 215 and AGB 214 is a prerequisite for AGB 323. |
| MATH 116 and MATH 117 substitute. |
| Courses taken in the Support Elective area cannot double count in Concentration. |
| If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree. |

### Concentrations (Select one)

- Event Planning and Experience Management (http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bcretourismadministration/eventplanningandexperiencemanagementconcentration)
- Sport & Recreation Management (http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bcretourismadministration/sportandrecreationmanagementconcentration)
- Tourism, Hospitality and Destination Management (http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bcretourismadministration/tourismhospitalitydestinationmanagementconcentration)

#### Individualized Course of Study

A minimum of 24 units of coursework, of which a minimum of 12 units must be RPTA prefix, and a minimum of 4 units must be Upper Division. Courses are selected by the student in consultation with the student’s academic advisor, and the ICS must be approved by the academic advisor. If choosing a minor, the minor agreement form must be completed and submitted, and the required 12 units of RPTA prefix coursework may be waived.

#### General Education (GE) Requirements

- 72 units required, 16 of which are specified in Major and/or Support.
- See the complete GE course listing (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext).
- Minimum of 12 units required at the 300 level.

### Area A  Communication

<table>
<thead>
<tr>
<th>A1</th>
<th>Expository Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2</td>
<td>Oral Communication</td>
</tr>
<tr>
<td>A3</td>
<td>Reasoning, Argumentation and Writing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total units</th>
<th>180</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Required in Major/Support; also satisfies GE.</td>
</tr>
<tr>
<td>2</td>
<td>Choose either BUS or AGB route. BUS 212 is a prerequisite for BUS 215 and AGB 214 is a prerequisite for AGB 323.</td>
</tr>
<tr>
<td>3</td>
<td>MATH 116 and MATH 117 substitute.</td>
</tr>
<tr>
<td>4</td>
<td>Courses taken in the Support Elective area cannot double count in Concentration.</td>
</tr>
<tr>
<td>5</td>
<td>If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.</td>
</tr>
<tr>
<td>Area B</td>
<td>Math, Science, and Quantitative Reasoning</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>B1</td>
<td>Mathematics/Statistics (8 units in Support)</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
</tr>
<tr>
<td>B3</td>
<td>Physical Science</td>
</tr>
<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3 course</td>
</tr>
<tr>
<td>B7</td>
<td>Upper-division elective</td>
</tr>
<tr>
<td><strong>Area C</strong></td>
<td><strong>Arts and Humanities</strong></td>
</tr>
<tr>
<td>C1</td>
<td>Literature</td>
</tr>
<tr>
<td>C2</td>
<td>Philosophy</td>
</tr>
<tr>
<td>C3</td>
<td>Fine/Performing Arts</td>
</tr>
<tr>
<td>C4</td>
<td>Upper-division elective</td>
</tr>
<tr>
<td>Area C elective</td>
<td>(Choose one course from C1-C5)</td>
</tr>
<tr>
<td><strong>Area D</strong></td>
<td><strong>Society and the Individual</strong></td>
</tr>
<tr>
<td>D1</td>
<td>The American Experience (Title 5, Section 40404 requirement)</td>
</tr>
<tr>
<td>D2</td>
<td>Political Economy (4 units in Support)</td>
</tr>
<tr>
<td>D3</td>
<td>Comparative Social Institutions</td>
</tr>
<tr>
<td>D5</td>
<td>Upper-division elective</td>
</tr>
<tr>
<td><strong>Area E</strong></td>
<td><strong>Lifelong Learning and Self-Development</strong></td>
</tr>
<tr>
<td>E</td>
<td>Lower-division elective (4 units in Major)</td>
</tr>
<tr>
<td><strong>Total units</strong></td>
<td></td>
</tr>
</tbody>
</table>

1 Required in Major/Support; also satisfies GE