

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.
7. Engage in lifelong learning.
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

RPTA 101	Introduction to the Experience Industry	4
RPTA 110	Orientation and College Success in Experience Industry Management	1
RPTA 121	Theories and Frameworks of Experience Design	4

RPTA 210	Experience Design	4
RPTA 255	Leadership and Diverse Groups (E) ¹	4
RPTA 313	Sustainability in the Experience Industry	4
or RPTA 413	Tourism and Protected Area Management	
RPTA 342	Risk Management for the Experience Industry	4
RPTA 360	Assessment and Evaluation of Experience Industry Management	4
RPTA 370	Experiential Marketing Strategies for Experience Industry Management	4
RPTA 405	Principles of Experience Industry Management	4
RPTA 416	Interpreting Experience Industry Data Analytics	4
RPTA 424	Financial Management in the Experience Industry	4
RPTA 460	Senior Project in Experience Industry Management	4
RPTA 463	Pre-Internship Seminar	1
RPTA 465	Internship	12
Concentration or Individualized Course of Study courses (see below)		24

SUPPORT COURSES

BUS 212	Financial Accounting for Nonbusiness Majors ²	4
or AGB 214	Agribusiness Financial Accounting	
BUS 215	Managerial Accounting	4
or AGB 323	Decision Making with Agribusiness Accounting Information	
BUS 346	Principles of Marketing	4
ECON 201	Survey of Economics (D2) ¹	4
or ECON 222	Macroeconomics	
ENGL 310	Corporate Communication	4
MATH 118	Precalculus Algebra (B4) ^{1,3}	4
or MATH 119	Precalculus Trigonometry	
or MATH 221	Calculus for Business and Economics	
STAT 217	Introduction to Statistical Concepts and Methods (GE Electives) ¹	4
or STAT 251	Statistical Inference for Management I	

GENERAL EDUCATION (GE)

(See GE program requirements below.) 56

FREE ELECTIVES

Free Electives ⁴ 10

Total units 180

¹ Required in Major or Support; also satisfies General Education (GE) requirement.

² Choose either BUS or AGB route. BUS 212 is a prerequisite for BUS 215 and AGB 214 is a prerequisite for AGB 323.

³ MATH 116 and MATH 117 substitute.

⁴ If a General Education (GE) course is used to satisfy a Major, Support, or Concentration 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/bsrecreationparksandtourismadministration/eventplanningandexperiencemanagementconcentration/>)
- Sport & Recreation Management (<http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bsrecreationparksandtourismadministration/sportandrecreationmanagementconcentration/>)
- Tourism, Hospitality and Destination Management (<http://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bsrecreationparksandtourismadministration/tourismhospitalitydestinationmanagementconcentration/>)

Individualized Course of Study

A minimum of 24 units of coursework, of which a minimum of 12 units must have a 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 Individualized Course of Study 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.
- If any of the remaining 56 units 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.
- See the complete GE course listing (<http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: A1 (Oral Communication), A2 (Written Communication), A3 (Critical Thinking), and B4 (Mathematics/Quantitative Reasoning).

Area A	English Language Communication and Critical Thinking	
A1	Oral Communication	4
A2	Written Communication	4
A3	Critical Thinking	4
Area B	Scientific Inquiry and Quantitative Reasoning	
B1	Physical Science	4
B2	Life Science	4
B3	One lab taken with either a B1 or B2 course	
B4	Mathematics/Quantitative Reasoning (4 units in Support) ¹	0
Upper-Division B		4
Area C	Arts and Humanities	
Lower-division courses in Area C must come from three different subject prefixes.		

C1	Arts: Arts, Cinema, Dance, Music, Theater	4
C2	Humanities: Literature, Philosophy, Languages other than English	4
Lower-Division C Elective - Select a course from either C1 or C2		4
Upper-Division C		4
Area D	Social Sciences - Select courses in Area D from at least two different prefixes	
D1	American Institutions (Title 5, Section 40404 Requirement)	4
D2	Lower-Division D (4 units in Support) ¹	0
Upper-Division D		4
Area E	Lifelong Learning and Self-Development	
Lower-Division E (4 units in Major) ¹		0
Area F	Ethnic Studies	
F	Ethnic Studies	4
GE Electives in Areas B, C, and D		
Select courses from two different areas; may be lower-division or upper-division courses.		
GE Electives (4 units in Support plus 4 units in GE) ¹		4
Total units		56

¹ Required in Major or Support; also satisfies General Education (GE) requirement.