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 (https://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 121</td>
<td>Theories and Frameworks of Experience Design</td>
<td>4</td>
</tr>
</tbody>
</table>

RPTA 313: Sustainability in the Experience Industry

RPTA 413: Tourism and Protected Area Management

RPTA 342: Risk Management for the Experience Industry

RPTA 360: Assessment and Evaluation of Experience Industry Management

RPTA 370: Experiential Marketing Strategies for Experience Industry Management

RPTA 405: Principles of Experience Industry Management

RPTA 416: Interpreting Experience Industry Data Analytics

RPTA 424: Financial Management in the Experience Industry

RPTA 460: Senior Project in Experience Industry Management

RPTA 463: Pre-Internship Seminar

RPTA 465: Internship

Concentration or Individualized Course of Study courses (see below)

SUPPORT COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 212</td>
<td>Financial Accounting for Nonbusiness Majors</td>
<td>4</td>
</tr>
</tbody>
</table>

or AGB 214: Agribusiness Financial Accounting

BUS 215: Managerial Accounting

or AGB 323: Decision Making with Agribusiness Accounting Information

BUS 346: Principles of Marketing

ECON 201: Survey of Economics (D2)

or ECON 222: Macroeconomics

ENGL 310: Corporate Communication

MATH 118: Precalculus Algebra (B4)

or MATH 119: Precalculus Trigonometry

or MATH 221: Calculus for Business and Economics

STAT 217: Introduction to Statistical Concepts and Methods (GE Electives)

or STAT 251: Statistical Inference for Management I

GENERAL EDUCATION (GE)

(See GE program requirements below.)

FREE ELECTIVES

Free Electives

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
  [Link](https://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bsrecreationparksandtourismadministration/eventplanningandexperiencemanagementconcentration/)
- Sport & Recreation Management
  [Link](https://catalog.calpoly.edu/collegesandprograms/collegeofagriculturefoodenvironmentalsciences/experienceindustrymanagement/bsrecreationparksandtourismadministration/sportandrecreationmanagementconcentration/)
- Tourism, Hospitality and Destination Management
  [Link](https://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 [here](https://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).

<table>
<thead>
<tr>
<th>Area A</th>
<th>English Language Communication and Critical Thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Oral Communication</td>
</tr>
<tr>
<td>A2</td>
<td>Written Communication</td>
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<tr>
<td>A3</td>
<td>Critical Thinking</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Area B</th>
<th>Scientific Inquiry and Quantitative Reasoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Physical Science</td>
</tr>
<tr>
<td>B2</td>
<td>Life Science</td>
</tr>
<tr>
<td>B3</td>
<td>One lab taken with either a B1 or B2 course</td>
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<tr>
<td>B4</td>
<td>Mathematics/Quantitative Reasoning (4 units in Support)</td>
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</table>

Upper-Division B

<table>
<thead>
<tr>
<th>Area C</th>
<th>Arts and Humanities</th>
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<tbody>
<tr>
<td>Lower-division courses in Area C must come from three different subject prefixes.</td>
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</table>