

Bachelor of Business, Major in Tourism - Minor in Non-Profit Community Development

HBI University

Course Duration: 4 years

Credit Hours: 135



Program Description

The Bachelor of Business with a Major in Tourism and Minor in Non-Profit Community Development at HBIU University is designed for students who wish to pursue careers in the tourism industry while making a meaningful social impact. This program combines the essential skills in business management, marketing, and tourism operations, with a unique focus on non-profit development and community engagement. Students will learn how to manage tourism businesses, plan sustainable tourism projects, and create tourism initiatives that align with community development goals, particularly for non-profit organizations.

The Minor in Non-Profit Community Development equips students with the knowledge and tools to work in non-profit organizations that aim to enhance social well-being, economic development, and community empowerment. Students will explore project management, community outreach, and advocacy strategies, while learning how to create sustainable tourism initiatives that benefit local communities. The minor ensures students can balance economic growth in the tourism industry with ethical development and community-based solutions.

Graduates will be prepared to work in tourism management, community development organizations, and non-profit sectors dedicated to creating positive social impact through tourism and community engagement.

Admissions Requirements

- High school diploma or equivalent
- Minimum GPA of 2.5
- Personal statement outlining career goals in management and faith-based leadership
- Two letters of recommendation
- Resume (if applicable)
- SAT/ACT scores (if applicable)

General Education Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
GEN 101	English Composition I	3
GEN 102	English Composition II	3
GEN 103	College Algebra	3
GEN 104	Introduction to Psychology	3
GEN 105	Introduction to Theology	3
GEN 106	Public Speaking and Communication	3
GEN 107	Research Methods in Social Sciences	3
GEN 108	Ethics and Moral Reasoning	3
GEN 109	Leadership and Team Development	3
GEN 110	Introduction to Sociology	3

Core Tourism Business Courses (45 Credit Hours)

Course Code	Course Name	Credit Hours
TB 201	Introduction to Tourism Management	3
TB 202	Sustainable Tourism	3
TB 203	Tourism Marketing	3

TB 204	Hospitality and Event Management	3
TB 205	Tourism Policy and Planning	3
TB 206	Cultural and Heritage Tourism	3
TB 207	Ecotourism and Conservation	3
TB 208	Destination Management	3
TB 209	Tourism Economics	3
TB 210	Tourism Law and Ethics	3
TB 211	Project Management for Tourism	3
TB 212	Tourism and Community Development	3
TB 213	Hospitality Financial Management	3
TB 214	Capstone Project in Tourism	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
TB 301	Global Tourism Trends	3
TB 302	Tourism Event Planning	3
TB 303	Advanced Marketing for Tourism	3
TB 304	Hospitality Technology	3
TB 305	International Tourism and Travel	3

Minor in Non-Profit Community Development (15 Credit Hours)

Course Code	Course Name	Credit Hours
NP 401	Introduction to Non-Profit Organizations	3
NP 402	Non-Profit Fundraising and Marketing	3
NP 403	Community-Based Development Projects	3
NP 404	Social Entrepreneurship in Community Development	3
NP 405	Public Policy and Advocacy for Non-Profits	3

Capstone Project (15 Credit Hours)

The capstone project serves as a culminating experience, allowing students to apply tourism management and non-profit development principles to a final project.

Students will:

- Develop a tourism management plan for a non-profit organization or community-based initiative.
- Create a business proposal for a sustainable tourism project that incorporates community development and environmental conservation.
- Analyze the role of tourism in community empowerment and propose solutions to challenges in non-profit tourism management.
- Present findings and recommendations through a formal report and presentation.

This experience ensures students graduate with practical expertise in tourism business management and community development.

Program Outcomes

Graduates of this program will:

- Gain expertise in tourism management, business operations, and community-based development.
- Develop skills in non-profit management, project planning, and event coordination. Apply tourism strategies in faith-based organizations and community development initiatives.
- Conduct research on sustainable tourism, community impact, and non-profit advocacy.
- Implement effective management strategies for community-driven tourism and non-profit organizations.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Tourism Manager	\$50,000 - \$85,000
Community Development Specialist	\$55,000 - \$90,000
Event Planner (Tourism)	\$45,000 - \$75,000
Non-Profit Program Manager	\$55,000 - \$90,000
Sustainability Consultant	\$60,000 - \$100,000