

FIVE-YEAR PROGRAMS

FIVE-YEAR PROGRAM OVERVIEW

The Five-Year Programs are designed for students who want to increase their knowledge and skills in information systems technology, or tourism administration. In a competitive business environment, having a Master's degree can lead to higher-level positions, more responsibility, and greater earning potential. The Five-Year Programs also allow students to complete their Bachelor of Business Administration and Master's degree in five years, thus reducing full-time graduate study to approximately two semesters. Students begin graduate work in their senior year with their Graduate Core Courses. The BBA and Master's Degree are awarded simultaneously after the successful completion of all requirements for both degrees.

Students interested in applying for a Five-Year Program must have earned a minimum of 75 credit hours. To apply, students should complete The George Washington University Graduate Application, which is available in the School of Business Graduate Admissions Office, Duquès Hall, Suite #550. Completed Applications should be submitted to the appropriate Graduate Advisors as listed below. The appropriate Graduate Advisor must approve all students' applications (either conditionally or unconditionally) before the students begin their senior year.

DEGREE CHOICES IN FIVE-YEAR PROGRAMS

Bachelor of Business Administration/Master of Science in Information Systems Technology

- In order to apply, students should have maintained a cumulative GPA of at least 3.2.
- Deadline: The COMPLETED application package and an official George Washington University transcript must be submitted to the appropriate Graduate Advisor by **February 15th** for admittance for fall semester or **September 15th** for admittance for spring semester.

Bachelor of Business Administration/Master Tourism Administration

- In order to apply, students should have maintained a cumulative GPA of at least 3.2.
- Deadline: The COMPLETED application package and an official George Washington University transcript must be submitted to the appropriate Graduate Advisor by **April 1st** for admittance for fall semester or **October 1st** for admittance for spring semester.

GRADUATE ADVISORS/ CONTACT INFORMATION

BBA/MSIST

Dr. Mary Granger
Professor, Management Science
515 Fungler Hall
Ph: 202-994-7159 Email: granger@gwu.edu

BBA/MTA

Dr. Sheryl Elliott
Professor, Tourism Administration
301 Fungler Hall
Ph: 202-994-7047 Email: sherylgwu@aol.com

GRADUATION INFORMATION

At the end of their fourth year, Five-Year Program students will be eligible to "walk-through" the GWSB School Celebration but will not be awarded a degree. Five-Year Program students are not invited to attend the university-wide Commencement Ceremony at the end of their fourth year. Upon successful completion of all the requirements for both degrees, usually at the conclusion of the fifth year of study, students will be invited to attend both the GWSB School Celebration and the university-wide Commencement Ceremony. Both the BBA and the Master's Degree will be awarded at this time. Students will only be eligible for applicable academic awards at the end of their fifth year.

Students in the Five-Year program must submit two Applications for Graduation in the semester in which they intend to graduate; both applications should list both the BBA and Master's degree in the spaces provided and should be submitted to The Advising Center, Duquès Hall, Suite #456.

GRADUATE FINANCIAL ASSISTANCE

After you have completed 120 credit hours, you are no longer eligible for undergraduate financial aid, including merit and/or need-based scholarships. However, you may be eligible for **graduate** financial assistance; you must apply for funding through the Office of Student Financial Assistance and/or the Office of Fellowships and Graduate Student Support.

BACHELOR OF BUSINESS ADMINISTRATION/ MASTER OF SCIENCE IN INFORMATION SYSTEMS TECHNOLOGY FIVE-YEAR DEGREE

DEGREE OVERVIEW

The Bachelor of Business Administration/Master of Science in Information Systems Technology (BBA/MSIST) five-year degree is designed to provide students with more depth and breadth in the Information Systems Technology field of study. Graduates combine the BBA's solid background in business with the technical knowledge of the MSIST: a dynamic combination that attracts employers. Career options for the field of information systems technology continue to grow as the need for business organizations to incorporate existing and future technologies expands. In order to remain competitive, corporations increasingly are relying on technology to provide an advantage. Technology plays a crucial role in the functioning of business organizations and individuals versed in information systems are vital in determining the strategic direction of their corporations. These individuals may do everything from constructing the business plan to overseeing network and Internet operations to managing a team of systems analysts, computer programmers, support specialists, and other computer-related workers.

CAREER CHOICES WITH THE BBA/MSIST

Graduates of the MS-IST program at GW have an excellent placement record; many graduates receive multiple offers of employment prior to graduation from the program. Graduates may opt to work with firms providing computer and data processing services, insurance and financial services firms, governmental agencies, and manufacturers. Specific employers include American Airlines, America Online, Acenture Bearing Point, Microsoft, Verizon, and Booz Allen & Hamilton. Specific roles include, but are certainly not limited to, Information Systems Manager, Systems Analyst, Computer Support Specialist, Systems Administrator, Database Administrator, MIS Director, and more. The possibility of achieving the role of Chief Information Officer (CIO) is a reality.

PROGRAM OF STUDY

After the completion of 75 credit hours with at least a 3.2 GPA, a student may apply for admission to the five-year BBA/MSIST degree with a field of concentration in information systems development. Upon acceptance, the student works simultaneously toward both degree programs; the Bachelor of Business Administration and Master of Science in Information Systems Technology are awarded upon the successful completion of all requirements for both degrees at the conclusion of five years of study.

Curriculum requirements in the first six semesters are identical to those of the B.B.A. degree. Students take Introduction to Structured Programming (ISTM 119) and Database Design and Applications (ISTM 121) in their third year. A minimum grade of B+ must be earned in each of these courses. Curriculum requirements for the Fourth Year of the MSIST are as follows: Structured Development with CASE (ISTM 120), Information Systems Development and Application (ISTM 280), Telecommunication and Enterprise Network (ISTM 282), Database Systems (ISTM 284), and one graduate elective selected with advisor approval. In the fourth year, students must complete a MSIST study plan, which must be approved by their advisor and the MSIST program director. In the fifth year, students take: Design of On-Line Information Systems (ISTM 287), Directed Readings and Research (ISTM 298), four field electives chosen from other MSIST courses, and two graduate electives selected with advisors' approval. The two graduate electives may be any graduate course at The George Washington University - **with the graduate advisor's approval**. During the first semester after admission, students MUST meet with the graduate advisor and submit a program statement. In order to graduate, the student needs to fulfill *all* the requirements for a BBA degree (core course, electives, etc.), ISTM 119, 120, 121 and 11 graduate courses - for a total of 141 total course credits.

BBA/MSIST FIVE YEAR PROGRAM

Course	Course Title	Prerequisites
<u>Analytical Tools Elective (Choose One)</u>		
PHIL 45 (should be taken before ISTM 119)	Introduction to Logic	NO PREREQUISITES
PHIL 121 (should be taken before ISTM 119)	Symbolic Logic	PHIL 45 (or INSTRUCTOR'S PERMISSION)
STAT 118 (dual field student only)	Regression Analysis	STAT 51/53
<u>Field Tools Elective (Choose One)</u>		
ACCY 110	Financial Statement Analysis	BADM 51 & 52
COMM 120	Small Group Communication	COMM 41
COMM 174	Intercultural Communication	COMM 41
CSCI 110	Technology and Society	CSCI 49, 50, or 51
MGT 107	Fundamentals of Behavioral Science	NO PREREQUISITES
ISTM 110	Applied Human Resource Management	BADM 130
MGT 115	Leadership	BADM 130
PHIL 135	Ethics in Business and the Professions	NO PREREQUISITES
<u>Field Courses</u>		
ISTM 119*	Introduction to Structured Programming	BADM 64
ISTM 120*	Structured Development with CASE	ISTM 119
ISTM 121*	Database Design and Applications	ISTM 119
<u>Graduate Core Courses</u>		
ISTM 280* (Fulfills BBA Field Course Req.)	Information System Development & Application	ISTM 120
ISTM 282* (Fulfills BBA Field-Related Elective Req.)	Telecommunications and Enterprise Networks	NO PREREQUISITES
ISTM 284* (Fulfills BBA Unrestricted Elective Req.)	Database Systems	ISTM 121
ISTM 287*	Design ON-LINE Information Systems	CAPSTONE COURSE
ISTM 298*	Independent Research	INSTRUCTOR'S PERMISSION
<u>Choose Four Technical Electives**</u>		
ISTM 277	Human-Computer Interface Design and Eval.	NO PREREQUISITES
ISTM 279	Special Topics in Neural Networks	INSTRUCTOR'S PERMISSION
ISTM 281	Virtual Reality for Business Applications	NO PREREQUISITES
ISTM 283	Topics in Higher Level Languages	ISTM 119 or equivalent
ISTM 285	Database and Expert Systems	ISTM 284
ISTM 286	Comparative Operating Systems	NO PREREQUISITES
ISTM 289	WEB Based Systems Development	NO PREREQUISITES
ISTM 290	Special Topics (can be taken more than once)	VARIED

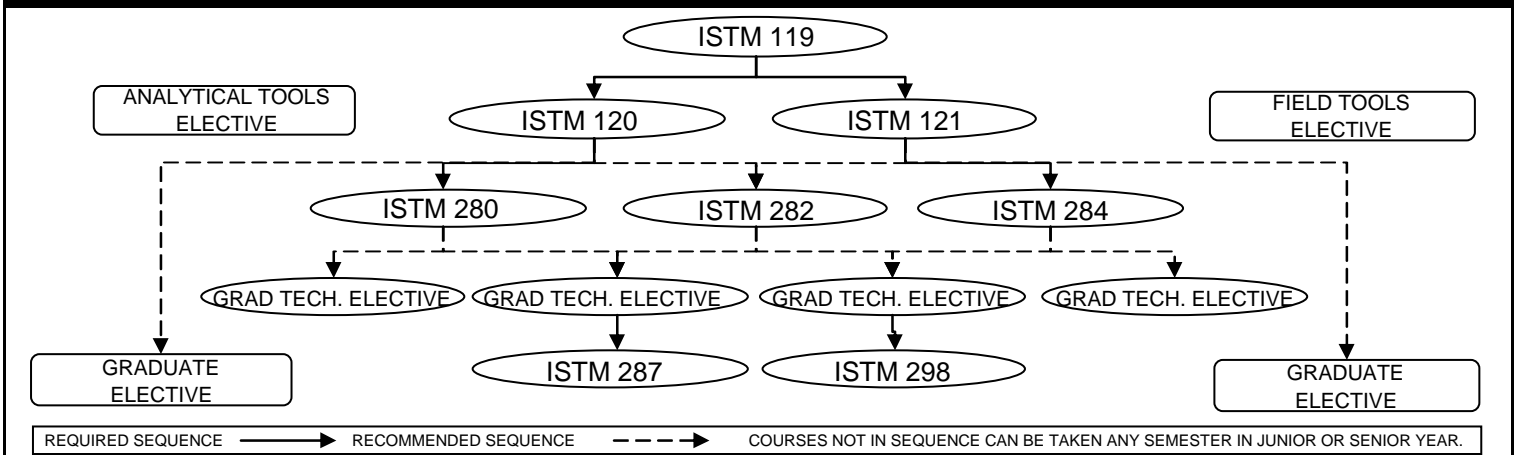
**Meet with graduate advisor for approval of program -- there may be other courses that qualify

Two Graduate Electives

Courses in management of technology and innovation, including ISTM 230, 232, 233, 235, and 239 are recommended. Other graduate courses with graduate Advisor's approval. (One Graduate Elective fulfills One Undergraduate Unrestricted Elective Requirement)

*REQUIRED

BBA/MSIST FIELD COURSE SEQUENCE



BACHELOR OF BUSINESS ADMINISTRATION/ MASTER OF TOURISM ADMINISTRATION FIVE-YEAR DEGREE

FIELD OVERVIEW

The master of tourism administration degree is an internationally recognized program focused on the professional and research aspects of the tourism, hospitality, sport and event fields. It places priority on preparation for career entry and mid-level management and marketing positions in public and non-profit organizations or commercial enterprises providing visitor services at local, state/provincial, regional, national, and international levels; integrated marketing of tourism destinations, products and services; the management and marketing of sport events, organizations, products, athletes, and facilities including sponsorship; and the management and marketing of special events, conferences and meetings, expositions, festivals, entertainment, and other celebrations. In addition to the three concentration areas of sport management, event management, and sustainable destination management, an individualized program can be arranged in such areas as hospitality management, ecotourism, aviation, and heritage tourism.

CAREER CHOICES FOR STUDENTS PURSUING AN MTA

Growth in service industries is expected to continue at a very fast pace. Therefore there are numerous and diverse opportunities for graduates of the MTA program. Graduates pursue upper-level management positions in event management, sports organizations, hotel and restaurant management, travel marketing, national tourism organizations, convention centers, governmental agencies, trade administrations, and airlines. Examples include Octagon, IMG, the NFL Players Association, the United States Olympic Committee, the Washington Wizards, the Washington Redskins, the Orioles, Nike, the NBA, the MLB, American Express, the Washington Convention and Tourism Corporation, the Walt Disney Company, the Smithsonian, Marriott International, Choice Hotels, United, Amtrak, Ridgewells catering, and PKF Consulting.

PROGRAM OF STUDY

After the completion of 75 credit hours with at least a 3.2 GPA, a student may apply for admission to the Master of Tourism Administration. Those with a GPA below 3.2 must take the GRE or GMAT as part of the requirement. Upon acceptance, the student works simultaneously toward both degree programs during the fourth and fifth years of study; the Bachelor of Business Administration and Master of Tourism Administration are awarded at the successful completion of all requirements for both degrees, usually at the conclusion of five years of study.

Students choose one of three established concentrations or, with faculty approval, design an individualized field at the master's level to suit a specific career objective. All students are required to gain at least 500 hours of work experience in the tourism, hospitality, sport, or event field if they do not have equivalent previous experience.

Curriculum requirements in the first six semesters are identical to those of the BBA degree. Students take Introduction to Tourism and Hospitality Management (TSTD 104) and either Hospitality Industry Management (TSTD 143) or, if they are interested in sports and events, Sport and Event Business Enterprises (TSTD 135) during their sophomore or junior year. Curriculum requirements for the fourth year of the BBA/MTA include: Financial Management in the Tourism and Hospitality Industry (TSTD 144) or Issues in Sport and Event Management (TSTD 137) or Meeting and Conference Management (TSTD 190); Travel Marketing Communications (TSTD 145) or Sport and Event Marketing (TSTD 136); Economic, Cultural, and Environmental Aspects of Tourism (TSTD 249); Tourism Research (TSTD 270); and one 5-credit hours of graduate electives. Fifth-year courses include 12 credit hours in one of the following concentration fields: sustainable destination management, event management, sport management, or an individualized field; nine credit hours of graduate electives selected with an advisor for a total of 14 credit hours of graduate electives; and six credit hours of capstone courses, either Practicum (TSTD 283) and Advanced Topical Studies (TSTD 297) or Thesis Research (TSTD 299 and 300).

BBA/MTA FIVE YEAR PROGRAM

Course	Course Title	Prerequisites
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Analytical Tools Elective (Choose One)

STAT 112	Business and Economic Statistics II	STAT 51/53
STAT 118	Regression Analysis	STAT 51/53

Field Tools Elective (Choose One)

ACCY 110	Financial Statement Analysis	BADM 51 & 52
MGT 117 (FALL ONLY)	Labor Relations, Neg. & Conflict Res.	BADM 130
SOC 181	Special Topics (Related to the Sports Industry)	VARIED
Unrestricted/Student Option	See other Fields for other appropriate options.	SEE BULLETIN

Field Courses - Choose Group A or Group B

Group A - Hospitality Management

TSTD 104* **	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 143 (SPRING ONLY)	Hospitality Industry Management	NO PREREQUISITES
TSTD 144 (SPRING ONLY)	Fin'l. Mgt in the Tourism & Hospitality Industry	BADM 115
TSTD 145 (FALL ONLY)	Travel Marketing Communications	NO PREREQUISITES

Group B - Sport and Event Management

TSTD 104* **	Intro to Tourism and Hospitality Management	NO PREREQUISITES
TSTD 137 (SPRING ONLY) OR	Issues in Sport and Event Management	NO PREREQUISITES
TSTD 190	Meeting and Conference Management	
TSTD 135 (FALL ONLY)	Sport and Event Business Enterprises	NO PREREQUISITES
TSTD 136 (SPRING ONLY)	Sport and Event Marketing	BADM 110

**A petition can be submitted to substitute TSTD 113/114 in lieu of TSTD 104 for those who are double concentrating. Please contact Dr. Neirotti at delpy@gwu.edu.

TSTD 249* - 2 Credits	Econ., Cult. & Environ. Aspects of Tourism	NO PREREQUISITES
TSTD 270* - 2 Credits (SPRING ONLY)	Tourism Research	NO PREREQUISITES

The above 2 courses combined with 5 credits of Graduate Electives will fulfill the following undergraduate requirements: the Field-Related Elective, and two Unrestricted Electives.

Graduate Field Courses (12 Credit Hours from the following Concentrations)

Destination Management	Sport Management
Event Management	Individualized Field of Study

All courses should be chosen in consultation with your Graduate Advisor

Graduate Electives (14 Credit Hours)

Chosen in consultation with your Graduate Advisor

Graduate Degree Capstone - (Choose One 6 Credit Hour Combination)

TSTD 283 & 297 - 6 credits	Practicum & Advanced Topical Studies	CAPSTONE
TSTD 299 & 300 - 6 credits	Thesis Research	CAPSTONE

***REQUIRED**

BBA/MTA DEGREE COURSE SEQUENCE

