

# HOSPITALITY MANAGEMENT (HM)

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HM 199: Foreign Studies

1-12 Credits/Maximum of 12

Courses offered in foreign countries by individual or group instruction.

International Cultures (IL)

HM 201: Introduction to Management in the Hospitality Industry

3 Credits

Introduction to the hospitality industry and hospitality management. HM 201 Introduction to Management in the Hospitality Industry (3) The objectives of this course are to provide an introduction to the hospitality industry, to management practices within the industry, and to the hospitality major. Students have an opportunity to learn about the functions of management; the major components of the hospitality, travel, and tourism industries; trade associations and publications; growth areas and trends; and the need for creative leadership. Main topics typically include: functions of management and functional areas of business segments of the hospitality industry, international business as related to hospitality, services business, the planning process and strategic planning, organization design in hospitality, directing and leading in hospitality, the control process in hospitality, travel and tourism industries hospitality, hotels and lodging, the restaurant business, managed services, leisure and recreation/other hospitality opportunities, beverage management, and management ethics and social responsibility.

Enforced Concurrent at Enrollment HM 202

HM 202: Colloquium in Hospitality Management

1 Credits/Maximum of 4

Major industry and professional speakers lecture on current issues followed by discussion with students and faculty. HM 202 Colloquium in Hospitality Management (1) This course has two primary objectives. First, students have an opportunity to hear from industry leaders. Second, students can determine their career directions, learn about the requirements for success in the industry, and identify career opportunities. The topics for the course vary from semester to semester depending upon the expertise of the distinguished speakers who address the class. However, a common theme is to explore trends in the industry regarding hotels, restaurants, and institutional foodservice. Students may learn about related career opportunities, such as careers with cruise lines, travel agencies, and other sectors in the hospitality and tourism industry.

HM 203: Hospitality Professional Development Seminar

1 Credits

The purpose of this course is to provide students with professional development preparation early in the curriculum. This course will help students obtain quality work experience during their college career to best prepare them for post-graduate employment. In particular, this course is designed to prepare students for meeting the major's work experience requirement. Meaningful work experience serves as a complement to classroom learning and provides the foundation for securing employment upon graduation. This course will help students

understand the connection between college work experience and full-time careers and will impart strategies for conducting a successful job search and making the most out of these work opportunities. The class will include lectures, discussions, experiential exercises, guest lectures, and professional development assignments.

Enforced Prerequisite or Concurrent at Enrollment HM 201

HM 208: Social, Cultural, and Health Influences of Alcohol

1.5 Credits

This course is designed to provide a historical approach to educating students on the development of alcohol and its influence on society. Alcohol is both culturally and economically significant as its usage has been a source of global trade, economic status, and political conflict. Science has proven positive and negative impacts of alcohol, which have shaped marketing, regulation, and consumption patterns. A better understanding of alcohol and its place in our society is not only educational from a historical perspective, but provides students with impactful nutritional and health knowledge regarding alcohol. By the end of this course, each student will feel more comfortable with the topic of alcohol in our society. This course will focus on how we can promote a more responsible educational process involving alcohol consumption, sale, and service. Education on alcohol can provide fundamental information that cannot only significantly improve one's well-being and quality of life, but also others.

General Education: Health and Wellness (GHW)

GenEd Learning Objective: Global Learning

GenEd Learning Objective: Integrative Thinking

GenEd Learning Objective: Soc Resp and Ethic Reason

HM 228: Hospitality Food Safety

1 Credits

Application of HACCP, U.S. Food Code, biosecurity and other federal regulations to hospitality foodservice operations. Students attain certification in foodservice sanitation. HM 228 Hospitality Food Safety (1) This course will examine the science associated with preparing and serving food that is safe for consumption with regards to biological, chemical, and physical contamination. Emphasis is on federal regulations associated with HACCP, the U.S. Food Code, and other issues associated with safety of the food supply in the U.S. Case studies help students apply food safety principles to hospitality operations. Students will attain certification in foodservice sanitation by taking the examination administered by the National Restaurant Association.

HM 250: Principles of Quantity Food Production

3 Credits

Principles and methods of quantity food production including preparation techniques, quality control and evaluation, and cost control.

HM 260: Hospitality Supervision Seminar

3 Credits

Hospitality management topics are discussed with a major emphasis on operations management. This course will not meet the prescribed requirements for the HM major in any option. HM 260 Hospitality Supervision Seminar (3) This course is an introduction to human resource management in the hospitality industry. The course examines the

fundamentals of supervision that include planning, basic management functions, and customer relations and service. The overall course focus is on building relationships with diverse employees through communication, motivation, supervision and leadership. Additional topics covered include the human resource environment in hospitality operations, employee recruitment, selection, orientation, training, empowerment, performance appraisals and discipline, risk management, and labor organizations. An introductory supervision course is vital to the success of a hospitality student. It is important to explore this topic in relation to the labor trends in the United States. It is equally important to examine the current demographic and socio-economic conditions that the student faces. Knowing how to access this information in the future will assist the student throughout his/her career. Emphasis will be placed on the diversity of the student as well as his/her employees and colleagues. Social identity is addressed early in the course. Human relationships and interactions are included throughout the course, as supervisors interact with their employees, colleagues, upper management and customers on a daily basis. Values, traditions, beliefs, and customs shape every human being and students will learn how to be sensitive to those differences through the practical applications in each lesson.

**Prerequisite:** HM 201

HM 270: Hospitality Administration Seminar

4 Credits

Components of food service systems are identified and studied as separate problems and as a total system. This course will not meet the prescribed requirements for the HM major in any option. HM 270 Hospitality Administration Seminar (4) The organization of a restaurant facility, from concept to operation, allows a student the opportunity to apply all previously learned course material in the Hospitality Management program. The focus of the course urges the student to apply the principles of marketing, menu planning, food cost control, human resource management, financial accounting, layout and design, and purchasing. This course is presented in a seminar format and includes a restaurant design project. Students who have completed this course gain the perspective of designing a restaurant facility with customers' needs and owners' profits in mind. Main topics include: creating a marketing plan and business plan, financing and leasing, leasing and tax matters, menu writing, menu analysis, function analysis, kitchen design and layout design conventions, recruiting and staffing including training and development, food purchasing, bar and beverage purchasing, beverage and alcohol service, and budgeting and controlling costs. The content of this course is considered fundamental for anyone in hospitality management and, therefore is required of all Hospitality Management majors.

**Enforced Prerequisites at Enrollment:** HM 250 , HM 260 ; or HM 250 , MGMT 341

HM 271: Introduction to Hospitality Technology

3 Credits

Introduction to technologies used in the hospitality industry including networks, security, e-commerce, social media, spreadsheets, databases and property management systems. HM 271 Introduction to Hospitality Technology (3) This course is designed to introduce students to the technology used in the hospitality industry and to the concepts of information technology. The objectives are to describe how managers in the hospitality industry use various information technologies to solve problems and make decisions, describe the role of hospitality

managers in information system development and management, describe the functions of network and security systems within in hospitality technology systems, explain the role of hospitality information systems, e-commerce, distribution technologies, and social media in strengthening an operation or company's competitive position, and demonstrate competency in the use of spreadsheet, database and property management system software with skills applicable to the hospitality industry.

Enforced Prerequisite or Concurrent at Enrollment HM 201

HM 290W: Hospitality Managerial Communication

3 Credits

Communication in organizations is essential to creating an open and collaborative environment. The premise of this course focuses on the core fundamentals of creating and delivering clear and concise business messages. Additionally, the course draws on the ability to recognize and understand the differences between communication styles that exist in a global marketplace. Students will be familiarized with types of messages and will apply their knowledge through writing, reviewing, and evaluating written and verbal messages. Particular areas of focus include creating routine business messages, preparing persuasive memos, and delivering bad news messages. Students will also be challenged to create professional reports and presentations, which are essential to influencing and informing key stakeholders. Content in this course will help students become more effective communicators and leaders, regardless of their future profession.

**Enforced Prerequisite at Enrollment:** A grade of C or better in HM 201, and ENGL 15 or ENGL 30 or ESL 15  
Writing Across the Curriculum

HM 297: Special Topics

1-9 Credits/Maximum of 9

Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

HM 304: Institutional Food Service Management

3 Credits

Institutional food service management systems in the hospitality field. HM 304 Institutional Food Service Management (3) Institutional and contract food service management is in the growth stage of the hospitality industry life cycle. The objective of this course is to provide an overview of the various segments of institutional food service, including health care, life care, education, business, transportation (i.e., airlines, cruise ships), correctional and recreational services. Main topics typically include: historical overview of institutional/non-commercial food service management, exploring key markets where institutional food service management exists, key systems used in the fundamental areas of quantity food production, current and future trends effecting institutional food service management, career opportunities in the institutional food service management sector, and managed services and multi-department management. This course is an elective in the Hospitality Management program.

Enforced Prerequisite at Enrollment a grade of C or better required in HM 201

## HM 305: Restaurant Management

3 Credits

Restaurant food service management systems in the hospitality field; analysis including cost control and quality control techniques. HM 305 Restaurant Management (3) Providing quality service and products and ultimately making a profit in a restaurant require the foodservice professional to control and analyze costs. The objective of this course is to provide an overview of the food, labor, budget, and finance information required in restaurant management. Main topics typically include: framework and function of control in foodservice operations, steps and processes of using management information systems in controlling food cost and preparation of food; forecasting and menu pricing techniques in controlling food cost in the preparation and service of food; problems associated with labor costs and analyzing various techniques and tools used to control labor cost effectively through proper staffing and scheduling; methods of controlling food and beverage cost through effective purchasing, receiving, storage, issuing, preparation, inventory, and portion control; techniques of preparation and implementation of effective budgets as control tools; ratio-analysis for analyzing cost in foodservice operations; financial statements used to monitor the financial health of a foodservice operation; and capital budgeting and how it is used. This course is required in the Hospitality Management program. The introductory course in Hospitality Management must have been completed or must be taken concurrently.

Enforced Prerequisite or Concurrent at Enrollment HM 201

## HM 306: Hospitality in Senior Living

3 Credits

Introduction to senior living and continuing care retirement communities and related hospitality management career opportunities. HM 306 Hospitality in Senior Living (3) This course introduces students to continuing care retirement communities (CCRC's) and senior living facilities. The course is taught from a hospitality perspective and focuses on how the application of hospitality management can enhance senior communities and their residents. The multidisciplinary content includes a variety of perspectives on designing and delivering services for seniors, including long-term care administration, geriatric nursing, adulthood and aging, therapeutic recreation, and nutrition and foodservice.

## HM 311: Introduction to Wines of the World

2 Credits

The course introduces students to viticulture and viculture and the sensory evaluation of wine. It focuses on the complexities of production, storage, grape-growing, and the intersection of agriculture, commerce, and hospitality businesses. Special emphasis is given to the climates, topographies, and other natural conditions that make some regions more suited to certain wine cultivation than others and how these conditions are replicated around the world. It concentrates on the sensory elements of wine that make it a global economic and culture phenomenon with emphasis on Old World and New World traditions, food pairing, new entries to the marketplace, and trends in the wine business. It covers the important role wine plays in the delivery of dining experiences in both hospitality enterprises such as catering and restaurant venues as well as retail and social experiences. Wine sales makes a substantial contribution to the profitability and marketability of many food service operations. The wine industry is replete with specific and technical vocabulary that when mastered enables students to engage in wine

activities knowledgably and successfully, whether as a consumer or hospitality professional.

**Enforced Prerequisite at Enrollment:** Students must be 21 years of age or older to register for this course. Enrollment by non-HM majors by permission only.

## HM 318: Club Management and Operations

2 Credits

Principles and practices of club organizations and management. HM 318 Club Management and Operations (2) This course focuses on the unique management skills that are necessary in the private club industry. A key objective is to demonstrate to students the concept of "exceptional service" that is demanded in this field. The course leads students on a tour of the responsibilities and operations of all departments that would be found in a city or country club. Main topics typically include: club management industry and career opportunities; types of clubs that exist in the industry, including structure, organization, and philosophy; the various departments of a successful club including but not limited to: food and beverage, accounting and cost control, human resources, marketing and promotion, catering and banquets, golf operations, tennis operations, aquatics, and fitness facilities; and management skills required of a club manager: leadership, board relations, general management, service excellence, communications. The course is required in the Professional Golf Management option in the Recreation, Park, and Tourism Management program and is a professional elective for Hospitality Management majors.

Enforced Prerequisite at Enrollment a grade of C or better required in HM 201

## HM 319: Hospitality Facilities Management

3 Credits

Fundamental principles of facilities planning, facilities management, and maintenance for all segments of the hospitality industry. HM 319 Hospitality Facilities Management (3) This course has been designed to provide students with information related to hospitality facility design and maintenance. While managers may not have to fix equipment or install heaters, they should understand the complexity of these tasks and respect the position of the architect and hospitality engineer. Main topics typically include: principles of facility engineering and maintenance, costs associated with the life cycle of a hospitality facility; role of the manager in the planning and maintenance process; function of the building in service and marketing, impact of building design on guest service and operation; evaluation of building and grounds for compliance with the Americans with Disabilities Act of 1990; role of management in development, planning, and remodeling of food service operations; and flow of resources as exhibited in blueprints. The course is a required course for all Hospitality Management majors. Students must first complete the introductory hospitality course and the hospitality colloquium.

Enforced Prerequisite at Enrollment a grade of C or better required in HM 201

## HM 329: Introduction to Food Production and Service

3 Credits

Why do so many new restaurants fail? What factors drive the costs of foodservice operations and how do you go about controlling those

costs? How do you make a foodservice operation profitable and why do many consider it one of the most difficult businesses to manage? How do you "WOW" the customer and build loyalty? This course will provide students with tools foodservice managers use on a daily basis to make sure they end each year "in the black." Students develop knowledge and skills needed to be successful in future courses that follow HM 329. This course provides students with information on the basic principles of effective food production and service management. The primary focus is on controlling costs, both food and labor. Course content stresses the integration of menu planning, recipe writing (including HACCP), and development and maintenance of quality standards, with other management tools used throughout the foodservice manufacturing cycle, such as operating ratios, procurement, recipe costing, menu analysis, and budgeting to successfully control costs and manage customer service. Course content is critical to laboratory assignments in HM 330 & HM 430, and advanced topics in NUTR 386.

**Enforced Prerequisite at Enrollment:** NUTR 119 or NUTR 320 or Concurrent Courses at Enrollment: NUTR 119 or NUTR 320

#### HM 330: Food Production and Service Management

3 Credits

This course is designed to apply management principles to foodservice production and service in a lab environment. HM 330 stresses the integration of management principles acquired in prior classes, including planning, organizing, controlling, staffing, and leading. Students will rotate in management and staff positions for the quantity production of quality food. The course draws from the students' theoretical background in accounting, management, nutrition, food production and sanitation. HM 330 integrates this content into the daily operation of a campus foodservice facility as a living laboratory.

**Enforced Prerequisite at Enrollment:** NUTR 119 or NUTR 320 ; and a grade of C or better in HM 329

#### HM 335: Hospitality Financial Accounting

3 Credits

Accounting, in many respects, is the language of business and translates business transactions into quantifiable information. The purpose of this course is to provide the tools as to how to use and understand this language for making informed business decisions. Areas of focus include how to analyze and record business transactions, compiling and analyzing three of the four major financial statements, banking procedures and control of cash, various issues related to the payment of employees and the introduction of how to analyze financial statements. Regardless of the functional area in the hospitality industry in which students choose to work, they will be most likely be required to understand how accounting impacts the various financial statements, and how to use financial information to make informed business decisions. Therefore, an understanding of the importance of accounting information to make informed business decisions is vital to students' future success.

**Enforced Prerequisite at Enrollment** a grade of C or better required in HM 201

#### HM 336: Hospitality Managerial Accounting

3 Credits

The course provides managerial tools for decision-making by focusing on the basic concepts, analyses, uses, and procedures of cost accounting in the hospitality industry. Managerial decision-making using accounting data is an integral part of the function of managers in the hospitality industry. The accounting function of a business generates financial data, and managers need to be able to interpret the data, analyze it and make decisions based on their interpretation and analysis of the data. This course provides the student with the core knowledge needed to understand the kinds of data generated by the financial systems of hospitality operations, prepare budgets, perform variance analysis, and provide control over the financial aspects of the hospitality business.

**Enforced Prerequisites at Enrollment:** ACCTG 211 or HM 335 and a grade of C or better in HM 271

#### HM 344: Social Media Marketing for Hospitality

3 Credits

This class in social media marketing explores the growing popularity of using digital technologies to reach guests. The emphasis of the class is on expanding student's working knowledge on the four zones of social media (community, publishing, entertainment and commerce) within the context of hospitality. Students explore how social media can be employed to build hospitality brands, conduct business, handle guest complaints, drive sales, forge and maintain guest relationships. Although strategies for executing successful social media campaigns is taught, an over emphasis on anyone specific social network is not.

**Enforced Prerequisite at Enrollment** a grade of C or better required in HM 201

#### HM 350: Operations Management in Hospitality

3 Credits

This course introduces students to key operations management decisions within the hospitality industry, and the methodologies and analytical techniques required to make effective data-driven decisions. Areas of focus include demand forecasting, employee scheduling, quality management, process strategy, analysis and design, project management, and principles of revenue management. Students will learn how to develop spreadsheet-based models to forecast demand and schedule employees. They will apply statistical techniques to track quality, and develop spreadsheet-based quality tracking models. Students will apply analytical methods and spreadsheet-based simulation models to assess the performance of service delivery systems. Students will be introduced to the fundamentals of revenue management and how to apply it to different revenue streams in the hospitality environment. The course also introduces students to project management tools that can be applied to manage service operations projects.

**Enforced Prerequisites at Enrollment:** STAT 200, A grade of C or better required for HM 271

General Education: Quantification (GQ)

GenEd Learning Objective: Crit and Analytical Think

GenEd Learning Objective: Integrative Thinking

GenEd Learning Objective: Key Literacies

**HM 355: Legal Aspects of the Hospitality Industry**

3 Credits

Specialized applications of law to the hospitality industry. HM 355 Legal Aspects of the Hospitality Industry (3) Laws, courts, and more generally the legal system together constitute an integral feature of the environment within which the hospitality industry operates. The objective of this course is to acquaint students with the application of law to hotels, restaurants, and institutional settings. A hospitality manager who understands the law can prevent many legal problems from occurring, including preventing injuries that may lead to lawsuits. Main topics in this course typically include: types of law, judicial structure and trial procedures; conduct of legal research, including use of Web resources; legal duties of innkeepers and guests; negligence and other torts; contract law; civil rights and public accommodations, especially protections from discrimination; guests' property; regulation and licensing; employment law, especially protections from discrimination; casinos and the law; and food and alcohol service liability.

Enforced Prerequisite or Concurrent at Enrollment HM 201

**HM 365: Organizational Behavior in the Hospitality Industry**

3 Credits

The human element is vital to the success of any organization, particularly in the hospitality industry. Toward this end, the purpose of this course is to provide students tools for successfully managing employees to enhance individual and organizational performance. Particular areas of focus will be on understanding employee motivation, individual differences, stress, diversity, group dynamics, and organizational culture and structure. Students will be familiarized with these content areas and will apply them through project-based work, group assignments, experiential activities, and case studies. Regardless of the functional area in which students choose to work, they will be required to work with, manage, and lead other people. Therefore, an understanding of human behavior, its antecedents, and its consequences is vital to students' future success.

Enforced Prerequisite at Enrollment a grade of C or better required in HM 201

**HM 380: Hotel Management**

3 Credits

Students will explore the typical ownership and management structures of various types of hotels. Ownership discussions include the various types of ownership entities from sole proprietorships to real estate investment trusts and large institutional owners. The role of the owner is discussed to enable students to understand how ownership entities effect their role as a hotel manager. Students will learn about the responsibilities of the hotel manager. Starting with the organizational structure of various types of hotels, management discussions include the role of the hotel manager in staffing the hotel; orienting and training associates; building a service-oriented team; and ensuring the safety and security of associates and guests. Students will learn how each of the operating departments of a typical hotel work and how the departments interrelate and work with one another to deliver exceptional guest service. Discussions of the major operating departments in a hotel to include front office, housekeeping and laundry, engineering, sales and marketing, food and beverage and safety and security. Students will be provided tours of the primary operating departments, housekeeping and laundry,

food and beverage, maintenance, and front office, to experience and observe operations. Students will have the opportunity to enhance their classroom learnings with observation of functioning operations.

Enforced Prerequisite at Enrollment a grade of C or better required in HM 201

**HM 384: Introduction to Meeting and Event Planning**

3 Credits

This course provides an overview of the meeting, event, and conference sector of the hospitality industry. HM 384 Introduction to Meeting and Event Planning (3) This course focuses on the meeting and event sector of the hospitality industry. This course provides an overview of the major processes involved in planning and implementing meetings, special events, and conferences. Students will learn and apply the logistics of building a meeting plan to gain an overall understanding of contract negotiation, menu planning, budgeting, site selection, and on-site management. When applicable, invited speakers will provide an applied perspective about the meeting and event profession.

**Prerequisite:** Prerequisite or concurrent: HM 201**HM 386: Introduction to the Gaming and Casino Industry**

3 Credits

Students will learn about those traits of the casino industry which distinguish it from other segments of the hospitality industry.

Enforced Prerequisite or Concurrent at Enrollment HM 201

**HM 387: Casino Controls**

3 Credits

This course is an overview of controls used in casinos including an exploration of complimentary goods (comps) and services and credit.

**Enforced Prerequisites at Enrollment:** C or better in HM 201 , HM 335 , and HM 386; Concurrent: HM 388**HM 388: Gaming Operations Management**

3 Credits

Students will learn casino mathematics, game protection, floor layout methods, departmental organizational structure, and performance analysis.

**Enforced Prerequisite at Enrollment:** C or better in STAT 200 , HM 201 , and HM 386; Concurrent: HM 387**HM 390: Corporate Social Responsibility in Hospitality**

3 Credits

This course introduces students to issues of corporate social responsibility. The course is taught from both general business and hospitality perspectives. Specifically, this course addresses the general historical development of CSR along with hospitality cases, fundamental concepts of CSR, different arguments for CSR, major frameworks of CSR, sustainability (environmental) issues, and hospitality cases and applications. The course will provide an opportunity to students for

analyze the CSR programs of major hospitality companies by applying the concepts and practices of CSR discussed in the course.

Enforced Prerequisite at Enrollment a grade of C or better required in HM 201

HM 397: Special Topics

1-9 Credits/Maximum of 9

Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

HM 407: The Sustainable Fork: Food Systems Decisions for Away-From-Home Eating

3 Credits

The course will incorporate economic and managerial dimensions to the discussion of food decisions in foodservice away-from-home eating contexts, particularly emphasizing the behavioral aspect of decisions - how individuals (consumers, providers, managers) make choices in the food system, and what might be the consequences of these choices. The course will use evidence from multiple farm-to-fork perspectives to allow students to analyze food systems problems and solutions. It will also require students to engage directly with the local food service system through course projects and tours. The major topics of discussion will be organized under each of the value chain components of the farm-to-fork continuum: production, distribution, purchasing, preparation, and consumption. Specific topics under each of these value chain components will include: nutrition, food safety, food waste, sustainable practices, social justice, consumer utility, economic profits, ethics, government policy, and decision-making. In particular, the course will be motivated by economic theories such as: agency relationship, information asymmetry, transaction cost economics, and behavioral economics topics such as self-rationing, and time discounting.

**Enforced Prerequisites at Enrollment:** A grade of C or better in HM 201 or AGBM 170 or AGBM 170Z  
Cross-listed with: FDSYS 407

HM 411: Beverage Management and Wine Selection

3 Credits

Management issues in beverage service and products. Students taste wines, brews, and distilled spirits.

**Enforced Prerequisites at Enrollment:** students must be at least 21 years old

HM 413: New Product Development for Commercial Foodservice

3 Credits

This course introduces students to a new product development process that requires coordination, communication, and integration throughout the organization.

**Enforced Prerequisites at Enrollment:** a grade of C or better in HM 329

HM 430: Advanced Food Production and Service Management

3 Credits

Simulation and application of technical, conceptual, interpersonal skills. Emphasis on group dynamics; improvement in managerial skills;

management team functions. HM 430 Advanced Food Production and Service Management (3) This course is designed to give students an opportunity to gain experience in the wide range of skills and techniques that are normally associated with the duties of a hospitality manager. The skills and techniques that will be emphasized include, but are not limited to, duties involved in the planning, execution and evaluation of full-service, theme oriented ala carte dining. Students are expected to form a marketable theme and then develop, produce and evaluate an authentic dining experience. A successful dining experience is contingent upon both guest satisfaction and the achievement of financial goals. Main topics typically include: \* Research, describe and produce an authentic restaurant environment from a selected theme \* Demonstration of technical responsibilities involved in the development, production and evaluation of a wide range of food service systems including: sales, menu planning, recipe development and evaluation, pricing, purchasing, facilities management, personnel management and financial management \* Operational needs and potential problems in a food and beverage operation during production and service \* Timely and effective managerial problem identification and decision-making abilities \* Interpersonal and teamwork skills both within a management team and with classmates as employees \* Interaction with guests and evaluation of guests' dining experiences The course is a capstone management class in the foods sequence and is required of all Hospitality Management majors. Students must first complete the introductory food production course.

**Enforced Prerequisite at Enrollment:** A grade of C or better required for HM 330

HM 432: Contemporary Issues in Restaurant Management

3 Credits

A focus on special topics and current events in the restaurant industry. HM 432 Contemporary Issues in Restaurant Management (3) The purpose of this course is to focus on contemporary issues and current events in the restaurant and food service management. The course will attempt to keep the students as updated as possible regarding the industry by covering these topics and including a discussion of current events from headline news services and other electronic references. Students gain knowledge that is applicable specifically to the restaurant and foodservice industry. This course explores the global food and drink market in today's challenging climate with analysis of trends and conditions expected to influence sales value and volume growth over the next five years. Discussion will include the impact economic shifts have on the restaurant and food service industry and the subsequent influence on consumer purchasing habits and food and drink sales over several years. This course considers food and drink New Product Development (NPD) and other vital branding, marketing and sales strategies in the context of the following challenges, issues and trends expected to influence restaurants and food service management over the years.

**Enforced Prerequisites at Enrollment:** Prerequisite: a grade of C or better in HM 201 , HM 228 , and HM 329

HM 435: Financial Management in Hospitality Operations

3 Credits

HM 435 is an introductory financial management course for the hospitality management major. The course will teach students fundamental knowledge of financial management concepts. This course will introduce a wide range of essential concepts that students can utilize to improve their decision-making and value creation abilities.

The course introduces financial management concepts with a focus on practical application, both in professional and personal lives. Students' ability to learn these concepts will be tested through group and individual assignments. This course focuses on conceptual and analytical knowledge and skills. Practical knowledge will also be reinforced through in-class discussions, and periodic readings that focus on current issues in finance and hospitality.

**Enforced Prerequisites at Enrollment:** ECON 102, A grade of C or better in HM 336

HM 442: Hospitality Marketing

3 Credits

Understanding the customer is the key to a successful hospitality business. This course is an overview of the principles of services marketing applied to a specific industry. Particular focus will be in understanding the importance of service quality and customer requirements, aligning service design and standards, delivering and performing service, managing service promises and understanding the impact of marketing strategies on the company's bottom-line.

**Enforced Prerequisite at Enrollment** a grade of C or better required in HM 201

HM 443: Sales Planning and Advertising for Hospitality Operations

3 Credits

Elements of sales management, advertising, promotion, and public relations as applied to hospitality organizations. HM 443 Sales Planning and Advertising for Hospitality Operations (3) The hospitality industry is entering an era in which operational and product parity between organizations and their properties is increasingly likely. This is so because of their shared access to technology, design and training devices. Consequently, it becomes evident that increases in sales will be reliant on the competitive advantages that professionals achieve in marketing strategies, sales management, and especially in marketing communications (MARCOM) tactics and execution. This course exposes students to a wide range of hospitality marketing communications issues. Students gather information from electronic media, trade and travel media, and consumer media. Students explore hospitality MARCOM issues through semester-long individual projects. Main topics typically include: \* Marketing versus selling strategies \* Industry trends that affect advertising and sales especially Internet activities \* Types of advertising media \* Print advertising principles \* Broadcast advertising principles \* Foundations of direct marketing \* Elementals of public relations \* Travel agency relations \* Personal sales This is an elective course. Students must first take the hospitality marketing course in Hospitality Management.

**Enforced Prerequisites at Enrollment:** a grade of C or better for HM 442

HM 466: Human Resource Management in the Hospitality Industry

3 Credits

Recruitment, selection, training, performance appraisal, and compensation of hospitality human resources in today's culturally diverse work force.

**Enforced Prerequisites at Enrollment:** A grade of C or better required in HM 201 , HM 365  
United States Cultures (US)

HM 471: New Trends and System Selection in Hospitality Information Technology

3 Credits

This course introduces the student to new information technology in the hospitality industry and to the system selection process. HM 471 New Trends and System Selection in Hospitality Information Technology (3) The purpose of this course is to focus on new IT trends and system selection in the hospitality industry. New trends are topics that have become important or prevalent in the industry and are generally not covered in other courses. Examples include Software as a Service delivery of property management systems, enterprise restaurant management reporting, Web 2-3.0, smart phone applications, Radio Frequency Identification (RFID), ect. The course will attempt to keep the students as updated as possible regarding the industry trends by covering these topics and including a discussion of current events from industry partners, headline news services, and other electronic references. Students gain knowledge that is applicable specifically to the hospitality industry.

**Enforced Prerequisites at Enrollment:** A grade of C or better required for HM 271

HM 480: Advanced Hotel Management

3 Credits

Advanced hotel operations, internal control systems, and service philosophy. Integrates management, departmental operations, law, technology applications, marketing and managerial accounting.

**Enforced Prerequisites at Enrollment:** A grade of C or better required in HM 336 , HM 380

HM 481: Advanced Topics in Hotel Management

3 Credits/Maximum of 3

Advanced topics related to the hotel industry

**Enforced Prerequisite at Enrollment:** HM 380

HM 482: Hospitality Real Estate

3 Credits

Ultimately, hospitality enterprises are location-based businesses requiring the deployment of real estate. To understand this important concept, hospitality students need to understand real estate in a hospitality industry environment. Students in HM 482 complete projects including feasibility studies for proposed hotels where they evaluate the competition, project hotel supply by future year, including evaluating and quantifying future supply additions. Then, students project hotel demand by future year by market segment, including estimating growth and any induced demand, and they calculate fair share by future year for proposed hotels. Students estimate penetration ratios by future year by market segment for proposed hotels, until stabilization, calculate occupancy by future year for proposed hotels, until stabilization, and estimate Average Daily Rate (ADR) by future year for proposed hotels, including estimating inflation. Students develop detailed financial projections by future year for proposed hotels, estimate market value for proposed hotels by applying the Income Approach, Cost Approach, and Sales Comparison Approach, conduct a Reconciliation to conclude a single, final Market

Value Estimate, and compare the estimated market value of proposed hotels to the estimated development cost to conclude feasibility.

**Enforced Prerequisites at Enrollment:** A grade of C or better in HM 201  
Concurrent Courses: HM 336

HM 483: Revenue Management

3 Credits

Students learn how to effectively implement revenue management strategies and techniques in the hospitality industry.

**Enforced Prerequisites at Enrollment:** a grade of C or better in HM 350

HM 484: Hospitality Entrepreneurship and Innovation

3 Credits

This course examines Entrepreneurship, Intrapreneurship and Innovation in the Hospitality Industry. The course provides a foundation of how ideas are generated, implemented, and taken to market. The course examines the characteristics of the entrepreneur and the process from idea generations, building a business model, preparing competitive analysis, completing a feasibility study, reviewing intellectual property, developing a business plan, seeking funding, and presentation to investors. The course is oriented to the student who would like to start a business or explore innovation within an existing organization

**Enforced Prerequisites at Enrollment:** ACCTG 211 or HM 335

HM 485: Advanced Meeting and Event Planning

3 Credits

Students will plan and execute event functions building on content from the introductory course, HM 384. HM 485 Advanced Meeting and Event Planning (3) In this advanced, hands-on course, students will plan and execute actual functions building on content from the introductory course, HM 384: Introduction to Meeting and Event Planning. Students may be involved in all major aspects of planning events, including contract negotiation, budgeting, promotion, menu planning, site selection, on-site management, and post-event evaluation.

**Enforced Prerequisite at Enrollment:** HM 384

HM 486: Casino Marketing

3 Credits

Students will learn marketing techniques for casinos which take into account the external environment, individual consumer choices, and ethical considerations. HM 486 Casino Marketing (3) The primary objective of this course is to introduce the advanced standing student to the factors affecting the effective marketing of a modern casino. General marketing principles and concepts build the foundation for the study of marketing techniques unique to the casino industry. Consumer behavior and external environments create the context in which all marketing decisions and activities occur. Their study ensures the student has the basics to approach any marketing problem. Before the strategic use of marketing to build brand awareness and to ensure profitability is learned, the impact of social and ethical responsibility is studied including disordered gambling and smoking bans. The need to advertise and promote without exacerbating the incidence of disordered gambling is an increasingly necessary ability required of casinos today. A thorough knowledge of segmentation and positioning

are required as well. Extra time is allotted to both social responsibility and segmentation/positioning. Strategic marketing entails identifying the components of a marketing plan, their purpose, and the method of execution. Various concepts such as profit-service chain and revenue management are covered to round out the student's knowledge of marketing. The course spends time on promotions which are unique to the casino industry including, but not limited to professional boxing matches and other special events, slot and players's clubs, special entertainment venues, on-floor promotions, and so on. The student learns the importance of location and transportation issues and how they impact the revenue and profitability of a casino. Meetings and conventions generate revenue during off-peak periods and are significant factors in the revenue stream of a casino.

**Enforced Prerequisite at Enrollment:** HM 386

HM 488: Hospitality Asset Management

3 Credits

Asset management is a growing and dynamic discipline in the hospitality industry. Asset managers are integral to the relationships between owners, managers, franchisors, franchisees, and brands. Today's owners expect asset management to function as the owner's representative in optimizing the value and protecting the asset. This course introduces students to asset management ("AM") and the role of the asset manager in global hospitality operations. The course is taught from a hospitality perspective and focuses on how asset managers usually work with hospitality asset owners and third-party providers to enhance and optimize the value of hospitality assets. The multidisciplinary content includes a variety of perspectives on asset manager helping owners and third-party operators make investment decisions, enhance asset value, review and assess contractual agreements, and be aware of ongoing global and local trends that could eventually affect the value of hospitality assets such as hotels and restaurants

**Enforced Prerequisites at Enrollment:** ACCTG 211 or HM 335

HM 490: Strategic Hospitality Management

3 Credits

The purpose of this capstone course is to integrate previous course work to enhance students' analytical and critical thinking skills, managerial decision making skills, and an awareness of emerging trends in the hospitality industry. In particular, this course will integrate content in the areas of hospitality marketing, human resource management, organizational behavior, finance, accounting, and hospitality operations. The course offers a blend of theory and practical application of models of competitive strategy. The central questions that drive the course are: ¿How do hospitality companies make strategic decisions, and how does strategy enhance the effectiveness of hospitality enterprises?¿ During the first half of the semester, the course will focus on the model of strategy formulation, from developing company vision and mission and setting objectives, through conducting an environmental scan, SWOT analysis, strategic analysis, and strategic choice. During the second half of the course, the focus will shift to corporate social responsibility, ethics, international strategic decision making, global hospitality management, and emerging trends in the industry.

**Enforced Prerequisites at Enrollment:** HM 442 and a grade of C or better in HM 336, HM 365



## HM 490W: Strategic Hospitality Management

3 Credits

This capstone writing-intensive class integrates content from throughout the previous curriculum, focusing on strategic application to current industry issues. HM 490W Strategic Hospitality Management (3) This capstone course integrates previous courses in the curriculum and introduces students to new strategic management concepts. This course adopts a macro perspective by focusing on the total hospitality enterprise and the external competitive environment in which hospitality firms operate. The goal of the course is to develop students' analytical skills to formulate, implement, and evaluate business strategies. Using a case-based approach, the course emphasizes critical thinking and evidence-based decision making.

**Enforced Prerequisites at Enrollment:** a grade of C or better in HM 336 , HM 365 , and HM 442

Writing Across the Curriculum

## HM 492: Advanced Professional Seminar in Hospitality Management

1 Credits

Course prepares senior HM students to assume leadership positions in the hospitality industry (Focus on careers, leadership, ethics, lifelong learning).

**Enforced Prerequisites at Enrollment:** 1000 hours of work experience in the hotel, restaurant and institutional management industry; Concurrent: HM 430, HM 466 , HM 490W

## HM 494H: Senior Honors Thesis

1-6 Credits/Maximum of 6

Independent study related to a student's interests directed by a faculty supervisor and culminating in the production of a thesis.

**Enforced Prerequisites at Enrollment:** STAT 200 ; and a grade of C or better in HM 201 Honors

## HM 495A: Penn State Hospitality Services Hotel Internship

3 Credits/Maximum of 3

HM 495A Penn State Hospitality Services Hotel Internship (3) Students will obtain hands-on work experience through employment in one or more departments with Penn State Hospitality Services. Experience may include front desk, housekeeping, maintenance, sales, accounting, food and beverage, culinary, banquets, or reservations. Students will work 15-20 hours per week throughout the semester and attend weekly classroom sessions.

**Enforced Prerequisites at Enrollment:** Employment offer from Penn State Hospitality Services, approval of internship assignment by program, and a minimum overall grade point average of 2.50.

## HM 495B: Penn State Hospitality Services Executive Internship

3 Credits

HM 495B Penn State Hospitality Services Executive Internship (3) Students will participate in project-based internship under the guidance of a department head with Penn State Hospitality Services. Students will work approximately 15-20 hours per week over the course of a semester.

The goal of this internship is to provide students with a variety of work and project experiences to develop their managerial competencies. These assignments will vary from student to student, based on his or her interests and professional development needs.

**Enforced Prerequisites at Enrollment:** Selection by Penn State Hospitality Services department head, approval of internship assignment by instructor, minimum overall grade point average of 2.50, and HM 495A

## HM 495C: Penn State Housing &amp; Food Service Internship

3 Credits/Maximum of 3

HM 495C Penn State Housing & Food Service Internship (3) Students will obtain hands on-experience through employment with Penn State Housing and Food Services. Experience may include preparing for concerts and sporting events, front-of-house and back-of house food and beverage operations, shadowing managers, and supervising employees. Students will work 15-20 hours per week throughout the semester and attend weekly classroom sessions.

**Enforced Prerequisites at Enrollment:** Employment offer from Penn State Housing and Food Services, approval of internship assignment by instructor, and a minimum overall grade point average of 2.50.

## HM 495D: External/Off Campus Internship

1-6 Credits/Maximum of 6

HM 495D (3) Students are employed off campus for this internship for a full semester or summer, working 40-50 hours per week in an approved hospitality setting (a minimum of 400 hours). Work experiences and projects will vary from student to student and from site to site.

**Enforced Prerequisites at Enrollment:** Approval by course instructor.

## HM 496: Independent Studies

1-18 Credits/Maximum of 18

Creative projects, including research and design, which are supervised on an individual basis and which fall outside the scope of formal courses.

## HM 497: Special Topics

1-9 Credits/Maximum of 9

Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

## HM 498: Special Topics

1-9 Credits/Maximum of 9

Formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

## HM 499: Foreign Studies

1-12 Credits/Maximum of 12

Courses offered in foreign countries by individual or group instruction.

## International Cultures (IL)