**HOSPITALITY MANAGEMENT (HM)**

HM 199: Foreign Studies

1-12 Credits/Maximum of 12

Courses offered in foreign countries by individual of 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; travel and tourism 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.

**Concurrent:** 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.

**Prerequisite:** Prerequisite or concurrent: 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 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.

Prerequisite: 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.

Prerequisite: Prerequisite or concurrent: HM 201

HM 290: Hospitality Managerial Communication

3 Credits/Maximum of 3

Provides the foundational skills for professional written and oral communication for managers in the hospitality industry.

Prerequisite: a ‘C’ of better in HM 201, and ENGL 015, ENGL 030, or ESL 015

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.

Prerequisite: a grade of C or better required for 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.

Prerequisite: or concurrent: 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 (CCRCs) 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.

Prerequisite: HM 201
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.

Prerequisites: NUTR 119 or NUTR 320 Concurrent Courses: 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.

Prerequisites: NUTR 119 or NUTR 320; and a grade of C or better in HM 329

HM 335: Hospitality Financial Accounting

3 Credits

This course provides students with a basic knowledge of financial accounting principles and techniques. The course emphasizes what accounting information is, why it is important, and how it is used in the hospitality industry. Accounting is the information system that measures business activities, processes that information into reports, and communicates the results to decision makers. The students are exposed to all the important elements described above: the measurement system, processing of the information and the communication. The emphasis in this course is on the use of financial information from the user’s perspective. Unless the user is aware of the process that generates the results of the accounting process, the user cannot make informed decisions. The students first learn the structure of the double-entry system of accounting and then they learn how to use the information to make informed financial decisions.

Prerequisite: A grade of C or better required for ACCTG 211. Prerequisite or concurrent: HM 201

HM 336: Hospitality Managerial Accounting

3 Credits

Collection, processing, and interpretation of accounting data for managerial planning, control, and evaluation in hospitality organizations.
HM 336 Hospitality Managerial Accounting (3) Managerial decision-making using accounting data is an integral part of the function of managers in the hospitality industry. The accounting function of the lodging 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. Main topics typically include: introduction to managerial decision-making in the hospitality industry, cost behavior analysis in the hospitality industry, cost, volume and profit analysis in the hospitality industry, pricing decisions in the hospitality industry, preparation of operational budgets in the hospitality industry, calculation and interpretation of cost and revenue variances in the hospitality industry, preparation of cash budgets and control over cash in hospitality operations, preparation of the statement of cash flows in the hospitality industry, preparation of proforma financial statements in the hospitality industry. The content of this course is considered fundamental for anyone in hospitality management and, therefore, is required of all Hospitality Management majors. Prior to this course, students are required to have taken Financial Accounting in the Hospitality Industry. HM 336 is a pre-requisite to Financial Management in Hospitality Operations.

Prerequisite: a grade of C or better in HM 335 or ACCT 211, 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.

Prerequisite: 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.

Prerequisites: STAT 200, A grade of C or better required for HM 271

General Education: Quantification (GQ)
GenEd Learning Objective: Critical and Analytical Thinking
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.

Prerequisite: or concurrent: 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.

Prerequisites: A C or better in HM 201

International Cultures (IL)

HM 380: Hotel Management

3 Credits

Introduction to rooms management including front office, housekeeping, security, and engineering. Emphasizes operations, coordination, and communication within and between departments. HM 380 Hotel Management (3) HM 380 includes an active-learning component that requires students to be in the on-campus hotels for 48 hours during the semester. This experience will allow the students the opportunity to observe the basic functions of the Rooms Division departments of a hotel. In the Front Office department, students will observe the front desk and reservation clerks. In the Housekeeping department, students
will observe the room attendants, public area attendants and laundry workers. In Maintenance, students will observe maintenance employees and be introduced to Safety and Security concepts. The course will include a 2-hour per week lecture that focuses on Rooms Division departments but also briefly discuss other operating departments within a hotel. Students will also complete other assignments that encourage them to consider them how hotel departments operate and work together. Students will keep a daily journal of their work rotation experiences and observations, and will also be asked to answer several questions about how the departmental operations, interdepartmental communication, and other topics.

**Prerequisite:** A grade of C or better in HM 201, HM 271

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.

**Prerequisite:** Prerequisite or concurrent: 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.

**Prerequisite:** 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.

**Prerequisite:** 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 (CSR). The course is taught from hospitality perspective with following foci. Specifically, this course addresses the general historical development of CSR in details 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 to analyze CSR programs of major hospitality companies by applying the concepts and practices of CSR discussed in the course. Throughout the course, students will learn the significance of CSR initiatives, not only for the society, but also for the business. The course will discuss how a hospitality company’s CSR initiatives can be strategic so that they will improve brand image, reputation, and relationships with customers, employees and governments, which will result in improved performance for the company.

**Prerequisite:** 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-ratining, and time discounting.

**Prerequisites:** AGBM 170

HM 411: Beverage Management and Wine Selection

3 Credits

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

**Prerequisite:** 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.
Prerequisite: 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.

Prerequisite: 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 foodservice industry. This course explores the global food and drink market in today's challenging climate with analysis of trends and foodservice industry. 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 * Elements of public relations * Travel agency relations * Personal sales HM 443 is an elective course. Students must first take the hospitality marketing course in Hospitality Management.

Prerequisite: a grade of C or better for HM 442

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 * Elements of public relations * Travel agency relations * Personal sales This is an elective course. Students must first take the hospitality marketing course in Hospitality Management.

Prerequisite: a grade of C or better in ECON 102 or ECON 014

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 2.0, smart phone applications, Radio Frequency Identification (RFID), etc. 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.

**Prerequisite:** 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.

**Prerequisite:** 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

**Prerequisite:** a grade of 'C' or better in HM 380

HM 482: Hospitality Real Estate

3 Credits

The course focuses on commercial real estate concepts related to the hospitality industry.

**Prerequisite:** A grade of C or better required in HM 336, HM 380

HM 483: Revenue Management

3 Credits

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

**Prerequisite:** a grade of C or better in HM 350

HM 484: Hospitality Entrepreneurship

3 Credits

The course focuses on successfully launching new business ventures in the hospitality industry. HM 484 Hospitality Entrepreneurship (3) The purpose of this course is to commence the learning process regarding Entrepreneurship in the Hospitality Industry. The course provides the student with a solid foundation of how an idea is generated and taken to market for implementation. The students will examine the characteristics of the entrepreneur and the process followed from generating an idea, to building a business model, preparing a competitive analysis, completing a feasibility study, reviewing intellectual property, developing a business plan, seeking funding and presenting their idea to potential investors. Topics include idea recognition, feasibility studies, business plans, developing a business model, intellectual property, marketing, financing, organizational growth, and franchising. The course is oriented to the student who would like to own a business.

**Prerequisite:** a grade of C or better in HM 336, MKTG 221

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.

**Prerequisite:** a grade of C or better in HM 201 and 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’ clubs; 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.

**Prerequisite:** C or better in MKTG 221, HM 387, HM 388, and HM 495; Concurrent: HM 487

HM 488: Hospitality Asset Management

3 Credits

Recommended Preparations: concurrent course HM 336 has prerequisites of A grade of "C" or better in HM 271, HM 335 This course introduces students to asset management 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 managers 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.

**CONCURRENT:** HM 336

**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.

**Prerequisite:** a grade of C or better in HM 336, HM 365, and HM 442 Writing Across the Curriculum

**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.

**Prerequisite:** 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).
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.

Prerequisite: approval of proposed work assignment by instructor and a minimum overall grade point average of 2.50

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)