Hospitality Management (HM)

HM 1010
Introduction to Hospitality Industry
3:3:0  Fall, Spring
Designed for hospitality management majors and as elective credit for other business majors. Provides a basic understanding of the lodging and food service industry by tracing the industry's growth and development. Analyzes management's functions and responsibilities in such areas as administration, organization, communications, accounting, marketing, and human relations. Examines industry opportunities and future trends. Includes lecture, field trips, guest speakers, films, and tapes. Completers should have a knowledge of career opportunities and basic hospitality management principles. Lab access fee of $32 for computers applies.

HM 1110
Culinary Basics
3:3:0
Designed for hospitality management majors and as elective credit for other business majors. Explains the techniques and procedures of quality and quantity food production. Studies the selection and preparation of major food products. Provides an extensive set of basic and complex recipes for practice. Includes lectures, lab, visits of guest chefs, and field trips. Completers should be prepared to enter the working field as a prep cook. Lab access fee of $32 for computers applies. Course fee of $150 for materials applies.

HM 1130
Hotel Operations I
3:3:0  Fall, Spring
Designed for hospitality management majors and as elective credit for other business majors. Presents a systematic approach to front office procedures by detailing the flow of business through a hotel beginning with the reservation process and ending with check-out settlement. Examines various elements of effective front office management, paying particular attention to planning and evaluating front office operation and to personnel management. Front office procedures and management are placed within the context of the overall operation of a hotel. Includes role play and computer simulations. Completers should be competent to be a beginning front desk clerk. Lab access fee of $32 for computers applies.

HM 1180
Food and Beverage Management
3:3:0  Fall, Spring
Designed for hospitality management majors and as elective credit for other business majors. Studies management principles of menu planning, purchasing, storage, food and beverage production, service, and sanitation. Includes lecture, case studies, guest speakers, field trip and project. Completers should understand the basic structure of a hospitality unit and how management principles relate to a restaurant. Lab access fee of $32 for computers applies. Canvas Course Mats $54/ Wiley applies.

HM 2500
Statistics for the Hospitality Industry
3:3:0  * Prerequisite(s): MAT 1030, STAT 1040, MATH 1050, or MATH 1090, or higher
Provides a step-by-step approach to gathering, analyzing, and using numeric market, operating, and financial data in the hospitality management industry. Hospitality/industry scenarios and hands-on exercises and labs are used to build student skills in data analysis as a platform to practice data-gathering and analysis for projects in business planning, market research, revenue management, or designing customer-employee satisfaction surveys. Canvas Course Mats $72/Wiley applies.

HM 281R
Cooperative Work Experience
2 to 9:2 to 9:0  Fall, Spring, Summer  * Prerequisite(s): Approval of School of Business Career and Corporate Manager
Provides opportunities to apply classroom theory on the job. Students work as paid employees in a job that relates to their careers while enrolled at the College. Credit is determined by the number of hours a student works during the semester. Completers meet individually set goals. A total of six credits may be applied toward graduation with a diploma or AAS degree and three credits toward Certificate programs. May be graded credit/no credit.

HM 2890
Industrial Work Experience
1 to 8:0:5 to 40  Fall, Spring, Summer
Designed for hospitality management majors as elective credit. Provides practical work experience in an actual restaurant, applying management theory in carrying out duties assigned by the manager/owner.

HM 296R
Hospitality Management Seminar
1 to 3:1 to 3:0  On Sufficient Demand  * Prerequisite(s): Instructor/Department Chair Approval
Provides short courses, workshops, and special programs in hospitality management or culinary arts topics. Repeatable for up to three credits.
Hospitality Management

HM 3150  Hospitality Finance  3:3:0  Fall, Spring
* Prerequisite(s): HM 3020 and University Advanced Standing

Presents the general conceptual framework for understanding and applying techniques of value creation for a hospitality firm. Includes risk and value, timing and value of cash flows, valuation and required rates of return, capital expenditure analysis, project valuation criteria, capital structure management, and financial markets. Introduces financial topics and practices application techniques. Includes lecture, demonstration, case studies, and guest speakers. May be delivered online. Lab access fee of $32 for computers applies.

HM 3200  (Cross-listed with: MGMT 3200)  Global Tourism  3:3:0  Fall, Spring
* Prerequisite(s): (MKTG 2200 or ENGL 2010) and University Advanced Standing

Studies the history and future of tourism, the impacts (environment, culture, economy) of tourism, and tourist behavior. Includes lectures, case studies, field trips, and guest speakers. Completers should be sophisticated travelers and understand the nature of the world's largest industry and its impacts on society and national economies.

HM 3210  (Cross-listed with: MGMT 3210)  Convention and Events Management  3:3:0  Fall, Spring
* Prerequisite(s): ENGL 2010 and University Advanced Standing

Analyzes the meeting, convention, and events industry. Covers the various disciplines of planning including site selection, organizing, budgeting, catering, entertainment, and promotion. Introduces career opportunities through guest speakers who are industry professionals.

HM 3390  Hotel Operations II  3:3:0  Fall, Spring
* Prerequisite(s): HM 1130 and University Advanced Standing

Overviews fundamentals of housekeeping management. Describes the management functions, tools, and practices required in today's lodging and institutional housekeeping departments. Provides students with information they need to successfully manage a physical plant and work effectively with engineering and maintenance. Includes lecture, role play, site visits, film, and tapes. Completers should have a basic understanding of housekeeping and facility management. Lab access fee of $32 for computers applies. Canvas Course Mats $54/Wiley applies.

HM 3640  Food and Beverage Controls  3:3:0  Fall, Spring
* Prerequisite(s): ACC 2010 and University Advanced Standing

Designed for hospitality management majors and as elective credit for other business majors. Covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, income and cost control, menu pricing, and computer applications. Includes lecture and computer simulation. Completers should have a basic understanding of control functions within a hospitality unit and be familiar with computer control systems. Lab access fee of $32 for computers applies. Canvas Course Mats $54/Wiley applies.

HM 3710  Marketing of Hospitality Services  3:3:0  Fall, Spring
* Prerequisite(s): MKTG 2200 and University Advanced Standing

For hospitality management majors and as elective credit for other business majors. Provides basic knowledge and practical experience which will enable students to develop strategic marketing plans for hotel/motel properties. Focuses on practical sales techniques, proven approaches to selling to targeted markets, and advertising's role in sales. Includes lecture, role play, case studies, simulations and projects. Completers should be able to develop a marketing study of hospitality unit and understand marketing and sales techniques. Lab access fee of $32 for computers applies. Canvas Course Mats $54/Wiley applies.

HM 3710  Marketing of Hospitality Services  3:3:0  Fall, Spring
* Prerequisite(s): MKTG 2200 and University Advanced Standing

For hospitality management majors and as elective credit for other business majors. Provides basic knowledge and practical experience which will enable students to develop strategic marketing plans for hotel/motel properties. Focuses on practical sales techniques, proven approaches to selling to targeted markets, and advertising's role in sales. Includes lecture, role play, case studies, simulations and projects. Completers should be able to develop a marketing study of hospitality unit and understand marketing and sales techniques. Lab access fee of $32 for computers applies. Canvas Course Mats $54/Wiley applies.

HM 4150  Hospitality Revenue Management  3:3:0  Spring
* Prerequisite(s): ECON 1010 or ECON 2020, HM 3020, and University Advanced Standing
* Prerequisite(s) or Corequisite(s): HM 3710

Designed for Hospitality Management majors. Addresses the emerging revenue management process and the keys to effective revenue management planning. Explores how to develop, implement, and evaluate strategic management processes. May be delivered hybrid and/or online.

HM 4200  Event Planning  3:3:0
* Prerequisite(s): HM 3210 and University Advanced Standing

Introduces the event industry, its scope and responsibilities, and the multidimensional nature of an event experience. Develops needs assessment, feasibility studies, and project management techniques to help students understand events in greater detail. Explores the interaction between attendee and the environment that enhances the event experience. Provides experience managing food and beverage services, technical services, ancillary activities, and marketing for events.

HM 4550  Hospitality Strategic Management  3:3:0  Spring
* Prerequisite(s): HM 3710 and Matriculation into the Woodbury School of Business and University Advanced Standing

Examines delivery of the organization's product or service. Includes investigative and production planning, scheduling of operations, allocation of resources, manpower and equipment decisions, inventory control, production planning, and quality. May be delivered online. Lab access fee of $32 for computers applies. Canvas Course Mats $54/Wiley applies.

HM 481R  Internship  1 to 8:1 to 8:0
* Prerequisite(s): Approval of School of Business Career and Corporate Manager and University Advanced Standing

For Bachelor of Science Degree students in Business Management or Hospitality Management. Provides opportunities to apply classroom theory on the job. Allows students to work as employees in a job that relates to their careers while enrolled at the College. Credit is determined by the number of hours a student works during the semester. Completers meet individually set goals. 3 credits may be applied toward a Bachelor of Science degree in Business Management; 6 credits may be applied to the Hospitality Management degree. May be graded credit/no credit.

HM 496R  Hospitality Management Seminar  1 to 3:1 to 3:0  On Sufficient Demand
* Prerequisite(s): Instructor/Department Chair Approval and University Advanced Standing

Provides short courses, workshops, and special programs in hospitality management. Repeatable for up to 3 credits.

HM 497R  Independent Study  1 to 3:1 to 3:0  Not Offered
* Prerequisite(s): Department Chair Approval and University Advanced Standing

For bachelor's degree students and other interested persons. Offers independent study as directed in reading, in individual projects, etc., in the area of hospitality management at the discretion and approval of the department chair.