

Hospitality Management (HM)

HM 1010 Introduction to Hospitality Industry 3

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, film, and tapes. Completers should have a knowledge of career opportunities and basic hospitality management principles. Lab access fee of \$25 for computers applies.

HM 1130 Hotel Operations I 3

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 \$25 for computers applies.

HM 1180 Food and Beverage Management 3

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 \$25 for computers applies.

HM 2500 Statistics for the Hospitality Industry 3

* Prerequisite(s): MAT 1030, MAT 1035, STAT 1040, STAT 1045, MATH 1050, MATH 1055, 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 \$78/Wiley applies

HM 281R Cooperative Work Experience 2 to 3

* 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 3

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

* 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.

HM 297R Independent Study 1 to 3

* Prerequisite(s): Department Chair Approval

Offers independent study as directed in reading, in individual projects, etc., in the area of hospitality management or culinary arts at the discretion and approval of the department chair. May be repeated for up to 6 credits toward graduation.

HM 3000 Hospitality Industry Foundations 3

* Prerequisite(s): University Advanced Standing

Focuses on lodging, food, and event planning operations in the hospitality industry. Identifies career tracks offered in the hospitality industry and assists students to make academic and career decisions. Delivers content through lectures, guest speakers, site visits (both class and individual), and group projects to facilitate student learning.

HM 3020 Hospitality Managerial Accounting I 3

* Prerequisite(s): ACC 2110 and University Advanced Standing

Presents managerial accounting concepts and explains how these concepts apply to specific operations within the hospitality industry. Utilizes lectures, demonstrations, and case studies in class. Lab access fee of \$25 for computers applies.

HM 3030 Hospitality Managerial Accounting II 3

* Prerequisite(s): ACC 2110 and University Advanced Standing

* Prerequisite(s) or Corequisite(s): HM 3020

Integrates principles of operations and managerial accounting as they relate to the hospitality industry. Emphasizes developing competencies in analyzing real world hospitality industry scenarios using spreadsheet software. Includes cost volume profit analysis and applications, forecasting, production controls, budget creation and uses, flexible budgets, depreciation, taxation, time value of money basics, capital budgeting, evaluating and financing investments, and cost benefit analysis.

HM 3050 Country Club Management 3

* Prerequisite(s): University Advanced Standing

Provides a basic understanding of country club management with golf operations. 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 lectures, field trips, guest speakers, films, and tapes. Completers should have knowledge of career opportunities and basic hospitality management principles.

Course Descriptions

HM 3100 Hospitality Law

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* Prerequisite(s): University Advanced Standing

Teaches rights and responsibilities that the law grants to or imposes upon a hotelkeeper, and illustrates the possible consequences of failure to satisfy legal obligations. Explains the issues surrounding the need for individualized security programs; examines a wide variety of security and safety equipment and procedures, and discusses guests safety. Presents a systematic approach to the legal issues affecting human resource management. Includes lecture, case studies, videos, and site visits. May be delivered online and/or hybrid. Lab access fee of \$25 for computers applies.

HM 3150 Hospitality Finance

3
* Prerequisite(s): HM 3030 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 \$25 for computers applies.

HM 320G Global Tourism

3
* Prerequisite(s): (MKTG 220G or ENGL 2010) and University Advanced Standing

Explores global tourism in a variety of sociocultural environments. Teaches world travel destinations and helps to develop a deeper understanding and cultural values and traditions that exist outside the student's own culture. Examines global tourism destinations in the context of environment, culture, economy, and society. Explores pull factors for prospective tourists to specific destinations. Focuses on the nature of the world's largest industry (i.e. tourism industry) and its multiplier-effect on society and national economies. Enhances engaged learning experiences through the Global Tourism Project and facilitates students' preparation to participate as active, informed, and respectful citizens.

HM 3210 Event Venue and Convention Management

3
* Prerequisite(s): ENGL 2010 and University Advanced Standing

Analyzes and explores the conventions and meetings market, event venue management, and the corresponding relationship with convention and visitors bureaus. Covers various procedures in site selection, site layout and logistics, operations, negotiations and contracts, food and beverage service, and convention sales.

HM 3390 Hotel Operations II

3
* 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 \$25 for computers applies. Canvas Course Mats \$32/Wiley applies.

HM 3400 Hotel Industry Analytics

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* Prerequisite(s): University Advanced Standing

Familiarizes students with key hotel analytics, such as, foundational hotel industry dynamics, industry standard key performance indicators (KPIs) and their calculation, industry standard property level reporting, and various other industry standard performance reports. Prepares students to earn the Certification in Hotel Industry Analytics (CHIA).

HM 3640 Food and Beverage Controls

3
* 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 \$25 for computers applies. Canvas Course Mats \$54/Wiley applies.

HM 3710 Marketing of Hospitality Services

3
* Prerequisite(s): MKTG 220G and University Advanced Standing

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. Lab access fee of \$25 for computers applies. Canvas Course Mats \$26/Wiley applies.

HM 3800 Vacation Rental Management

3
* Prerequisite(s): University Advanced Standing

Introduces management practices used in the short term rental market of the lodging industry. Provides an overview of the industry including regulations and accounting, marketing and reservations, guest and neighbor relations, maintenance and housekeeping, design and décor, security and guest safety, tech devices and innovations, and opportunities for entrepreneurial entry.

HM 4150 Hospitality Revenue Management

3
* Prerequisite(s): HM 1130, 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
* 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 4250**Advanced Event Production****3**

* Prerequisite(s): HM 4200 and Advanced University Standing

Explores advanced techniques and procedures to effectively execute an event production. Includes creating feasible site plans, lighting and sound designs, table-top and stage décor, menu and food set-up designs, and event marketing plans. Focuses on how to successfully manage an event from inception to implementation to evaluation. Provides hands-on experience in event production and the creation of a professional event portfolio.

HM 4300**Food and Beverage Consulting****3**

* Prerequisite(s): HM 1180, HM 3030, and University Advanced Standing

Provides a consulting experience with a local company. Promotes application of principles taught throughout the hospitality management program with a specific focus on effectively managing food and beverage functions. Tailors projects to students completing the food and beverage track. Recommends but does not require at least a year of experience working in the foodservice industry. Uses student-led consulting teams to complete real-world projects.

HM 4400**Advanced Hotel and Tourism Analytics****3**

* Prerequisite(s): HM 3400 and University Advanced Standing

* Prerequisite(s) or Corequisite(s): HM 3150

Familiarizes students with key hotel analytics, such as, foundational hotel industry dynamics, industry standard key performance indicators (KPIs) and their calculation, industry standard property level reporting, and various other industry standard performance reports. Includes project and group work. Develops augmented capacity for analyzing and interpreting current industry data, conducting market research, identifying and forecasting trends, and effectively communicating findings effectively through public speaking. Includes opportunities to interview industry consultants, developers, and professionals to gain additional insights into the markets they are studying.

HM 4550**Hospitality Strategic Management WE****3**

* Prerequisite(s): HM 3030 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. Lab access fee of \$25 for computers applies.

HM 470G**International Human Resource Management****3**

* Prerequisite(s): University Advanced Standing

Introduces the field of international human resource management (IHRM). Provides an understanding of global influences on and practices in human resource management in international organizations. Includes globalization, internationalization of HR, cultural influences on HR, global employment law, global talent management, global training, global compensation, international performance evaluations, global human relations, and global employee engagement.

HM 481R**Internship****1 to 9**

* Prerequisite(s): Approval of WSB Internship Coordinator and University Advanced Standing

For upper-division students working toward a Bachelor of Science Degree in Hospitality Management or Event Management. Provides a transition from school to work where learned theory is applied to actual practice through meaningful on-the-job experience. May be repeated for a maximum of 9 credits. May be graded credit/no-credit.

HM 496R**Hospitality Management Seminar****1 to 3**

* 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**

* 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.