HOSPITALITY MANAGEMENT

Administered by the Department of Apparel, Events, and Hospitality Management

The Hospitality Management program strives for excellence in professional and leadership development for the hospitality industry through education, research, and outreach with a mission of developing leaders in the hospitality industry. Educational experiences are planned to contribute to the graduate’s effectiveness as a career professional and as a person, family member, and citizen. Research along with Extension and Outreach efforts are conducted with the purpose of improving management effectiveness and quality of services within hospitality organizations. Finally, the program is committed to serving the respective missions of Iowa State University and the College of Human Sciences and to serving the needs of the citizens of Iowa.

Undergraduate Study

The program offers work for the degree Bachelor of Science in hospitality management. Coursework is planned to provide students with a general education plus professional preparation for supervisory and executive positions in hospitality organizations. Principles of business management are presented, as well as fundamentals of hospitality operations.

Graduates demonstrate leadership characteristics and make decisions based on integrating knowledge of financial, human resources, marketing, and operational principles for managing hospitality operations. They demonstrate best practices in meeting customer expectations and use of technology to achieve operational efficiency and effectiveness.

Learning experiences are provided in the quantity food production and service facility of the Hospitality Management program and other approved establishments. Students are required to have a total of at least 600 hours of relevant work experience prior to graduation. Of the 600 hours, 200 hours are required prior to completing one year in the program.

The program offers a concurrent B.S. and M.S. degree that allows students to obtain a B.S. and M.S. degree in hospitality management in 5 years. Application for admission to the Graduate College should be made in the junior year.

Minor

A minor in Hospitality Management may be earned by successfully completing at least 15 credits of AESHM/HSP M courses. The minor must include at least six (6) credits in courses numbered 300 or above taken at ISU. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade.

The Hospitality Minor requires students to complete HSP M 101 and HSP M 233. The remaining 9 credits may be selected from any HSP M designated course, as well as AESHM 287, AESHM 438, AESHM 474, and AESHM 477.

Curriculum in Hospitality Management

Administered by the Apparel, Events, and Hospitality Management Department. Leading to the Bachelor of Science degree.

The curriculum in Hospitality Management develops students as leaders for the hospitality professions.

A minor in Hospitality Management is available; see requirements under Hospitality Management, Courses and Programs.

Students majoring in Hospitality Management are required to earn C- or better in all AESHM and HSP M courses. Communication Proficiency Requirement: Grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

Degree Requirements

10 Communications and Library

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tr>
<td>ENGL 150</td>
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<tr>
<td>ENGL 250</td>
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<tr>
<td>LIB 160</td>
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<td>COMST 102</td>
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<td>COMST 214</td>
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<td>SP CM 212</td>
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Total Credits: 10

10 Natural Sciences and Mathematical Disciplines

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<td>MATH 150</td>
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<td>STAT 101</td>
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<td>Natural Sciences (see approved list)</td>
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Total Credits: 10

9 Social Sciences

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<td>ECON 101</td>
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<td>PSYCH 101</td>
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<td>PSYCH 280</td>
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<td>SOC 134</td>
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Total Credits: 9

6 Humanities

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Total Credits: 6

49-53 Hospitality Management Professional Core Courses

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<tr>
<td>AESHM 170</td>
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<td>AESHM 340</td>
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<td>AESHM 411</td>
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<tr>
<td>AESHM 438</td>
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Iowa State University – 2016-2017
AESHM 470D Supervised Professional Internship: Hospitality 3-6
HSP M 101 Introduction to the Hospitality Industry 3
HSP M 233 Hospitality Sanitation and Safety 3
HSP M 315 Hospitality Law 3
HSP M 333 Hospitality Operations Cost Controls 3
HSP M 352 Lodging Operations Management I 3
HSP M 380 Quantity Food Production Management 3
HSP M 380L Quantity Food Production and Service Management Experience 2
HSP M 433 Hospitality Financial Management 3
HSP M 455 Introduction to Strategic Management in Foodservice and Lodging 3

Total Credits 47-50

13-15 Hospitality Management electives
Select from:

A M D 275 Retail Merchandising 3
A M D 477 Multi-channel Retailing 3
AESHM 211 Leadership Experiences and Development (LEAD) 3
AESHM 222 Creative Thinking and Problem Solving 3
AESHM 379 Community Leadership: Examination of Social Issues 3
AESHM 474 Entrepreneurship in Human Sciences 3
EVENT 271 Introduction to Event Management 3
EVENT 371 Conference and Meeting Planning 3
EVENT 471 Special Events Coordination 3
HSP M 189 Introduction to University Dining Services Management 1
HSP M 230 Introduction to Hospitality Performance Analysis 3
HSP M 260 Global Tourism Management 3
HSP M 289 Contemporary Club Management 2
HSP M 320 Attractions and Amusement Park Administration 3
HSP M 383 Introduction to Wine, Beer, and Spirits 2
HSP M 383L Introduction to Wine, Beer and Spirits Laboratory 1
HSP M 437 Hospitality Information Technology 3
HSP M 452 Lodging Operations Management II 3
HSP M 487 Fine Dining Management 3

13 Supporting courses
ACCT 284 Financial Accounting 3
AESHM 112 Orientation for AESHM 1
AESHM 311 Seminar on Careers and Internships 1
AESHM 113E Professional Development for AESHM: Event Management and Hospitality Management 1
FS HN 111 Fundamentals of Food Preparation * 2
FS HN 115 Food Preparation Laboratory 1
FS HN 167 Introduction to Human Nutrition * 3

* A student who has not had high school biology is required to take BIOL 101 Introductory Biology.

**A student who has not had high school chemistry is required to take CHEM 160 Chemistry in Modern Society
HSP M or 5-6 HSP M or 3-6
General General
Electives 2 Electives 2

12-13 12-15

Total Credits: 118-129

US Diversity and International Perspectives Requirement: Students in HRI fulfill the US Diversity and International Perspectives Requirements by choosing 3 credits of coursework from each of the University-approved lists.

Note: This sequence is only an example. The number of credits taken each semester should be based on the individual student’s situation. Factors that may affect credit hours per semester include student ability, employment, health, activities, and grade point consideration.

1 BIOL 101 required if student has not completed high school biology
2 When the 4-year plan indicates HSP M Group or General Electives, choice depends on courses available. However, you must have a total of 13-15 credits of HRI electives and 15-17 credits of General Electives (HSP M courses may be taken to meet General Electives requirements).
3 CHEM 160 required if student has not completed high school chemistry

Graduate Study

The Hospitality Management program offers work for the Master of Science and Doctor of Philosophy degrees in hospitality management. Graduates of the program are able to interpret trends and adapt operating practices of hospitality organizations to changing economic, social, political, technological, and environmental conditions. The Master’s degree program is designed to prepare individuals for managerial and leadership positions in industry, business, and non-profit organization; teaching careers; and continued graduate study.

The doctoral program is designed to prepare individuals to teach in programs at the university level; provide leadership in non-profit organizations; and/or conduct advanced research at the corporate level or with research firms.

A degree in hospitality management is the usual background for graduate study; however, applicants with preparation in dietetics, business, or closely related fields are encouraged to apply. PhD applicants must have two (2) years of professional work experience in the field.

The Master of Science degree requires either a thesis or non-thesis (creative component) project. Students also are required to take three core courses out of the four offered in the core areas (human resources, financial management, marketing, and strategic management).

The PhD program requires a minimum of 72 credits, up to 30 of which may be applied from the Master’s degree. All PhD students take a minimum of 15 research/dissertation credits.

Courses primarily for undergraduates:

HSP M 101: Introduction to the Hospitality Industry
(3-0) Cr. 3. F.S.
Introduction to the foodservice, lodging, and tourism components of the hospitality industry. Background information, current issues, and future challenges in various segments of the industry.

HSP M 189: Introduction to University Dining Services Management
(1-0) Cr. 1. Alt. S., offered even-numbered years.
Overview of management concepts and distinct features of university dining services.

HSP M 230: Introduction to Hospitality Performance Analysis
(3-0) Cr. 3. F.S.
Introduction to Uniform Systems of Accounts for hospitality industry, profitability, income statements, budgeting, managing cash, accounts receivable and payable, costs control, pricing, and evaluation related to restaurant, lodging, and club industry. Preparation for a hospitality accounting certification exam.

HSP M 233: Hospitality Sanitation and Safety
(3-0) Cr. 3. F.S.

HSP M 260: Global Tourism Management
(3-0) Cr. 3. F.S.
Overview of the global tourism industry: hospitality and related services, destination/ attractions, tourist behaviors, and destination marketing. Introduction to destination mix, socio-economic and cultural impacts of tourism, destination organizations, tourist motivations, destination image, marketing, promotions, tourism distribution system, and the future of tourism. Meets International Perspectives Requirement.

HSP M 289: Contemporary Club Management
(Cross-listed with EVENT). (2-0) Cr. 2. F.S.
Prereq: HSP M 101
Organization and management of private clubs including city, country, and other recreational and social clubs. Field trip may be required.

HSP M 315: Hospitality Law
(3-0) Cr. 3. S.
Prereq: HSP M 101
Laws relating to ownership and operation of hospitality organizations. The duties and rights of both hospitality business operators and customers. Legal implications of various managerial decisions.

HSP M 320: Attractions and Amusement Park Administration
(Cross-listed with EVENT). (3-0) Cr. 3. S.
Prereq: HSP M 101 or permission of instructor
Examination of current issues in the attractions and amusement park industry. Emphasis will be placed on development and design along with the functional departments of modern amusement parks and themed attractions.

HSP M 333: Hospitality Operations Cost Controls
(3-0) Cr. 3. F.
Prereq: Credit or enrollment in HSP M 380, HSP M 380L; 3 credits MATH
Introduction to revenue and cost systems in the hospitality industry. Examination of current issues in the attractions and amusement park industry. Emphasis will be placed on development and design along with the functional departments of modern amusement parks and themed attractions.
HSP M 352: Lodging Operations Management I
(3-0) Cr. 3. F.
Prereq: Credit or enrollment in HSP M 101, AESHM 287
Introduction to functional department activities and current issues of lodging organizations with emphasis on front office and housekeeping. Reservation activities and night audit exercises. Case studies.

HSP M 380: Quantity Food Production Management
(3-0) Cr. 3. F.S.
Prereq: HSP M 233 or 2 cr MICRO; FS HN 111 or FS HN 214; FS HN 115 or FS HN 215; at least junior classification; enrollment in HSP M 380L
Principles of and procedures used in quantity food production management including menu planning, food costing, work methods, food production systems, quality control, and service.

HSP M 380L: Quantity Food Production and Service Management Experience
(0-6) Cr. 2. F.S.
Prereq: HSP M 233 or 2 cr MICRO; FS HN 111 or FS HN 214; FS HN 115 or FS HN 215; at least junior classification; enrollment in HSP M 380
Application of quantity food production and service management principles and procedures in the program's foodservice operation.

HSP M 382: Lodging Operations Management II
(3-0) Cr. 3. S.
Prereq: Sections B-E: Program approval; Section F: Full membership in Honors Program
Principles and practices of lodging and personal services. Emphasis on development of management personnel in hospitality organizations. Case studies.

HSP M 383: Introduction to Wine, Beer, and Spirits
(2-0) Cr. 2. F.S.
Prereq: Must be at least 21 years old
Introduction to history and methods of production for a variety of wines, beers, spirits, and other beverages. Beverage tasting and sensory analysis; product knowledge; service techniques; sales; and alcohol service related to the hospitality industry.

HSP M 383L: Introduction to Wine, Beer and Spirits Laboratory
(0-2) Cr. 1. F.S.
Prereq: HSP M 383 or concurrent enrollment. Must be at least 21 years old
The application of the management principles and procedures related to the sale and service of alcohol and specialty beverages served in the beverage and hospitality industry. Beverage tasting and sensory analysis of products commonly served in the beverage industry.

HSP M 384: Foodservice Systems Management I
(3-0) Cr. 3. F.
Prereq: Credit or enrollment in HSP M 380, HSP M 380L
Principles and techniques related to basic management, leadership, and human resource management of foodservices in health care and other on-site foodservice settings. Food safety and sanitation for on-site foodservice operations. Credit for either HSP M 391 or AESHM 287 and AESHM 438 may count toward graduation. Not accepted for credit toward a major in Hospitality Management.

HSP M 385: Foodservice Systems Management II
(3-0) Cr. 3. S.
Prereq: HSP M 391
Introduction to cost control in foodservice departments: procedures for controlling food, labor, and other variable costs. Application of principles related to food product selection, specification, purchase, and storage in health care and other onsite operations. Credit for either HSP M 392 or HSP M 233 and HSP M 333 may count toward graduation. Not accepted for credit toward a major in Hospitality Management.

HSP M 386: Hospitality Information Technology
(3-0) Cr. 3. F.
Prereq: HSP M 352

HSP M 387: Hospitality Financial Management
(3-0) Cr. 3. F.
Prereq: HSP M 333; ACCT 284; ECON 101; credit or enrollment in STAT 101
Use of common financial statements, accounting ratios, and financial techniques to impact management decisions.

HSP M 392: Foodservice Systems Management II
(3-0) Cr. 3. F.
Prereq: HSP M 352
Introduction to food product selection, specification, purchase, and storage in controlling food, labor, and other variable costs. Application of principles and techniques related to basic management, leadership, and human resource management of foodservices in health care and other on-site foodservice settings. Food safety and sanitation for on-site foodservice operations. Credit for either HSP M 391 or AESHM 287 and AESHM 438 may count toward graduation. Not accepted for credit toward a major in Hospitality Management.

HSP M 419 or FS HN 420; FS HN 403
Meets International Perspectives Requirement.

HSP M 433: Hospitality Financial Management
(3-0) Cr. 3. S.
Prereq: HSP M 333; ACCT 284; ECON 101; credit or enrollment in STAT 101
Use of common financial statements, accounting ratios, and financial techniques to impact management decisions.

HSP M 434: Hospitality Human Resource Management
(3-0) Cr. 3. F.
Prereq: AESHM 438
Emphasis on development of management personnel in hospitality organizations. Case studies.

HSP M 435: Hospitality Human Resource Management II
(3-0) Cr. 3. S.
Prereq: AESHM 438
Application of human resources, operations, marketing, and financial management concepts. Case studies.

HSP M 437: Hospitality Information Technology
(3-0) Cr. 3. F.
Prereq: HSP M 352

HSP M 439: Hospitality Human Resource Management
(3-0) Cr. 3. F.
Prereq: AESHM 438
Emphasis on development of management personnel in hospitality organizations. Case studies.

HSP M 450: Independent Study
Cr. arr. Repeatable.
Prereq: Sections B-E: Program approval; Section H: Full membership in Honors Program
Independent Study in Hospitality Management.

HSP M 451: Independent Study: Hospitality Management
Cr. arr. Repeatable.
Prereq: Sections B-E: Program approval
Independent Study in Hospitality Management.
HSP M 490D: Independent Study: Lodging Operations  
Cr. arr.  
Prereq: Sections B-E: Program approval; Section H: Full membership in Honors Program

HSP M 490E: Independent Study: Foodservice Operations  
Cr. arr.  
Prereq: Sections B-E: Program approval; Section H: Full membership in Honors Program

HSP M 490H: Independent Study: Honors  
Cr. arr.  
Prereq: Sections B-E: Program approval; Section H: Full membership in Honors Program

Courses primarily for graduate students, open to qualified undergraduates:

HSP M 505: Hospitality Management Scholarship and Applications  
(0-1) Cr. 1. F.S.S.  
Focus on teaching and research scholarship involving the hospitality industry.

HSP M 506: Current Issues in Hospitality Management  
(0-1) Cr. 1. Repeatable. S.S.  
Focus on current issues related to the hospitality industry.

HSP M 533: Financial Decision Making in Hospitality Organizations  
(3-0) Cr. 3. Alt. F., offered even-numbered years.  
Prereq: HSP M 433  
Concepts of financial management applied to strategic decision making.

HSP M 538: Human Resources Development in Hospitality Organizations  
(3-0) Cr. 3. Alt. F., offered even-numbered years.  
Prereq: AESHM 438  
Theories of human resources management. Practices and principles related to development of management personnel.

HSP M 540: Strategic Marketing  
(3-0) Cr. 3. Alt. F., offered odd-numbered years.  
Prereq: AESHM 340  
Application of marketing principles in developing effective marketing strategies for hospitality, apparel, and retail organizations. Evaluation of multi-dimensional marketing functions in hospitality organizations.

HSP M 555: Strategic Management in Hospitality Organizations  
(3-0) Cr. 3. Alt. S., offered even-numbered years.  
Prereq: Courses in MKT, FIN, MGMT, and HSP M. Permission of instructor  
Strategic management process as a planning and decision-making framework; integration of human resources, operations, marketing, and financial management concepts.

HSP M 587: Fine Dining Management  
(Dual-listed with HSP M 487). (2-3) Cr. 3. F.  
Prereq: HSP M 380, HSP M 380L  

HSP M 590: Special Topics  
Cr. arr. Repeatable, maximum of 3 credits.  
Prereq: 9 credits in HRI at 400 level or above; application process  
Topics in hospitality management.

HSP M 590B: Special Topics: Hospitality Management  
Cr. arr. Repeatable, maximum of 3 credits.  
Prereq: 9 credits in HSP M at 400 level or above; application process.

HSP M 590C: Special Topics: Tourism  
Cr. arr. Repeatable, maximum of 3 credits. F.S.S.  
Prereq: 9 credits in HSP M at 400 level or above; application process  
Special topics in tourism.

HSP M 590D: Special Topics: Lodging Operations  
Cr. arr. Repeatable, maximum of 3 credits.  
Prereq: 9 credits in HSP M at 400 level or above; application process.

HSP M 590E: Special Topics: Commercial/Retail Foodservice Operations  
Cr. arr. Repeatable, maximum of 3 credits.  
Prereq: 9 credits in HSP M at 400 level or above; application process.

HSP M 590F: Special Topics: Onsite Foodservice Operations  
Cr. arr. Repeatable, maximum of 3 credits.  
Prereq: 9 credits in HSP M at 400 level or above; application process.

HSP M 599: Creative Component  
Cr. arr.  
Creative component as arranged with instructor.

Courses for graduate students:

HSP M 604: Professional Writing  
(2-0) Cr. 2. S.S.  
Prereq: Enrollment in PhD program  
Development of professional written communication with emphasis on abstracts, proposals, manuscripts, and technical reports.

HSP M 608: Administrative Problems  
Cr. arr. Repeatable, maximum of 4 credits. F.S.S.  
Prereq: Permission of instructor; enrollment in PhD program  
Advanced administrative problems; case studies in foodservice and lodging organizations.

HSP M 633: Advanced Hospitality Financial Management  
(3-0) Cr. 3. Alt. S., offered odd-numbered years.  
Prereq: HSP M 433; Enrollment in PhD program  
Theories and research in financial management with emphasis on financial performance and financing decisions.

HSP M 638: Advanced Human Resources Management in Hospitality Organizations  
(3-0) Cr. 3. Alt. F., offered odd-numbered years. Alt. SS., offered even-numbered years.  
Prereq: HSP M 538; Enrollment in PhD program  
Research in human resources management with an emphasis on organization or unit administration.
HSP M 640: Seminar on Marketing Thoughts
(3-0) Cr. 3. Alt. S., offered even-numbered years. Alt. SS., offered even-numbered years.
Prereq: HSP M 540, STAT 401. Enrollment in PhD program
Conceptual and theoretical development of marketing strategies. Analytical and critical review of marketing research and industry practices.

HSP M 652: Advanced Lodging Operations
(3-0) Cr. 3. Alt. F., offered odd-numbered years. Alt. SS., offered even-numbered years.
Prereq: Enrollment in PhD program
Analysis and applications of concepts and theories of operations research for lodging operations.

HSP M 680: Analysis of Research in Foodservice Operations
(3-0) Cr. 3. Alt. S., offered even-numbered years. Alt. SS., offered odd-numbered years.
Prereq: Enrollment in PhD program
Analysis and application of theories, research, and research methods in foodservice operations.

HSP M 690: Advanced Topics
Cr. arr. Repeatable, maximum of 2 times. F.S.SS.
Prereq: Enrollment in PhD program, application process
Advanced study of current topics in hospitality management.

HSP M 690B: Advanced Topics: Hospitality Management
Cr. arr. Repeatable, maximum of 2 times. F.S.SS.
Prereq: Enrollment in PhD program, application process
Advanced study of current topics in hospitality management.

HSP M 690C: Advanced Topics: Tourism
Cr. arr. Repeatable, maximum of 2 times. F.S.SS.
Prereq: Enrollment in PhD program, application process
Advanced study of current topics in hospitality management.

HSP M 690D: Advanced Topics: Lodging Operations
Cr. arr. Repeatable, maximum of 2 times. F.S.SS.
Prereq: Enrollment in PhD program, application process
Advanced study of current topics in hospitality management.

HSP M 690E: Advanced Topics: Commercial/Retail Foodservice Operations
Cr. arr. Repeatable, maximum of 2 times. F.S.SS.
Prereq: Enrollment in PhD program, application process
Advanced study of current topics in hospitality management.

HSP M 690F: Advanced Topics: Onsite Foodservice Operations
Cr. arr. Repeatable, maximum of 2 times. F.S.SS.
Prereq: Enrollment in PhD program, application process
Advanced study of current topics in hospitality management.

HSP M 699: Research
Cr. arr. Repeatable. F.S.SS.
Prereq: Enrollment in PhD program
Research.