Hospitality Management

Administered by the Department of Apparel, Educational Studies, and Hospitality Management. 

Department name changed to Apparel, Events, and Hospitality Management (12-2011)

The Hospitality Management (HspM) 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 and extension 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.

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.

HRI 101 Introduction to the Hospitality Industry 3
HRI 233 Hospitality Sanitation and Safety 3
Select 9 credits from:
AESHM 287 Principles of Management in Human Sciences 3
AESHM 438 Human Resource Management 3
AESHM 474 Entrepreneurship in Human Sciences 3
AESHM 477 Multi-channel Retailing 3
HRI 260 Global Tourism Management 3
HRI 289 Contemporary Club Operations 3
HRI 315 Hospitality Law 3
HRI 352 Lodging Operations Management I 3
HRI 383 Introduction to Wine, Beer, and Spirits 3
HRI 437 Hospitality Information Technology 3
HRI 439 Advanced Hospitality Human Resource Management 3
HRI 452 Lodging Operations Management II 3
Total Credits 15

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. They can manage a hospitality enterprise successfully to achieve objectives of the operation or, at the doctoral level, successfully carry out responsibilities of a hospitality educator. Graduates will make positive contributions to the growth and improvement of the hospitality industry using current research in the decision-making process.

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.

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 HRI 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>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 150</td>
<td>Critical Thinking and Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 250</td>
<td>Written, Oral, Visual, and Electronic Composition</td>
<td>3</td>
</tr>
<tr>
<td>LIB 160</td>
<td>Information Literacy</td>
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Select one from the following:

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<th>Title</th>
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<tr>
<td>COMST 102</td>
<td>Introduction to Interpersonal Communication</td>
</tr>
<tr>
<td>COMST 214</td>
<td>Professional Communication</td>
</tr>
<tr>
<td>SP CM 212</td>
<td>Fundamentals of Public Speaking</td>
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Total Credits 10

13 Natural Sciences and Mathematical Disciplines

Select one MATH course from:

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<th>Course</th>
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<tbody>
<tr>
<td>MATH 104</td>
<td>Introduction to Probability and Matrices</td>
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<td>MATH 105</td>
<td>Introduction to Mathematical Ideas</td>
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<tr>
<td>MATH 140</td>
<td>College Algebra</td>
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<tr>
<td>MATH 141</td>
<td>Trigonometry</td>
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<tr>
<td>MATH 150</td>
<td>Discrete Mathematics for Business and Social Sciences</td>
</tr>
<tr>
<td>MATH 160</td>
<td>Survey of Calculus</td>
</tr>
<tr>
<td>STAT 101</td>
<td>Principles of Statistics</td>
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Total Credits 13

9 Social Sciences

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<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ECON 101</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>HD FS 102</td>
<td>Individual and Family Life Development</td>
</tr>
<tr>
<td>PSYCH 205</td>
<td>Psychology or Sociology</td>
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Total Credits 9

9 Humanities

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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>AESHM 342</td>
<td>Aesthetics of Consumer Experience</td>
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<tr>
<td>AESHM 409</td>
<td>Aesthetics of Consumer Experience</td>
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Total Credits 6

42-45 Hospitality Management Professional Core Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>AESHM 170</td>
<td>Supervised Work Experience I</td>
</tr>
<tr>
<td>AESHM 175D</td>
<td>Financial Applications for Retail and Hospitality Industries: Hospitality Management</td>
</tr>
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</table>

Total Credits 2
Overview of management concepts and distinct features of university dining services.

A student who has not had high school chemistry is required to take CHEM 160 Chemistry in Modern Society.

HRI 233. Hospitality Sanitation and Safety.
(3-0) Cr. 3. F.S

HRI 260. Global Tourism Management.
(3-0) Cr. 3. S.
Overview of the global tourism industry: hospitality and related services, destination/attractions, and transportation. Introduction to travel behavior, tourism planning and research, and economic and social impacts of tourism development. Meets International Perspectives Requirement.

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

HRI 315. Hospitality Law.
(3-0) Cr. 3. S. Prereq: HRI 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. Nonmajor graduate credit.

HRI 333. Hospitality Operations Cost Controls.
(3-0) Cr. 3. F. Prereq: Credit or enrollment in HRI 380, HRI 380L; 3 credits MATH
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.

HRI 352. Lodging Operations Management I.
(3-0) Cr. 3. F. Prereq: Credit or enrollment in HRI 101, AESHM 287
Introduction to revenue and cost systems in the hospitality industry. Application of principles related to procurement, production, and inventory controls.

HRI 380. Quantity Food Production Management.
(3-0) Cr. 3. F.S. Prereq: HRI 233 or 2 cr MICRO; FS HN 111 or FS HN 214/215; at least junior classification; enrollment in HRI 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.

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

(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. Sensory analysis, product knowledge, service techniques, sales, and alcohol service related to the hospitality industry.

HRI 391. Foodservice Systems Management I.
(3-0) Cr. 3. F. Prereq: Credit or enrollment in HRI 380, HRI 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 HRI 391 or AESHM 287 and 438 may count toward graduation. Not accepted for credit toward a major in Hospitality Management.

HRI 392. Foodservice Systems Management II.
(3-0) Cr. 3. S. Prereq: HRI 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 on-site operations. Credit for either HRI 392 or 233 and 333 may count toward graduation. Not accepted for credit toward a major in Hospitality Management.

(3-0) Cr. 3. S. Prereq: HRI 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.
HRI 437. Hospitality Information Technology.  
(3-0) Cr. 3. F. Prereq: HRI 352  

(3-0) Cr. 3. Alt. F., offered 2013. Prereq: AESHM 438  
Emphasis on development of management personnel in hospitality organizations. Case studies.

HRI 452. Lodging Operations Management II.  
(3-0) Cr. 3. S. Prereq: HRI 362; credit or enrollment in HRI 333  
Development of business plan and evaluation of business performance in a simulated environment. Operational decision making practices by applying concepts of management, operations, marketing, and finance for a computer-mediated environment. Nonmajor graduate credit.

HRI 455. Introduction to Strategic Management in Foodservice and Lodging.  
(3-0) Cr. 3. S. Prereq: AESHM 340; credit or enrollment in HRI 433 and AESHM 438  
Introduction to strategic management principles and practices with an application of human resources, operations, marketing, and financial management concepts. Case studies.

HRI 487. Fine Dining Event Management.  
(Dual-listed with HRI 587), (2-3) Cr. 3. F. Prereq: HRI 380, 380L; AESHM 287; AESHM 287 for Hospitality Management majors; 3 credits of marketing for Culinary Science majors  
Creative experiences with U.S. and international foods. Application of management, marketing, and financial principles in food preparation and service in the planning and execution of fine dining events. Meets International Perspectives Requirement.

HRI 489. Issues in Food Safety.  
(Cross-listed with AN S, FS HN, VDPAM). (1-0) Cr. 1. S. Prereq: Credit or enrollment in FS HN 101 or FS HN 272 or HRI 233; FS HN 419 or FS HN 420; FS HN 403  
Capstone seminar for the food safety minor. Case discussions and independent projects about safety issues in the food system from a multidisciplinary perspective.

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

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

HRI 490D. Independent Study: Lodging Operations.  
Cr. arr. Prereq: Sections B-E: Program approval; Section H: Full membership in Honors Program

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

HRI 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:

HRI 505. Hospitality Management Scholarship and Applications.  
(0-1) Cr. 1. F.SS.  
Focus on teaching and research scholarship involving the hospitality industry.

(0-1) Cr. 1. Repeatable. S.SS.  
Focus on current issues related to the hospitality industry.

(3-0) Cr. 3. Alt. F., offered 2014. Prereq: HRI 433  
Concepts of financial management applied to strategic decision making.

HRI 538. Human Resources Development in Hospitality Organizations.  
(3-0) Cr. 3. Alt. F., offered 2014. Prereq: AESHM 438  
Theories of human resources management. Practices and principles related to development of management personnel.

HRI 540. Strategic Marketing.  
(3-0) Cr. 3. Alt. F., offered 2013. 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.

HRI 555. Strategic Management in Hospitality Organizations.  
(3-0) Cr. 3. Alt. S., offered 2014. Prereq: Courses in MKT, FIN, MGMT, and HRI 487; Permission of instructor  
Strategic management process as a planning and decision-making framework; integration of human resources, operations, marketing, and financial management concepts.

HRI 587. Fine Dining Event Management.  
(Dual-listed with HRI 487), (2-3) Cr. 3. F. Prereq: HRI 380, 380L; AESHM 287; AESHM 287 for Hospitality Management majors; 3 credits of marketing for Culinary Science majors  
Creative experiences with U.S. and international foods. Application of management, marketing, and financial principles in food preparation and service in the planning and execution of fine dining events. Meets International Perspectives Requirement.

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

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

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

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

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

HRI 599. Creative Component.  
Cr. arr.

Courses for graduate students:

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

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

(3-0) Cr. 3. Alt. S., offered 2015. Prereq: HRI 433; Enrollment in PhD program  
Theories and research in financial management with emphasis on financial performance and financing decisions.

HRI 638. Advanced Human Resources Management in Hospitality Organizations.  
(3-0) Cr. 3. Alt. F., offered 2013. Alt. SS., offered 2014. Prereq: HRI 538; Enrollment in PhD program  
Research in human resources management with an emphasis on organization or unit administration.

HRI 640. Seminar on Marketing Thoughts.  
(3-0) Cr. 3. Alt. S., offered 2014. Alt. SS., offered 2014. Prereq: HRI 540; STAT 401. Enrollment in PhD program  
Conceptual and theoretical development of marketing strategies. Analytical and critical review of marketing research and industry practices.

HRI 652. Advanced Lodging Operations.  
(3-0) Cr. 3. Alt. F., offered 2013. Alt. SS., offered 2014. Prereq: Enrollment in PhD program  
Analysis and applications of concepts and theories of operations research for lodging operations.
(3-0) Cr. 3. Alt. S., offered 2014. Alt. SS., offered 2015. Prereq: Enrollment in PhD program
Analysis and application of theories, research, and research methods in foodservice operations.

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

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

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

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

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

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

HRI 699. Research.
Cr. arr. Repeatable. F.S.S. Prereq: Enrollment in PhD program
Research.