

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:		9
AESHM 287	Principles of Management in Human Sciences	
AESHM 438	Human Resource Management	
AESHM 474	Entrepreneurship in Human Sciences	
AESHM 477	Multi-channel Retailing	
HRI 260	Global Tourism Management	
HRI 289	Contemporary Club Operations	
HRI 315	Hospitality Law	
HRI 352	Lodging Operations Management I	
HRI 383	Introduction to Wine, Beer, and Spirits	
HRI 437	Hospitality Information Technology	
HRI 439	Advanced Hospitality Human Resource Management	
HRI 452	Lodging Operations Management II	
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

ENGL 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Information Literacy	1
Select one from the following:		3
COMST 102	Introduction to Interpersonal Communication	
COMST 214	Professional Communication	
SP CM 212	Fundamentals of Public Speaking	

Total Credits 10

13 Natural Sciences and Mathematical Disciplines

Select one MATH course from:		3
MATH 104	Introduction to Probability and Matrices	
MATH 105	Introduction to Mathematical Ideas	
MATH 140	College Algebra	
MATH 141	Trigonometry	
MATH 150	Discrete Mathematics for Business and Social Sciences	
MATH 160	Survey of Calculus	
STAT 101	Principles of Statistics	4
Natural Sciences (see approved list)		6
Total Credits		13

9 Social Sciences

ECON 101	Principles of Microeconomics	3
HD FS 102	Individual and Family Life Development	3
Psychology or Sociology		3
Total Credits		9

9 Humanities

AESHM 342	Aesthetics of Consumer Experience	3
Approved courses		6
Total Credits		9

42-45 Hospitality Management Professional Core Courses

AESHM 170	Supervised Work Experience I	1
AESHM 175D	Financial Applications for Retail and Hospitality Industries: Hospitality Management	2

AESHM 270	Supervised Work Experience II	1-2
AESHM 287	Principles of Management in Human Sciences	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
AESHM 411	Seminar on Current Issues	1-3
AESHM 438	Human Resource Management	3
AESHM 470	Supervised Professional Internship	arr †
HRI 101	Introduction to the Hospitality Industry	3
HRI 233	Hospitality Sanitation and Safety	3
HRI 315	Hospitality Law	3
HRI 333	Hospitality Operations Cost Controls	3
HRI 352	Lodging Operations Management I	3
HRI 380	Quantity Food Production Management	3
HRI 380L	Quantity Food Production and Service Management Experience	2
HRI 433	Hospitality Financial Management	3
HRI 455	Introduction to Strategic Management in Foodservice and Lodging	3
Total Credits		40-43 †

† Arranged with instructor.

13-15 Hospitality Management electives

Select from:

AESHM 275	Retail Merchandising	3
AESHM 474	Entrepreneurship in Human Sciences	3
AESHM 477	Multi-channel Retailing	3
EVENT 271	Introduction to Event Management	3
EVENT 371	Conference and Meeting Planning	3
EVENT 471	Special Events Coordination	1-3
HRI 189	Introduction to University Dining Services Management	1
HRI 260	Global Tourism Management	3
HRI 289	Contemporary Club Operations	2
HRI 383	Introduction to Wine, Beer, and Spirits	2
HRI 437	Hospitality Information Technology	3
HRI 439	Advanced Hospitality Human Resource Management	3
HRI 452	Lodging Operations Management II	3
HRI 487	Fine Dining Event Management	3

13 Supporting courses

ACCT 284	Financial Accounting	3
AESHM 111	Professional Development for AESHM	3
AESHM 311	Seminar on Careers and Internships	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 chemistry is required to take CHEM 160 Chemistry in Modern Society

16-18 Electives

123.0 Total credits

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

Courses primarily for undergraduates:

HRI 101. Introduction to the Hospitality Industry.

(3-0) Cr. 3. F.

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.

HRI 189. Introduction to University Dining Services Management.

(1-0) Cr. 1. Alt. S., offered 2014.

Overview of management concepts and distinct features of university dining services.

HRI 233. Hospitality Sanitation and Safety.

(3-0) Cr. 3. F.S.

Sanitation and safety principles in hospitality operations. Issues impacting consumers and operators. Characteristics of food, supplies, and equipment as related to quality, sanitation and safety. Application of HACCP. Preparation for national foodservice sanitation certification examination.

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 revenue and cost systems in the hospitality industry. Application of principles related to procurement, production, and inventory controls.

HRI 352. Lodging Operations Management I.

(3-0) Cr. 3. F. Prereq: Credit or enrollment in HRI 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.

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 380; reservation with program required

Application of quantity food production and service management principles and procedures in the program's foodservice operation.

HRI 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. 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 onsite operations. Credit for either HRI 392 or 233 and 333 may count toward graduation. Not accepted for credit toward a major in Hospitality Management.

HRI 433. Hospitality Financial 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

Introduction to hospitality information technology. Property management and point-of-sales system interfaces: customer relationship management, selecting and purchasing computer systems, electronic distribution systems, internet and its related application systems, managing internal and external communication networks. Case studies. Nonmajor graduate credit.

HRI 439. Advanced Hospitality Human Resource Management.(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 352; *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.

HRI 506. Current Issues in Hospitality Management.

(0-1) Cr. 1. Repeatable. S.SS.

Focus on current issues related to the hospitality industry.

HRI 533. Financial Decision Making in Hospitality Organizations.(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. *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.

HRI 633. Advanced Hospitality Financial Management.(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.

HRI 680. Analysis of Research in Foodservice 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.SS. *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.SS. *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.SS. *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.SS. *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.SS. *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.SS. *Prereq: Enrollment in PhD program, application process*

Advanced study of current topics in hospitality management.

HRI 699. Research.

Cr. arr. Repeatable. F.S.SS. *Prereq: Enrollment in PhD program*

Research.