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.

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.

Select 9 credits from:

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

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:

- COMST 102 Introduction to Interpersonal Communication 3
- COMST 214 Professional Communication
- SP CM 212 Fundamentals of Public Speaking

Total Credits 10

10 Natural Sciences and Mathematical Disciplines

Select one MATH course from:

- MATH 104 Introduction to Probability 3
- MATH 105 Introduction to Mathematical Ideas
- MATH 140 College Algebra
- 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) 3

Total Credits 10

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

6 Humanities

AESHM 342 Aesthetics of Consumer Experience 3
Approved courses 3

Total Credits 6

49-53 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 270D Supervised Work Experience II: Hospitality 1-2
AESHM 270P Supervised Work Experience II: ISU Dining
AESHM 287 Principles of Management in Human Sciences 3
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>AESHM 340</td>
<td>Hospitality and Apparel Marketing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>AESHM 411</td>
<td>Seminar on Current Issues</td>
<td>1</td>
</tr>
<tr>
<td>AESHM 438</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>AESHM 470D</td>
<td>Supervised Professional Internship: Hospitality</td>
<td>3-6</td>
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<tr>
<td>or AESHM 470P</td>
<td>Supervised Professional Internship: ISU Dining</td>
<td></td>
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<tr>
<td>HSP M 101</td>
<td>Introduction to the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HSP M 315</td>
<td>Hospitality Law</td>
<td>3</td>
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<tr>
<td>HSP M 333</td>
<td>Hospitality Operations Cost Controls</td>
<td>3</td>
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<tr>
<td>HSP M 352</td>
<td>Lodging Operations Management I</td>
<td>3</td>
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<tr>
<td>HSP M 380</td>
<td>Quantity Food Production Management</td>
<td>3</td>
</tr>
<tr>
<td>HSP M 380L</td>
<td>Quantity Food Production and Service Management Experience</td>
<td>2</td>
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<tr>
<td>HSP M 433</td>
<td>Hospitality Financial Management</td>
<td>3</td>
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<td>HSP M 439</td>
<td>Advanced Hospitality Human Resource Management</td>
<td>3</td>
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<tr>
<td>HSP M 455</td>
<td>Introduction to Strategic Management in Foodservice and Lodging</td>
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**Total Credits:** 43-47

### 13-15 Hospitality Management electives

Select from:

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

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<tr>
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<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACCT 284</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>AESHM 112</td>
<td>Orientation for AESHM</td>
<td>1</td>
</tr>
<tr>
<td>AESHM 113</td>
<td>Professional Development for AESHM</td>
<td>2</td>
</tr>
<tr>
<td>AESHM 311</td>
<td>Seminar on Careers and Internships</td>
<td>1</td>
</tr>
<tr>
<td>FS HN 111</td>
<td>Fundamentals of Food Preparation</td>
<td>2</td>
</tr>
<tr>
<td>FS HN 115</td>
<td>Food Preparation Laboratory</td>
<td>1</td>
</tr>
<tr>
<td>FS HN 167</td>
<td>Introduction to Human Nutrition</td>
<td>3</td>
</tr>
</tbody>
</table>

* 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.**