HOSPITALITY MANAGEMENT

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

The Hospitality Management program offers study for the degree of Bachelor of Science with a major in hospitality management. As the only 4-year hospitality program in the state of Iowa, the program prepares undergraduate students with essential principles of managing a variety of hospitality organizations, such as hotels, restaurants, clubs, and foodservice companies. Students also develop expertise in managing diverse areas, such as: (a) food/beverage management, (b) lodging management, (c) senior living management, and (d) tourism and attractions.

Students get hands-on experience at the Joan Bice Underwood Tearoom and SPARKS. The Joan Bice Underwood Tearoom is a 105-seat learning laboratory where students take responsibility for meal preparation and service. The Joan Bice Underwood Tearoom is the earliest established student run restaurant that is still in operation on a college campus in the United States. SPARKS is the student operated café in the Student Innovation Center, where students have the opportunity to manage all the operations of the facility from menu development, inventory, human resources, and much more.

Our students participate in internships locally, nationally, and internationally with a range of hotels, restaurants, caterers, theme parks, sports facilities, cruise ships convention and visitor’s bureaus, independent businesses, and country clubs. Courses provide students with opportunities to develop and apply management techniques in hospitality organizations. The Hospitality Management curriculum provides students with the opportunity to obtain professional certifications in multiple areas.

The Hospitality Management program mission is to create, share, and apply knowledge to provide hospitality consumers with products, services, and experiences to enhance overall well-being. We accomplish our mission with a personalized, nationally ranked program. Our students learn in a nurturing, safe, and inclusive environment, with caring faculty with industry experience.

Student Learning Outcomes

Upon graduation, students should be able to:

1. Prepare, maintain, analyze, and utilize financial documents and data related to foodservice and lodging organizations.
2. Plan, organize, coordinate, develop, and evaluate the human resources of foodservice and lodging organizations.
3. Implement operational sales and marketing techniques in foodservice and lodging organizations.
4. Use technology to achieve operational efficiency and productivity in foodservice and lodging organizations.
5. Make decisions based on integrating knowledge of functional areas for managing foodservice and lodging organizations.
6. Demonstrate leadership and entrepreneurial characteristics and professional behaviors.
7. Use appropriate professional written and oral communication skills.
8. Demonstrate best practices in the operation of foodservice and lodging organizations to meet customer expectations.

UNDERGRADUATE STUDY

The program offers a Bachelor of Science degree in hospitality management. Coursework is planned to provide students with a general education plus professional preparation for supervisory and executive positions in hospitality organizations such as clubs, hotels, dining, theme parks, cruise lines, and casinos. 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 (e.g., Point-of-Sales systems, property management systems, and revenue management systems) to achieve operational efficiency and effectiveness.

Learning experiences are provided in the food and beverage, casino, lodging, senior living, and tourism industries and other approved establishments. Students are required to have a total of at least 800 hours of relevant work experience prior to graduation. Of the 800 hours, 200 hours are required prior to completing one year in the program.

The Bachelor of Science Degree

Total credits required: 123, including a minimum of 18 credits from the AESHM Department at Iowa State University for the degree.

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 five years. Application for admission to the Graduate College should be made in the junior year.

Minor in Hospitality Management

The Hospitality Management minor (HSP M) requires the completion of at least 15 credits from the Hospitality Management curriculum. The minor must include at least 6 credits in courses numbered 300 or above taken at ISU. All course pre-requisites must be completed prior to taking the course. All minor courses must be taken for a grade.
Minor in Beverage Management

The Beverage Management minor (BV M) requires the completion of at least 15 credits from the Beverage Management minor curriculum. The minor must include at least 6 credits in HSP M courses and 6 credits in courses numbered 300 or above taken at ISU. All course pre-requisites must be completed prior to taking the course. All minor courses must be taken for a grade.

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

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<tr>
<th>ENGL 150</th>
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Total Credits 10

9-10 Natural Sciences and Mathematical Disciplines

Select one (1) course: (AESHM 175D required if C+ or lower in MATH credits) 3

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Select one (1) course: 3-4

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Total Credits 9-10

9 Social Sciences

| ECON 101        | Principles of Microeconomics | 3 |

Select two (2) courses:

| HD FS 102       | Individual and Family Development, Health, and Well-being (Senior living management required to take this course) | |
| PSYCH 101       | Introduction to Psychology   | |
| SOC 134         | Introduction to Sociology    | |

Total Credits 9

6 Humanities

| AESHM 342       | Aesthetics of Consumer Experience | 3 |

Select one (1) course: 3

| AF AM 201       | Introduction to African American Studies | |
| AF AM 310       | Africa to 1880                         | |
| AF AM 311       | Africa under Colonial Rule             | |
| AF AM 325       | Peoples and Cultures of Africa.        | |
| AF AM 330       | Ethnic and Race Relations              | |
| AF AM 334       | Africana Religions                     | |
| AF AM 335       | Race, Ethnicity, and the US Criminal Justice System | |
| AF AM 347       | Studies in African American Literature | |
| AF AM 350       | Women of Color in the U.S              | |
| AF AM 353       | History of African Americans I         | |
| AF AM 354       | History of African Americans II        | |
| AF AM 460       | Seminar in African American Culture    | |
| AF AM 473       | Civil Rights and Ethnic Power          | |
| AM D 257        | Museum Studies                         | |
| AM D 354        | Fashion History I: Prehistoric to Mid-19th Century | |
| AM IN 210       | Introduction to American Indian Studies | |
| AM IN 346       | American Indian Literature             | |
| ANTHR 201       | Introduction to Cultural Anthropology  | |
| ANTHR 202       | Human Origins                         | |
| ANTHR 210       | Introduction to Asian American Studies | |
| ANTHR 220       | Globalization and Sustainability      | |
| ANTHR 225       | American Indians of Iowa               | |
| ANTHR 230       | Globalization and the Human Condition  | |
| ANTHR 306       | Culture and Interpretation             | |
| ANTHR 307       | Biological Anthropology                | |
| ANTHR 308       | Archaeology                            | |

Total Credits 9
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<td>Latin American Anthropology: Culture and Sport</td>
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<td>Gender and Consumer Culture</td>
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<tr>
<td>AESHM 111</td>
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## Hospitality Management

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<td>Hospitality Financial Management</td>
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<td>HSP M 455</td>
<td>Strategic Management in Hospitality and Event</td>
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**Total Credits:** 40

### 8-9 Hospitality Management electives

Select from:

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<td>AESHM 222</td>
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<td>AESHM 281</td>
<td>Orientation to International Field Study</td>
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<td>U.S. Field Study</td>
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<td>International Field Study</td>
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<td>AESHM 421</td>
<td>Developing Global Leadership: Maximizing Human Potential</td>
<td>Spring</td>
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<tr>
<td>AESHM 474</td>
<td>Entrepreneurship in Human Sciences</td>
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<tr>
<td>ADM 375</td>
<td>Omni-Channel Retailing</td>
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</tr>
<tr>
<td>HSP M 201</td>
<td>Casino Management I</td>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>HSP M 225</td>
<td>Introduction to Food Service Operations</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 248</td>
<td>Introduction to Senior Living Management</td>
<td></td>
<td></td>
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<tr>
<td>HSP M 260</td>
<td>Global Tourism Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 280</td>
<td>Non-Alcoholic Beverages and Café Operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 289</td>
<td>Contemporary Club Management</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 301</td>
<td>Hospitality Revenue Management</td>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>HSP M 320</td>
<td>Attractions and Amusement Park Administration</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 358</td>
<td>Economics for Senior Living Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 383</td>
<td>Wine and Spirits in Hospitality Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 383L</td>
<td>Wine, Spirits, and Mixology Laboratory in Hospital Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 385</td>
<td>Beer and Brewed Beverages in Hospitality Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 420</td>
<td>Fairs, Festivals, and Events Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENT 431</td>
<td>Case Studies in Event Management</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 437</td>
<td>Hospitality and Event Technology Applications</td>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>HSP M 452</td>
<td>Lodging Operations Management II</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 487</td>
<td>Fine Dining Event Management</td>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>EVENT</td>
<td>Only 3 credits of EVENT courses may apply</td>
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</table>

**Total Credits:** 8-9

### FOOD / BEVERAGE MANAGEMENT OPTION (9 cr.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSP M 225</td>
<td>Introduction to Food Service Operations</td>
<td>Spring</td>
<td>3</td>
</tr>
<tr>
<td>HSP M 280</td>
<td>Non-Alcoholic Beverages and Café Operations</td>
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<td>3</td>
</tr>
<tr>
<td>HSP M 487</td>
<td>Fine Dining Event Management</td>
<td>Fall</td>
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**Total Credits:** 9

### LODGING MANAGEMENT OPTION (9 cr.)

<table>
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<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>HSP M 301</td>
<td>Hospitality Revenue Management</td>
<td>Fall</td>
<td>3</td>
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<tr>
<td>HSP M 437</td>
<td>Hospitality and Event Technology Applications</td>
<td>Fall</td>
<td>3</td>
</tr>
<tr>
<td>HSP M 452</td>
<td>Lodging Operations Management II</td>
<td>Spring</td>
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**Total Credits:** 9

### SENIOR LIVING MANAGEMENT OPTION (9 cr.)

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Term</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>HSP M 248</td>
<td>Introduction to Senior Living Management</td>
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<td>3</td>
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<tr>
<td>HSP M 358</td>
<td>Economics for Senior Living Management</td>
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<tr>
<td>HD FS 234</td>
<td>Adult Development</td>
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**Total Credits:** 9

### TOURISM AND ATTRACTIONS MGMT OPTION (9 cr.)

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<th>Course Title</th>
<th>Term</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>HSP M 260</td>
<td>Global Tourism Management</td>
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<td>3</td>
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<tr>
<td>HSP M 320</td>
<td>Attractions and Amusement Park Administration</td>
<td>Spring</td>
<td>3</td>
</tr>
<tr>
<td>HSP M 420</td>
<td>Fairs, Festivals, and Events Management</td>
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**Total Credits:** 9

### GENERAL HOSPITALITY MGMT OPTION (9 cr.)

Select nine (9) credits from the following:

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<thead>
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<th>Course Title</th>
<th>Term</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSP M 201</td>
<td>Casino Management I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 225</td>
<td>Introduction to Food Service Operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 248</td>
<td>Introduction to Senior Living Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 260</td>
<td>Global Tourism Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 280</td>
<td>Non-Alcoholic Beverages and Café Operations</td>
<td></td>
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</tr>
<tr>
<td>HSP M 289</td>
<td>Contemporary Club Management</td>
<td></td>
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</tr>
<tr>
<td>HSP M 301</td>
<td>Hospitality Revenue Management</td>
<td></td>
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<tr>
<td>HSP M 320</td>
<td>Attractions and Amusement Park Administration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP M 420</td>
<td>Fairs, Festivals, and Events Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EVENT 431</td>
<td>Case Studies in Event Management</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 437</td>
<td>Hospitality and Event Technology Applications</td>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>HSP M 452</td>
<td>Lodging Operations Management II</td>
<td>Spring</td>
<td></td>
</tr>
<tr>
<td>HSP M 487</td>
<td>Fine Dining Event Management</td>
<td>Fall</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits:** 9

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

---

**Primary Options:**

Select one HSP M professional primary option from the following 5 choices:

- **FOOD / BEVERAGE MANAGEMENT OPTION (9 cr.)**
  - HSP M 225: Introduction to Food Service Operations
  - HSP M 280: Non-Alcoholic Beverages and Café Operations
  - HSP M 487: Fine Dining Event Management

- **LODGING MANAGEMENT OPTION (9 cr.)**
  - HSP M 301: Hospitality Revenue Management
  - HSP M 437: Hospitality and Event Technology Applications
  - HSP M 452: Lodging Operations Management II

- **SENIOR LIVING MANAGEMENT OPTION (9 cr.)**
  - HSP M 248: Introduction to Senior Living Management
  - HSP M 358: Economics for Senior Living Management
  - HD FS 234: Adult Development

- **TOURISM AND ATTRACTIONS MGMT OPTION (9 cr.)**
  - HSP M 260: Global Tourism Management
  - HSP M 320: Attractions and Amusement Park Administration
  - HSP M 420: Fairs, Festivals, and Events Management

- **GENERAL HOSPITALITY MGMT OPTION (9 cr.)**
  - Select nine (9) credits from the following:
    - HSP M 201: Casino Management I
    - HSP M 225: Introduction to Food Service Operations
    - HSP M 248: Introduction to Senior Living Management
    - HSP M 260: Global Tourism Management
    - HSP M 280: Non-Alcoholic Beverages and Café Operations
    - HSP M 289: Contemporary Club Management
    - HSP M 301: Hospitality Revenue Management
    - HSP M 320: Attractions and Amusement Park Administration
    - HSP M 420: Fairs, Festivals, and Events Management
    - EVENT 431: Case Studies in Event Management
    - HSP M 437: Hospitality and Event Technology Applications
    - HSP M 452: Lodging Operations Management II
    - HSP M 487: Fine Dining Event Management
    - EVENT 431: Case Studies in Event Management
    - HSP M 437: Hospitality and Event Technology Applications
    - HSP M 452: Lodging Operations Management II

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Total Credits: 8-9

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* A student who has not had high school chemistry is required to take CHEM 160 Chemistry in Modern Society
* Grade of C or better required in ENGL 150 Critical Thinking and Communication and ENGL 250 Written, Oral, Visual, and Electronic Composition
* Grade of C– or better required in all AESHM and HSP M courses.
* BIOL 101 Introductory Biology required if student has not completed high school biology.
* CHEM 160 Chemistry in Modern Society required if student has not completed high school chemistry.
* AESHM 175D Financial Applications for Retail and Hospitality Industries: Hospitality Management required if C+ or lower in MATH credits

9-11 Electives
123.0 Total credits

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

Hospitality Management, B.S.

Freshman

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 150</td>
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<td>HSP M 133</td>
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<tr>
<td>AESHM 111</td>
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<td>ECON 101</td>
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<td>AESHM 111L</td>
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<td>Social Science Option</td>
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<tr>
<td>AESHM 170D</td>
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<td>AESHM 211</td>
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<tr>
<td>HSP M 101</td>
<td>3</td>
<td>HSP M 233</td>
<td>3</td>
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<tr>
<td>FS HN 167</td>
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<td>HSP M Elective Course</td>
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<tr>
<td>Social Science Option</td>
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</table>

15 16

Sophomore

<table>
<thead>
<tr>
<th>Fall</th>
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<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 250</td>
<td>3</td>
<td>MATH</td>
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<td>LIB 160</td>
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<td>FS HN 111 or 115</td>
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<tr>
<td>AESHM 287</td>
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<td>HSP M 230</td>
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<td>ACCT 284</td>
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<td>AESHM 340</td>
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General Elective 3

16 13-14

Junior

<table>
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<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
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<td>HSP M 333</td>
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<td>AESHM 342</td>
<td>3</td>
<td>HSP M 470</td>
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<td>HSP M 380</td>
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<td>HSP M 315</td>
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<td>HSP M 380L</td>
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<td>Statistics</td>
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<tr>
<td>HSP M 352</td>
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<td>HSP M &quot;Option&quot; Course</td>
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<td>AESHM 270D</td>
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<td>HSP M Elective Course</td>
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AESHM 311 1

15 15-16 3

Senior

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
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<tbody>
<tr>
<td>AESHM 238</td>
<td>3</td>
<td>HSP M 433</td>
<td>3</td>
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<tr>
<td>Speech or Communications Course</td>
<td>3</td>
<td>HSP M 455</td>
<td>3</td>
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<tr>
<td>HSP M &quot;Option&quot; Electives Course</td>
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<tr>
<td>Humanities 3</td>
<td>General Elective Course</td>
<td>3-4</td>
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<td>General Electives</td>
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</tbody>
</table>

15 12-13

Total Credits: 120-123

US Diversity and International Perspectives Requirement: Students in HSP M 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.
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 HSP M electives and 11-17 credits of General Electives (HSP M courses may be taken to meet General Electives requirements).

CHEM 160 required if student has not completed high school chemistry.

Hospitality Management Minor
A minor in Hospitality Management can be earned by successfully completing the following for a total of 15 credits. 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, HSP M 133, and HSP M 233. The remaining 8 credits may be selected from any HSP M designated course, as well as AESHM 238, AESHM 287, AESHM 340, and AESHM 474.

The Hospitality Minor requires students to complete the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>HSP M 101</td>
<td>Introduction to the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HSP M 133</td>
<td>Food Safety Certification</td>
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<tr>
<td>HSP M 233</td>
<td>Hospitality Sanitation and Safety</td>
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<td>Total Credits</td>
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The remaining eight (8) credits may be selected from the following:

<table>
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<th>Course Title</th>
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<tr>
<td>AESHM 238</td>
<td>Human Resource Management</td>
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<tr>
<td>AESHM 287</td>
<td>Principles of Management in Human Sciences</td>
<td>3</td>
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<tr>
<td>AESHM 340</td>
<td>Hospitality and Apparel Marketing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>AESHM 474</td>
<td>Entrepreneurship in Human Sciences</td>
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<tr>
<td>HSP M 201</td>
<td>Casino Management I</td>
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<td>HSP M 225</td>
<td>Introduction to Food Service Operations</td>
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<td>HSP M 230</td>
<td>Introduction to Hospitality Performance Analysis</td>
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<td>Introduction to Senior Living Management</td>
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<td>HSP M 260</td>
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<td>HSP M 280</td>
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<td>HSP M 301</td>
<td>Hospitality Revenue Management</td>
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<td>HSP M 315</td>
<td>Hospitality Law</td>
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<td>Attractions and Amusement Park Administration</td>
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<td>HSP M 358</td>
<td>Economics for Senior Living Management</td>
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<tr>
<td>HSP M 383</td>
<td>Wine and Spirits in Hospitality Management</td>
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</tr>
<tr>
<td>HSP M 383L</td>
<td>Wine, Spirits, and Mixology Laboratory in Hotel</td>
<td>1</td>
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</tbody>
</table>

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.