

# 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 Hextension 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

|                                |   |   |
|--------------------------------|---|---|
| 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

#### 10 Natural Sciences and Mathematical Disciplines

|                                      |   |   |
|--------------------------------------|---|---|
| Select one MATH course from:         |   | 3 |
| MATH 104                             | Introduction to Probability                           |   |
| 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 Development, Health, and Well-being | 3 |
| Select from: |   | 3 |
| PSYCH 101    | Introduction to Psychology                                |   |
| PSYCH 280    | Social Psychology   |   |
| SOC 134      | Introduction to Sociology                                 |   |

**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 or AESHM 270P | Supervised Work Experience II: Hospitality or Supervised Work Experience II: ISU Dining | 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 |
| AESHM 438                | Human Resource Management   | 3 |

|                             |   |              |
|-----------------------------|---|--------------|
| AESHM 470D<br>or AESHM 470P | Supervised Professional Internship: Hospitality<br>Supervised Professional Internship: ISU Dining | 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<br>Management Experience                                     | 2            |
| HSP M 433                   | Hospitality Financial Management  | 3            |
| HSP M 439                   | Advanced Hospitality Human Resource<br>Management   | 3            |
| HSP M 455                   | Introduction to Strategic Management in<br>Foodservice and Lodging                                | 3            |
| <b>Total Credits</b>        |   | <b>47-50</b> |

**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<br>Issues  | 3 |
| AESHM 474  | Entrepreneurship in Human Sciences   | 3 |
| EVENT 271  | Introduction to Event Management <sup>Only 6 credits of<br/>EVENT courses may apply for Hospitality elective credits</sup> | 3 |
| EVENT 371  | Conference and Meeting Planning  | 3 |
| EVENT 471  | Special Events Coordination  | 3 |
| HSP M 189  | Introduction to University Dining Services<br>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<br>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 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.

**Hospitality Management, B.S.****Freshman**

| Fall       | Credits Spring                    | Credits |
|------------|-----------------------------------|---------|
| AESHM 112  | 1 AESHM 175D                      | 2       |
| AESHM 113  | AESHM 287                         | 3       |
| AESHM 170D | 1 ECON 101                        | 3       |
| ENGL 150   | 3 HSP M or<br>General<br>Elective | 2-3     |
| FS HN 167  | 3 PSYCH or<br>SOC                 | 3       |
| HSP M 101  | 3 LIB 160                         | 1       |
| HD FS 102  | 3                                 |         |

**14****14-15****Sophomore**

| Fall   | Credits Spring                                | Credits |
|--|---|---------|
| AESHM 270D                                       | 2 ACCT 284                                    | 3       |
| ENGL 250   | 3 AESHM 311                                   | 1       |
| HSP M 233  | 3 FS HN 111                                   | 2       |
| HSP M or<br>General<br>Elective <sup>2</sup>     | 3 FS HN 115                                   | 1       |
| Natural<br>Sciences or<br>Chemistry <sup>3</sup> | 3 STAT 101                                    | 4       |
|  | HSP M or<br>General<br>Electives <sup>3</sup> | 5       |

**14****16****Junior**

| Fall  | Credits Spring                                  | Credits Summer | Credits |
|---|---|----------------|---------|
| AESHM 340                                     | 3 AESHM 438                                     | 3 AESHM 470N   | 3-6     |
| HSP M 380                                     | 3 HSP M 315                                     | 3              |         |
| HSP M 380L                                    | 2 HSP M or<br>General<br>Electives <sup>2</sup> | 4-7            |         |
| HSP M 352                                     | 3 Humanities                                    | 3              |         |
| SP CM 212                                     | 3 Math  | 3              |         |
| HSP M or<br>General<br>Electives <sup>3</sup> | 3   |                |         |

**17****16-19****3-6****Senior**

| Fall      | Credits Spring | Credits |
|-----------|----------------|---------|
| AESHM 411 | 1 AESHM 342    | 3       |
| HSP M 333 | 3 HSP M 433    | 3       |
| HSP M 439 | 3 HSP M 455    | 3       |

|   |   |       |
|---|---|-------|
| HSP M or<br>General<br>Electives <sup>2</sup> | 5-6 HSP M or<br>General<br>Electives <sup>2</sup> | 3-6   |
| 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.

<sup>1</sup> 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.

<sup>2</sup> BIOL 101 required if student has not completed high school biology

<sup>3</sup> 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).

<sup>3</sup> 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.

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.

#### 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. Application of principles related to procurement, production, and inventory controls.

**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 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 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 391: 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 392: 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 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 437: Hospitality Information Technology**

(3-0) Cr. 3. F.

*Prereq: HSP M 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.

**HSP M 439: Advanced 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 452: Lodging Operations Management II**

(3-0) Cr. 3. S.

*Prereq: HSP M 352; credit or enrollment in HSP M 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.

**HSP M 455: Introduction to Strategic Management in Foodservice and Lodging**

(3-0) Cr. 3. S.

*Prereq: AESHM 340; credit or enrollment in HSP M 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.

**HSP M 487: Fine Dining Management**

(Dual-listed with HSP M 587). (2-3) Cr. 3. F.

*Prereq: HSP M 380, HSP M 380L*

Exploration of the historical and cultural development of the world food table. Creative experiences with U.S. regional and international foods. Application of management and financial principles in food preparation and service in fine dining settings. Individual special problems. Meets International Perspectives Requirement.

**HSP M 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 HSP M 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.

**HSP M 490: Independent Study**

Cr. arr. Repeatable.

*Prereq: Sections B-E: Program approval; Section H: Full membership in Honors Program*

**HSP M 490B: 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.SS.

Focus on teaching and research scholarship involving the hospitality industry.

**HSP M 506: Current Issues in Hospitality Management**

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

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*

Exploration of the historical and cultural development of the world food table. Creative experiences with U.S. regional and international foods.

Application of management and financial principles in food preparation and service in fine dining settings. Individual special problems.

Meets International Perspectives Requirement.

**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.SS.

*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.SS.

*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.SS.

*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.