

APPAREL, EVENTS, AND HOSPITALITY MANAGEMENT (AESHM)

Courses primarily for undergraduates:

AESHM 112: Orientation for AESHM

(1-0) Cr. 1. F.S.

Prereq: Concurrent enrollment with AESHM 113

Orientation policies and procedures of university and college. Guest speakers representing the university. Some online lectures.

AESHM 113: Professional Development for AESHM

(1-0) Cr. 1. F.S.

Career exploration, presentation and professional skills, teamwork and leadership, creativity, critical thinking, technology, and service learning components. Orientation to policies and procedures of college, department, and program.

AESHM 113E: Professional Development for AESHM: Event Management and Hospitality Management - Directions LC

(1-0) Cr. 1. F.S.

EVENT and HSP M career exploration, presentation and professional skills, teamwork and leadership, creativity, critical thinking, technology, and service learning components for first year students. Orientation to policies and procedures of CHS college; AESHM department; and Event Management and Hospitality Management programs. Field Trip.

AESHM 113N: Professional Development for AESHM: Apparel, Merchandising, and Design - Common Threads LC

(1-0) Cr. 1. F.S.

AMD career exploration, presentation and professional skills, teamwork and leadership, creativity, critical thinking, technology, and service learning components for first year students. Orientation to policies and procedures of CHS college, AESHM department, and AMD program.

AESHM 170: Supervised Work Experience I

Cr. 1. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Adviser permission required; freshman classification or permission

Supervised work experience with a cooperating firm or organization. Offered on a satisfactory-fail basis only. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170D: Supervised Work Experience I: Hospitality

Cr. 1. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Adviser permission required

Supervised work experience with a cooperating firm or organization. Offered on a satisfactory-fail basis only. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170F: Supervised Work Experience I: Event Management

Cr. 1. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Adviser permission required

Supervised work experience with a cooperating firm or organization. Offered on a satisfactory-fail basis only. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170N: Supervised Work Experience I: Apparel

Cr. 1. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Adviser permission required; freshman classification

Supervised work experience with a cooperating firm or organization. Offered on a satisfactory-fail basis only. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 175: Financial Applications for Retail and Hospitality Industries

(2-0) Cr. 2. S.

Using an online delivery method, students will learn basic mathematical concepts, calculations and formulas commonly used in the apparel and hospitality industries. Emphasis on problem solving, critical/creative thinking, and mathematical interpretation of calculations and formulas used within the apparel and hospitality industries.

AESHM 175D: Financial Applications for Retail and Hospitality Industries: Hospitality Management

(2-0) Cr. 2. S.

Using an online delivery method, students will learn basic mathematical concepts, calculations and formulas commonly used in the apparel and hospitality industries. Emphasis on problem solving, critical/creative thinking, and mathematical interpretation of calculations and formulas used within the hospitality industries.

AESHM 175N: Financial Applications for Retail and Hospitality Industries: Retail Merchandising

(2-0) Cr. 2. S.

Using an online delivery method, students will learn basic mathematical concepts, calculations and formulas commonly used in the apparel and hospitality industries. Emphasis on problem solving, critical/creative thinking, and mathematical interpretation of calculations and formulas used within the apparel industries.

AESHM 180: First Year Student Field Study

Cr. 1-2. Repeatable, maximum of 2 times. F.S.

Prereq: Permission of instructor

Study of and tours of regional areas of interest to A M D, HSP M, or EVENT majors. Trip to regional location under supervision of faculty member. Locations vary; 2- to 3-day trip. Journal entries and final report/analysis are required. Cost associated with trip.

AESHM 180E: First Year Student Field Study: Hospitality and Event Management

Cr. 1-2. Repeatable, maximum of 2 times. F.S.

Prereq: Permission of instructor

Study of and tours of regional areas of interest to majors in the HSP M and EVENT majors. Trip to regional location under supervision of faculty member. Locations vary, 2- to 3-day trip. Journal entries and final report/analysis are required. Cost associated with trip.

AESHM 180N: First Year Student Field Study: Apparel, Merchandising, and Design

Cr. 1-2. Repeatable, maximum of 2 times. F.S.

Prereq: Permission of instructor

Study of and tours of regional areas of interest to A M D majors. Trip to regional location under supervision of faculty member. Locations vary; 2- to 3-day trip. Journal entries and final report/analysis are required. Cost associated with trip.

AESHM 211: Leadership Experiences and Development (LEAD)

(3-0) Cr. 3. S.

Introduction to leadership behaviors. Development and utilization of leadership behaviors to positively impact school life, community life, and work life.

AESHM 222: Creativity on Demand

(3-0) Cr. 3. S.

Learn to use creativity strategies to solve everyday problems related to personal and professional lives. Application of creative thinking techniques to view things from different perspectives; identify unique opportunities; and generate and evaluate original ideas.

AESHM 270: Supervised Work Experience II

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Minimum 2.0 GPA; Adviser permission required; sophomore classification

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 270D: Supervised Work Experience II: Hospitality

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Minimum 2.0 GPA; Adviser permission required; sophomore classification; 6 cr in AESHM or HSP M, credits in AESHM 170

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, AESHM 270, and 470 may be applied toward graduation.

AESHM 270F: Supervised Work Experience II: Event Management

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Minimum 2.0 GPA; Adviser permission required; 6 cr in AESHM, HSP M, or EVENT; employer location should be different than employer location used for AESHM 170 and 470.

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 270N: Supervised Work Experience II: Apparel

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS.

Prereq: Minimum 2.0 GPA; Adviser permission required. Sophomore AMD classification

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 272: Fashion Show Production and Promotion

(2-2) Cr. 1-3. Repeatable, maximum of 4 credits. F.S.

Prereq: Application and instructor permission, application form available from the AESHM Department office

Planning and production of fashion show including developing budgets, public relations, advertising, fund-raising, choreography, staging, lighting, and food. Promotion of fashion show and similar events. Maximum of 4 credits can be applied to graduation

AESHM 280: Orientation to U.S. Field Study

Cr. R. Repeatable, maximum of 2 times. F.S.

Orientation to the field study location during the semester preceding the trip.

AESHM 281: Orientation to International Field Study

Cr. 1. Repeatable, maximum of 2 times. F.S.

Orientation to the field study location during the semester preceding the trip.

AESHM 287: Principles of Management in Human Sciences

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

Introduction to management concepts and principles with application to human sciences-related businesses and organizations. Includes service quality management, professionalism, and social responsibility.

AESHM 311: Seminar on Careers and Internships

(1-0) Cr. 1. F.S.

Prereq: AESHM 113; Sophomore classification. Good academic standing
Internship and career planning, professional expectations and responsibilities. Résumé development, cover letters, interviewing techniques, and business etiquette.

AESHM 311E: Seminar on Careers and Internships: Event Management and Hospitality Management

(1-0) Cr. 1. F.S.

Prereq: AESHM 113E; Sophomore classification.

Internship and career planning, professional expectations and responsibilities. Résumé development, business letters/professional correspondence, interviewing techniques, and business etiquette.

AESHM 311N: Seminar on Careers and Internships: Apparel, Merchandising, and Design

(1-0) Cr. 1. F.S.

Prereq: AESHM 113N; Sophomore classification.

Internship and career planning, professional expectations and responsibilities. Résumé development, cover letters, interviewing techniques, and business etiquette.

AESHM 340: Hospitality and Apparel Marketing Strategies

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

Prereq: ECON 101

Application of marketing principles to the hospitality-, events-, and apparel-related industries. Emphasis on the role of marketing in an organization's overall strategic planning. Development and evaluation techniques available to hospitality, events, apparel, and related businesses, including advertising, sales promotion, packaging, and public relations.

AESHM 342: Aesthetics of Consumer Experience

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

Prereq: Sophomore classification

Design principles, aesthetic concepts, and research applied to consumer experiences, with an emphasis on hospitality and retail environments and events. Influence of individual differences and cultural patterns on aesthetic preferences.

Meets U.S. Diversity Requirement

AESHM 380: U.S. Field Study

(Dual-listed with AESHM 580). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in A M D, AESHM, EVENT, and/or HSP M; sophomore classification; minimum 2.0 GPA. Permission by application

Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 380D: U.S. Field Study: Hospitality Management

(Dual-listed with AESHM 580D). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in AESHM or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 280 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Hospitality Management program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 380F: U.S. Field Study: Event Management

(Dual-listed with AESHM 580F). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in EVENT, AESHM, or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 280 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the majors in the Event Management program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 380N: U.S. Field Study: Apparel, Merchandising, and Design

(Dual-listed with AESHM 580N). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in A M D or AESHM; sophomore classification; minimum 2.0 GPA; AESHM 280 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Apparel, Merchandising, and Design program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 381: International Field Study

(Dual-listed with AESHM 581). Cr. 1-3. Repeatable. F.S.SS.

Prereq: 9 credits in A M D, AESHM, EVENT, and/or HSP M; sophomore classification; minimum 2.0 GPA. Permission by application

Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281. Meets International Perspectives Requirement.

AESHM 381D: International Field Study: Hospitality Management

(Dual-listed with AESHM 581D). Cr. 1-3. Repeatable. F.S.SS.

Prereq: 9 credits in AESHM and/or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 281 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Hospitality Management program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281. Meets International Perspectives Requirement.

AESHM 381F: International Field Study: Event Management

(Dual-listed with AESHM 581F). Cr. 1-3. Repeatable. F.S.SS.

Prereq: 9 credits in AESHM, EVENT, and/or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 281 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Event Management major. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281. Meets International Perspectives Requirement.

AESHM 381N: International Field Study: Apparel, Merchandising, and Design

(Dual-listed with AESHM 581N). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in A M D and/or AESHM; sophomore classification; minimum 2.0 GPA; AESHM 281 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Apparel, Merchandising, and Design major. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.

Meets International Perspectives Requirement.

AESHM 398: Cooperative Education

Cr. R. Repeatable. F.S.SS.

Prereq: Permission of adviser; junior classification

Required of all cooperative education students seeking full-time status. Students register for this course prior to commencing each work period.

AESHM 411: Seminar on Current Issues

Cr. 1. F.S.

Prereq: Permission of instructor.

Trends, issues, research, and scholarship in apparel, events, and hospitality management.

AESHM 411E: Seminar on Current Issues: Events and Hospitality

Cr. 1. F.S.

Prereq: senior classification in AESHM.

Trends, issues, research, and scholarship in events and hospitality management.

AESHM 411N: Seminar on Current Issues: Apparel

(1-0) Cr. 1. Repeatable, maximum of 2 times. F.S.

Prereq: AESHM 470N

Trends, issues, research, and scholarship in apparel.

AESHM 421: Developing Global Leadership: Maximizing Human Potential

(3-0) Cr. 3. S.

Development of leadership in a global environment. Focus on global concerns that impact on the well-being of individuals, families, and communities. Strategies for working with individuals, families and communities in other countries and cultures. Taking local action on global issues. Participation in a service activity.

Meets International Perspectives Requirement.

AESHM 438: Human Resource Management

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

Prereq: AESHM 270, AESHM 275 or AESHM 287; junior classification

Principles and practices of human resource management relevant to human science-related organizations. Emphasis on the entry-level manager's role.

AESHM 470: Supervised Professional Internship

Cr. 3-6. Repeatable. F.S.SS.

Supervised work experience with a cooperating firm or organization.

AESHM 470F: Supervised Professional Internship: Event Management

Cr. 3-6. Repeatable. F.S.SS.

Prereq: AESHM 311, EVENT 271; employer/location should be different than employer/location used for AESHM 170 and 270

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470N: Supervised Professional Internship: Apparel

Cr. 3-6. Repeatable. F.S.SS.

Prereq: AESHM 311, 9 credits in A M D, and minimum 2.0 GPA; permission by application; junior or senior classification; employer/location should be different than employer/location for AESHM 170 and 270

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 472: Fashion Show Management

(2-2) Cr. 2-3. Repeatable, maximum of 5 credits. F.S.

Prereq: Permission of instructor

Provide leadership and communicate direction for planning and production of fashion show, including developing budgets, publicity, advertising, fundraising, choreography, staging, lighting, and food.

Maximum of 5 credits can be applied to graduation

AESHM 474: Entrepreneurship in Human Sciences

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

Prereq: A M D 275 or AESHM 287 or ACCT 284 or 3 cr in MKT or permission of instructor

Comprehensive approach to entrepreneurship including concepts of innovation, creativity, opportunity assessment, and business planning. Focus on human sciences-related businesses: retail, service, hospitality, event, food-related, family-owned, rural, and community businesses. Interaction with entrepreneurs, market research, feasibility analysis, business proposals, and business/community outreach and consulting.

AESHM 497: Cooperative Education

Cr. R. Repeatable. F.S.SS.

Prereq: Permission of adviser; senior or graduate classification

Required of cooperative education students. Students must register for this course prior to commencing each work period.

Courses primarily for graduate students, open to qualified undergraduates:

AESHM 510: Quantitative Research Methods in Apparel and Hospitality

Cr. 3. Alt. S., offered odd-numbered years. Alt. SS., offered odd-numbered years.

Prereq: STAT 401 or equivalent; Graduate standing in the Department; Permission of instructor

Overview of quantitative research methods in apparel and hospitality fields. Topics include types of quantitative research design, sampling design, measurement, validity issues, power and precision analysis, methods of data gathering and analysis techniques, and interpretation of statistical results. Use of statistical packages. Development of research plan.

AESHM 511: Seminar

Cr. 1-3. Repeatable, maximum of 6 times.

Prereq: 6 graduate credits in A M D, AESHM, or HSP M. Permission of instructor

Discussion of scholarship and current issues. Topics vary.

AESHM 570: Practicum

Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS.

Prereq: 6 graduate credits in program area; permission of instructor

Supervised experience related to career objective. Proposal must be approved semester before placement.

AESHM 570A: Apparel Merchandising and Design

Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS.

Prereq: 6 graduate credits in program area; permission of instructor

Supervised experience related to career objective. Proposal must be approved semester before placement.

AESHM 570B: Hospitality Management

Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS.

Prereq: 6 graduate credits in program area; permission of instructor

Supervised experience related to career objective. Proposal must be approved semester before placement.

AESHM 574: Entrepreneurship in Human Sciences

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

Prereq: A M D 275 or AESHM 287 or ACCT 284 or 3 cr in MKT or permission of instructor

Comprehensive approach to entrepreneurship including concepts of innovation, creativity, opportunity assessment, and business planning. Focus on human sciences-related businesses: retail, service, hospitality, event, food-related, family-owned, rural, and community businesses. Interaction with entrepreneurs, market research, feasibility analysis, business proposals, and business/community outreach and consulting.

AESHM 580: U.S. Field Study

(Dual-listed with AESHM 380). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in A M D, AESHM, EVENT, and/or HSP M; sophomore classification; minimum 2.0 GPA. Permission by application

Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 580D: U.S. Field Study: Hospitality Management

(Dual-listed with AESHM 380D). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in AESHM or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 280 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Hospitality Management program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 580F: U.S. Field Study: Event Management

(Dual-listed with AESHM 380F). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in EVENT, AESHM, or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 280 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the majors in the Event Management program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 580N: U.S. Field Study: Apparel, Merchandising, and Design

(Dual-listed with AESHM 380N). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in A M D or AESHM; sophomore classification; minimum 2.0 GPA; AESHM 280 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Apparel, Merchandising, and Design program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 581: International Field Study

(Dual-listed with AESHM 381). Cr. 1-3. Repeatable. F.S.SS.

Prereq: 9 credits in A M D, AESHM, EVENT, and/or HSP M; sophomore classification; minimum 2.0 GPA. Permission by application

Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.

Meets International Perspectives Requirement.

AESHM 581D: International Field Study: Hospitality Management

(Dual-listed with AESHM 381D). Cr. 1-3. Repeatable. F.S.SS.

Prereq: 9 credits in AESHM and/or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 281 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Hospitality Management program. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.

Meets International Perspectives Requirement.

AESHM 581F: International Field Study: Event Management

(Dual-listed with AESHM 381F). Cr. 1-3. Repeatable. F.S.SS.

Prereq: 9 credits in AESHM, EVENT, and/or HSP M; sophomore classification; minimum 2.0 GPA; AESHM 281 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Event Management major. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.

Meets International Perspectives Requirement.

AESHM 581N: International Field Study: Apparel, Merchandising, and Design

(Dual-listed with AESHM 381N). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS.

Prereq: 9 credits in A M D and/or AESHM; sophomore classification; minimum 2.0 GPA; AESHM 281 or concurrent enrollment; permission by application

Study and tours of areas of interest to majors in the Apparel, Merchandising, and Design major. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.

Meets International Perspectives Requirement.

Courses for graduate students:

AESHM 611: Seminar

Cr. 1-3. Repeatable.

Prereq: 6 graduate credits in AESHM, A M D, or HSP M. Permission of instructor

Scholarship and current issues. Topics vary.

AESHM 670: Teaching Practicum

Cr. 1-3. Repeatable. F.S.SS.

Prereq: 6 graduate credits in program area; permission of instructor

Supervised experience in the university classroom. Proposal must be approved semester before placement.

AESHM 670A: Teaching Practicum: Apparel Merchandising and Design

Cr. 1-3. Repeatable. F.S.SS.

Prereq: 6 graduate credits in program area; permission of instructor

Supervised experience in the university classroom. Proposal must be approved semester before placement.

AESHM 670B: Teaching Practicum: Hospitality Management

Cr. 1-3. Repeatable. F.S.SS.

Prereq: 6 graduate credits in program area; permission of instructor

Supervised experience in the university classroom. Proposal must be approved semester before placement.