

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 accounting and finance, human resources, marketing, foodservice, tourism, and lodging.

Students get hands-on experience at the Joan Bice Underwood Tearoom, 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.

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.

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.

Minor in Hospitality Management

The Hospitality Management minor (HSPM) 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.

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 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 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 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 A M D 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

9-10 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	3-4
or STAT 104	Introduction to Statistics	
Natural Sciences (see approved list)		3
Total Credits		9-10

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

48-51 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	2
AESHM 287	Principles of Management in Human Sciences	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3

AESHM 411E	Seminar on Current Issues: Events and Hospitality	1
AESHM 438	Human Resource Management	3
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 Management Experience	3
HSP M 433	Hospitality Financial Management	3
HSP M 439	Advanced Hospitality Human Resource Management	3
HSP M 455	Introduction to Strategic Management in Foodservice and Lodging	3
HSP M 470	Supervised Professional Internship: Hospitality	3-6
Total Credits		48-51

13-15 Hospitality Management electives

A M D 275	Retail Merchandising	3
A M D 477	Omni-Channel Retailing	3
AESHM 211	Leadership Experiences and Development (LEAD)	3
AESHM 222	Creativity on Demand	3
AESHM 474	Entrepreneurship in Human Sciences	3
EVENT 271	Introduction to Event Management <small>Only 6 credits of EVENT courses may apply for Hospitality elective credits</small>	3
EVENT 371	Conference and Meeting Planning	3
EVENT 471	Special Events Coordination	3
HSP M 189	Introduction to University Dining Services Management	1
HSP M 201	Casino Management I	3
HSP M 230	Introduction to Hospitality Performance Analysis	3
HSP M 260	Global Tourism Management	3
HSP M 289	Contemporary Club Management	3
HSP M 301X	Hospitality Revenue Management	
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 Event Management	3

13 Supporting courses

ACCT 284	Financial Accounting	3
AESHM 112	Orientation for AESHM	1

AESHM 113E	Professional Development for AESHM: Event Management and Hospitality Management - Directions LC	1
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Or AESHM 213X Transitions: Pre-Professional Strategies and Career Explorations

AESHM 311E	Seminar on Careers and Internships: Event Management and Hospitality Management	1
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FS HN 111	Fundamentals of Food Preparation *	2
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FS HN 115	Food Preparation Laboratory	1
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FS HN 167	Introduction to Human Nutrition *	3
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* A student who has not had high school chemistry is required to take CHEM 160 Chemistry in Modern Society

11-16 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 113E	1 AESHM 287	3
ENGL 150	3 ECON 101	3
AESHM 170	1 HSP M or General Elective	2-3
FS HN 167	3 PSYCH or SOC	3
HSP M 101	3 LIB 160	1
HD FS 102	3	
15		14-15

Sophomore

Fall	Credits Spring	Credits
AESHM 270D	2 ACCT 284	3
ENGL 250	3 AESHM 311E	1
HSP M 233	3 FS HN 111	2
HSP M or General Elective ²	4 FS HN 115	1
Natural Sciences or Chemistry ³	3 STAT 101 or 104	3-4

HSP M or
General
Electives³

15 15-16

Junior

Fall	Credits Spring	Credits Summer	Credits
AESHM 340	3 AESHM 438	3 AESHM 470N	3-6
HSP M 352	3 HSP M 315	3	
SP CM 212	3 HSP M or General Electives ²	4-7	
HSP M or General Electives ³	8-9 Humanities	3	
Math		3	

17-18 16-19 3-6

Senior

Fall	Credits Spring	Credits
AESHM 411E	1 AESHM 342	3
HSP M 333	3 HSP M 433	3
HSP M 380	3 HSP M 455	3
HSP M 380L	3 HSP M or General Electives ²	3-6
HSP M 439	3	
13		12-15

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

² 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).

³ 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 201: Casino Management I

(3-0) Cr. 3. F.

An overview of the gaming industry. Emphasis will be placed on examination of the history and development of gaming, casino operations, casino games, marketing of the core gaming products, and social and economic impacts of the gaming industry.

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). (3-0) Cr. 3. 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 290: Independent Study

Cr. 1-2. Repeatable, maximum of 4 credits. F.S.SS.

Prereq: Freshman or Sophomore classification. Permission of instructor, adviser, and department chair.

Independent study on topics of special interest to the student, facilitated by approved faculty member. Maximum of 9 credits combined of HSP M 290 and HSP M 490 can be applied to graduation.

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 FS HN 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

(1-6) Cr. 3. 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, and spirits. Beverage tasting and sensory analysis; product knowledge; service techniques; sales; and alcohol service related to the hospitality industry. Field trip.

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 393: Hospitality Management Industry Workshop

Cr. 1-3. Repeatable, maximum of 6 credits. F.S.SS.

Prereq: HSP M Junior or Senior Classification and Permission of Instructor.

Intensive 2 to 8 week workshop exploration. Topics vary each time offered. Maximum of 6 credits of HSPM 393 can be applied toward graduation.

HSP M 431: Case Studies in Event Management

(Dual-listed with HSP M 531). (Cross-listed with EVENT). Cr. 3. S.

Prereq: Graduate-level standing and permission by instructor.

Operational and strategic challenges in the event management industry through directed case studies, roundtable discussions, and industry-related readings. Students will critically evaluate case studies related to event management in areas of event strategy, financial management, event operations, stakeholder development, event design, marketing, and other event topics.

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 470: Supervised Professional Internship: Hospitality

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

Prereq: AESHM 270, 311, 9 credits in HSP M, and minimum 2.0 GPA; permission by application; junior or senior classification; 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.

HSP M 487: Fine Dining Event 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. Repeatable.

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

HSP M 490E: Independent Study: Foodservice Operations

Cr. arr. Repeatable.

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

HSP M 490H: Independent Study: Honors

Cr. arr. Repeatable.

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 531: Case Studies in Event Management

(Dual-listed with HSP M 431). (Cross-listed with EVENT). Cr. 3. S.

Prereq: Graduate-level standing and permission by instructor.

Operational and strategic challenges in the event management industry through directed case studies, roundtable discussions, and industry-related readings. Students will critically evaluate case studies related to event management in areas of event strategy, financial management, event operations, stakeholder development, event design, marketing, and other event topics.

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. S., offered odd-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 560: Tourism Management and Tourist Behavior

Cr. 3. Alt. F., offered odd-numbered years.

Prereq: HSP M 260 or equivalent

Tourism theories and research. Overview of tourism industry, tourism theories, methods, and current issues in destination marketing and management and travel behavior. Evaluation of tourism and destination research. NA

HSP M 587: Fine Dining Event 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 590G: Special Topics: Event Management

Cr. arr. Repeatable, maximum of 6 credits. F.S.SS.

Prereq: 9 credits in HSP M or EVENT at 500 level or above; application process

Special Topics in Event Management. Only 6 credits of HSP M 590G can be applied toward graduation.

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 634: Theory and Research Seminar in Event Management

Cr. 3. SS.

Prereq: STAT 401 or a graduate level course in statistics or by permission of instructor

Analysis and application of theories and research methodologies in event management and is designed to strengthen students' analytical and critical perspectives to evaluate event management research. Multidisciplinary approach to the areas of sports events, festivals and fairs, conventions and tradeshow, mega events, lifecycle/religious/nonprofit events, and event tourism.

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 660: Research Seminar in Tourism Management

(3-0) Cr. 3. Alt. F., offered even-numbered years. Alt. SS., offered odd-numbered years.

Prereq: Enrollment in PhD program

Advanced graduate course on tourism and destination theories and research. Analysis and application of theories, research findings, and research methods in tourism and destination management.

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 690G: Advanced Topics: Event Management

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

Prereq: Enrollment in PhD program, application process

Advanced study of current topics in event management and hospitality management.

HSP M 699: Research

Cr. arr. Repeatable. F.S.SS.

Prereq: Enrollment in PhD program

Research.