

# APPAREL, EVENTS, AND HOSPITALITY MANAGEMENT DEPARTMENT

The Apparel, Events, and Hospitality Management department offers courses that provide opportunities for students to learn about interdisciplinary areas including aesthetics, leadership, entrepreneurship, and multi-channel retailing at both undergraduate and graduate levels. AESHM courses serve to complement the student's major area of study whether it be Apparel, Merchandising, and Design; Event Management; Hospitality Management; agriculture, business, design education, engineering, liberal arts and sciences or minor areas of study including entrepreneurial studies, design studies, or international studies.

Apparel, Events, and Hospitality Management, otherwise known as AESHM, is composed of three majors:

- Apparel, Merchandising, and Design (<http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofhumansciences/apparelmerchandisinganddesign/>)
- Event Management (<http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofhumansciences/eventmanagement/>)
- Hospitality Management (<http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofhumansciences/hospitalitymanagement/>)

Through each of these three programs, students gain skills and knowledge to help them succeed in the real world. In addition to coursework, they complete an internship that closely relates to their career aspirations.

Graduates of these programs are the managers of your favorite resorts, the designers of your best jeans, and the coordinators of lavish events.

From fine dining to fine apparel, our students, alumni, faculty, and staff have an eye for the original and a taste for quality.

## Courses primarily for undergraduates:

### AESHM 111: Professional Development for AESHM

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

Introduction to professional experiences within AESHM and CHS Career Services including CyHire. Coursework includes resume development, daily habits for success including stress management, intrapersonal skills with a wellness focus, interpersonal skills and leadership, business etiquette, and professional ethics.

### AESHM 111L: AESHM Program Orientation and Learning Community (0-2) Cr. 1. F.S.

Orientation to policies and procedures of department and program. Overview of major and minor options, including entrepreneurship. Exploration of undergraduate research, independent studies, study abroad, and field studies. Coverage of goal setting, curriculum planning, degree audits, and registration. Peer mentor interaction in academic, extracurricular, and service learning arranged component.

### AESHM 170: Supervised Work Experience I

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

*Prereq: Advisor permission required; freshman classification or permission*  
Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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: Advisor Permission*  
Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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: Advisor Permission*  
Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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: Advisor permission required; freshman classification*  
Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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. 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. 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. Journal entries and final report/analysis are required. Cost associated with trip.

**AESHM 211: Leadership Experiences and Development (LEAD)**  
(3-0) Cr. 3. F.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. Alt. S., offered even-numbered years.

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 238: Human Resource Management**  
(3-0) Cr. 3. F.S.

*Prereq: A M D 275 or AESHM 270, or AESHM 287 or concurrent enrollment; sophomore classification*

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

**AESHM 270: Supervised Work Experience II**  
Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS.

*Prereq: Minimum 2.0 GPA; Advisor permission; Sophomore classification*  
Supervised work experience with a cooperating firm or organization.

Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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; Advisor permission; Sophomore classification; 6 credits in AESHM or HSP M; Credits in AESHM 170*

Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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; Advisor permission; 6 credits in AESHM, HSP M, or EVENT*

Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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; Advisor permission; Sophomore classification; AMD major*

Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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. 2-3. Repeatable, maximum of 5 credits. F.S.

*Prereq: Application and instructor permission*

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 5 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 111. Sophomore classification. Good academic standing*  
Orientation to AESHM internship policies, professional expectations and responsibilities. Coursework includes career planning including entrepreneurship, internship search strategies and resources, résumés and cover letters, professional branding, portfolios, networking, interview skills, leadership skills, and ethical dilemmas in the workplace.

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

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

*Prereq: AESHM 111; 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 111; 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.

**AESHM 365: Event, Hospitality, and Retail Risk Management**

(3-0) Cr. 3. SS.

Overview and management of hazards and risks in the planning, design, operation, and evaluation stages of events, hospitality organizations, and apparel/retail environments.

**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: 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 Advisor; Junior classification*

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

**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 470: Supervised Professional Internship**

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

*Prereq: AESHM 311 (all majors); EVENT 271 (Event Management majors); AESHM 211 (Hospitality Management majors)*

Supervised work experience with a cooperating firm or organization, documentation of experience, and completion of an internship project. Coursework includes weekly self-reflection and topics related to current issues and career advancement. Employer/experience should be different from employer/experience used for AESHM 170 and AESHM 270. No more than 12 credits from AESHM 170, AESHM 270, and AESHM 470 may be applied toward graduation

**AESHM 470F: Supervised Professional Internship: Event Management**

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

*Prereq: Permission by application; Junior classification*

Supervised and structured practical industry work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. This course is offered for a grade. Maximum number of credits given in a semester is 6. 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/experience should be different than employer/experience for AESHM 170 and 270*

Supervised work experience with a cooperating firm or organization. Employer/experience for AESHM 470 or HSP M 470 should be different from employer/experience used for AESHM 170 and AESHM 270. 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 490H: Independent Study: Honors**

Cr. 2-4. Repeatable. F.S.SS.

*Prereq: Permission of Instructor; Full membership in Honors Program*

**AESHM 497: Cooperative Education**

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

*Prereq: Permission of Advisor; 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 501: Introduction to Scholarly Research for Graduate Students**

Cr. 1. F.S.SS.

Focus on the basics of developing scholarly research, including definition and purpose of research and the components of research reporting. Emphasis on standards for each section of research reports. Tips for research reporting and processes of research development. An introduction to ethical standards. Required of all new AESHM graduate students. Offered on a satisfactory-fail basis only.

**AESHM 502: Research Methods in Apparel, Events, and Hospitality**

(3-0) Cr. 3. SS.

*Prereq: Enrolled in graduate program*

Overview of research methods for qualitative, quantitative, and mixed methods. Topics include philosophical worldviews, the use of theory, and different research approach, design, methodologies, and procedures.

**AESHM 510: Quantitative Research Methods in Apparel, Events, and Hospitality**

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

*Prereq: STAT 587 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 512: Qualitative Research Methods in Apparel, Events, and Hospitality**

Cr. 3. Alt. SS., offered even-numbered years.

*Prereq: Graduate status*

Introduction to and hands-on experiences with a variety of qualitative research methods specific to apparel, events and hospitality research. Students will develop skills at research design, data, collection, analysis, and write-up for qualitative inquiry.

**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 579: Data Analytics for Apparel, Event, and Hospitality Management**

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

*Prereq: STAT 587 or equivalent (AESHM 510, HD FS 503) or permission of instructor*

Business analytics is a process of transforming data into meaningful insights and actionable results in the context of decision making and problem solving. Review of the data-related challenges apparel, event, and hospitality organizations confront and the importance of data analytics in making critical management decisions. Basic analytic techniques including data management, analysis, interpretation, and visualization and analyze case studies that successfully deployed these techniques.

**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: 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.

**AESHM 670C: Teaching Practicum: Event Management**

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

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

This practicum is designed to provide event management graduate students (the graduate instructor) with experience in instructional planning, management, and systematic delivery of designed instruction for event undergraduate courses. Proposal must be approved semester before placement.

**Courses primarily for undergraduates:**

**A M D 121: Apparel Assembly Processes**

(2-4) Cr. 4. F.S.

Principles of garment and textile-related product assembly taught using industrial machines and production equipment. Construction techniques build in complexity in the development, assembly, and analysis of component parts and complete garments. Concurrent enrollment in A M D 204 recommended.

**A M D 131: Fashion Products and Markets**

(3-0) Cr. 3. F.

Fashion industry from concept to consumer. Focus on fashion-driven consumer goods. Development and prototyping of fashion products for a target market.

**A M D 165: Dress, Appearance, and Diversity in U.S. Society**

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

Analyze foundational concepts and theories related to dress, identity, fashion, and culture and how they intersect with sex, gender, sexuality, beauty, attractiveness, disability, religion, race, and ethnicity with heightened attention to marginalized communities in the United States. Analyze the experiences and the role of fashion, clothing, dress, and/or accessories for identity development. Critique the social justice issues within the fashion system and identify the driving forces of transformative social justice change in the fashion system. Deconstruct one's personal values and positionalities in relation to fashion, clothing, dress, and/or accessories.

Meets U.S. Diversity Requirement

**A M D 178: Introduction to Apparel Design Studio**

(0-6) Cr. 3. F.S.

Introduction to the elements and principles of design in fashion and apparel including skill development in fashion illustration, technical drawing, and fabric rendering using traditional media. Application of written and verbal presentations to communicate fashion and apparel design concepts and terminology. Fashion presentation and introduction to portfolio development.

**A M D 204: Textile Science**

(3-2) Cr. 4. F.S.

*Prereq: A M D 131*

Textile fibers, yarns, fabrication, coloration, and finishes. Quality and performance application to textile products. Lab work included.

**A M D 206: Design Selective Advancement**

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

*Prereq: Completion or enrollment in A M D 121, A M D 131, A M D 165, A M D 178, and A M D 204 with subset 2.5 GPA, 2.0 cumulative GPA (including transfer work), and enrollment in major*

Project review and skill assessment related to 2-dimensional and 3-dimensional visualization, apparel assembly, basic product knowledge, design problem solving, illustration, textiles. Grade point averages are part of scoring process. Offered on a satisfactory-fail basis only.

**A M D 210: Computer Applications in Digital Design**

(2-2) Cr. 3. F.S.

*Prereq: A M D 245*

Applications of skills in Photoshop, Illustrator, InDesign, Google Sketch-up, Excel, and website development. Introduction to digital product design and line development. Focus on elements and principles of design. Introduction to digital portfolio development for design and merchandising. In-class demonstrations and online lectures.

**A M D 225: Patternmaking I: Drafting and Flat Pattern**

(1-4) Cr. 3. F.S.

*Prereq: A M D 121, A M D 204, A M D 206. Permission of instructor.*

Application of patternmaking tools and their functions, measurement techniques, pattern labeling, and patternmaking communication documents. Sloper drafting and flat pattern manipulation methods for women's apparel. Design and construction of original garments using drafted slopers and flat pattern manipulation methods to enable the analysis of fit.

**A M D 231: Product Development and Manufacturing**

(3-2) Cr. 4. F.S.

*Prereq: A M D 204*

Analysis of apparel product development, sourcing, and manufacturing processes. Focus on materials and specifications relative to quality, performance, cost, and price. Applications of software for PLM.

**A M D 245: Aesthetics and Brand Image**

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

*Prereq: A M D 131; A M D 165; credit or concurrent enrollment in A M D 204*

Elements and principles of design. Analysis of sensory, expressive, and symbolic aspects that build brand image, with a focus on fashion products and promotional settings.



**A M D 257: Museum Studies**

(3-0) Cr. 3. F.

*Prereq: Sophomore standing*

Overview of museums including history, functions, and philosophy. Collection and curatorial practices. Funding and governance issues. Hands-on object research and exhibit development. Required field trip.

**A M D 275: Retail Merchandising**

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

*Prereq: 3 credits in Math*

Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of apparel- and hospitality-related products, services, and experiences. Industry and market research, planning of new offerings, and development of promotional and competitive strategies for various retail formats.

**A M D 278: Fashion Illustration**

(0-6) Cr. 3. F.S.

*Prereq: A M D 178, A M D 210 or concurrent enrollment, A M D 245 or concurrent enrollment. Permission of instructor.*

Development of fashion plates and focused apparel lines/collections. Proficiency in drawing the fashion figure, technical drawings/flats, and apparel using a variety of media. Continuation of fashion presentation and portfolio development.

**A M D 288: Styling**

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

*Prereq: A M D 131; A M D 275*

Focus on the many facets of the styling profession, including commercial styling, editorial (magazine) styling, personal style consultation, and red-carpet styling. Study of the practical requirements of the profession and the importance of an appropriate digital presence. Course will utilize a hands-on approach with lectures and projects.

**A M D 290: Independent Study**

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

*Prereq: Freshmen or Sophomore Classification; Permission of instructor, advisor, and department chair.*

Independent study on topics of special interest to the student, facilitated by approved faculty member. Total number of A M D 290 and A M D 490 credits applied to graduation cannot exceed 9 credits.

**A M D 290R: Independent Study: Professional Practice**

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

*Prereq: Freshmen or Sophomore Classification; Permission of instructor, advisor, and department chair.*

Experiences in teaching assistantship for first-year and second-year students. Total number of A M D 290 and A M D 490 credits applied to graduation cannot exceed 9 credits.

**A M D 305: Quality Assurance of Textiles and Apparel**

(Dual-listed with A M D 505). (2-2) Cr. 3. F.

*Prereq: A M D 204, A M D 231, one course in natural science; STAT 101, or STAT 226, or STAT 587*

Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality.

**A M D 310: Computer Aided Apparel Patternmaking**

(0-6) Cr. 3. F.S.

*Prereq: A M D 210, A M D 225; Permission of instructor.*

Introduction to the computer-aided patternmaking software related to pattern modification, pattern drafting, grading, marker making, and 3-D virtual fitting.

**A M D 321: Computer Integrated Textile and Fashion Design**

(0-6) Cr. 3. F.S.

*Prereq: A M D 210, A M D 278 or concurrent enrollment. Permission of instructor*

Analysis and advanced use of computer-aided design software for soft-good fabrication design for various target markets. Development of digital presentation for portfolio integration.

**A M D 325: Patternmaking II: Draping**

(0-6) Cr. 3. F.S.

*Prereq: A M D 206, A M D 225; permission of instructor.*

Principles of patternmaking through basic draping techniques. Application of draping techniques to sportswear and formal wear garments. Analysis of fit and design; problem solving and interaction of fabric characteristics with style features.

**A M D 328: Apparel, Merchandising, and Design Seminar**

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

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Maximum of 6 credits can be applied toward graduation.

**A M D 328T: Apparel, Merchandising, and Design Seminar: Fashion Trend Forecasting**

Cr. 1-3. F.S.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Maximum of 6 credits can be applied toward graduation.

**A M D 328Y: Apparel, Merchandising, and Design Seminar: Styling**

Cr. 1-3.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term. Maximum of 6 credits can be applied toward graduation.

**A M D 329: Digital Textile Printing for Apparel Design**

(2-2) Cr. 3. F.S.

*Prereq: A M D 321; A M D 325 or concurrent. Permission of instructor*

Overview of the use of digital printing in the textile and apparel industry, color matching, repeat print patterns, engineered prints, and creation of apparel prototypes.

**A M D 354: Euro-American Dress History: Prehistoric to Mid-19th Century**

(3-0) Cr. 3. F.

Survey of history of dress from ancient times up to the American Civil War; focus on European and North American dress. Emphasis on connection of dress to the social, cultural, environmental, and technological contexts of the Western world.

Meets International Perspectives Requirement.

**A M D 356: Euro-American Dress History: Mid-19th Century to the Present**

(3-0) Cr. 3. S.

Survey of major design and technological developments from the 1870s through the present. Emphasis on fashion as a system of design and production, culture of consumption, fashion change, and trends in art, society, and culture. A M D 204 recommended.

**A M D 362: Cultural Perspectives of Global Dress**

(3-0) Cr. 3. S.

Analysis of multiple factors related to dress in selected societies, including technology, cultural identity, aesthetics, social organization, ritual, stability and change. Applications to fair trade and social responsibility.

Meets International Perspectives Requirement.

**A M D 372: Sourcing and Global Issues**

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

*Prereq: A M D 231; A M D 275*

Evaluation of key issues facing textile and apparel industries in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability. ECON 101 or ECON 102 recommended.

Meets International Perspectives Requirement.

**A M D 375: Omni-Channel Retailing**

(3-0) Cr. 3. S.

*Prereq: 3 credits in marketing or A M D 275 or AESHM 287*

A customer-centric view of marketing with a focus on the retailer-customer relationship and omni-channel strategies. Analysis and evaluation of integrated retail applications and strategies using digital media, including store formats, e-commerce, catalog, mobile, crowdsourcing, and social media.

**A M D 376: Merchandise Planning and Buying**

(3-2) Cr. 4. F.S.

*Prereq: A M D 275; COM S 113; 3 credits from ACCT 284, MATH 104, MATH 105, MATH 140, MATH 150, or equivalent.*

Calculations and computer application in the planning and control of merchandise. Emphasis on retail math as it pertains to assortment planning, the six-month buying plan process, and other buying concepts and strategies. Online modules.

**A M D 377: Visual Presentation and Promotions**

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

*Prereq: A M D 210; (A M D 245 or AESHM 342); (MKT 340 or AESHM 340)*

Principles of visual aspects of brand development and management; emphasis on branding, visual merchandising, design/layout of retail spaces. Includes applications such as visual communication and documentation using Adobe Creative Suite(R), hands-on display projects, and brand case studies.

**A M D 388: Trend Forecasting**

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

*Prereq: A M D 204, A M D 245, A M D, 275, 3 credits from ACCT 284, MATH 104, MATH 105, MATH 140, MATH 150, or equivalent*

Explore many facets of fashion forecasting, including trend research, managing inspiration sources and trend ideas, product adoption, degrees of difference, and turning a fashion forecast into a buying plan. Applications of fashion forecasting will be examined, who does it and how it fits into various careers. The course will utilize a hands-on approach with lecture, discussion, and projects.

**A M D 393: Apparel, Merchandising, and Design Workshop**

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

*Prereq: A M D Junior or Senior Classification and Permission of Instructor.*

Intensive 2- to 8-week workshop exploration. Topics vary each time offered. Maximum of 6 credits applied to graduation.

**A M D 404: Innovative Textiles**

(Dual-listed with A M D 504). (2-2) Cr. 3. S.

*Prereq: A M D 204, CHEM 163 and CHEM 163L or equivalent*

Theories and principles of textile science. Textile product serviceability. Effect of fiber structure on properties and performance. New developments in textiles.

**A M D 415: Technical Design Processes**

(2-2) Cr. 3. F.

*Prereq: A M D 225; A M D 231*

Garment development and analysis of fit, performance, quality, cost. Exploration of alternative materials, construction methods, grading; specifications and portfolio development.

**A M D 426: Creative Design Processes**

(1-4) Cr. 3. S.

*Prereq: A M D 206, A M D 321, A M D 325 or concurrent*

Exploration of the creative apparel design process and sources of inspiration with emphasis on activist design, wearable art; experimentation of advanced design problem solving, alternative materials, fabric manipulation, and pattern-making techniques.

**A M D 431: Apparel Production Management**

(2-2) Cr. 3. S.

*Prereq: A M D 231; A M D 372*

Procedures and experiences related to application and use of process controls: method analysis, work measurement, costing, pricing, and production planning. Resource management, technology applications, and quality assurance. A M D 121 recommended.

**A M D 458: Queer Fashions: History, Culture, and the Industry**

(Dual-listed with A M D 558). (Cross-listed with WGS, WGS). (3-0) Cr. 3. Alt. S., offered even-numbered years.

Focus on analyzing the dressed and undressed body of individuals in the queer and trans communities in various cultural contexts with a focus on material culture. Examine concepts related to gender and sexuality and the changing definitions and representations of individuals who identify in the queer and trans communities focusing on appearance, fashion, and the body. Historic and current representations of fashion, styles, and appearances will be analyzed and discussed. Attention to how sexuality and gender intersect with and shape other identities including race, ability, body size, and class. Examine the complex structures, systems, and ideologies that uphold discrimination and inequitable distribution of power and resources as related to the course material. Attention will mostly be given to North American perspectives. We will use material culture to explore how objects related to fashioning the body reveal lived experiences about the owners and consumers.

Meets U.S. Diversity Requirement

**A M D 467: Consumer Studies in Apparel and Fashion Products**

(3-0) Cr. 3. F.

*Prereq: A M D 165; (AESHM 340 or MKT 340); (STAT 101 or STAT 104 or STAT 226)*

Application of concepts and theories from the social sciences to the study of consumer behavior related to dress, textile and apparel products, and retail experiences. Experience in conducting consumer research.

**A M D 475: Retail Analytics**

(2-2) Cr. 3. F.S.

*Prereq: A M D 376*

Evaluation of information needed to make effective retail decisions. Use of technology in analyzing and interpreting retail systems data. Application of concepts related to forecasting, consumer demand, assortment planning, market research, data mining, database interface, pattern recognition, supply-chain/logistics management, retail technology applications.

**A M D 490: Independent Study**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair*

Independent Study. Maximum of 9 credits of both A M D 290 and A M D 490 can be applied toward graduation.

**A M D 490A: Independent Study: Textile Science**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair***A M D 490B: Independent Study: Historical, Cultural, and Museum Studies of Dress and Textiles**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair***A M D 490C: Independent Study: Textile and Apparel Design**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair***A M D 490E: Independent Study: Merchandising, Aesthetics, and Entrepreneurship**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair***A M D 490F: Independent Study: Sociological, Psychological, and Consumer Behavioral Aspects of Dress**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair***A M D 490H: Independent Study: Honors**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair*

**A M D 490J: Independent Study: Product Development, Innovation, and Sourcing**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair*

**A M D 490R: Independent Study: Professional Practice**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair.*

**A M D 490S: Independent Study: Production and Quality Assurance**

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

*Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair*

**A M D 490W: Independent Study: Fashion Show, Fashion Public Relations and Marketing**

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

*Prereq: Prereq: 6 credits in A M D. Permission of the instructor, advisor, and department chair*

**A M D 495: Senior Design Studio**

(Dual-listed with A M D 595). (0-6) Cr. 3. F.

*Prereq: A M D 310, A M D 325 and A M D 329. Permission of instructor.*

Creation of an apparel line from target market research to prototypes through the use of manual techniques and CAD technologies. The line is to be included in a professional portfolio and pieces submitted to a juried exhibition.

**A M D 496: Soft-Goods Product Development and Prototyping**

(3-0) Cr. 3. S.

*Prereq: A M D 231, A M D 245, A M D 275, A M D 321*

Capstone soft-good innovative product development course focusing on product development through design thinking and practice. Applying consumer, aesthetic, and quantitative trend information to develop value-added soft-good products and product lines for diverse target markets. Integrated course with industry partner(s) with development of a prototype and presentation for portfolio integration.

**A M D 499: Undergraduate Research**

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

*Prereq: Senior classification, 15 credits in A M D. Permission of instructor, advisor, and department chair*

Research experience in textiles and clothing with application to a selected problem.

**Courses primarily for graduate students, open to qualified undergraduates:**

**A M D 504: Innovative Textiles**

(Dual-listed with A M D 404). (2-2) Cr. 3. S.

*Prereq: A M D 204, CHEM 163 and CHEM 163L or equivalent*

Theories and principles of textile science. Textile product serviceability. Effect of fiber structure on properties and performance. New developments in textiles.

**A M D 505: Quality Assurance of Textiles and Apparel**

(Dual-listed with A M D 305). (2-2) Cr. 3. F.

*Prereq: A M D 204, A M D 231, one course in natural science; STAT 101, or STAT 226, or STAT 587*

Principles of product and materials evaluation and quality assurance. Developing specifications and using standard practices for evaluating materials, product characteristics, performance, and quality.

**A M D 510: Foundation of Scholarship in Apparel, Merchandising, and Design**

(3-0) Cr. 3. F.

*Prereq: Graduate classification or permission of instructor*

Overview of scholarship in apparel, merchandising, and design with emphasis on current and future directions. Fundamentals of writing literature reviews. Examination of ethical issues in scholarship and academic life. Introduction to creativity, sustainability, and entrepreneurship.

**A M D 521: Digital Technologies in Textile and Apparel**

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

*Prereq: Research Methods course. Permission of instructor.*

Digital technologies in textile and apparel design. Theories and practices connected to technology in apparel fields. Technologies explored in this class may include digital textile design and printing, 3D body scanning, avatar development for digital fitting or other advanced technologies used in the textile and apparel industries.

**A M D 525: Experimental Patternmaking**

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

*Prereq: AMD 121 or equivalent, AMD 225 or equivalent, AMD 510 or taking concurrently, permission of instructor*

Research, analyze, and apply experimental patternmaking techniques to original garments suitable for entry into a juried competition/exhibitions. Compare, contrast, and organize a framework of research patternmaking principles through content analysis or other appropriate research techniques. Documentation of learning and design process.

**A M D 539: Digital Textile Design and Theory**

Cr. 3. Repeatable. Alt. S., offered even-numbered years.

Focus on artisanal textile, apparel, or surface and structural design techniques. Design processes for specialty fabrics and markets. Topics vary by term.

**A M D 545: Consumer Experience and Retail Branding**

(3-0) Cr. 3. Alt. S., offered even-numbered years.

*Prereq: One course in design elements and principles, psychology, consumer behavior, or marketing*

Examination of hedonic nature of consumer experience and its application to experiential design and branding of retail/hospitality establishments. Emphasis on consumer behavior, environmental psychology, and marketing literature.

**A M D 554: Dress History Research Methods**

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

Using a variety of sources and methods of analysis, students will develop their ability to read and interpret primary and secondary sources and to understand the methodology underpinnings and process of constructing dress history.

**A M D 558: Queer Fashions: History, Culture, and the Industry**

(Dual-listed with A M D 458). (3-0) Cr. 3. Alt. S., offered even-numbered years.

Focus on analyzing the dressed and undressed body of individuals in the queer and trans communities in various cultural contexts with a focus on material culture. Examine concepts related to gender and sexuality and the changing definitions and representations of individuals who identify in the queer and trans communities focusing on appearance, fashion, and the body. Historic and current representations of fashion, styles, and appearances will be analyzed and discussed. Attention to how sexuality and gender intersect with and shape other identities including race, ability, body size, and class. Examine the complex structures, systems, and ideologies that uphold discrimination and inequitable distribution of power and resources as related to the course material. Attention will mostly be given to North American perspectives. We will use material culture to explore how objects related to fashioning the body reveal lived experiences about the owners and consumers.

Meets U.S. Diversity Requirement

**A M D 565: Sustainability: Theory and Practical Application**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: 3 credits in research methods; basic knowledge of apparel industry and product development; permission of instructor.*

Overview of current sustainability theory, research, and methodology. Emphasis on the evaluation and discussion of current sustainability literature and sustainable practice of apparel, textiles, and related products and services through people, processes, and the environment. Development and presentation of original scholarly and creative design work under various sustainability frameworks.

**A M D 567: Consumer Behavior and Apparel**

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

*Prereq: A M D 467 or MKT 447; STAT 401*

Application of concepts and theories from the social sciences to the study of consumer behavior. Experience in conducting research; manuscript writing.

**A M D 572: Sourcing and Global Issues**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: A course in merchandising, marketing, or economics*

Evaluation of textile and apparel industries in global markets considering ethical, economic, political, social, and professional implications. Sourcing strategies in a global environment. Corporate and consumer social responsibility and sustainability. Experience in conducting research using secondary data.

Meets International Perspectives Requirement.

**A M D 576: Industry Applications in Merchandising and Management**

(3-0) Cr. 3. Alt. S., offered even-numbered years.

*Prereq: A M D 376 or equivalent; A M D 275 or equivalent; or permission of instructor*

Using the case study method, students apply merchandising theory, principles, and practices to industry scenarios. Emphasis on problem solving, creative thinking, data analysis, and data interpretation involved in business operations. Focus on the development of leadership skills while functioning in small and large groups.

**A M D 577: E-Commerce for Apparel and Hospitality Companies**

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

*Prereq: Course in marketing or permission of instructor*

Analysis of technology and consumer trends, industry practices, and marketing strategies for e-commerce including big data, data mining, and social media. Evaluation and development of apparel or hospitality company websites. Theory application to the development of multi-channel business strategies.

**A M D 578: Social Network Analysis**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: STAT 587 or equivalent*

Introduction to social network related theories, practices and analyses. Visualize and analyze social structures, formed from social relationships, interactions, communications, and social media activities. Explore methods for social network data collection and data management, including application on big data. Practical guidelines on conducting SNA research in social science contexts, including applying SNA with big data.

**A M D 590: Special Topics**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590A: Special Topics: Textile Science**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590B: Special Topics: Historical, Cultural, and Museum Studies of Dress and Textiles**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590C: Special Topics: Textile and Apparel Design**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590E: Special Topics: Merchandising, Aesthetics, and Entrepreneurship**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590F: Special Topics: Sociological, Psychological, and Consumer Behavioral Aspects of Dress**

Cr. arr. Repeatable.

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590J: Special Topics: Product Development, Innovation, and Sourcing**

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

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590S: Special Topics: Production and Quality Assurance**

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

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 590W: Special Topics: Fashion Show, Fashion Public Relations and Marketing**

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

*Prereq: Permission of director of graduate education, advisor, and instructor(s)*

Individually designed A M D-related projects that reflect the special interests of the student.

**A M D 595: Senior Design Studio**

(Dual-listed with A M D 495). (0-6) Cr. 3. F.

*Prereq: A M D 310, A M D 325 and A M D 329. Permission of instructor.*

Creation of an apparel line from target market research to prototypes through the use of manual techniques and CAD technologies. The line is to be included in a professional portfolio and pieces submitted to a juried exhibition.

**A M D 599: Creative Component**

Cr. arr. Repeatable.

*Prereq: 9 graduate credits in A M D*

**Courses for graduate students:**

**A M D 611: Seminar**

Cr. 1-3. Repeatable.

*Prereq: 6 graduate credits in A M D. Permission of instructor*

Discussion of scholarship and current issues. Topics vary.

**A M D 625: Design Theory and Process**

(2-4) Cr. 4. Alt. S., offered even-numbered years. Alt. SS., offered even-numbered years.

*Prereq: Permission of instructor.*

Analysis and application of design theory and creative processes, including strategies for solving aesthetic, functional, and/or technology-focused design problems. Creation and dissemination of design scholarship.

**A M D 665: Cultural and Social Science Theories in Fashion Studies**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

Analysis of cultural and social science theories, concepts, frameworks, and epistemologies applicable to fashion, style, and dress research.

Emphasis on qualitative research, theoretical interpretation, and theory development. Example theories examined include Black feminist theories, critical race theory, feminist queer crip, tribalcrit, symbolic interaction, and semiotics. Collection, analysis, and interpretation of qualitative data.

**A M D 676: Merchandising Theory and Research Applications**

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

*Prereq: A M D 275 or equivalent; statistics course recommended.*

Review of current merchandising theory, research, and methodology. Emphasis on the evaluation and discussion of current and seminal merchandising literature, understanding research processes, interpretation of findings, assessing implications of research for future directions in merchandising, and the development and presentation of original scholarly work.

**A M D 690: Advanced Topics**

Cr. arr. Repeatable.

*Prereq: Enrollment in doctoral program, permission of instructor; and approval of D.O.G.E*

**A M D 699: Research**

Cr. arr. Repeatable.

**Courses primarily for undergraduates:****EVENT 171: Introduction to Event Management**

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

Overview of the event management industries. Techniques and procedures required for designing and implementing successful events.

**EVENT 203: Event Management Sophomore Mentorship**

(1-2) Cr. 2.

*Prereq: Sophomore classification; AESHM 111; EVENT 171; by application only*

Event Management sophomore students will be paired with a professional mentor in the event industry. Students will meet in the class and individually with their professional mentor throughout the spring semester. Students will be assessed on their experience through reflection, presentation, and mentor evaluation.

**EVENT 212: Digital Production in Event Management**

(2-2) Cr. 3. F.S.

Applications of skills in Adobe Suite and other software technologies. Introduction to design elements used within the event management industry with a focus on digital publishing of marketing and promotional materials, wayfinding, and other stationery items. Face-to-face lecture and laboratory work.

**EVENT 277: Introduction to Digital Promotion in Event Management**

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

*Prereq: EVENT 171 or HSP M 101 or A M D 131*

Event management digital channels and platforms, including display advertising, search advertising, social media, and mobile. Students will be introduced to the most popular event management platforms as well as digital event management topics of visual marketing, digital media planning, and content marketing.

**EVENT 290: Independent Study**

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

*Prereq: Freshman or Sophomore Classification. Permission of instructor, advisor, and department chair.*

Independent study on topics of special interest to the student, facilitated by approved faculty member. No more than 9 credits of EVENT 290 and EVENT 490 may be applied towards graduation requirements.

**EVENT 328: Incentive Meeting Management**

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

*Prereq: EVENT 171; Event Management major or minor*

Overview of the incentive meeting industry. Focus on incentive meeting planning, destination selection, program development, risk management, cultural aspects of destination, incentive meeting execution, and incentive meeting evaluation.

**EVENT 333: Entertainment Venue Management**

(3-0) Cr. 3. F.

*Prereq: EVENT 171; Event Management major or minor*

Organization and management of various types of entertainment venues including clubs, theaters, auditoriums, and arenas.

**EVENT 367: Event Sales**

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

*Prereq: EVENT 171; (AESHM 340 or MKT 340)*

Overview of sales marketing management in the event industry and highlights of the role of the professional event sales manager in the marketing process. As an event professional, students will identify best sales practices to develop their personal selling style, to build on their strengths, and to create a referral business that delivers results. Principles covered include evaluation of characteristics and skills necessary for success in sales; strategic planning; sales leadership; analyzing customers and markets; designing and developing the sales force; recognize the importance of relationship building; process management; and measurement, analysis, and knowledge management.

**EVENT 371: Conference and Meeting Planning**

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

*Prereq: EVENT 171; Sophomore classification*

Application of event management principles to conference and meeting planning. Providing a comprehensive introduction to the key planning elements of the global conference, convention and meetings.

**EVENT 373: Wedding Planning and Management**

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

*Prereq: EVENT 171; Event Management major or minor*

Overview of wedding event industry. Focus on wedding planning processes and implementation, design, and business planning and development.

**EVENT 378: Sustainable Event Management**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

*Prereq: Event Management major/minor only*

Introduction to organizing sustainable events. Discussion of the business case for sustainability in the events industry, as well as practical solutions for reducing environmental and social impacts in accordance with the United Nations Sustainable Development Goals (SDG).

**EVENT 379: Nonprofit Fundraising Event Planning**

(3-0) Cr. 3. F.

*Prereq: EVENT 171; Event Management major or minor*

Foundation of the principles and practice of event fundraising. Opportunity to apply fundraising concepts and techniques by developing a plan for own, or a nonprofit organization.

**EVENT 383: Sports Event Management**

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

*Prereq: EVENT 171; Event Management major or minor*

A comprehensive overview of sports and recreation competitions, events, and facilities. Best practices in sports event management, sports organizations, and franchises across the industry. In depth look at athlete and guest services, game day operations, marketing, sponsorship, and post-competition.

**EVENT 393: Event Management Workshop**

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

*Prereq: EVENT Junior or Senior classification; Permission of Instructor*

Topics vary each time offered. Maximum of 6 Event 393 credits can be applied to graduation.

**EVENT 423: International Meetings and Conferences Management**

(3-0) Cr. 3.

*Prereq: EVENT 171; EVENT 371*

A comprehensive understanding of the strategies, procedures and nuances of planning and executing multinational and multicultural meetings, expositions, conventions or events held outside of the United States. The international aspects that will be covered include planning, budgeting, logistics, venue selection, risk management, and cross-cultural understanding.

Meets International Perspectives Requirement.

**EVENT 471: Special Events Coordination**

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

*Prereq: EVENT 171; EVENT 371; Junior classification*

Advanced application of event management - hands-on special event planning experience, an understanding of how events are managed, and confidence in the researching, planning, coordinating, marketing, management, financial management, wayfinding and evaluation of special events.

**EVENT 485: Event Production**

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

*Prereq: EVENT 371; Event Management major*

Event management production and design elements, including experience design, stakeholder relations, risk management, fundraising and sponsorship, promotion, developing objectives, and evaluation and assessment.



**EVENT 486: Advanced Event Production**

(0-6) Cr. 3. Repeatable, maximum of 6 credits. F.

*Prereq: EVENT 371; EVENT 485; Event Management major*

Advanced application event management. Provide leadership and direction for production of an event including vendor and stakeholder relations, budget management, publicity, advertising, choreography, staging, lighting, and food. Maximum of 6 credits may be applied toward graduation. Maximum of 6 credits can be applied toward graduation

**EVENT 490: Independent Study**

Cr. arr. Repeatable.

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

Independent study.

**EVENT 490B: Independent Study: Conferences**

Cr. arr. Repeatable.

*Prereq: Program approval*

Independent study.

**EVENT 490C: Independent Study: Special Events**

Cr. arr. Repeatable.

*Prereq: Program approval.*

Independent study.

**EVENT 490D: Independent Study: Event Management**

Cr. arr. Repeatable.

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

Independent study.

**Courses primarily for graduate students, open to qualified undergraduates:****EVENT 531: Event Business Research Essentials**

(3-0) Cr. 3. F.

*Prereq: permission of instructor*

Event leaders must understand how to apply the most appropriate tools and methods to accomplish the event's business objectives. Exploration of the knowledge and skills necessary to address the rapidly growing demand for a systematic approach to event business research and its application to strategic decision making. Examination of case studies, primary and secondary sources of information, as well as research design, measurement, sampling, data collection, processing, analysis, and interpretation.

**EVENT 561: Advanced Topics in Event Management**

(3-0) Cr. 3. S.

*Prereq: permission of instructor*

Advanced meeting and event planning topics including event strategy, event risk and security management, event financial management, event design, event project management, and event tourism strategy.

**EVENT 577: Advanced Social Media Marketing in Event Management**

(3-0) Cr. 3. F.

*Prereq: permission of instructor*

Project-based course that includes analyzing relevant literature in social media and developing, implementing, and assessing an integrated social media marketing strategy in the event planning business marketing plan. Perspective on digital/social/mobile marketing to appreciate its true value to consumers, to managers, and to other corporate stakeholders.

**EVENT 578: Advanced Event Sustainability Management**

(3-0) Cr. 3. Alt. S., offered even-numbered years.

*Prereq: permission of instructor*

Examination of the critical area of sustainability and the reasons why event businesses must prioritize it if they are to succeed. Many people mistakenly believe that sustainability is synonymous with 'green' and is solely concerned with the environment. This is incorrect, as true business sustainability considers both societal and economic factors, as it encompasses both the impact on societal stakeholders (consumers and employees) and the profit required to sustain a business. Examine how contemporary human societies can adapt to global change and build healthier systems.

**EVENT 590: Special Topics**

Cr. 3. F.S.

*Prereq: Graduate level standing; permission of instructor*

Topics in event management.

**EVENT 599: Creative Component**

(3-0) Cr. 3.

*Prereq: Graduate level standing*

Creative component as arranged with instructor.

**Courses for graduate students:****EVENT 634: Theory and Research Seminar in Event Management**

(3-0) 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, and event tourism.

**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 133: Food Safety Certification**

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

Introduction to safety and sanitation principles in foodservice operations. Characteristics of food, supplies, and equipment as related to quality, sanitation, and safety are discussed. Application of sanitation principles in restaurants are covered as well. Students must pass a National Sanitation Certification Examination to receive credit. Offered on a satisfactory-fail basis only.

**HSP M 201: Casino Management I**

(3-0) Cr. 3. F.

An overview of the casino 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 225: Introduction to Food Service Operations**

(3-0) Cr. 3. S.

Introduction to food service operations within the hospitality and event industry. Management concepts, distinct features, sustainability, current issues, and trends.

**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.

**HSP M 248: Introduction to Senior Living Management**

(3-0) Cr. 3. F.

Survey course provides a comprehensive overview of the history, current issues, and future trends of the senior living industry. Basics about major aspects of senior living management.

**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 280: Non-Alcoholic Beverages and Café Operations**

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

*Prereq: Credit or concurrent enrollment in HSP M 133*

Advanced knowledge, preparation, and service of non-alcoholic beverages applied for café operations.

**HSP M 289: Contemporary Club Management**

(3-0) Cr. 3. 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, advisor, 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 301: Hospitality Revenue Management**

(3-0) Cr. 3. F.

An overview of the revenue management in the lodging and food service industry will be provided. Emphasis will be placed on the application of analytical and forecasting techniques to formulate and implement pricing strategies in responses to daily operation complexities.

**HSP M 315: Hospitality Law**

(3-0) Cr. 3. S.

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**

(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 concurrent enrollment in HSP M 380 and HSP M 380L); 3 credits MATH; HSP M 230*

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 concurrent enrollment in HSP M 101*

Introduction to functional department activities and current issues of lodging organizations with emphasis on front office operations and guest services including reservation activities, forecasting, and auditing exercises.

**HSP M 358: Economics for Senior Living Management**

(3-0) Cr. 3. F.

*Prereq: HSP M 248*

Overview of supply and demand, product/service development, consumption, and financials of the senior living industry from a management perspective.

**HSP M 380: Food Production Management**

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

*Prereq: HSP M 133 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 food production management including menu planning, costing, work methods, food production systems, quality control, and service.

**HSP M 380L: Food Production Management Experience**

(1-6) Cr. 3. F.S.

*Prereq: HSP M 133 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 food production and service management principles and procedures in the program's foodservice operation. Filed trip.

**HSP M 383: Wine and Spirits in Hospitality Management**

(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 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: Wine, Spirits, and Mixology Laboratory in Hospitality Management**

(1-2) Cr. 2. F.S.

*Prereq: Must be at least 21 years old.*

The application of the management principles and procedures related to the sale and service of alcohol, specialty beverages, and cocktails served in the beverage and hospitality industry. Beverage tasting and sensory analysis of products commonly served in the beverage industry. Field trip.

**HSP M 385: Beer and Brewed Beverages in Hospitality Management**

(2-0) Cr. 1. F.S.

*Prereq: Must be at least 21 years old*

Introduction to history and methods of production for a variety of beer, cider, perry, mead, sake and other brewed alcoholic beverages. Beverage tasting and sensory analysis; product knowledge; and service techniques related to the beverage and hospitality industry. Field trip. 8-week course.

**HSP M 391: Foodservice Systems Management I**

(3-0) Cr. 3. F.

*Prereq: Credit or concurrent enrollment in HSP M 380 and 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 operations: procedures for controlling food and labor variable costs. Application of principles related to food product selection, specification, purchase, and storage in health care and other onsite operations. Interpretation and application of financial records. 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 major; Junior or Senior Classification; 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 420: Fairs and Festivals Management**

(3-0) Cr. 3.

*Prereq: HSP M 320*

Examine current issues within fairs and festivals. Emphasis placed on the evolution of exhibitions to modern day fairs and festivals, along with the processes necessary for operating fairs and festivals.

**HSP M 433: Hospitality Financial Management**

(3-0) Cr. 3. S.

*Prereq: ACCT 284; ECON 101; HSP M 333; credit or concurrent enrollment in STAT 101*

Fundamental concepts and issues in hospitality finance and investment. Application of financial statement analysis, accounting ratio analysis, and financial instruments in management decision-making.

**HSP M 437: Hospitality Technology Applications**

(3-0) Cr. 3. F.

*Prereq: HSP M 101*

Introduction to hospitality technology. Emphasis will be placed on basic computer software and hardware components, property managements, point-of-sales systems; customer relationship management, selecting and purchasing computer systems, electronic distribution systems, and communication networks.

**HSP M 439: Advanced Hospitality Human Resource Management**

(3-0) Cr. 3. F.

*Prereq: AESHM 238*

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*

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: Strategic Management in Hospitality**

(3-0) Cr. 3. S.

*Prereq: AESHM 238 and AESHM 340; credit or concurrent enrollment in HSP M 433*

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**

Cr. 3. Repeatable. F.S.SS.

*Prereq: AESHM 270, AESHM 211, 9 credits in HSP M, and minimum 2.0 GPA; permission by application; junior or senior classification; employer/experience should be different than employer/experience used for AESHM 170 and AESHM 270*

Supervised work experience with a cooperating firm or organization, documentation of experience, and completion of an internship project. Coursework includes weekly self-reflection and topics related to current issues and career advancement. Employer/experience should be different than employer/experience used for AESHM 170 and AESHM 270. No more than 12 credits from AESHM 170, AESHM 270, and HSP M 470 may be applied toward graduation.

**HSP M 487: Fine Dining Management**

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

*Prereq: HSP M 380, HSP M 380L, and HSP M 133, or ServSafe(r) Certification*

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.

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 concurrent enrollment in (FS HN 101 or FS HN 272 or HSP M 233); FS HN 403; (FS HN 419 or FS HN 420)*

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. 1-3. Repeatable. F.SS.

Focus on teaching and research scholarship involving the hospitality industry.

**HSP M 506: Research Seminar in Hospitality Management**

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

Focus on current research in hospitality industry. Discuss research designs and methods commonly used in hospitality management research; Introduce research proposal development procedures.

**HSP M 533: Financial Decision Making in Hospitality Organizations**

(3-0) Cr. 3. Alt. S., offered odd-numbered years.

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 odd-numbered years.

*Prereq: AESHM 238*

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 even-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. S., offered even-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.

**HSP M 587: Fine Dining Management**

(Dual-listed with HSP M 487). (2-3) Cr. 3. F.

*Prereq: HSP M 380, HSP M 380L, and HSP M 133, or ServSafe(r) Certification*

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.

Meets International Perspectives Requirement.

**HSP M 590: Special Topics**

Cr. arr. Repeatable, maximum of 3 credits.

*Prereq: 9 credits in HSP M 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, and manuscripts.

**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. F., offered irregularly. Alt. SS., offered irregularly.

*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 irregularly. Alt. SS., offered irregularly.

*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. F., offered irregularly. Alt. SS., offered irregularly.

*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. S., offered irregularly. Alt. SS., offered irregularly.

*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. S., 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.

*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.