

HOSPITALITY MANAGEMENT

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

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

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

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

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

Student Learning Outcomes

Upon graduation, students should be able to:

1. Identify and apply the knowledge and skills necessary for hospitality and tourism operations
2. Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization

3. Demonstrate competence in the communication skills necessary for hospitality and tourism management
4. Formulate business decisions in hospitality and tourism management
5. Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry

UNDERGRADUATE STUDY

The program offers a Bachelor of Science degree in hospitality management. Coursework is planned to provide students with a general education plus professional preparation for supervisory and executive positions in hospitality organizations such as clubs, hotels, dining, theme parks, cruise lines, and casinos. Principles of business management are presented, as well as fundamentals of hospitality operations.

Graduates demonstrate leadership characteristics and make decisions based on integrating knowledge of financial, human resources, marketing, and operational principles for managing hospitality operations. They demonstrate best practices in meeting customer expectations and use of technology (e.g., Point-of-Sales systems, property management systems, and revenue management systems) to achieve operational efficiency and effectiveness.

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

The Bachelor of Science Degree

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

The program offers a **concurrent B.S. and M.S. degree** that allows students to obtain a B.S. and M.S. degree in hospitality management in *five* years. Application for admission to the Graduate College should be made in the junior year.

Minor in Hospitality Management

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

Minor in Beverage Management

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

must be completed prior to taking the course. All minor courses must be taken for a grade.

Curriculum in Hospitality Management

Administered by the Apparel, Events, and Hospitality Management Department. Leading to the Bachelor of Science degree.

The curriculum in Hospitality Management develops students as leaders for the hospitality professions.

A minor in Hospitality Management is available; see requirements under Hospitality Management, Courses and Programs.

Students majoring in Hospitality Management are required to earn C- or better in all AESHM and HSP M courses. Communication Proficiency Requirement: Grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

Degree Requirements

10 Communications and Library

ENGL 150	Critical Thinking and Communication (Grade of C or better required in ENGL 150)	3
ENGL 250	Written, Oral, Visual, and Electronic Composition (Grade of C or better required in ENGL 250)	3
LIB 160	Introduction to College Level Research	1
Select one (1) course:		3
COMST 211	Interpersonal Communication	
COMST 214	Professional Communication	
SP CM 212	Fundamentals of Public Speaking	
Total Credits		10

9-10 Natural Sciences and Mathematical Disciplines

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

MATH 104	Introduction to Probability	
MATH 105	Introduction to Mathematical Ideas	
MATH 140	College Algebra	
MATH 150	Discrete Mathematics for Business and Social Sciences	
MATH 160	Survey of Calculus	
FS HN 167	Introductory Human Nutrition and Health	3
Select one (1) course:		3-4
STAT 101	Principles of Statistics	
STAT 104	Introduction to Statistics	
Total Credits		9-10

9 Social Sciences

ECON 101	Principles of Microeconomics	3
Select two (2) courses:		6
HD FS 102	Human Development (Senior living management required to take this course)	
PSYCH 101	Introduction to Psychology	
SOC 134	Introduction to Sociology	
Total Credits		9

6 Humanities

AESHM 342	Aesthetics of Consumer Experience	3
Select one (1) course:		3
AF AM 201	Introduction to African American Studies	
AF AM 310	Africa to 1880	
AF AM 311	Africa under Colonial Rule	
AF AM 330	Ethnic and Race Relations	
AF AM 334	Africana Religions	
AF AM 335	Race, Ethnicity, and the US Criminal Justice System	
AF AM 347	Studies in African American Literature	
AF AM 350	Women of Color in the U.S	
AF AM 353	History of African Americans I	
AF AM 354	History of African Americans II	
AF AM 460	Seminar in African American Culture	
AF AM 473	Civil Rights and Ethnic Power	
A M D 257	Museum Studies	
A M D 354	Euro-American Dress History: Prehistoric to Mid-19th Century	
AM IN 210	Introduction to American Indian Studies	
AM IN 346	American Indian Literature	
ANTHR 201	Introduction to Cultural Anthropology	
ANTHR 202	Human Origins	
ANTHR 210	Introduction to Asian American Studies	
ANTHR 220	Globalization and Sustainability	
ANTHR 225	American Indians of Iowa	
ANTHR 230	Globalization and the Human Condition	
ANTHR 306	Culture and Interpretation	
ANTHR 307	Biological Anthropology	
ANTHR 308	Archaeology	
ANTHR 309	Introduction to Culture and Language	
ANTHR 313	Kinship and Marriage in a Global Perspective	
ANTHR 315	Archaeology of North America	
ANTHR 322	Peoples and Cultures of Native North America	
ANTHR 323	Topics in Latin American Anthropology	

ANTHR 323A	Latin American Anthropology: Violence and Memory	CL ST 376B	Classical Archeology: Archaic through Hellenistic Greece (ca 700-30 BCE)
ANTHR 323B	Latin American Anthropology: Social movements and Democracy	CL ST 376C	Classical Archaeology: Roman Archaeology (ca 1000 BCE-400 CE)
ANTHR 323C	Latin American Anthropology: Race, Class and Gender	CL ST 383	Greek and Roman Art
ANTHR 323D	Latin American Anthropology: Regional Focus	CL ST 383H	Greek and Roman Art: Honors
ANTHR 323E	Latin American Anthropology: Culture and Sport.	CL ST 384	Roman Italy: An Introduction
ANTHR 324	Health and Native American Communities	CL ST 385	Study Abroad: Roman Italy: Building the Empire
ANTHR 332	Current Issues in Native North America	CL ST 394	The Archaeology of Greece: An Introduction
ANTHR 332A	Current Issues in Native North America: Gender and Family	CL ST 395	Study Abroad: The Archaeology of Greece
ANTHR 332B	Current Issues in Native North America: Indigenous Ecologies and Geographies	CL ST 402	Greek Civilization.
ANTHR 332C	Current Issues in Native North America: Cultural and Political Movements	CL ST 403	Roman Civilization.
ANTHR 332D	Current Issues in Native North America: Regional Focus	CL ST 430	Foundations of Western Political Thought
ANTHR 336	Culture and Capitalism	COMST 101	Introduction to Communication Studies
ANTHR 340	Magic, Witchcraft, and Religion	COMST 210	Communication and U.S. Diversity
ANTHR 354	War and the Politics of Humanitarianism	COMST 211	Interpersonal Communication
ANTHR 369	Ancient Egypt	COMST 214	Professional Communication
Art History		COMST 218	Conflict Management
Classical Studies		COMST 301	Human Communication Theory
CL ST 273	Greek and Roman Mythology	COMST 310	Intercultural Communication
CL ST 273H	Greek and Roman Mythology: Honors	COMST 311	Relational Communication
CL ST 275	The Ancient City	COMST 313	Leadership Communication Theories
CL ST 310	Ancient Philosophy	COMST 314	Organizational Communication
CL ST 350	Rhetorical Traditions	COMST 317	Small Group Communication
CL ST 353	World Literature: Western Foundations through Renaissance	COMST 319	Communication Training and Development
CL ST 367	Christianity in the Roman Empire	COMST 325	Nonverbal Communication
CL ST 368	Religions of Ancient Greece and Rome	DANCE 270	Dance Appreciation
CL ST 369	Ancient Egypt	DANCE 360	History and Philosophy of Dance
CL ST 372	Greek and Roman Tragedy and Comedy	DSN S 183	Design in Context
CL ST 372H	Greek and Roman Tragedy and Comedy: Honors	Foreign Languages	
CL ST 373	Heroes of Greece, Rome, and Today	History	
CL ST 373H	Heroes of Greece, Rome, and Today: Honors	HD FS 240	Literature for Children
CL ST 374	Sex, Gender, and Culture in the Ancient Mediterranean World	INTST 235	Introduction to International Studies
CL ST 376	Classical Archaeology	L A 371	History of Modern Landscapes, 1750 to Present
CL ST 376A	Classical Archeology: Bronze Age and Early Iron Age Greece	Literature (Except ENGL 205)	
		MUSIC 102	Introduction to Music Listening
		MUSIC 302	Masterpieces of Music and Art in Western Culture.
		MUSIC 304	History of American Rock 'n' Roll
		MUSIC 383	History of Music I
		MUSIC 384	History of Music II
		N S 212	Seapower and Maritime Affairs
		PHIL 343	Philosophy of Technology
		Religious Studies	

THTRE 106	Introduction to the Performing Arts
THTRE 110	Theatre and Society
THTRE 465	Theatre History: Ancient to 19th Century
THTRE 466	Theatre History: 19th Century to Present
WGS 160	Gender Justice
WGS 201	Introduction to Women's and Gender Studies
WGS 203	Introduction to Lesbian Communities
WGS 205	Introduction to Queer Studies
WGS 210	Gender and Sexuality in American Pop Culture
WGS 301	International Perspectives on Women and Gender
WGS 307	Women in Science and Engineering
WGS 308	Write Like a Woman
WGS 320	Ecofeminism
WGS 321	Economics of Discrimination
WGS 323	Gender and Communication
WGS 325	Portrayals of Gender and Sexualities in the Media
WGS 327	Gender and Sexualities in Society
WGS 328	Sociology of Masculinities and Manhood
WGS 333	Women, Gender, and Leadership
WGS 336	Religion, Sex and Gender
WGS 338	Feminist Philosophy
WGS 339	Goddess Religions
WGS 344	Human Reproduction
WGS 345	Women and Literature: Selected Topics
WGS 346	Psychology of Women
WGS 350	Women of Color in the U.S.
WGS 352	Queer Literature
WGS 370	Studies in English Translation
WGS 374	Sex, Gender, and Culture in the Ancient Mediterranean World
WGS 380	History of Women in Science, Technology, and Medicine
WGS 385	Women in Politics
WGS 386	History of Women in America
WGS 401	Feminist Theories
WGS 402	Feminist Research in Action
WGS 422	Women, Men, and the English Language
WGS 425	Intersections of Race, Class and Gender
WGS 430	Gender and Consumer Culture
WGS 435	Gender, Globalization and Development
WGS 440	Gender Issues in Sports
WGS 450	Topics in Women's and Gender Studies
WGS 457	History of American Sexualities

WGS 494	Women/Gender in Art
Total Credits	6

18 Other Professional Courses

AESHM 111	Professional Development for AESHM	1
AESHM 111L	AESHM Program Orientation and Learning Community	1
AESHM 211	Leadership Experiences and Development (LEAD)	3
AESHM 311	Seminar on Careers and Internships	1
ACCT 284	Financial Accounting	3
FS HN 111	Fundamentals of Food Preparation	2
FS HN 115	Food Preparation Laboratory	1
AESHM 170D	Supervised Work Experience I: Hospitality	1
AESHM 270D	Supervised Work Experience II: Hospitality	2
HSP M 470	Supervised Professional Internship	3
Total Credits		18

40 Hospitality Management Professional Core

AESHM 238	Human Resource Management	3
AESHM 287	Principles of Management in Human Sciences	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
HSP M 101	Introduction to the Hospitality Industry	3
HSP M 133	Food Safety Certification	1
HSP M 230	Introduction to Hospitality Performance Analysis	3
HSP M 233	Hospitality Sanitation and Safety	3
HSP M 315	Hospitality Law ^{Spring}	3
HSP M 333	Hospitality Operations Cost Controls ^{Fall}	3
HSP M 352	Lodging Operations Management I ^{Fall}	3
HSP M 380	Food Production Management	3
HSP M 380L	Food Production Management Experience	3
HSP M 433	Hospitality Financial Management ^{Spring}	3
HSP M 455	Strategic Management in Hospitality ^{Spring}	3
Total Credits		40

8-9 Hospitality Management electives

Select from:		8-9
AESHM 180	First Year Student Field Study	
AESHM 222	Creativity on Demand ^{Spring}	
AESHM 281	Orientation to International Field Study	
AESHM 380	U.S. Field Study	
AESHM 381	International Field Study	
AESHM 421	Developing Global Leadership: Maximizing Human Potential ^{Spring}	
AESHM 474	Entrepreneurship in Human Sciences	

AESHM 479X	Data Analytics for Apparel, Events, and Hospitality Management	
A M D 375	Omni-Channel Retailing	
HSP M 201	Casino Management I ^{Fall}	
HSP M 225	Introduction to Food Service Operations ^{Spring}	
HSP M 248	Introduction to Senior Living Management	
HSP M 260	Global Tourism Management	
HSP M 280	Non-Alcoholic Beverages and Café Operations	
HSP M 289	Contemporary Club Management ^{Spring}	
HSP M 301	Hospitality Revenue Management ^{Fall}	
HSP M 320	Attractions and Amusement Park Administration ^{Spring}	
HSP M 358	Economics for Senior Living Management	
HSP M 383	Wine and Spirits in Hospitality Management	
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	
HSP M 385	Beer and Brewed Beverages in Hospitality Management	
HSP M 420	Fairs and Festivals Management	
HSP M 437	Hospitality Technology Applications ^{Fall}	
HSP M 452	Lodging Operations Management II ^{Spring}	
HSP M 487	Fine Dining Management ^{Fall}	
EVENT	Only 3 credits of EVENT courses may apply	
Total Credits		8-9

Primary Options:

Select one HSP M professional primary option from the following 6 choices:

BEVERAGE MANAGEMENT OPTION (9 cr.)

HSP M 280	Non-Alcoholic Beverages and Café Operations	3
HSP M 383	Wine and Spirits in Hospitality Management	2
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	2
HSP M 385	Beer and Brewed Beverages in Hospitality Management	1
Additional HSP M Elective Credit		1

FOODSERVICE MANAGEMENT OPTION (9 cr.)

HSP M 225	Introduction to Food Service Operations ^{Spring}	3
HSP M 280	Non-Alcoholic Beverages and Café Operations	3
HSP M 487	Fine Dining Management ^{Fall}	3
Total Credits		9

LODGING MANAGEMENT OPTION (9 cr.)

HSP M 301	Hospitality Revenue Management ^{Fall}	3
HSP M 437	Hospitality Technology Applications ^{Fall}	3
HSP M 452	Lodging Operations Management II ^{Spring}	3
Total Credits		9

SENIOR LIVING MANAGEMENT OPTION (9 cr.)

HSP M 248	Introduction to Senior Living Management	3
HSP M 358	Economics for Senior Living Management	3
HD FS 234	Adult Development	3
Total Credits		9

TOURISM AND ATTRACTIONS MGMT OPTION (9 cr.)

HSP M 260	Global Tourism Management	3
HSP M 320	Attractions and Amusement Park Administration ^{Spring}	3
HSP M 420	Fairs and Festivals Management	3
Total Credits		9

GENERAL HOSPITALITY MGMT OPTION (9 cr.)

Select nine (9) credits from the following: 9

HSP M 201	Casino Management I	
HSP M 225	Introduction to Food Service Operations	
HSP M 248	Introduction to Senior Living Management	
HSP M 260	Global Tourism Management	
HSP M 280	Non-Alcoholic Beverages and Café Operations	
HSP M 289	Contemporary Club Management	
HSP M 301	Hospitality Revenue Management ^{Fall}	
HSP M 320	Attractions and Amusement Park Administration ^{Spring}	
HSP M 383	Wine and Spirits in Hospitality Management	
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	
HSP M 385	Beer and Brewed Beverages in Hospitality Management	
HSP M 420	Fairs and Festivals Management	
HSP M 437	Hospitality Technology Applications ^{Fall}	
HSP M 452	Lodging Operations Management II ^{Spring}	
Total Credits		9

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

* Grade of C or better required in ENGL 150 Critical Thinking and Communication and ENGL 250 Written, Oral, Visual, and Electronic Composition

* Grade of C- or better required in all AESHM and HSP M courses.

* BIOL 101 Introductory Biology required if student has not completed high school biology.

* CHEM 160 Chemistry in Modern Society required if student has not completed high school chemistry.

* AESHM 175D Financial Applications for Retail and Hospitality Industries: Hospitality Management required if C+ or lower in MATH credits

9-11 Electives

123.0 Total credits

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

Hospitality Management, B.S.

Freshman

Fall	Credits	Spring	Credits
ENGL 150		3 HSP M 133	1
AESHM 111		1 ECON 101	3
AESHM 111L		1 Social Science Option	3
AESHM 170D		1 AESHM 211	3
HSP M 101		3 HSP M 233	3
FS HN 167		3 HSP M Elective Course	3
Social Science Option	3		
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		15	16

Sophomore

Fall	Credits	Spring	Credits
ENGL 250		3 MATH	3
LIB 160		1 FS HN 111 or 115	1-2
AESHM 287		3 HSP M 230	3
ACCT 284		3 HSP M "Option" Course	3
AESHM 340		3 General Elective	3
General Elective	3		
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		16	13-14

Junior

Fall	Credits	Spring	Credits	Summer	Credits
HSP M 333		3 AESHM 342		3 HSP M 470	3
HSP M 380		3 HSP M 315		3	
HSP M 380L		3 Statistics		3-4	
HSP M 352		3 HSP M "Option" Course		3	
AESHM 270D		2 HSP M Elective Course		3	
AESHM 311		1			
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		15		15-16	3

Senior

Fall	Credits	Spring	Credits
AESHM 238		3 HSP M 433	3
Speech or Communications Course		3 HSP M 455	3
HSP M "Option" Course		3 HSP M Electives Course	3
Humanities		3 General Elective Course	3-4
General Electives	3		
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		15	12-13

Total Credits: 120-123

US Diversity and International Perspectives Requirement:

Students in HSP M fulfill the US Diversity and International Perspectives Requirements by choosing 3 credits of coursework from each of the University-approved lists.

Note: This sequence is only an example. The number of credits taken each semester should be based on the individual student's situation. Factors that may affect credit hours per semester include student ability, employment, health, activities, and grade point consideration.

¹ BIOL 101 required if student has not completed high school biology

² When the 4-year plan indicates HSP M Group or General Electives, choice depends on courses available. However, you must have a total of 13-15 credits of HSP M electives and 11-17 credits of General Electives (HSP M courses may be taken to meet General Electives requirements).

³ CHEM 160 required if student has not completed high school chemistry

Hospitality Management Minor

A minor in Hospitality Management can be earned by successfully completing the following for a total of 15 credits. The minor must include at least six (6) credits in courses numbered 300 or above taken at ISU. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade. The Hospitality Minor requires students to complete HSP M 101, HSP M 133, and HSP M 233. The remaining 8 credits may be selected from any HSP M designated course, as well as AESHM 238, AESHM 287, AESHM 340, and AESHM 474.

The Hospitality Minor requires students to complete the following courses:

HSP M 101	Introduction to the Hospitality Industry	3
HSP M 133	Food Safety Certification	1
HSP M 233	Hospitality Sanitation and Safety	3
Total Credits		7

The remaining eight (8) credits may be selected from the following:

AESHM 238	Human Resource Management	3
AESHM 287	Principles of Management in Human Sciences	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
AESHM 474	Entrepreneurship in Human Sciences	3
HSP M 201	Casino Management I	3
HSP M 225	Introduction to Food Service Operations	3
HSP M 230	Introduction to Hospitality Performance Analysis	3
HSP M 248	Introduction to Senior Living Management	3
HSP M 260	Global Tourism Management	3
HSP M 280	Non-Alcoholic Beverages and Café Operations	3
HSP M 289	Contemporary Club Management	3
HSP M 301	Hospitality Revenue Management	3
HSP M 315	Hospitality Law	3
HSP M 320	Attractions and Amusement Park Administration	3
HSP M 352	Lodging Operations Management I	3
HSP M 358	Economics for Senior Living Management	3
HSP M 383	Wine and Spirits in Hospitality Management	2
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	2
HSP M 385	Beer and Brewed Beverages in Hospitality Management	1
HSP M 420	Fairs and Festivals Management	3
HSP M 433	Hospitality Financial Management	3

HSP M 437	Hospitality Technology Applications	3
HSP M 452	Lodging Operations Management II	3
HSP M 455	Strategic Management in Hospitality	3

Beverage Management Minor

The AESHM Department offers a minor in Beverages through the Hospitality Management program. The minor can be earned by successfully completing the following for a total of 15 credits. The minor must include at least six (6) credits in HSP M courses, six (6) credits in courses numbered 300 or above taken at ISU. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade. The Beverages Minor requires students to complete HSP M 101 and HSP M 133. The remaining 11 credits may be selected from any of the courses below.

The Beverage Management Minor requires students to complete the following courses:

HSP M 101	Introduction to the Hospitality Industry	3
HSP M 133	Food Safety Certification	1
Total Credits		4

The remaining eleven (11) credits may be selected from the following:

BBMB 120	The Biochemistry of Beer	2
BBMB 120L	Biochemistry of Beer Laboratory	1
HORT 276	Understanding Grape and Wine Science	3
FS HN 509	Sensory Evaluation of Wines	2
HSP M 280	Non-Alcoholic Beverages and Café Operations	3
HSP M 315	Hospitality Law	3
HSP M 383	Wine and Spirits in Hospitality Management	2
HSP M 383L	Wine, Spirits, and Mixology Laboratory in Hospitality Management	2
HSP M 385	Beer and Brewed Beverages in Hospitality Management	1
HSP M 420	Fairs and Festivals Management	3
HSP M 487	Fine Dining Management	3

Graduate Study

The Hospitality Management program offers work for the Master of Science and Doctor of Philosophy degrees in hospitality management. Graduates of the program are able to interpret trends and adapt operating practices of hospitality organizations to changing economic, social, political, technological, and environmental conditions. The Master's degree program is designed to prepare individuals for managerial and leadership positions in industry, business, and non-profit organization; teaching careers; and continued graduate study.

The doctoral program is designed to prepare individuals to teach in programs at the university level; provide leadership in non-profit organizations; and/or conduct advanced research at the corporate level or with research firms.

A degree in hospitality management is the usual background for graduate study; however, applicants with preparation in dietetics, business, or closely related fields are encouraged to apply. PhD applicants must have two (2) years of professional work experience in the field.

The Master of Science degree requires either a thesis or non-thesis (creative component) project. Students also are required to take three core courses out of the four offered in the core areas (human resources, financial management, marketing, and strategic management).

The PhD program requires a minimum of 72 credits, up to 30 of which may be applied from the Master's degree. All PhD students take a minimum of 15 research/dissertation credits.