HOTEL AND MOTEL MANAGEMENT (HMM)

HMM 105. Principles of Hospitality Management 3 Credits (3-0-0)
This course is a study of the principles of management and their applications to the hospitality industry. Emphasis is placed on
the functions of management, the newest principles of management, and tools of the modern manager. Upon completion,
students will be able to relate the basic principles of management to the hospitality field. Prerequisite: none.

HMM 106. Beverage Selection and Appreciation 3 Credits (2-0-3)
This course will provide students with a basic understanding of distilled and brewed spirits. Emphasis will be placed on
international wine producing areas and students will learn serving techniques and the basics of beverage etiquette. Upon
completion, students will have a basic knowledge of beverage production. Prerequisite: none.

HMM 183. Business Plan Development for Hospitality 1 Credit (1-0-0)
This course is an introduction to the basics of writing a business plan as it applies to the hospitality industry. The student will
gain an understanding of creating a business plan for a hospitality related business. Prerequisite: none.

HMM 241. Restaurant Service and Management 3 Credits (2-0-3)
This course is designed to introduce students to planning, organization, control and evaluation of restaurant operations. Topics
covered will be menu planning, restaurant layout and design, marketing and sales promotion, food and beverage control
procedures, and managing reservations and group bookings. Upon completion, students will be able to apply the learned techniques. Prerequisite: none.

HMM 252. Hotel, Restaurant, and Travel Law 3 Credits (3-0-0)
This course introduces the student to the many responsibilities that the law imposes upon the hospitality/travel business.
Emphasis is placed on examples of litigation in the travel industry. Upon completion, the student should understand safe and
sound rules to assist management in avoiding legal pitfalls and lawsuits. Prerequisite: none.

HMM 254. Hospitality Employment Law 1 Credits (1-0-0)
This course includes definitions of discrimination, the evolution of Equal Employment opportunity legislation, employment laws and court interpretations, major areas of abuse and litigation in hospitality operations, and the Americans with disabilities act. Prerequisite: none.

HMM 256. Labor Cost Control 1 Credits (1-0-0)
This course is an introduction to the basics of labor cost control in the hospitality industry. The student will gain an
understanding of labor cost considerations, performance standards and training methods for the hospitality industry. Prerequisite: none.

HMM 260. Human Resource Management 3 Credits (3-0-0)
This course is designed to provide students with a basic understanding of personnel management for the hospitality and travel
industry. Students will be introduced to forces affecting the labor market, scientific management and the service sector, the
importance of flexible employees and policies, and labor problems currently facing the industry. Upon completion, student should understand changing worker attitudes and values, federal and state legislation, the shrinking labor market, the changing demographics of the labor market, and the growing demands for better service. Prerequisite: None.

HMM 281. Current Topics in Hospitality Management 3 Credits (3-0-0)
This course is designed to introduce students to major topics currently influencing the management of hospitality operations.
Course topics include, but are not limited to, hospitality law, ethics, human resources management, hotel/food service
marketing, facilities management, cost control, information systems management, and customer service. Upon completion,
students will have an updated outlook on factors influencing the hospitality field. Prerequisite: none.
HOSPITALITY SERVICES MANAGEMENT (HSM)

HSM 123 A-D. Hospitality Field Experience 3 Credits (1-0-15)
This supervised field experience program puts student’s classroom knowledge into practical use. It provides a balance between theory and practice, allowing the student to experience various facets of the industry that are not always available in the classroom. This experience provides the opportunity to clarify career goals, assess strengths and weaknesses, and obtain, develop and practice skills necessary for future success. This experience is also crucial to job placement. Any weaknesses in the program of the student can be identified and corrected to insure better job placement and salaries. This course may be repeated for credit.
Prerequisite: None.

HSM 124 A-E. Food and Beverage Field Experience 3 Credits (0-0-15)
This supervised field experience puts a student’s classroom knowledge into practical use. It provides a balance between theory and practice, allowing the student to experience various facets of the industry that are not always available in the classroom. This experience provides the opportunity to clarify career goals, assess strengths and weaknesses, and obtain, develop and practice skills necessary for future success. This experience is also crucial to job placement. Any weaknesses in the program of the student can be identified and corrected to insure better job placement and salaries. This course may be repeated for credit.
Prerequisite: None.

HSM 140. Hospitality Industry Computer Systems 3 Credits (2-2-0)
This course presents an introduction to information systems used in the hospitality industry. Special focus will be on advances in the area of reservation systems, guest services, food and beverage management, hotel sales and hospitality accounting.
Through applied study with hospitality management examples, students will be introduced to industry-specific applications for word processing, database management, spreadsheets, and presentation software.
Prerequisite: None.

HSM 201. Event Planning and Management 3 Credits (1-0-6)
This course will provide students with an introduction to the management techniques necessary to successfully plan and execute hospitality functions. Students will learn the different front of the house service positions necessary to accomplish a successful dining experience through cross training at Frederic’s (Faulkner’s commercial dining room). Students will gain competency in the development of a business plan for a new restaurant or catering service. Menu planning and design will be introduced as a key component of developing and maintaining a successful hospitality organization. Upon completion, students will have a working knowledge of business plans, menu strategies and management tactics necessary to successfully plan hospitality events.
Prerequisite: None.

HSM 202. Food and Beverage Planning and Design 3 Credits (3-0-0)
This course is designed to introduce students to practical theory and methodology relating to the planning and design process of restaurant development. The focus of the course is to provide students with an understanding that the economic success of a restaurant depends greatly on sound facilities planning.
Prerequisite: None.

HSM 203. Lodging Operations Management 3 Credits (3-0-0)
This course is a study of lodging operations encompassing material from both the hotel and vacation rental segments of the hospitality and tourism industry. Particular emphasis will be given to front office operations including reservations, guest relations, association management, owner relations, and the interrelationships of property departments.
Prerequisite: None.

HSM 212. Restaurant Management 3 Credits (3-0-0)
This course is designed to expound on and integrate the elements of cost control, human resources management, marketing and service principles that are crucial to the success of a restaurant. Students will learn the skills necessary to manage a restaurant profitably with respect to the shrinking labor market and increased customer expectations of service.
Prerequisite: None.

HSM 214. Hospitality Sales 3 Credits (3-0-0)
This course is designed to provide students with a solid background in hospitality sales, advertising, and marketing. The main focus of the course is on practical sales techniques for selling to target markets.
Prerequisite: None.
HSM 222. Meeting and Convention Management 3 Credits (3-0-0)
This course defines the scope and segmentation of the convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention service. Prerequisite: None.

HSM 230. Property Management 3 Credits (3-0-0)
This course introduces students to physical operations management in the condominium/resort industry, including effective maintenance programs and routines, landscape operations, infrastructure, and superstructure planning. Students will also be introduced to the process of effective decision-making for physical plant and grounds purchasing, receiving, and maintenance. Upon completion, students will understand physical plant operations for condominium resorts. Prerequisite: None.

HSM 232. Event Logistics and Entertainment 3 Credits (3-0-0)
This course is designed to give students an introduction to venue planning and design as well as planning entertainment for fundraisers, festivals, meetings, and other events. Prerequisite: None.

HSM 234. Planning and Development of Leisure Programs and Festivals 3 Credits (3-0-0)
This course introduces students to the theory and practice of developing exciting and profitable leisure programs and festivals. Prerequisite: None.

HSM 236. Event Marketing 3 Credits (3-0-0)
This course introduces event-planning students to marketing theory as applied for various events to include festivals, concerts, leisure programs, sporting events, and meetings. Prerequisite: None.

HSM 250. Hospitality Marketing 3 Credits (3-0-0)
This course is designed to study the principles of marketing and promotion as they relate to the hospitality industry. Topics include promotional techniques, advertising, the organization of a lodging operation’s sales department and promotion of special events. Prerequisite: None.

HSM 265. Planning and Development of Tourism 3 Credits (3-0-0)
This course explores major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the development of the economy. Topics covered include introductory principles, study approaches, the importance of tourism, tourism history and careers, elements of tourism supply and demand, planning and development principles, marketing, research, regulation and deregulation, and government agencies affecting development. Upon completion, students will be able to analyze the impact of various facets of the tourism industry. Prerequisite: CUA101.

HSM 266. Resort Management 3 Credits (3-0-0)
The purpose of this course is to help students understand the unique characteristics of resort planning development, and management and to demonstrate how resort management principles and techniques can best be applied. Prerequisite: None.

HSM 281. Special Topics in Hospitality Management 3 Credits (3-0-0)
These courses provide specialized instruction in various areas related to hospitality services management. Emphasis is placed on meeting students’ needs. Prerequisite: None.