

HOSPITALITY MANAGEMENT (HMG T)

HMG T 101 Travel Industry I3 Credits

Introduction to tourism and its relationship to the business world, an overview of all sectors of business and the components of the travel, tourism, and hospitality industry. Travel methods, destination resorts, and other businesses which serve the traveler are evaluated. A requirement for all Hospitality Management students.

HMG T 102 Travel Industry II3 Credits

Evaluation of job opportunities in the travel, recreation, and hospitality fields. Travel trends, feasibility studies, and marketing techniques are analyzed. Students are provided an opportunity to make preparations and acquire skill instructions for work in the student's career objective. Field trips and visiting lecturers are included.

Prerequisites: HMG T 101 or permission of instructor.

HMG T 103 Travel and Tourism Marketing Techniques3 Credits

Interpretation of marketing problems, strategies, and techniques of industries engaged in serving the traveler, methods of identifying potential markets, preferences, and likely responses to promotional programs of private and governmental travel entities. Required of all Hospitality Management students. MARK 231 recommended for baccalaureate students.

Prerequisites: HMG T 101 or permission of instructor.

HMG T 199 Employment Concepts1 Credit

Introduction of the concepts of employment in conjunction with the internship experience. It will provide students with an opportunity to share their concerns with the instructor and other students, allow employers to discuss the internship with students and assist the student in developing his or her career goals. The student will enroll in this course the spring semester immediately preceding the summer they intend to do their HMG T 299 Internship.

Prerequisites: HMG T 101.

Course may be taken multiple times up to maximum of 6 credit hours.

HMG T 200 Management and Supervisory Skills for the Hospitality Industry3 Credits

Evaluates the supervisory and management processes through a comprehensive overview of how these processes relate to specific hospitality industry applications.

Prerequisites: HMG T 101 or permission of instructor.

HMG T 201 Management in the Travel Industry I3 Credits

An opportunity to explore operating techniques and problems of the major industries involved in tourism, travel, and hospitality through the eyes of the operating manager. Specific skills used within various industries are developed.

Prerequisites: HMG T 200 or permission of instructor.

HMG T 211 Travel Destinations3 Credits

For the individual who plans to work, study, or travel internationally including the professional who is, or plans to be, part of the travel industry. Life styles and current local aspects in foreign destinations are considered and guest lecturers are included. Open to all students but strongly recommended for Hospitality Management students.

HMG T 215 Computerized Reservations3 Credits

An introductory course providing an overview of operation of a computerized reservations system.

Prerequisites: HMG T 101 and HMG T 200.

HMG T 217 Hotel Operations3 Credits

Introductory course providing an overview of the operation of a hotel front office. This will include the use of the personal computer and state-of-the-art software for reservations, check-in, check-out, and creating the daily report.

Prerequisites: HMG T 101.

HMG T 218 Housekeeping Operations3 Credits

Comprehensive overview of managing housekeeping operations in the lodging industry including practical applications to industry segments and impact on capital expenditures.

Prerequisites: HMG T 101 or permission of instructor.

HMG T 241 Food and Beverage Operations3 Credits

Comprehensive overview of management processes in food and beverage operations including site visits and industry guest lecturers.

Prerequisites: HMG T 101 or permission of instructor.

HMG T 295 Independent Study1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

HMG T 296 Topics1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

HMG T 299 Internship1-12 Credits

Classroom studies combined with salaried work in an experience which relates to the student's career goal. Only for, and required of, Hospitality Management students. Credit not available through competency or challenge.

Prerequisites: HMG T 200, GPA of 2.00 or higher, or permission of instructor.

Course may be taken multiple times up to maximum of 6 credit hours.

HMG T 310 Travel and Tourism Marketing Techniques3 Credits

Interpretation of marketing problems, strategies, and techniques of industries engaged in serving the traveler. Study will include advanced methods of identifying potential markets, preferences and likely responses to promotional programs of private and public travel entities. Required of all Hospitality Management majors.

Prerequisites: HMG T 101, MARK 231 or permission of instructor.

HMG T 311 Experiential Travel3 Credits

Intensive course structured around faculty-led, short-term travel to selected destinations. Topics include economic, socio-cultural, environmental, legal-political, and technological influences on travel and tourism in business sectors.

Prerequisites: Junior standing.

Terms Typically Offered: Spring, Summer.

HMG T 350 Private and Commercial Recreation Systems3 Credits

Profit-based recreation industry, including managing the recreation enterprise, economic feasibility studies, small business entrepreneurship, market characteristics, professional opportunities, and trade association research and publications.

Prerequisites: HMG T 101 and MANG 201.

HMG T 351 Community Tourism Systems3 Credits

Community as a tourist destination area with concentration on identification of linkages between tourism industries and local economies, and the process of developing and managing park and recreation resources to serve the tourist.

Prerequisites: HMG T 101, HMG T 200, and MANG 201.

HMGT 352 Public Recreation Systems3 Credits

National and state outdoor recreation resource management systems including a variety of administrative tools applicable to operation and maintenance as well as comprehensive discussion of legislation, land use policy, forest recreation planning, and governmental designation programs.

Prerequisites: HMGT 101, HMGT 200, and MANG 201.

HMGT 370 Managing Quality Service3 Credits

Introduction of quality service management necessary for the overall management process to be successful. This course emphasizes a sound set of principles for service management with application to operations, marketing, and human resources. Practical applications, case studies and a service audit project are included.

Prerequisites: Junior standing.

Terms Typically Offered: Spring.

HMGT 371 Events Management3 Credits

Overview of the meetings and events industry including career opportunities. An applied approach is utilized in the planning, proposal and execution phases of event planning to support the academic course materials.

Prerequisites: HMGT 101 and HMGT 200.

Terms Typically Offered: Fall.

HMGT 396 Topics:1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

HMGT 400 Hospitality Security and Safety3 Credits

Individualized security programs. Security and safety equipment and procedures. Guest protection, asset protection, risk management, loss prevention, and OSHA regulations for lodging properties.

Prerequisites: BUGB 349.

HMGT 410 Hospitality Facilities Management3 Credits

Hotel or restaurant physical plant management. Interface with engineering and maintenance departments.

Prerequisites: HMGT 101 and HMGT 200, or permission of instructor.

HMGT 450 Strategic Hospitality Sales and Marketing3 Credits

Strategic and operating sales and marketing plans for hospitality properties. Includes development of a sales and marketing plan as a semester project.

Prerequisites: MARK 231 or permission of instructor.

HMGT 470 Hospitality Management Strategies3 Credits

Comprehensive overview of major hospitality industry management segments. Includes management strategies adapting to the rapidly changing hospitality industry environment.

Prerequisites: HMGT 101, HMGT 200, HMGT 410, HMGT 450, or permission of instructor.

HMGT 495 Independent Study1-3 Credits

Course may be taken multiple times up to maximum of 6 credit hours.

HMGT 496 Topics:1-3 Credits

Course may be taken multiple times up to maximum of 15 credit hours.

HMGT 499 Internship1-12 Credits

Course may be taken multiple times up to maximum of 15 credit hours.