

HOSPITALITY MANAGEMENT (HMG T)

HMG T 3000 - Introduction to Hospitality Operations

Credit(s): 3 Credits

This course provides an introduction to the diverse scope and history of the hospitality industry. Various segments will be explored including lodging, food and beverage, theme parks and attractions, events, gaming, and tourism. Critical thinking will be applied to explore potential career interests and identify operational constructs within each segment.

Prerequisite(s): ENGL 2005

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

HMG T 3200 - Event Management

Credit(s): 3 Credits

This course provides the fundamental framework necessary for planning meetings and events regardless of size or function. Students will attain and demonstrate knowledge related to event planning, development and assessment of financial and contractual documents and logistics including site selection, risk management, and food and beverage. Through examination of the industry resources and academic research, students will examine and apply the essential components of an event process blueprint in developing a plan for a specific function.

Prerequisite(s): ENGL 2005

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

HMG T 3400 - Branding the Customer Experience

Credit(s): 3 Credits

This course explores the relevance and interconnectivity of customer service as it relates to the organization's brand and service climate. Course objectives include analyzing strategic and competitive intelligence to provide a method of measuring and assessing customer satisfaction. Students will utilize critical thinking to analyze the presence and significance of branding in organizations through case studies and industry publications.

Prerequisite(s): ENGL 2005

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

HMG T 3600 - Hospitality Technology

Credit(s): 3 Credits

This course provides an introduction to technology systems and components utilized within the hospitality industry. Students will examine the functionality of point of sale, back office, and property management systems; time, attendance, and payroll systems, and human resources and labor management systems within the industry. Students will evaluate the effectiveness of technology through conducting a site visit and informational interview with hospitality organization.

Prerequisite(s): ENGL 2005

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

HMG T 3930 - Special Topics

Credit(s): 3 Credits (Repeatable for credit)

HMG T 4200 - Hospitality Administration

Credit(s): 3 Credits

This course examines various operational strategies and promotes administrative development. Students will analyze the operational departments/areas of sales & marketing, customer service, risk & crisis management, and technology within a hospitality organization. Students will apply strategic theory and concepts in analyzing and writing case studies in which examples of specific strategy implementation are demonstrated by a hospitality organization.

Prerequisite(s): ENGL 2005

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only

HMG T 4930 - Special Topics

Credit(s): 3 Credits (Repeatable for credit)

HMG T 4960 - Hospitality Capstone

Credit(s): 3 Credits

This course offers a theoretical and practical approach to effectively managing a hospitality organization. Reflective writing allows application of critical thinking skills in regards to defining and refining career goals. Experiential learning will provide immediate application of skills as students complete a minimum of 24 practicum hours at a hospitality organization. Practical application of fundamental competencies utilized throughout the practicum experience will serve as the final reflection assignment. Theoretical skills will be assessed through a final research project examining industry best practices including a presentation of the findings. Fundamental competencies will be evaluated by the practicum site supervisor. The course is designed to serve as the capstone of the hospitality management minor.

Prerequisite(s): HMG T 3000; HMG T 3100; HMG T 3200; HMG T 3400; HMG T 3600; HMG T 4200

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

HMG T 4980 - Independent Study

Credit(s): 1-3 Credits (Repeatable for credit)

Restrictions:

Enrollment limited to students in the Schl for Professional Studies college.

Attributes: Prof. Studies Students Only