HOSPITALITY MANAGEMENT (HMGT)

HMGT 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): CIS 2850; ENGL 1900
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

HMGT 3100 - International Travel & Tourism
Credit(s): 3 Credits
Prerequisite(s): CIS 2850; ENGL 1905
Attributes: Prof. Studies Students Only

HMGT 3110 - Hospitality Sales & Marketing
Credit(s): 3 Credits
This course will cover hospitality industry specific sales and marketing strategies and tools that can be used to effectively plan and implement them. The unique distribution channel options available to the industry and the impact of these options on the industry will be reviewed. The uniqueness of the hospitality product mix (with its significant component of non-tangible service) will be evaluated. The concept of target markets and target marketing will also be included in the class.
Prerequisite(s): CST 295; ENGL 1900
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

HMGT 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): CIS 2850
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

HMGT 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): CIS 2850; ENGL 1905
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

HMGT 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): CIS 2850; ENGL 1900
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

HMGT 3930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)

HMGT 3980 - Independent Study
Credit(s): 1 or 3 Credits (Repeatable for credit)

HMGT 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): CIS 2850; ENGL 1900
Restrictions:
Enrollment limited to students in the Schl for Professional Studies college.
Attributes: Prof. Studies Students Only

HMGT 4930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)
**HMGT 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):** HMGT 3000; HMGT 3100; HMGT 3200; HMGT 3400; HMGT 3600; HMGT 4200

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

**HMGT 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