



# HOSPITALITY, RESTAURANT AND TOURISM MANAGEMENT (HRTM)

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## HRTM 171 Introduction to Hospitality Management

**Description:** Provides an introduction to the global business of hospitality segments including: event management, tourism, and food & beverage management, lodging, private club management and human resources management. Incorporates both classroom and applied learning focusing on the economic, social, and cultural impact of hospitality on the global economy, career opportunities, learning experiences, service excellence, and cultural and economic trends.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**Prerequisite for:** HRTM 274; HRTM 280; HRTM 285; HRTM 289

## HRTM 172 Field Experience in Hospitality Management I

**Prerequisites:** HRTM major

**Description:** Supervised individual professional experience with a qualified cooperating practicing professional in hospitality management.

**Credit Hours:** 1

**Max credits per semester:** 1

**Max credits per degree:** 1

**Grading Option:** Graded

**Prerequisite for:** HRTM 397

## HRTM 274 Introduction to Food and Beverage in the Hospitality Industry

**Prerequisites:** HRTM 171 or parallel or PGM Major

**Description:** Principles of food and beverage management focused on menu planning; procurement; quality; regulation; performance and food service operations.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** HRTM 373; HRTM 374

## HRTM 280 Introduction to Tourism

**Prerequisites:** HRTM 171 or parallel

**Notes:** Requires field trips. Letter Grade Only.

**Description:** Historical, behavioral, societal, and business aspects of travel and tourism industry with emphasis on nature-based tourism and agri-tourism.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** HRTM 374

## HRTM 285 Introduction to the Lodging Industry

**Prerequisites:** HRTM 171 or parallel

**Description:** Fundamentals of the lodging industry. Characteristics and management of hotel, motel, or resort properties. Basic accounting, housekeeping, engineering, front desk, and guest services.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** HRTM 374

## HRTM 289 Introduction to the Event Industry

**Prerequisites:** HRTM 171 or parallel

**Description:** Fundamentals of meetings, events, expositions, and conventions (MEEC). Roles of organizations and people in businesses that comprise the MEEC industry.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** HRTM 374

## HRTM 291 Special Topics in Hospitality, Restaurant and Tourism Management

**Notes:** Letter grade only. Requirements as announced by the HRTM Department.

**Description:** Topics vary.

**Credit Hours:** 1-6

**Min credits per semester:** 1

**Max credits per semester:** 6

**Max credits per degree:** 6

**Grading Option:** Graded

## HRTM 296 Independent Study in Hospitality, Restaurant and Tourism Management

**Prerequisites:** 6 hrs in HRTM and Permission

**Description:** Individual projects in research, literature review, and/or creative activity.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 6

**Grading Option:** Graded

## HRTM 360 Hospitality and Tourism Marketing

**Prerequisites:** HRTM Major or Minor; Junior standing

**Notes:** Letter grade only.

**Description:** Introduces basic hospitality and tourism marketing principles and concepts for the hospitality professional.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **HRTM 373 Catering Management**

**Prerequisites:** Sophomore standing; HRTM major; HRTM 274

**Notes:** Requires field trips. Letter Grade only.

**Description:** Concepts in catering organization and service. Menu development, event ambience, cost control, and client satisfaction.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**Course and Laboratory Fee:** \$125

**Experiential Learning:** Case/Project-Based Learning

### **HRTM 374 Guest Services Management**

**Prerequisites:** HRTM 274 or 280 or 285 or 289 or PGAM major

**Description:** Principles of guest service management in hospitality and tourism organizations.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **HRTM 377 Hospitality Franchising Management**

**Prerequisites:** Sophomore standing

**Description:** Designed to provide a comprehensive understanding of the principles and procedures of franchising management. Focuses on the study of multi-unit and franchise operations within the hospitality industry. The major focus will be on the understanding of the concepts, functioning, and critical reviews of franchising operations.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** SPRING

### **HRTM 391 Special Topics in Hospitality, Restaurant, and Tourism Management**

**Notes:** Letter grade only. Requirements as announced by the HRTM Department.

**Description:** Topics vary.

**Credit Hours:** 1-6

**Min credits per semester:** 1

**Max credits per semester:** 6

**Max credits per degree:** 6

**Grading Option:** Graded

### **HRTM 396 Independent Study in Hospitality, Restaurant and Tourism Management**

**Prerequisites:** 6 hrs HRTM and Permission

**Notes:** Requires a contract with an individual Hospitality, Restaurant and Tourism Management faculty member. Letter grade only.

**Description:** Individual projects in research, literature review, and/or creative activity.

**Credit Hours:** 1-3

**Min credits per semester:** 1

**Max credits per semester:** 3

**Max credits per degree:** 6

**Grading Option:** Graded

**Offered:** FALL/SPR

### **HRTM 397 Internship in Hospitality Management Supervision**

**Prerequisites:** Sophomore standing; HRTM major; HRTM 172

**Description:** Entry level supervisory experience with a practicing professional in catering, restaurants, tourism, event planning, and lodging.

**Credit Hours:** 1

**Max credits per semester:** 1

**Max credits per degree:** 1

**Grading Option:** Graded

### **HRTM 471 Vines, Wines and You**

**Crosslisted with:** PLAS 471, HORT 871, NUTR 471, NUTR 871, HRTM 871

**Prerequisites:** 6 hrs science or equivalent experience; 21 years of age or older

**Notes:** Proof of age is required.

**Description:** Origin, botany, historical and cultural significance of the grapevine and related species. Principles and practices of vineyard establishment, management and processing of grape products, importance and/or scope of grape and wine industry; global and local significance. Culinary applications, health, environmental and safety-related issues, business and industry relations and experience.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded with Option

**Course and Laboratory Fee:** \$95

### **HRTM 474 Food and Beverage Management**

**Crosslisted with:** HRTM 874

**Prerequisites:** HRTM 274

**Notes:** Letter Grade only

**Description:** Functioning and operation of food-service units. Principles of food and beverage management.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **HRTM 475 Club Management**

**Crosslisted with:** HRTM 875

**Prerequisites:** HRTM 171 or PGAM Major

**Description:** The operation and management of private and public clubs. Topics include: the general manager concept, organizational structure of clubs, board of directors, membership requirements, equity and non-equity clubs, tax-exempt clubs and non-tax-exempt clubs, duties and responsibilities of department heads in clubs, governmental regulations, the future of clubs, and their relationship to the hospitality industry.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

### **HRTM 476 Internship in Hospitality Management**

**Crosslisted with:** HRTM 876

**Prerequisites:** HRTM 397

**Notes:** Requires a total of 400 hours of full-time experience. Letter Grade only.

**Description:** Approved professional experience as an entry-level manager in the hospitality industry.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Experiential Learning:** Internship/Co-op

**HRTM 479 Senior Seminar in Hospitality Management****Prerequisites:** ACCT 200 or ACCT 201 and senior standing**Notes:** Letter grade only**Description:** Integration of hospitality core and content into managerial and leadership practice within the hospitality, restaurant and tourism industry.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ACE:** ACE 10 Integrated Product**HRTM 480 Advanced Tourism****Crosslisted with:** HRTM 880**Prerequisites:** HRTM 280**Description:** Introduction to the integrated and sustainable development approach in tourism. Explore the background of and approaches to tourism planning, historical and contemporary development of tourism, as well as the concepts and components of the planning process.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Offered:** FALL**HRTM 481 Legal Environment in Hospitality Management****Crosslisted with:** HRTM 881**Prerequisites:** Senior standing; HRTM major or minor**Notes:** Letter grade only.**Description:** Laws and regulations affecting the hospitality industry. Recognition of potential legal hazards, correcting hazardous situations, and reacting in unforeseen circumstances.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**HRTM 483 Hospitality Financial Management****Crosslisted with:** HRTM 883**Prerequisites:** ACCT 200 or 201, Junior Standing; HRTM major**Notes:** Letter grade only.**Description:** Financial management in a hospitality industry setting.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**HRTM 484 Human Resources Management in the Hospitality Industry****Crosslisted with:** HRTM 884**Prerequisites:** HRTM Major or Minor and Junior Standing**Description:** Study of management and human resource systems common in the hospitality industry. Case studies, role plays, and simulations are used to examine management and human resource problems unique to the hospitality industry.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**HRTM 485 Advanced Lodging Operations****Crosslisted with:** HRTM 885**Prerequisites:** HRTM 285**Notes:** Requires field trips to local lodging facilities. Letter Grade only.**Description:** Senior management techniques required to operate a lodging facility applying strategic and critical thinking with case study analysis to solve problems.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**HRTM 489 Advanced Event Operations****Crosslisted with:** HRTM 889**Prerequisites:** HRTM Major/Minor, HRTM 289, junior standing, HRTM 397**Notes:** Requires field trips to local conference and meeting centers. Letter Grade only.**Description:** The management and operation of events. Design, marketing, and promotion efforts. Identifying sponsors. Marketing to attendees, exhibitors, and other participants.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Course and Laboratory Fee:** \$20**Experiential Learning:** Case/Project-Based Learning**HRTM 495 Hospitality Management Study Tour****Crosslisted with:** HRTM 895**Prerequisites:** AEDU, AJRN, HRTM or NUTR major**Notes:** Number of credits hours earned is determined by tour length, assignments, and sites visited. Requires off-campus travel.**Description:** Broadening perspective and developing an understanding of the hospitality industry through visits. Tours to hospitality facilities, national food and equipment shows; food processors; equipment manufacturers; and trade exchanges.**Credit Hours:** 1-6**Min credits per semester:** 1**Max credits per semester:** 6**Max credits per degree:** 6**Grading Option:** Graded**HRTM 496 Independent Study****Crosslisted with:** HRTM 896**Prerequisites:** 12 hrs HRTM and Permission**Notes:** Requires a contract with an individual HRTM faculty member in HRTM. Letter grade only.**Description:** Individual projects in research, literature review, and/or creative activity.**Credit Hours:** 1-3**Min credits per semester:** 1**Max credits per semester:** 3**Max credits per degree:** 6**Grading Option:** Graded