HOSPITALITY, RESTAURANT & TOURISM MANAGEMENT

Description
This program integrates leadership, communications, and financial management into a curriculum focused on managing facilities and operations that provide hospitality services to the public. As part of the program, students also complete the leadership and communications minor offered by the College of Agricultural Sciences and Natural Resources (CASNR). The hospitality, restaurant and tourism management program (HRTM) prepares individuals to serve as entry-level managers and directors of hospitality operations by providing an excellent foundation in hospitality, leadership, and guest services.

College Requirements

College Admission
Students accepted by the University must have an ACT of 20 or SAT of 950, a 3.0 cumulative high school grade point average, or rank in the upper half of their high school graduating class and have the following high school preparation to be eligible for guaranteed admission to the College of Education and Human Sciences:

- Four years of English that include intensive reading and writing experience.
- Two years of one foreign language.
- Four years of mathematics that include Algebra I, II, geometry, and one year that builds on a knowledge of algebra.
- Three years of natural sciences that include at least two years selected from biology, physics, chemistry, and earth science and one year of laboratory instruction.
- Three years of social studies that include at least one year of American and/or world history and one year of history, American government, and/or geography.

Transfer and Readmitted Students
Transfer students from universities or colleges outside of the University of Nebraska–Lincoln and readmitted students seeking admission to the College of Education and Human Sciences must have an accumulated average of 2.0 on a 4.0 scale or above and no high school deficiencies. Students who do not meet these requirements must enroll as deciding students in the Exploratory and Pre-Professional Advising Center or in another college. Once they have completed 12 graded hours at Nebraska with a minimum 2.0 grade point average and have removed any high school deficiencies, University of Nebraska–Lincoln students may apply for admission to the College.

Transfer and readmitted students must meet the graduation requirements for the College of Education and Human Sciences as stated in the current catalog in effect at the time they enter or reenter the College.

Students who left the College on academic warning, or who were dismissed, may seek readmission to the College after two semesters by applying to the university’s Admissions Office. Readmission is not assured. However, the admissions committee is receptive to giving students a second opportunity to be successful. The committee is interested in knowing what the student has done in the intervening period that would suggest the student will be successful when readmitted. Successfully completing correspondence courses and/or community college courses is an effective way to demonstrate one’s commitment to academic success.

Transferring from Other Colleges within the University of Nebraska–Lincoln
Students transferring to the College of Education and Human Sciences from another University of Nebraska–Lincoln college or from the Exploratory and Pre-Professional Advising Center must have a minimum cumulative GPA of 2.0, be in good academic standing, and meet the freshman entrance requirements that exist at the time of their admission to the College of Education and Human Sciences. **Students must fulfill degree requirements that exist at the time of their admission to the college, not at the time they enter the University of Nebraska–Lincoln.**

To remain current, College of Education and Human Sciences students must enroll in, and complete, at least one university course that will apply toward degree requirements during a 12-month period. Students who readmit following an absence of one year or more must meet all requirements in the Undergraduate Catalog in effect at the time of readmission and enrollment. Students who transfer to another University of Nebraska–Lincoln college and later return to the College of Education and Human Sciences will be considered readmitted students. Students who transfer out of a teacher education program, but continue their certification program while seeking a degree in another University of Nebraska–Lincoln college, are exempt from this policy.

International Students
The College of Education and Human Sciences welcomes undergraduate international students. As a part of admission to the College, international students must present a TOEFL score of 550 or higher and TSE score of 230 or higher.

Students seeking teacher education and state certification must meet the same requirements as any other undergraduate students. Students who have received a degree outside of the United States and are interested in teacher certification are required to have a transcript review completed by an approved agency not directly associated with the University of Nebraska. For more information, please contact the Student Services Center.

Removal of Deficiencies
Students admitted to the University with core deficiencies are expected to remove those deficiencies in a timely manner. Students with deficiencies are not eligible for graduation. The courses that students use to clear core deficiencies may also be used to meet ACE requirements or other graduation requirements. The Dean of the College of Education and Human Sciences will make the final decision concerning any problems or questions that may arise in satisfying requirements to remove deficiencies.

College Degree Requirements

Grade Rules

Minimum Grade Requirements
Grade requirements vary from major to major. Please see the appropriate major listing or check with your advisor regarding minimum grade requirements.

Pass/No Pass Option
CEHS students are allowed to take up to 12 hours of Pass/No Pass (P/N) credit. The college departments vary on P/N policies. Students should check with their advisor to be certain they qualify for the Pass/No Pass option.
Grade Appeals
Any student enrolled in a course in the College of Education and Human Sciences who wishes to appeal alleged unfair and prejudicial treatment by a faculty member shall present their appeal in writing to the Dean's Office no later than 30 days after notice of the student's final course grade has been mailed from campus.

Students may use and are encouraged to use the following sequential procedures to appeal the grade. The problem may be solved at any of the levels of the appeal procedure.

1. Contact the instructor. Frequently, the problems can be solved at this point.
2. Submit a request to the chair of the department.
3. Take the case to the departmental Grading Appeals Committee. The Committee is contacted by the department chair.
4. Take the case to the College Appeals, Retention and Certification Committee by contacting the Dean's Office.

The complaint will be forwarded to a committee consisting of faculty and student representatives. After a hearing, the Committee will make a written recommendation regarding the appeal. The Committee's recommendation is binding on the appealing student and faculty member.

Transfer Credit Rules
Acceptance of Transfer Grades
- Grades earned at the University of Nebraska—Lincoln, UNO, UNK
- Grades of D-, D, D+, C-, however, are encouraged to retake the course.
- Grades earned outside the University of Nebraska system

The college will accept no more than 9 credit hours of grades less than a C from any program outside the University of Nebraska system. Grades below a C can only be applied to general education requirements and elective classes.

Maximum Number of Hours for Transfer
Transfer courses are evaluated by the University and by the College to determine University of Nebraska—Lincoln and College course equivalencies. The College determines which courses will be accepted and how they will apply toward degree requirements. Sixty (60) is the maximum number of hours that will be accepted on transfer from a two-year college. Ninety (90) is the maximum number of hours that will be accepted on transfer from accredited four-year colleges and universities.

Courses taken 10 years before admission or readmission to the College will be evaluated by the major department to determine if it is appropriate to accept those courses for transfer credit and for application to degree requirements. Specific courses will be reviewed in keeping with the guidelines specified by each department.

Transfer Credit from Technical, Non-Accredited and Foreign Institutions
Students who desire to transfer from these institutions must have each course evaluated by the appropriate departmental representative. All rules stated above in reference to grades and maximum credit hours apply. For additional information and guidance in this process, contact the Dean's Office.

Transfer Agreements with UNO and UNK
Transfer agreements between the three institutions within the University System allow for a smooth transition for students interested in taking courses from UNO, UNK, and/or the University of Nebraska—Lincoln. Although restrictions noted above on grades and maximum transfer hours still apply, there are some exceptions. For purposes of residency, courses from UNO and UNK fulfill these requirements. Students planning to major in a program in the college should read the specific requirements noted with individual programs. Questions about academic transfer should be addressed to the Advising Office.

Transfer Agreements with Community Colleges
Articulation agreements and “Transfer with Ease Programs” with Nebraska community colleges indicate how courses and programs will transfer to the University of Nebraska—Lincoln and the College of Education and Human Sciences. The same guidelines noted above on the acceptance of courses, grades, and hours also apply to these institutions. Students interested in transferring from a community college should consult with their school or the Student Services Center to determine which courses will transfer to fulfill specific College of Education and Human Sciences requirements.

Courses from accredited two-year institutions will generally not be substituted for 400-level human sciences classes in the College. The 300-level courses will be considered on an individual basis by the respective departments in the College of Education and Human Sciences.

Residency Rules
Students must earn a minimum of 120 credit hours to earn a degree.

All students are expected to complete at least 30 of their final 36 hours of credit at the University of Nebraska—Lincoln, University of Nebraska Omaha, or University of Nebraska at Kearney.

Degree Application Process
Graduation Requirements
Students are expected to develop a clear understanding of degree requirements and to plan their course of study with a College advisor. Students requiring clarification of outstanding degree requirements should visit with a College advisor promptly.

Students should access their Degree Audit via MyRED at least once each term to review degree requirements and progress toward graduation. It is the student’s responsibility to make sure their Degree Audit accurately reflects their current College and program of study.

Students who believe their Degree Audit has errors or omissions should visit with a College advisor promptly. It is important that you resolve these matters as soon as practicable to avoid a delay in graduation.

Each student with MyRED access must submit an online Application for Graduation via MyRED for each degree to be received by:
- The fourth Friday in January for May graduation
- The second Friday in June for August graduation
- The second Friday in September for December graduation

Students submitting an electronic Application for Graduation via MyRED will be billed a $25.00 per degree fee on their student account. Students without MyRED access may apply for graduation in person at Husker...
Hub in the Canfield Administration Building, or by mail. Applications for graduation submitted in person or by mail must be accompanied by a check or money order in the amount of $25.00 payable to the University of Nebraska–Lincoln. Failure to submit a timely Application for Graduation may preclude the awarding of a degree in the intended term.

Your Application for Graduation and required $25.00 fee are good only for the term marked on your application. Neither your application nor your fee are transferrable to another term. If you submit an Application for Graduation and pay the $25.00 fee for a specified term but do not complete your degree requirements in that term, you will need to reapply to graduate in a future term and incur another $25.00 fee.

Commencement ceremony information will be emailed to all degree applicants approximately one month before graduation. Each student who has applied for graduation must submit an online Commencement Attendance Form via MyRED, which will be available when the informational email is distributed.

Only those students who have applied for graduation, had the application accepted, and fulfilled all degree requirements as of the last day of the academic term may participate in the commencement ceremony for that term. Because the University of Nebraska–Lincoln has a commencement for each term, ceremony participation is allowed only in the term during which the student has properly and timely applied for graduation and fulfilled degree requirements.

Catalog Rule
Students are responsible for following the rules, policies, and requirements found in the University of Nebraska–Lincoln Undergraduate Catalog for the academic year in which they were last admitted to a program in the College of Education and Human Sciences. Students must complete all program requirements from a single catalog year. In consultation with their advisor, a student may choose to move to and follow a subsequent catalog if it is in their best interest.

Learning Outcomes
Graduates of hospitality, restaurant and tourism management will be able to:

1. Identify and apply the knowledge and skills necessary for hospitality and tourism operations
2. Develop and integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization
3. Demonstrate competence in the communication skills necessary for hospitality and tourism management
4. Formulate business decisions in hospitality and tourism management
5. Evaluate leadership principles necessary in the diverse and global hospitality and tourism industry

Major Requirements

ACE Requirements

| ACE 1 | Written Communication | 3 |
| ACE 2 | Oral Communication | 3 |
| ACE 3 | | 3 |

Mathematical, Computation, Statistical or Formal Reasoning

| ACE 4 | Scientific Methods and Knowledge of the Natural and Physical World | 3 |

Humanities

| ACE 5 | Humanities | 3 |

Social Science to Understand and Evaluate Human Behavior

| ACE 6 | Social Science to Understand and Evaluate Human Behavior | 3 |

Arts

| ACE 7 | Arts | 3 |

Ethical Principles, Civics and Stewardship

| ACE 8 | Ethical Principles, Civics and Stewardship | 3 |

Global Awareness or Human Diversity

| ACE 9 | Global Awareness or Human Diversity | 3 |

Capstone Course (HRTM 479)

Credit Hours Subtotal: 30

HRTM Core Requirements

| EDPS 209 | Strategies for Academic Success | 3 |
| HRTM 171 | Introduction to Hospitality Management | 3 |
| HRTM 172 | Field Experience in Hospitality Management | 1 |
| HRTM 374 | Guest Services Management | 3 |
| HRTM 397 | Internship in Hospitality Management Supervision | 1 |
| HRTM 476 | Internship in Hospitality Management | 3 |

Select one of the following:

| ACCT 200 | Accounting for Business Decisions | 1 |
| ACCT 201 | Introductory Accounting | 1 |

Select one of the following:

| ECON 200 | Economic Essentials and Issues | 1 |
| ECON 211 | Principles of Macroeconomics | 1 |
| ECON 212 | Principles of Microeconomics | 2 |

Select one of the following:

| HRTM 360 | Hospitality and Tourism Marketing | 3 |
| MRKT 300 | Contemporary Marketing | 1 |
| MRKT 341/ABUS 341 | Marketing | 1 |

Select one of the following:

| HRTM 483 | Hospitality Financial Management | 3 |
| FINA 300 | Financial Decision Making | 1 |

Select three of the following:

<p>| HRTM 274 | Introduction to Food and Beverage in the Hospitality Industry | 1 |
| HRTM 280 | Introduction to Tourism | 1 |
| HRTM 285 | Introduction to the Lodging Industry | 1 |
| HRTM 289 | Introduction to the Event Industry | 1 |
| HRTM 481 | Legal Environment in Hospitality Management | 1 |
| AECN 256 | Legal Aspects in Agriculture | 1 |</p>
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AECN 357 / NREE 357</td>
<td>Natural Resource and Environmental Law</td>
</tr>
<tr>
<td>BLAW 300</td>
<td>Business, Government &amp; Society 1</td>
</tr>
<tr>
<td>BLAW 371</td>
<td>Legal Environment</td>
</tr>
<tr>
<td>BLAW 372</td>
<td>Business Law I</td>
</tr>
<tr>
<td>PLAS 200 / GEOG 200 / LARC 200</td>
<td>Landscape and Environmental Appreciation</td>
</tr>
<tr>
<td>PLAS 261</td>
<td>Floral Design I</td>
</tr>
<tr>
<td>JGEN 184</td>
<td>Basic Photography/Videography</td>
</tr>
<tr>
<td>TMFD 121</td>
<td>Visual Communication with Animation</td>
</tr>
<tr>
<td>PLAS 200 / GEOG 200 / LARC 200</td>
<td>Landscape and Environmental Appreciation</td>
</tr>
<tr>
<td>PLAS 261</td>
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<td>Basic Photography/Videography</td>
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<tr>
<td>TMFD 121</td>
<td>Visual Communication with Animation</td>
</tr>
<tr>
<td>JGEN 120</td>
<td>Basic Business Communication</td>
</tr>
<tr>
<td>JGEN 200</td>
<td>Technical Communication I</td>
</tr>
<tr>
<td>JGEN 300</td>
<td>Technical Communication II</td>
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</tbody>
</table>

**Credit Hours Subtotal:** 47

### Leadership & Communications Minor

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>ALEC 102</td>
<td>Interpersonal Skills for Leadership</td>
</tr>
<tr>
<td>ALEC 202</td>
<td>Foundations of Leadership Theory and Practice</td>
</tr>
<tr>
<td>ALEC 302</td>
<td>Dynamics of Effective Leadership in Organizations</td>
</tr>
<tr>
<td>ALEC 304</td>
<td>Presentation Strategies to Communicate Agricultural and Environmental Sciences</td>
</tr>
<tr>
<td>ALEC 337</td>
<td>Instructional Internship in Leadership Development</td>
</tr>
<tr>
<td>ALEC 388 / AECN 388</td>
<td>Ethics in Agriculture and Natural Resources</td>
</tr>
<tr>
<td>ALEC 407</td>
<td>Supervisory Leadership</td>
</tr>
<tr>
<td>ALEC 410 / NRES 413</td>
<td>Environmental Leadership</td>
</tr>
<tr>
<td>ALEC 414</td>
<td>Classic Figures in Leadership</td>
</tr>
<tr>
<td>ALEC 422</td>
<td>Facilitation and Project Planning</td>
</tr>
<tr>
<td>ALEC 455</td>
<td>Dynamics of Effective Leadership in Groups &amp; Teams</td>
</tr>
<tr>
<td>ALEC 466</td>
<td>Leadership and Diversity in Organizations and Communities</td>
</tr>
<tr>
<td>ALEC 477</td>
<td>Leadership and Motivation</td>
</tr>
<tr>
<td>ALEC 496A</td>
<td>Independent Study in Leadership Education: Experiential Learning in Leadership</td>
</tr>
<tr>
<td>AERO 331</td>
<td>Leading People and Effective Communication I 3</td>
</tr>
<tr>
<td>AERO 332</td>
<td>Leading People and Effective Communication II 3</td>
</tr>
</tbody>
</table>

**Credit Hours Subtotal:** 18

### HRTM Professional Selectives

Select 21 hours of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>ADPR 151</td>
<td>Introduction to Advertising and Public Relations</td>
</tr>
<tr>
<td>ADPR 283</td>
<td>Strategy Development for Advertising and Public Relations</td>
</tr>
<tr>
<td>AECN 225 / EAEP 225 / MRKT 225</td>
<td>Agribusiness Entrepreneurship in Food Products Marketing</td>
</tr>
<tr>
<td>AECN 346</td>
<td>World Food Economics</td>
</tr>
<tr>
<td>AECN 376</td>
<td>Rural Community Economics</td>
</tr>
<tr>
<td>ALEC 428 / NRES 428</td>
<td>Leadership in Public Organizations</td>
</tr>
<tr>
<td>COMM 210</td>
<td>Communicating in Small Groups</td>
</tr>
<tr>
<td>COMM 283</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 286</td>
<td>Business and Professional Communication</td>
</tr>
<tr>
<td>COMM 311 / ETHN 311</td>
<td>Intercultural and Intergroup Communication</td>
</tr>
<tr>
<td>CRPL 400</td>
<td>Introduction to Planning</td>
</tr>
<tr>
<td>EAEP 101</td>
<td>Introductory Seminar on Opportunities in Entrepreneurship</td>
</tr>
<tr>
<td>EAEP 388 / ABUS 388 / ENTR 388 / PLAS 388</td>
<td>Business Systems in Entrepreneurship</td>
</tr>
<tr>
<td>EAEP 488 / ABUS 488 / ENTR 488 / PLAS 488</td>
<td>Entrepreneurship and Enterprise Development</td>
</tr>
<tr>
<td>ENTR 321 / MNGT 321</td>
<td>Foundations of Entrepreneurship</td>
</tr>
<tr>
<td>ENTR 322 / MNGT 322</td>
<td>Family Business</td>
</tr>
<tr>
<td>ENTR 421 / MNGT 421</td>
<td>Identifying and Exploring Entrepreneurial Opportunities</td>
</tr>
<tr>
<td>ENTR 422A / MNGT 422A</td>
<td>Small Business Owner</td>
</tr>
<tr>
<td>FINA 307</td>
<td>Principles of Individual Risk Management and Insurance</td>
</tr>
<tr>
<td>GER 200</td>
<td>Introduction to Gerontology</td>
</tr>
<tr>
<td>PLAS 489 / CRPL 489</td>
<td>Urbanization of Rural Landscapes</td>
</tr>
<tr>
<td>HRTM 291</td>
<td>Special Topics in Hospitality, Restaurant and Tourism Management</td>
</tr>
<tr>
<td>HRTM 296</td>
<td>Independent Study in Hospitality, Restaurant and Tourism Management</td>
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<tr>
<td>HRTM 373</td>
<td>Catering Management</td>
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<tr>
<td>HRTM 377</td>
<td>Hospitality Franchising Management</td>
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<tr>
<td>HRTM 391</td>
<td>Special Topics in Hospitality, Restaurant, and Tourism Management</td>
</tr>
<tr>
<td>HRTM 396</td>
<td>Independent Study in Hospitality, Restaurant and Tourism Management</td>
</tr>
<tr>
<td>HRTM 471 / NUTR 471 / PLAS 471</td>
<td>Vines, Wines and You</td>
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<tr>
<td>HRTM 474</td>
<td>Food and Beverage Management</td>
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<tr>
<td>HRTM 475</td>
<td>Club Management</td>
</tr>
<tr>
<td>HRTM 480</td>
<td>Advanced Tourism</td>
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<tr>
<td>HRTM 484</td>
<td>Human Resources Management in the Hospitality Industry</td>
</tr>
<tr>
<td>HRTM 485</td>
<td>Advanced Lodging Operations</td>
</tr>
<tr>
<td>HRTM 489</td>
<td>Advanced Event Operations</td>
</tr>
</tbody>
</table>
HRTM 495 Hospitality Management Study Tour  
HRTM 496 Independent Study  
MNGT 300 Management Essentials For Contemporary Organizations  
MNGT 361 Human Resource Management  
MNGT 365 Managing Diversity in Organizations  
NUTR 253 Cultural Aspects of Food and Nutrition  
NUTR 372 Food Safety and Sanitation  
POLS 160 / GLST 160 International Relations  
SPMC 150 Introduction to Sports Media and Communication  

Credit Hours Subtotal: 21  

Electives  
Select 4-7 hours of Electives  
Credit Hours Subtotal: 4  

Total Credit Hours 120  

1 Course meets the requirements for the business minor (must be taken for a grade).  
2 AECN 141 can be substituted for ECON 212.  
3 May be substituted for Air Force ROTC student only.  
4 Must fulfill prerequisites; no substitutions.  

NOTE: Students have the option to complete the business minor for non-business students offered through the College of Business. A Change of College, Degree, Major and/or Advisor (CDMA) form will need to be filled out in order to add the minor to the student’s degree audit. The CDMA form can be filled out in the Dean's Office at 103 Agricultural Hall.

Achievement-Centered Education (ACE) Requirements  
All University of Nebraska–Lincoln students will be required to complete a minimum of 3 hours of approved coursework in each of the 10 designated Achievement-Centered Education (ACE) student learning outcome areas. These can be viewed at http://ace.unl.edu. Students will be provided a list of classes they can select from to meet each of the 10 ACE Student Learning Outcomes (SLO). There may be required courses within the degree program that will also satisfy ACE requirements. Therefore, it is highly recommended that students contact their advisor prior to registering for ACE classes in order to ensure that each of the class selections are in the best interest of the students’ academic program.

Additional Major Requirements  
Grade Rules  
C- and D Grades  
Only grades of C or above will count toward graduation requirements for HRTM and NUTR courses.

Requirements for Minor Offered by Department  
The College of Education and Human Sciences offers an eighteen (18) hour minor in hospitality, restaurant and tourism management.  

All grades must be C or above.
HRTM 173 Field Experience in Culinology
Prerequisites: Culinology major
Description: Supervised work experience under the direction of an Executive or sous Chef in a restaurant.
Credit Hours: 1
Max credits per semester: 1
Max credits per degree: 1
Grading Option: Graded

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

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 ambiance, 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
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: C or Better in ACCT 200 or C or Better in ACCT 202 and senior standing
Notes: Letter grade only
Description: Integration of hospitality core and content courses 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

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 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: 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 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

PLEASE NOTE
This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.

Career Information
The following represents a sample of the internships, jobs and graduate school programs that current students and recent graduates have reported.

Jobs of Recent Graduates
- Banquet Captain, Courtyard by Marriott - Lincoln, NE
- Premium Service Manager, Baxter Arena - Omaha, NE
- Front Desk Supervisor, Aksarben Suites - Omaha, NE
- Event Coordinator, Lincoln Independent Business Association - Lincoln, NE
- Food & Beverage Supervisor, Doubletree by Hilton - Omaha, NE
- Assistant Banquet Manager, The Lodge at Wilderness Ridge - Lincoln, NE
- Human Resources Assistant, Creighton University - Omaha, NE
- International Programs Coordinator, Operation Smile - Virginia Beach, VA
- Management Trainee Program, First National Bank of Omaha - Omaha, NE
- Entertainment Operations Intern, Disney Cruise Line - Orlando, FL

Internships
- Development Intern, Lied Center for Performing Arts - Lincoln, NE
- Administrative Intern, Lincoln Stars - Lincoln, NE
- College Program Intern, Walt Disney World - Orlando, FL
- Event Management Intern, Nebraska Health Care Association - Lincoln, NE
- Intern, Executive Travel - Lincoln, NE
- Banquet/Event Coordinator Intern, Country Club of Lincoln - Lincoln, NE
- Nebraska Tourism Commission Intern, Nebraska Tourism Commission - Lincoln, NE
- Special Events Intern, Office of Admissions, University of Nebraska-Lincoln - Lincoln, NE
- Barista, Nordstrom Ebar - Lincoln, NE
- Culinary Intern, Pinnacle Bank Arena - Lincoln, NE