as one of the largest industries in the United States, the hospitality and travel industry plays a vital role in economic development and employment. The industry contributes $1.5 trillion to GDP in 2015 and it is forecasted to contribute more than $2.6 trillion by 2027. The Bureau of Labor Statistics reports that the leisure and hospitality industry provides 15.8 million jobs in the United States and with an increase of most number of jobs in management. With the growth of the industry, the job prospects are bright and the need for a well-trained workforce is greater than ever.

B.S. degree in Hospitality Management

The Hospitality Management Program is established as an effective response to growing demand for managerial talents in the hospitality industries and the promise of hospitality education in knowledge pursuit and human development. Since its inception in the 1970s, student demand for Hospitality Management major has grown steadily over the decades. With an enrollment of over 400 students, the program is one of the largest degree programs in the College of Agriculture, Food and Natural Resources (CAFNR).

The mission of the Hospitality Management program is to develop and nurture forward thinking and innovative new generation of successful, ethical hospitality leaders in today's global community. The curriculum leading to the B.S. in Hospitality Management allows students to be anchored in theories of business education and develop skills and competencies that are essential to hospitality operations. Students in the major have the option to specialize in one of the four emphasis areas: Conference & Event Planning Management (C&E), Food & Beverage Management (F&B), Lodging Management (LM), and Sport Venue Management (SVM).

One of the unique features of the program is the exposure of students to the hospitality industry in the form of hands-on learning. Students develop their professionalism through HSP_MGMT 2190 Seminar in Professional Development and HSP_MGMT 4993 Hospitality Internship course. In HSP_MGMT 4993 Internship in Hospitality Management course, students will have the opportunity to apply management concepts and theories from their coursework to practical work experiences in industry, under the direction of faculty mentors and industry professionals.

The program has a state-of-the-art food-service facility that houses a food production laboratory, a commercial kitchen and a multi-purpose dining establishment that plays host to the student-run Café at Eckles Hall, a catering and fine dining evening experience. The facility provides a practice laboratory for food and consumer based research opportunities as well. In addition, the program leverages the concept of "living laboratories" by partnering with University of Missouri facilities like the University Club (http://uclub.missouri.edu/home) and Campus Dining Services (http://dining.missouri.edu). Sport and entertainment organizations like Mizzou Athletics and MU Event Production Services also provide students learning experience beyond classroom setting.

Strong support from the hospitality industry to the HM program is evident in the form of scholarship. Each year students received scholarship awards from industry associations such as the American Hotel & Lodging Education Foundation, National Restaurant Association, Hotel and Lodging Association of Greater Kansas City, Missouri Restaurant Association, Missouri Travel Council, as well as other endowed scholarships. In addition, CAFNR also awards one of the strongest scholarship programs at MU, with more than $1.3 million annually. These scholarships are available to incoming freshmen, transfer and continuing students.

To meet employer demand for educated workforce

Today's hospitality professionals need management skills if they want to turn their passions into careers. Thus, to answer the needs of those on-the-job in the hospitality industry and military personnel, an online degree completion in Food & Beverage Management emphasis area has been implemented in 2013. Starting in 2016, this online program has been expanded into a B.S. online degree in Hospitality Management where students have the flexibility to study around their demanding schedule. The online degree program is designed to target audiences who would otherwise not be able to study on campus (http://online.missouri.edu/degreeprograms/cafnr/hospitality-management/bachelors/admissions.aspx).

Faculty

Professor E. Tse**
Associate Professor S. Cho**, D. Kim**
Associate Teaching Professor H. L. Marshall*
Assistant Professor P. Liu*
Assistant Teaching Professor A. Alexander*, M. Palmero*
Instructor B. Langford

* Graduate Faculty Member - membership is required to teach graduate-level courses, chair master's thesis committees, and serve on doctoral examination and dissertation committees.
** Doctoral Faculty Member - membership is required to chair doctoral examination or dissertation committees. Graduate faculty membership is a prerequisite for Doctoral faculty membership.

Undergraduate

• BS in Hospitality Management (http://catalog.missouri.edu/undergraduategraduate/collegeofagriculturefoodandnaturalresources/hospitalitymanagement/bs-hospitality-management)
  • with emphasis in Conference and Event Planning Management (http://catalog.missouri.edu/undergraduategraduate/collegeofagriculturefoodandnaturalresources/hospitalitymanagement/bs-hospitality-management-emphasis-conference-event-planning-management)
  • with emphasis in Food and Beverage Management (http://catalog.missouri.edu/undergraduategraduate/collegeofagriculturefoodandnaturalresources/hospitalitymanagement/bs-hospitality-management-emphasis-food-beverage-management)
  • with emphasis in Lodging Management (http://catalog.missouri.edu/undergraduategraduate/collegeofagriculturefoodandnaturalresources/
Students earning a Bachelor of Science in Hospitality Management are required to complete all University general education (http://catalog.missouri.edu/academicdegreerequirements/ generaleducationrequirements), University undergraduate requirements (http://catalog.missouri.edu/academicdegreerequirements/ universityrequirements), as well as departmental and emphasis area requirements, including the following selected foundational courses, which may fulfill some University general education requirements.

**Foundational Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>AG_ED_LD 2220</td>
<td>Verbal Communication in Agriculture, Food and Natural Resources</td>
<td>3</td>
</tr>
<tr>
<td>or</td>
<td>COMMUN 1200</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>or</td>
<td>CHEM 1100</td>
<td>Atoms and Molecules with Lab</td>
</tr>
<tr>
<td>or</td>
<td>F_S 1030</td>
<td>Food Science and Nutrition</td>
</tr>
<tr>
<td>or</td>
<td>BIO_SC 1010</td>
<td>General Principles and Concepts of Biology</td>
</tr>
<tr>
<td>or</td>
<td>ABM 1041</td>
<td>Applied Microeconomics</td>
</tr>
<tr>
<td>or</td>
<td>ECONOM 1014</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>or</td>
<td>ABM 1042</td>
<td>Applied Macroeconomics</td>
</tr>
<tr>
<td>or ECONOM 1015</td>
<td>Principles of Macroeconomics</td>
<td></td>
</tr>
</tbody>
</table>

Approved Physical Science, Biological Science, or Math 3

Students transferring into Hospitality Management from other MU degree programs or from other institutions must have both a term and cumulative GPA of 2.50.

A grade of C- or higher is required for all business core, hospitality core, emphasis area, and professional elective courses. Please see the BS in Hospitality Management (http://catalog.missouri.edu/undergraduategraduate/collegeofagriculturefoodandnaturalresources/ hospitalitymanagement/bs-hospitality-management) page for the major program requirements.

**Career Opportunities with a B.S. degree in Hospitality Management**

A Bachelor of Science degree in Hospitality Management (HM) will equip students with management skills to succeed in a variety of industry careers as well as transferrable skills to make them a life-long learners. The curriculum is designed to give students a set of applied management skills through a wide variety of courses that provide a theoretical knowledge of human understanding and business principles as applied in the hospitality industry. According to their interest, students of the resident degree program also have a choice to select an emphasis area to specialize in, which provides them more in-depth knowledge of leadership application within a hospitality career. In addition, each student completes a 15 hour block of professional electives which allows them to gain additional expertise towards their career objectives.

The four emphasis areas in Hospitality Management are: Conference & Event Planning Management, Food & Beverage Management, Lodging Management, or Sport Venue Management.

In the Conference & Event Planning Management emphasis, students develop knowledge and skills in planning and conducting a large variety of events from business meetings, conferences, social functions, to festivals and mega events and get the opportunity to practice those skills through hands-on experience. Students with this emphasis find employment in a variety of businesses, hospitality establishments, convention and conference centers, professional associations, private event companies as well as non-profit organizations.

Students choosing the Food & Beverage Management emphasis acquire skills and knowledge in managing a variety of commercial and noncommercial food and beverage operations, both front and back of the house. These students find employment in a variety of restaurants, lodging food operations, institutional food service operations, managed-service companies (such as business and industry, colleges and universities), airline, casino, cruise ship, military, theme parks and catering venues. Many students with entrepreneurial spirit in this area strive to own their restaurant operations one day.

Students choosing the Lodging Management emphasis acquire knowledge and competencies in managing leadership positions in a variety and size of lodging operations from budget to luxury hotels, motels, inns, resorts, and bed and breakfast establishments. They find employment in various functional areas, such as front office, food & beverage, event, banquet & catering, sales and marketing, public relations, revenue management, and human resources of the lodging operations.

Students choosing the Sport Venue Management emphasis acquire skills and knowledge in managing various types of venues, such as stadiums, arenas, ballparks, clubs, conference and events centers that cater to sports and games, concerts, live entertainment, exhibitions, trade shows and other functions. Students pursue their careers in venue and event marketing, box office operations, guest services and community relations.

**Graduate**

**Graduate Study in Hospitality Management**

The graduate program, Master's and Doctor of Philosophy (Ph.D.), is jointly offered under the Food and Hospitality Systems Program as one of the three tracks: Food Science, Hospitality Management and Agricultural Systems Management. The Hospitality Management graduate program is established with the objectives for the generation of new knowledge and intellectual curiosity through research. The program provides an understanding of the body of knowledge in the discipline of hospitality and develops abilities to achieve scholarly success. These abilities include competency in research, teaching/communication, problem solving and critical reasoning skills.

After graduation, it is likely that a Masters student will advance their careers in the hospitality industry or continue their Ph.D. study. Ph.D. graduates will likely join the faculty of a college or university that will require research and publication as part of the promotion and tenure process. This goal is accomplished by creating a scholarly research environment, which expose students the learning opportunity and train them for teaching, research, writing, publishing, and consulting. The atmosphere is interdisciplinary and incorporates a number of
opportunities for students to engage in a variety of types of information exchange and growth.

For additional information regarding Master's and Ph.D. study, please visit the Food Science Graduate Program (http://catalog.missouri.edu/undergraduategraduate/collegeofagriculturefoodandnaturalresources/foodscienceandnutrition/#graduatetext) Overview and choose the Hospitality Management track.

HSP_MGMT 1100: Introduction to Hospitality Management
An overview of the size, scope, form, analysis and development of various sectors in the hospitality industry. These include hotel, tourism, food and beverage, convention and events, club, cruise, gaming, managed services, and sport venue management. Emphasis will be on the global nature of the industry and its impact on economy and employment. Students will be exposed to career opportunities, cultural diversity, ethical consideration and current trends facing industry. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Restricted to freshman and sophomore students only

HSP_MGMT 2100: Hospitality Law
Provides an integrated analysis of the legal system as it applies to the hospitality industry. Topics include: theories of recover/liability; employment laws, property rights and contracts, lawsuits and their prevention; familiarization with legal arguments, ligation, ethical issues and the tort of negligence in professional context. Relevant federal and state cases, statutes, and regulations will be examined. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100

HSP_MGMT 2115: Club Management and Operations
Examines aspects of club operations from a managerial perspective. Topics include: history, types of club and membership systems, club management structure, charter, by-laws; athletic activities, master and club calendars; unique features of club operations including food and beverage operations, human resources management, finances, building and facilities management, external and governmental factors, trends and the future of clubs. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100

HSP_MGMT 2190: Seminar in Professional Development
A systematic approach to expose students to a journey of self assessment and to develop life-long skills for their careers in the hospitality industry. Using professionalism as a framework, students are made aware of the foundation of effective workplace relationship and how to appropriately manage these relationships toward career success. Topics include self management, workplace relationship, and career planning tools. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: HSP_MGMT 1100; restricted to Hospitality Management majors only

HSP_MGMT 2200: Fundamentals of Conference and Events Industry
Overview of the Meeting, Incentive, Convention and Exhibition (MICE) management industry in hospitality and tourism from a macro perspective. The knowledge and information available to conference and meeting business are described and evaluated, including the trend and issues facing the industry, the characteristics of the size and scope of the market, key players, and different sectors in the meeting industry. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100

HSP_MGMT 2300: Fundamentals of the Food and Beverage Industry
An introduction to the macro aspects and a comprehensive overview of the Food and Beverage industry. The course begins with a history of meals away from home and an overview of commercial versus noncommercial food and beverage operations. Detailed considerations are given to components of the food service businesses: size and scope of the industry, major classifications, ownership types, key players, consumer purchasing behavior, quality assurance, trends, challenges, cultural diversity, ethical consideration, and impact of globalization. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100

HSP_MGMT 2400: Fundamentals of Lodging Industry
Explores the foundations of the global lodging industry. The history of the industry, relationship of tourism, size and scope, classification and types, major global players will be examined. Issues related to the impact of globalization, international hotel investment, development and operations, global competitions, political aspects, human resources and cultural diversity will be discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100

HSP_MGMT 2500: Fundamentals of Sport Venue Industry
An overview of the Sport Venue Industry from a macro perspective. Students will be exposed to the major aspects regarding management of athletic and recreational facilities. Topics will include: history, trends and globalization of sport and venue development, types of sport facilities and major key players, construction and finance, facility systems and operations, sales and marketing, liability and risk management, ticket and box office operation, and event management. Cultural diversity, ethical issues and career opportunities in Sport Venue Management will also be explored. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100

HSP_MGMT 3100: Service Management
Addresses the essence of delivering memorable guest experience through service management. Topics include concepts of service, guest behavior, perceptions and satisfaction, service compliance standards, assessment methods and service recovery strategies. Students will then learn how to leverage their understanding of these concepts to establish service culture and strategies to meet organizational goals within the context of hospitality businesses. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100; restricted to Hospitality Management junior and senior students only
HSP_MGMT 3104: Topics in Hospitality Management
An examination of specific subject matter areas in the field of hospitality management will be addressed. Current issues, trends and challenges will also be discussed. Graded on A-F basis only.
Credit Hour: 1-3
Prerequisites: HSP_MGMT 1100; Restricted to Hospitality Management junior and senior students

HSP_MGMT 3105: Problems in Hospitality Management
Students develop problem solving, analytical skills by engaging in a supervised study of a selected field in the hospitality industry. Challenges and issues will be identified and possible solutions will be weighed and evaluated. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: instructor's consent required

HSP_MGMT 3115: Management of Gaming Operations
An overview, analysis of gaming management and financial elements unique to operating gaming businesses. Topics include: History and development of gaming, economic relationships, social impact, legal and changing competitive environments, consumer behavior and psychological forces, corporate culture and technology, revenue control, and promotion and marketing. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 1100; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3200: Conference and Meeting Management
Addresses the different operational aspects regarding convention and meeting planning management. Students will be exposed to skill-based knowledge pertaining to meeting and event planning, implementation and management. Topics discussed to include group business market, the role of the event planner, the various techniques and services used to meet their needs. Food and beverage, technology used, legal issues, social responsibility, and international aspects in the convention and meeting industry will be addressed. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2200; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3300: Food Production Management
Explore the production and service aspects of the food and beverage businesses. It will examine principles of concept development, menu planning, pricing and costing, forecasting, standardize recipe and testing, purchasing, food sanitation and safety, quantity food production, delivery of service, inventory control, quality assurance, professionalism and team work. Students will rotate through the different functions of the "front" and "back of the house" of a food facility. This supervised student-operated facility enables students to apply theories to the actual food service operation. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2300; Restricted to Hospitality Management juniors and seniors only

HSP_MGMT 3310: Food Service Budgeting and Controls
Examines management systems and techniques in the food and beverage industry. Topics include: effective use and control of food, beverage, and labor costs to manage a company's operations, with emphasis on computer applications, problems solving and analytical skills, making sound financial decisions, and excellence in customer service. This is a Math Reasoning Proficiency course. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 1100, MATH 1100.; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3315: Banquet and Catering Management
Engage in the management of service and production systems in catering operations and banquet facilities. An emphasis will be placed on the fundamentals of communication and planning with event coordinators, menu planning, sales and marketing, food and beverage cost control, guest service standards, quantity food productions, food safety, needs and challenges of catering both on and off premises. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2300; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3320: Beverage Management
Explore and analyze operational and managerial elements of the bar and beverage industry. Topics include: alcoholic versus non-alcoholic beverage, beverage menu development, pricing strategy and costing, sensory evaluation, food and beverage pairing, marketing and promotion, inventory control, training of personnel, legal aspects of responsible service of alcohol. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2300; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3330: Food Service Budgeting and Controls
Examines management systems and techniques in the food and beverage industry. Topics include: effective use and control of food, beverage, and labor costs to manage a company's operations, with emphasis on computer applications, problems solving and analytical skills, making sound financial decisions, and excellence in customer service. This is a Math Reasoning Proficiency course. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 1100, MATH 1100.; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3340: Lodging Operations and Management
Exposes students to the principles of managing lodging businesses regarding the fundamental principles, hows and whys of management. Topics include: Analysis of the functions of each department, organization structure, inter-relationship among various departments of a lodging facility, property management system, safety and security, guest service and satisfaction, and total quality issues. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2400

HSP_MGMT 3340: Lodging Operations and Management
Exposes students to the principles of managing lodging businesses regarding the fundamental principles, hows and whys of management. Topics include: Analysis of the functions of each department, organization structure, inter-relationship among various departments of a lodging facility, property management system, safety and security, guest service and satisfaction, and total quality issues. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2400

HSP_MGMT 3420: Technology Applications in the Lodging Industry
Survey of the technology applications, issues, and trends in the lodging industry. The role of technology in operations and as a strategic tool to achieve competitive advantage will be examined. Students will need to have a good grasp of how to best implement information technology that will impact the future of their organizations. Current technology issues of interest and importance to the industry will also be explored. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 2400. Open to Hospitality Management junior and senior students only

HSP_MGMT 3500: Sport Venue Operation Management
Examines the various operational dynamics and management of sport venues and facilities. Topics such as public versus private ownership and governance structures, facility planning and feasibility study, design and construction, event planning, programming and execution, sales and marketing, box office operations, and financial management will be addressed. Ethical issues, legal responsibilities, risk and security management will also be discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 2500; Restricted to Hospitality Management junior and senior students only

HSP_MGMT 3993: Field Training in Hospitality Management
Applies theories into actual industry setting. Aspects such as career paths, team work, inter-relationship in the workplace and professionalism are explored. Graded on A-F basis only.

Credit Hour: 1-3
Prerequisites: instructor's consent

HSP_MGMT 4100: Hospitality Human Resources Management
(cross-leveled with HSP_MGMT 7100). Examines effective management of human resources issues in hospitality businesses. It addresses issues related to managing subordinates through hiring the right person for the position, training property, evaluating employees' performance accurately and promptly, rewarding good behaviors, and motivating and coaching them. Manpower planning, equal employment practices and employee relations, quality of work life, compensation and reward structure, and how to make sound human resource management decisions will also be discussed. This is a writing intensive course. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100. Open to Hospitality Management junior and senior students only

HSP_MGMT 4100W: Hospitality Human Resources Management - Writing Intensive
(cross-leveled with HSP_MGMT 7100). Examines effective management of human resources issues in hospitality businesses. It addresses issues related to managing subordinates through hiring the right person for the position, training properly, evaluating employees' performance accurately and promptly, rewarding good behaviors, and motivating and coaching them. Manpower planning, equal employment practices and employee relations, quality of work life, compensation and reward structure, and how to make sound human resource management decisions will also be discussed. This is a writing intensive course. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100. Open to Hospitality Management junior and senior students only

HSP_MGMT 4110: Hospitality Sales and Marketing Management
(cross-leveled with HSP_MGMT 7110). Application of a customer-oriented approach to sales and marketing management in hospitality and tourism industry. The marketing techniques available to hospitality businesses are described and evaluated, including service marketing mix, packaging, travel trade, advertising, sales promotion, merchandising, and personal selling. Marketing of hospitality services regarding human factors, consumer demand, planning, professional considerations are also discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100. Open to Hospitality Management junior and senior students only

HSP_MGMT 4180: Strategic Management in the Hospitality Industry
Focuses on developing conceptual skills and application of the principles of strategic management in the context of the hospitality industry. It involves handling and analyzing ambiguous facts as well as relevant industry problems and issues facing management personnel in the global hospitality markets. Topics include: Business environments, mission statement, corporate and business strategies, evaluation and control. It requires that students to apply functions of management, finance, human resources, and marketing, learn how to engage in planning by examining situations from the perspectives of customer, employee, and management. The ultimate goal is to encourage students to think "out-of-the-box" in order to find innovative solutions that will reshape the hospitality industry and define how the hospitality company of tomorrow will create value. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 3100 and MANGMT 3000. Open to Hospitality Management junior and senior students only

HSP_MGMT 4190: Trends in Hospitality Management
To keep abreast of the development that affects current managerial practices, this course is a survey of key trends and critical issues that impact the hospitality industry. Best practices, opportunities and challenges facing the industry will also be discussed. Graded on A-F basis only.

Credit Hour: 1
Prerequisites: HSP_MGMT 1100 and open to Hospitality Management junior and senior students only

HSP_MGMT 4200: Destination Management
(cross-leveled with HSP_MGMT 7200). An overview of hospitality and tourism destination management using a system approach that integrates a variety of hospitality and tourism organizations and businesses. Destination management will be examined from the perspectives of travelers and destination communities in the context of economic, socio-cultural, and environmental impacts. Optimal planning, development, marketing of destination image and position in the context of the overall management plan will be addressed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 2200. Open to Hospitality Management junior and senior students only

HSP_MGMT 4280: Special Events Management
Synthesis of theories and a comprehensive guide in understanding, planning, promoting and producing and managing special events. Topics include: Event design, feasibility studies, legal compliance, promotion, safety and security, logistics, staffing, financial control and technology. It is based on a systematic, step-by-step approach to event planning, implementation, and management. This course requires a considerable amount of teamwork. Graded on A-F basis only.
Credit Hours: 3
Prerequisites: HSP_MGMT 3200. Open Hospitality Management senior students only

**HSP_MGMT 4280W: Special Events Management - Writing Intensive**

Synthesis of theories and a comprehensive guide in understanding, planning, promoting and producing and managing special events. Topics include: Event design, feasibility studies, legal compliance, promotion, safety and security, logistics, staffing, financial control and technology. It is based on a systematic, step-by-step approach to event planning, implementation, and management. This course requires a considerable amount of teamwork. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 3200. Open Hospitality Management senior students only

**HSP_MGMT 4380W: Managing Food Service Businesses - Writing Intensive**

Students explore the market positioning and the management of the student-run food service operation from concept development to execution. Students will apply knowledge gained from marketing, human resources and operational budgeting to develop their themes and execute their meals. Students will hone their problem solving, leadership and interpersonal skills while engaging in team building. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 3300. Open to Hospitality Management senior students only

**HSP_MGMT 4400: Hospitality Finance Management**

(cross-leveled with HSP_MGMT 7400). Application of financial principles to the hospitality industry. The focus is to provide students a foundation on how to use numbers and fundamental financial analysis to operate a successful hospitality business. Topics include forecasting, profit and loss statement, balance sheet, capital budgeting, and revenue management related to the hospitality industry. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 1100, FINANC 2000. Open to Hospitality Management junior and senior students only

**HSP_MGMT 4480W: Advanced Lodging Management - Writing Intensive**

Apply, integrate, and synthesize previously learned knowledge, skills, and experience to solve real problems that the lodging industry faces. Specifically, managerial responsibilities, organizational structures and current trends will be examined. Throughout the class students will develop their professional identity, leadership skills and confidence to participate in the workforce. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 3400. Open to Hospitality Management senior students only

**HSP_MGMT 4500: Management and Promotion of Live Entertainment**

Examines the various media used to promote venues, events and live entertainment. Topics include: Artist management, budgets and financial management, insurance, liabilities, contracts and riders, event production and tour scheduling, sport communication, and community relations. In particular, emphasis will be on the use of social media platforms in promotions, public relations, and other revenue generating activities of the industry. The principles of organizational advocacy, press conferences, and crisis communication plans will also be discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 2500, open to Hospitality Management students only

**HSP_MGMT 4515: The Business of Sport Venue Management**

Focuses on the business aspects of managing athletic and recreational venues. The course examines the management and financial tools that managers use to run their sport venues and businesses. Traditional and innovative methods of revenue acquisition, financial business structure, sponsorship and forecasting processes as it pertains to the effective management of venues and sport organizations are discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 2500. Open to Hospitality Management junior and senior students only

**HSP_MGMT 4580W: Sport Venue and Facility Management - Writing Intensive**

Applies previously learned principles and concepts of sport venue management and develop critical planning and organizational skills required of sport venue managers. The course will address three main modules: Security and risk management, the sport venue, and the sport event. The security and risk management module will examine efficient best practices and how they can significantly reduce the occurrence of injury and loss at sports venues and events. The sport venue and event modules will integrate concepts of venue planning, construction and operations; and event conception, planning, execution and reconciliation through case study analysis. Ethical considerations will also be stressed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: HSP_MGMT 3500. Open to Hospitality Management seniors only

**HSP_MGMT 4993: Internship in Hospitality Management**

Students apply concepts and theories from their coursework to practical work experiences in the hospitality industry, under the direction of industry professionals and faculty evaluation. It is the student’s responsibility to secure an internship position and all internship experience must have prior approval from his/her advisor. In addition to the field experience, students will develop their problem solving and analytical skills through projects that are operational in nature. Graded on A-F basis only. Enrollment is limited to students who have completed a minimum of 75 credits and completed HSP_MGMT 1100, HSP_MGMT 2190 and one of the courses from students designated emphasis area: HSP_MGMT 3200, HSP_MGMT 3300, HSP_MGMT 3400 or HSP_MGMT 3500. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Instructor's consent required
HSP_MGMT 7100: Hospitality Human Resources Management
(cross-leveled with HSP_MGMT 4100). Examines effective management of human resources issues in hospitality businesses. It addresses issues related to managing subordinates through hiring the right person for the position, training properly, evaluating employees' performance accurately and promptly, rewarding good behaviors, and motivating and coaching them. Manpower planning, equal employment practices and employee relations, quality of work life, compensation and reward structure, and how to make sound human resource management decisions will also be discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent

HSP_MGMT 7110: Hospitality Sales and Marketing
(cross-leveled with HSP_MGMT 4110). Application of a customer-oriented approach to sales and marketing management in hospitality and tourism industry. The marketing techniques available to hospitality businesses are described and evaluated, including service marketing mix, packaging, travel trade, advertising, sales promotion, merchandising, and personal selling. Marketing of hospitality services regarding human factors, consumer demand, planning, professional considerations are also discussed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent

HSP_MGMT 7180: Strategic Management in the Hospitality Industry
(cross-leveled with HSP_MGMT 4180). Focuses on developing conceptual skills and application of the principles of strategic management in the context of the hospitality industry. It involves handling and analyzing ambiguous facts as well as relevant industry problems and issues facing management personnel in the global hospitality markets. Topics include: Business environments, mission statement, corporate and business strategies, evaluation and control. It requires that students to apply functions of management, finance, human resources, and marketing, learn how to engage in planning by examining situations from the perspectives of customer, employee, and management. The ultimate goal is to encourage students to think "out-of-the-box" in order to find innovative solutions that will reshape the hospitality industry and define how the hospitality company of tomorrow will create value. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: Instructor's consent

HSP_MGMT 7200: Destination Management
(cross-leveled with HSP_MGMT 4200). An overview of hospitality and tourism destination management using a system approach that integrates a variety of hospitality and tourism organizations and businesses. Destination management will be examined from the perspectives of travelers and destination communities in the context of economic, socio-cultural, and environmental impacts. Optimal planning, development, marketing of destination image and position in the context of the overall management plan will be addressed. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent

HSP_MGMT 7400: Hospitality Finance Management
(cross-leveled with HSP_MGMT 4400). Application of financial principles to the hospitality industry. The focus is to provide students a foundation on how to use numbers and fundamental financial analysis to operate a successful hospitality business. Topics include forecasting, profit and loss statement, balance sheet, capital budgeting, and revenue management related to the hospitality industry. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: instructor's consent