

HOSPITALITY AND TOURISM MANAGE (HTM)

HTM 1414 - Introduction to Hospitality and Tourism Management (3 credits)

Hospitality & Tourism industry segmentation, management structures and practices, the significance of service delivery, economic impact of tourism and career opportunities. Concepts examined through readings, case studies and industry guest speakers.

HTM 2314 - Introduction to International Business (3 credits)

Fundamental concepts of international business. International business environment and how it affects decisions, the creation of competitive advantage in the multinational firm, and complexities of managing it. Why international businesses exist, drivers of international expansion, differences among countries in terms of political, legal, economic, technological and cultural dimensions, and the complexity of international business decisions. Causes and consequences of globalization, international trade, and analyzing the challenges of managing international business, with a focus on a number of industries, including hospitality and tourism. Operational, strategic, and ethical issues which are unique to multinational corporations.

Cross-listed: MGT 2314

HTM 2434 - Hospitality Sales (3 credits)

A comprehensive study of the management of the sales function and its role in the overall financial performance of hospitality operations.

HTM 2454 - Travel & Tourism Management (3 credits)

Introduction to travel and tourism both domestically and abroad. Includes topics such as the history, sociology and psychology of tourism; the tourism system, including private industry, associations and governing bodies; measuring and predicting travel motivations, behavior, and demand; and management issues in a global context. Course concludes with an international travel research final project.

Pathway Concept Area(s): 3 Reasoning in Social Sciences, 11 Intercultural&Global Aware.

HTM 2464 - Introduction to Service (3 credits)

An overview of the service industry, its historical and economic importance, social, psychological and cultural impacts and future trends. Emphasizes the unique characteristics and management challenges of service organizations.

Pathway Concept Area(s): 3 Reasoning in Social Sciences, 11 Intercultural&Global Aware.

HTM 2474 - Introduction to Meetings and Convention Management (3 credits)

A study of the meetings and convention industry. Focus on the components and processes involved in developing and conducting meetings and conventions.

HTM 2514 - Catering Management (3 credits)

Introduces students to various venues in which catering services can be offered, and presents an overview of the functions, processes, and controls found in successful catering management and operations; emphasis is placed on the sales/marketing aspects of the business.

HTM 2954 - Hospitality and Tourism Study Abroad (3 credits)

This course provides students with an international hospitality and tourism management business experience. It is only offered as part of a program outside the United States. Students will learn from the structured educational experience developed by the faculty directing the study abroad program. This course can be taken twice for a maximum of six credit hours. Sophomore standing and a minimum GPA of 3.0 required.

HTM 2964 - Field Study (3 credits)

HTM 2974 - Independent Study (1-19 credits)

HTM 2984 - Special Study (1-19 credits)

HTM 3044 - Private Club Management (3 credits)

Develop an understanding of the private club sector of the hospitality industry. Topic areas are divided into club fundamentals, revenue-generating operations within clubs and support functions/departments of club operations. Junior standing as well as background courses in basic financial management are suggested.

HTM 3244 - Franchising for the Service Industries (3 credits)

Theory and practice of franchising as a form of business ownership and a vehicle for entrepreneurship. Contemporary issues related to franchising in different segments of the services industries including hospitality and tourism. Legal aspects, financial viability, ethical issues, and agency relationships in franchising. Franchise concept development, franchisor-franchisee relationship, franchise agreements, family business, minority franchising, and international franchising. Junior standing required.

HTM 3414 - Food Preparation, Purchasing and Management (4 credits)

Food and kitchen safety, hazard analysis, purchasing, recipe development, costing, and volume food preparation, in a commercial kitchen lab experience one day per week along with a two hour per week lecture. Additional fee required. Pre: Sophomore Standing.

HTM 3424 - Event Management (3 credits)

Management of special events in the hospitality and tourism industry. Organizational functions necessary for designing a broad range of special events, using formal elements of design to deliver successful events through use of effectively designed floor plans, event flow and logistics, risk management and contingency planning as well as analyzing the factors that influence an events success. Examine ethical issues at play in the context of modern event planning and implementation. Study review processes, evaluation methods and techniques used in events management. Sophomore standing.

Pathway Concept Area(s): 6D Critique & Prac in Design, 10 Ethical Reasoning

HTM 3444 - Financial Management and Cost Control for Hospitality Organizations (3 credits)

The application of accounting, finance, and cost control principles to hospitality industry organizations. The focus of this course is to provide future food service and lodging organization managers with the ability to handle the unique problems regarding financial analysis and cost control in this industry.

Prerequisite(s): ACIS 2116 and ECON 2006

Corequisite(s): FIN 3104

HTM 3484 - Socio-Cultural Impacts of Tourism (3 credits)

A study of both historic and current impacts of tourism on family, community, culture, government, globalization, and the environment at the domestic and international levels. The course uses a sustainable tourism framework to examine the complex ways in which tourism both affects and is affected by modern society worldwide. Includes topics such as eco-tourism, volunteer tourism and space tourism.

Pathway Concept Area(s): 2 Critical Thinking Humanities, 3 Reasoning in Social Sciences, 11 Intercultural&Global Aware.

HTM 3524 - Lodging Management (3 credits)

Organization, function, and management of lodging operations. Current issues and management challenges in the lodging industry. Applications of revenue management to lodging systems. Pre: Sophomore standing

HTM 3954 - HTM Study Abroad (1-6 credits)

This course provides students with an international hospitality and tourism management business experience. Students will be required to apply their knowledge and skills from their Pamplin College of Business core courses within this course. Students will learn from the structured educational experience developed by the faculty directing the study abroad program. Pamplin College of Business majors must have been approved for upper division course- work.

HTM 4354 - Information Technology and Social Media in Hospitality and Tourism (3 credits)

Introduction to the strategic use of information technology (IT) in today's hospitality and tourism organizations. Includes the most current and widely used information systems in operation, management, and e-business in hospitality and tourism as well as identification, discussion and debate of the ethical issues associated with these systems. Study of social media as a marketing tool for hospitality and tourism businesses. Examine impacts of IT on organizations and the industry as a whole. Pre: Sophomore standing.

Pathway Concept Area(s): 5A Quant & Comp Think Adv., 10 Ethical Reasoning

HTM 4414 - Food and Beverage Management (3 credits)

Reviews organizational structures, terminology, administration and management of food and beverage operations. Discusses branding, franchising and industry benchmarking. Focuses on functional aspects including facilities design, equipment layout, labor management, purchasing and inventory management, cash management and control. Understanding the balance of human capital with service and quality standards. Reviews menu development, pricing and marketing strategies. Discussions of current issues and challenges in the industry as well as basics of alcohol/beverage service to include Training for Intervention Procedures (TIPS) certification.

Prerequisite(s): HTM 3414

HTM 4434 - Event and Experience Management Senior Workshop (3 credits)

Senior experiential learning workshop to integrate and apply ethics, knowledge, design, concepts and capacities from past coursework by engaging in real world professional events and experiences. Students will explore and understand the complexity of managing events and the impact on the human experience. Pre: Senior standing.

Prerequisite(s): HTM 3424

Pathway Concept Area(s): 7 Identity & Equity in U.S., 10 Ethical Reasoning

HTM 4444 - Winery Tourism (3 credits)

The course focuses on the role of wine and wineries in tourism, wine marketing and management in the hospitality industry, and examines the components of a winery. Students must be 21 years of age due to the inclusion of wine tasting in the course. COURSE FEE: \$18.

HTM 4454 - Hospitality Revenue Management (3 credits)

Examines lodging and foodservices Revenue Management (RM) issues. Customer-centric approach, explores RM from various traditional academic perspectives, including economics, pricing, forecasting, consumer behavior, accounting, finance, and human resources. Management-oriented, emphasizes practical aspects of decision-making. Applies theoretical concepts through class discussion, group projects and individual assignments.

Prerequisite(s): HTM 3444

HTM 4464 - Human Resources Management in the Hospitality Industry (3 credits)

An overview of the concepts of human resources management as applied to the specific environments within the hospitality industry.

Prerequisite(s): MGT 3304 or MGT 3404

HTM 4484 - International Tourism (3 credits)

Survey of global travel and tourism issues, including trends and patterns of global tourism, flow models, constraints and obstacles to international travel, demand for travel and tourism, tourism supply distribution, destination competitiveness, tourist safety and security, international travel and tourism organizations, performance measures. Analysis of sustainable indicators in protected areas and world heritage sites, tourism statistics and trends.

Prerequisite(s): MKTG 3104 or MKTG 3104H

HTM 4514 - Hospitality Market Data Analysis (3 credits)

Extraction and analysis of industry data on a selected market for development and presentation of the Market Study in a worldwide competition among other universities. In conjunction with a leading hospitality industry data provider, students have an opportunity to extract and analyze current industry data. Expands teamwork and communication skills through written and oral delivery of the study. Impact Analysis study of a recent current event on hotels, related and non-related travel sectors.

Prerequisite(s): HTM 3524 and HTM 3444 and HTM 4454

HTM 4954 - Study Abroad (1-19 credits)**HTM 4964 - Field Study in HTM (3 credits)**

Prerequisite(s): (HTM 3414 and HTM 3524) or (HTM 3414 and HTM 3444) or (HTM 3254 and HTM 3444)

HTM 4974 - Independent Study (1-19 credits)**HTM 4984 - Special Study (1-19 credits)****HTM 4994 - Undergraduate Research (1-19 credits)**