

# SUBJECTS AND COURSES

## COURSE DESCRIPTIONS - HOSPITALITY SERVICES MGMT (HSM)

### HSM 111 Orientation to Hospitality Pro

This course introduces various facets and opportunities within the hospitality profession. The intent is for students to gain a broad base of information relative to the hospitality industry. Emphasis is placed on having students comprehend their role as a hospitality industry professional. Topics include an overview of the hospitality profession, knowledge and skills necessary for successful employment, the impact of the hospitality profession on society, issues that impact on various segments of the hospitality profession, and emerging trends. This is a core course. **3 Credit Hours**

### HSM 112 Law & the Hospitality Industry

This course focuses on laws that apply to hotels, food-service establishments, and the travel industry. Topics include innkeepers' duties to guests, tenants, licensees and trespassers; concepts of liability and negligence; credit and collection practices; and miscellaneous statutes applicable to the hospitality industry. **3 Credit Hours**

### HSM 123 Hospitality Field Experience I

The supervised field experience program puts student's classroom knowledge into practical use. It provides a balance between theory and practice, allowing the student to experience various facets of the industry that are not always available in the classroom. This experience provides the opportunity to clarify career goals, assess strengths and weaknesses, and obtain, develop and practice skills necessary for future success. This experience is also crucial to job placement. Any weaknesses in the program of the student can be identified and corrected to insure better job placement and salaries. **6 Credit Hours**

### HSM 181 Special Topics: Hospitality Mg

This course provides specialized instruction in various areas related to hospitality services management. Emphasis is placed on meeting students' needs. **4 Credit Hours**

### HSM 232 Event Logistics & Entertainment

PREREQUISITE: As Required by college. COREQUISITE: As Required by college This course is designed to give students an introduction to venue planning and design as well as planning entertainment for fundraisers, festivals, meetings, and other events. **3 Credit Hours**

### HSM 234 Planning-dev of Leisure Prgm

This course introduces students to the theory and practice of developing exciting and profitable leisure programs and festivals. **3 Credit Hours**

### HSM 250 Hospitality Marketing

PREREQUISITE: As required by college. COREQUISITE: As Required by college This course is designed to study the principles of marketing and promotion as they related to the hospitality industry. Topics include promotional techniques, advertising, the organization of a lodging operation's sales department and promotion of special events.

**NaN Credit Hours**

### HSM 265 Planning & Development Tourism

This course explores major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the development of the economy. Topics covered include introductory principles, study approaches, the importance of tourism, tourism history and careers, elements of tourism supply and demand, planning and development principles, marketing, research, regulation and deregulation, and government agencies affecting development. Upon completion, students will be able to analyze the impact of various facets of the tourism industry. **3 Credit Hours**

### HSM 270 Planning/mgmt Sports Tourism/e

PREREQUISITE: As Required by college. COREQUISITE: As Required by college This course explores major concepts in planning and managing sports events and sports tourism and how sports tourism and sports events can become an important factor in the development of the economy. Topics covered include introductory principles, study approaches, the importance sports tourism and event history and careers, elements of sport management and demand, planning and development principles, marketing, research, regulation and deregulation, and government agencies affecting sports tourism and sporting events. Upon completion, students will be able to analyze the impact of various facets of the sports tourism industry. **3 Credit Hours**

### HSM 281 Special Topics: Hospitality Mg

These courses provide specialized instruction in various areas related to hospitality services management. Emphasis is placed on meeting students' needs. **4 Credit Hours**

### HSM 286 Hospitality Capstone/Direct St

PREREQUISITE: As required by college. CO-REQUISITE: As required by college. In this course students will demonstrate their mastery of the required competencies for completion of a hospitality degree. Students will complete their competency checklist and demonstrate their hospitality knowledge, skills, and abilities by completing projects related to managing budgets, customer service, supervising maintenance, coordinating purchases, managing inventory, and/or overseeing food and beverage. **4 Credit Hours**