HOSPITALITY MANAGEMENT (HOSM)

HOSM 200 - FINANCIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY
Principles of financial accounting applied to lodging and food and beverage operations, including concepts, practices, and the preparation and analysis of hospitality financial statements. Basic hospitality benchmarks of ADR, RevPar, occupancy.
Credits: 3
Prerequisites: MATH 095
Course Notes: or RUA placement

HOSM 201 - INTRODUCTION TO THE HOSPITALITY INDUSTRY
Introduction to the management of hospitality operations including history, growth and development, organizational structure, operations, sales and marketing, accounting and finance, and the fundamental role of guest services for hotels, restaurants, casinos, clubs, recreation, travel and tourism.
Credits: 3

HOSM 205 - HOSPITALITY MANAGEMENT SUPERVISION & ENTREPRENEURSHIP
This course provides the fundamental principles of business plan development, with areas focusing on financial management, menu mechanics, employee training and retention and staffing.
Credits: 3
Prerequisites: HOSM 201

HOSM 210 - FRONT OFFICE MANAGEMENT
Effective principles and techniques of front office operations. The flow of reservations through collection and accounting. Revenue enhancement, room inventory management, guest and city ledger, forecasting, global reservation, LEEDS building certification, PHS systems, handling guest complaints, sustainability issues, and loss inventory and revenue management.
Credits: 3
Prerequisites: HOSM 201 (may be taken concurrently)

HOSM 211 - HUMAN RESOURCE MANAGEMENT IN THE HOSPITALITY INDUSTRY
Skills and techniques in recruiting, interviewing, supervising, staffing, and scheduling; emphasis on effective training, incentive systems, and the relationship between organizational structure and behavior.
Credits: 3
Prerequisites: HOSM 201 (may be taken concurrently)

HOSM 230 - FOOD AND BEVERAGE MANAGEMENT
Credits: 3
Prerequisites: HOSM 201 (may be taken concurrently)

HOSM 231 - INTRODUCTION TO MEETING AND EVENT MANAGEMENT
Corporate and association meetings, conventions, and trade and consumer shows in historical, operational, and economic perspective. The role of meeting planners within their organizations and their relationships to industry suppliers. Career opportunities introduced by industry professionals.
Credits: 3
Prerequisites: HOSM 201 (may be taken concurrently)
Course Notes: Min grade C for Mtg/Event Credential courses.

HOSM 250 - HOSPITALITY SALES
Hospitality products, sales techniques, markets, consumers, and sales strategies including social media platforms. The role of marketing and its relationship to sales; sales as a career; the challenges of hospitality sales.
Credits: 3
Prerequisites: HOSM 201 (may be taken concurrently)

HOSM 275 - HOSPITALITY LAW
Legal environment of the hospitality industry as it relates to the effective management of risk and prevention of loss. Topics include types of law, contracts, agency, employer/employee relationships, liability, and specific applications to lodging, food and beverage, and meeting, convention, and exposition management.
Credits: 3
Prerequisites: HOSM 201 (may be taken concurrently)

HOSM 290 - METHODS & RESEARCH IN HOSPITALITY MANAGEMENT
Introduction to basic research methods and their applications to the hospitality industry. Topics for research include issues current to the industry in food and beverage, lodging, or meeting and event management organizations.
Credits: 3
Prerequisites: HOSM 201

HOSM 300 - MANAGERIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY
Credits: 3
Prerequisites: HOSM 200 or ACCT 210
Course Notes: or RUA placement, Minimum C grade required

HOSM 302 - HOTEL OPERATIONS
Managerial perspective in hotel operations; coordination, communication, and record keeping; effective external relationships with the media and with labor unions.
Credits: 3
Course Notes: 12 sem hours in HOSM or consent.

HOSM 303 - HOTEL DEVELOPMENT AND OPENING
The development of a hotel from concept to actual operation. Site selection, feasibility studies, and strategic planning. Staffing the property, the role of the pre-opening office, consumer advertising, and public relations.
Credits: 3
Course Notes: 12SH in HOSM or consent
HOSM 304 - FACILITIES MANAGEMENT & ENGINEERING
Engineering and maintenance needs of the lodging, food and beverage industry, building environment and rehabilitation; mechanical and electrical equipment; utilities and energy conservation management.
Credits: 3
Prerequisites: HOSM 210
Course Notes: 12SH in HOSM or consent.

HOSM 311 - ORGANIZATIONAL DEVELOPMENT FOR HOSPITALITY
Sociological and psychological views of organizations, management and leadership ideology, group dynamics & self-assessment tools. Product development and service focus. The impact of social movements and government initiatives on organization practices. Includes service learning component.
Credits: 3
Prerequisites: ENG 102
Course Notes: 12SH HOSM or consent, Minimum C grade required.

HOSM 312 - GREEN MEETINGS MANAGEMENT
An in-depth look at the principles and methodology behind developing green, carbon-neutral and sustainable meetings and events. Students will learn how to partner with eco-friendly venues, methods to reduce, reuse and recycle meetings and event materials, how to educate and engage attendees, examine trade shows’ and exhibitions’ carbon footprint, planning and ordering appropriate food and beverage choices, and methods to measure their green meeting success.
Credits: 1
Prerequisites: HOSM 231
Course Notes: Min grade C for Mtg/Event Credential courses.

HOSM 315 - APPLICATIONS & TECHNIQUES OF MEETING & EVENT MANAGEMENT
Tools needed to plan and manage successful meetings and events. Functions of meeting and event planning as defined by the Convention Industry Council are covered.
Credits: 3
Prerequisites: HOSM 231
Course Notes: Min grade C for Mtg/Event Credential courses.

HOSM 317 - ISSUES & TRENDS IN MEETING & EVENT MANAGEMENT
Topics include marketing conventions, trade shows, and special events; legal issues for meetings and conventions; contract negotiations; adult learning; program design and evaluation; food and beverage trends for successful conventions; technological trends.
Credits: 3
Prerequisites: HOSM 315
Course Notes: Min grade C for Mtg/Event Credential courses.

HOSM 319 - HOSPITALITY FACILITIES MARKETING, SALES, AND SERVICE
An in-depth look at the principles, trends and practices of venue marketing, sales and service management as related to meetings and events. Use of technology to organize sales, build customer relationships and communicate meeting and event details; internal department relationships to the meeting and event function; service manager’s relationship to outside vendors such as audio-visual companies, destination marketing and management companies are considered.
Credits: 3
Prerequisites: HOSM 231
Course Notes: Min grade C for Mtg/Event Credential courses.

HOSM 321 - MANAGING TOURISM, FESTS, EVENTS, & MORE
An introductory course in tourism administration using the city of Chicago as the laboratory describing how government agencies and non-governmental agencies work with the private sector to produce a spectrum of tourism destination events that bring tourists to hotels, restaurants and retail establishments; utilizing public and private transportation and other amenities. Facts and figures, organizations, sustainability concerns and operations that comprise tourism administration are studied. Prerequisites: None
Credits: 3

HOSM 323 - EXHIBITION MANAGEMENT
History and development of the exhibition industry; activities of its key participants, including exhibitors, attendees, and support organizations. Selecting sites, budgeting, negotiating, registering, scheduling, and promoting exhibitions. Exhibition design and labor management. (3)
Credits: 3
Prerequisites: HOSM 231 (may be taken concurrently)
Course Notes: Min grade C for Mtg/Event Credential courses.

HOSM 324 - SPECIAL EVENTS
Event research, design, planning, execution and evaluation including site selection, entertainment, catering, pyrotechnics, equipment and rental, props, floral décor and lighting. Buyers of and markets for special events.
Credits: 3
Prerequisites: HOSM 231

HOSM 325 - INTERNATIONAL TOURISM
The roles of international public and private sector organizations and associations, educational and research institutions, and transnational and local corporations. Comparisons of different national tourism strategies. The sociocultural, economic, and environmental impacts in industrialized and Third World countries. The implications of broad global trends and issues on tourism.
Credits: 3
Prerequisites: HOSM 201
Course Notes: 12SH in HOSM or consent

HOSM 326 - URBAN TOURISM ADMINISTRATION
Tourism-related decisions in the context of competing community, corporate, and political interests. The social, cultural, economic, and environmental impact of tourism on cities. The global and competitive nature of tourism and the cooperative-competitive tensions between organizations at the local, state, national, and international levels. Chicago is studied as a specific case.
Credits: 3
Prerequisites: HOSM 201
Course Notes: 12SH in HOSM or consent

HOSM 327 - TOURISM & HOSPITALITY INDUSTRY
The social and psychological dimensions of travel; market demand; feasibility analysis of destination development; planning processes; finance; and personal requirements. Economic role and impact of tourism nationally and internationally. Retail travel agency management and tour wholesaling.
Credits: 3
Prerequisites: HOSM 201
Course Notes: 6 SH in HOSM
HOSM 328 - DESTINATION MARKETING
Role of marketing and sales skills of destination marketing organizations, tourism bureaus, and Convention and Visitors Bureaus in attracting tourists, business, conventions and meeting to a location. Relationship to local, regional or national government, bureau structure, staffing and governance of these organizations. Exploring careers in this sector of the hospitality industry.
Credits: 3
Prerequisites: HOSM 201
Course Notes: 12 Hours in HOSM or consent

HOSM 329 - DESTINATION CHICAGO: MANAGING GROUP TOURS
Students will become familiar with key Chicago facilities, transportation and talent/entertainment companies as well as how to organize private group tours of city attractions. Using Chicago as our laboratory, this course will explore the role of the privately owned destination management company in the Meetings and Events industry. Different from the Convention and Visitors Bureaus, these companies are hired by planners as experts in a particular city and negotiate, arrange and facilitate tours, special events, transportation, dine-arounds and other activities for the conference/group attendee. The course will study the DMC corporate structure, marketing and client relations.
Credits: 3

HOSM 330 - FOOD & BEVERAGE CONTROLS
Management of resources in food and beverage operations. Planning and budgeting, establishing standards, and monitoring performance. Techniques for labor planning, scheduling, and staffing. Production controls, such as standard recipes, portion sizes, and methods.
Credits: 3
Prerequisites: HOSM 230
Course Notes: or consent

HOSM 335 - RESTAURANT/FOOD SERVICE MANAGEMENT
A systems perspective on foodservice operations; issues in commercial and institutional foodservices, industry trends, competitive analysis, evaluation of operations, implementing change in foodservice organizations, restaurant business plans, LEED certification, front and back of the house design.
Credits: 3
Prerequisites: HOSM 230
Course Notes: or consent

HOSM 337 - WINE, LIQUORS, AND BEVERAGE MANAGEMENT
Origins, production, classifications, and characteristics of all types of alcoholic beverages; historical, social, economic, and political perspectives. Training of servers and the liability of owners; aspects of bar management including marketing, advertising, and hiring. Bar layout and design. The complementary relationships between food and drink; new mixology techniques and sommelier service.
Credits: 3
Prerequisites: HOSM 351
Course Notes: Must be age 21 at registration. 12 SH of HOSM.

HOSM 340 - COMPUTER APPLICATIONS FOR THE HOSPITALITY INDUSTRY
Spreadsheets, word processing, and database applications in the hospitality industry; specific programs for lodging, food and beverage, and meeting, convention, and exposition management.
Credits: 3
Prerequisites: HOSM 201
Course Notes: 12SH in HOSM or consent.

HOSM 345 - SEMINAR IN HOSPITALITY MANAGEMENT: TECHNIQUES & PROBLEMS
Issues, trends, and problems facing the contemporary hospitality manager. A different topic is covered each semester.
Credits: 3
Course Notes: 12SH in HOSM or consent

HOSM 350 - ADVANCED MARKETING FOR THE HOSPITALITY INDUSTRY
Market research, positioning, marketing plan development, including the use of social media platforms and analytics, competitive analysis, promotion, advertising, and current business development techniques.
Credits: 3
Prerequisites: ENG 102
Course Notes: 12SH in HOSM, Minimum C grade required.

HOSM 351 - INTRODUCTION TO SPORTS AS A BUSINESS ENTERPRISE
Overview of organized sports and sports management; the role of sports in society; organized sports as an economic enterprise including basic organizational and business structure; the role hospitality plays in professional and collegiate sports. Introduction to business and marketing principles of sports hospitality, study and practice of customer service principles. Explore the spectrum of non-athletic career opportunities and various career paths available in hospitality and tourism management.
Credits: 3
Course Notes: Department consent. Sophomore standing.

HOSM 352 - SPORTS FINANCE AND BUSINESS
Economics of managing professional, amateur and collegiate sports organizations. Basic theory and concepts in finance and accounting applied to managerial control of sport organizations, forms of ownership, taxation, budgeting, fundraising, financial analysis, feasibility studies and economic impact studies. Coverage of business structures, the time value of money and ethical guidelines and issues in auditing.
Credits: 3
Prerequisites: HOSM 300 and HOSM 351 and MATH 100

HOSM 353 - SPORTS MARKETING
This course examines marketing and revenue generating areas of operation within professional sports franchises, college athletic departments, niche sport organizations and sports related consumer products, with focus on the organizational management and decision making approaches of marketing and promotions, ticket sales and corporate sales and fulfillment offices. Topics include branding and rebranding a franchise, using new media platforms to generate revenue, and the art of the successful promotion.
Credits: 3
Prerequisites: HOSM 351
Course Notes: or Dept consent

HOSM 354 - SPORTS FACILITY MANAGEMENT
The purpose of this course is to provide students with an introduction to the planning and management of sports facilities. The course will focus on elements of planning, design, and management, while examining functions related to maintenance, security, operations, and evaluation. The course will emphasize problem solving utilizing class discussions, guest speakers and facility site visitations as feasible.
Credits: 3
Prerequisites: HOSM 351
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>HOSM 355</td>
<td>SPORTS COMMUNICATIONS, MEDIA ISSUES, &amp; PUBLIC RELATIONS</td>
<td>Sports communications professionals are integral to the management, marketing and operations of sports organizations at all levels. Sports communications skills are used in careers in sports journalism, public relations, community relations, broadcasting, advertising or sales. Topics include sports journalism and public relations, legal aspects, online communications and social media, and crisis communication. Guest lecturers from the sports communication field will discuss their experiences in television, collegiate athletics, and professional sports. Credits: 3 Prerequisites: HOSM 351 Course Notes: Department consent</td>
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<tr>
<td>HOSM 356</td>
<td>SPORTS EVENT MANAGEMENT</td>
<td>This course examines the complexities involved with planning and managing major sporting events and their facilities. Covered in this course are management and preparations for events including crowd management, concession and alcohol management, medical emergency and evacuation plans, and housekeeping and facility design and upkeep. Credits: 3 Prerequisites: HOSM 231 and HOSM 351</td>
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<tr>
<td>HOSM 357</td>
<td>SPORTS COMMUNICATIONS RELATIONS &amp; FAN DEVELOPMENT</td>
<td>Learn about all aspects of community affairs outreach in the sports industry. Students will learn how the community and fan development departments create and implement community initiatives, donation programs and fundraising activities. Areas of discussion: Game day and non-game day programs, silent auctions, general office work and planning and execution of community activities. Credits: 3</td>
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<td>HOSM 360</td>
<td>COMM FUNCT IN HOSP INDUSTRY</td>
<td>Written and oral communication skills in the professional hospitality environment. Effective written communication and visual presentation illustrated in business reports, letters, memos, press releases, and presentations. Survey of interview process as Hospitality and Tourism Management major form of communication. Credits: 3 Prerequisites: ENG 102 Course Notes: 12SH in HOSM</td>
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<tr>
<td>HOSM 365</td>
<td>INTRODUCTION TO GAMING</td>
<td>Gaming industry history, government regulation, and economic impact with focus on the economics of gaming. Gaming's interface with lodging, food, and beverage on the property as well as gaming's interface with tourism and government in the community. Components of casino operations, various careers, and the functions of those occupations within the gaming industry. Credits: 3 Course Notes: Must be 21 years of age.</td>
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<td>HOSM 366</td>
<td>CASINO OPERATIONS &amp; MANAGEMENT</td>
<td>History of the gaming industry as it applies to modern management philosophy and regulation. Hotel casino cash flow sources and mechanics of production. Analysis of slot operations, games, casino marketing, and overview of selected areas of casino management. Basic statistical applications related to casino management. Credits: 3 Course Notes: Must be 21 yrs. of age.</td>
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<td>HOSM 370</td>
<td>MULTICULTURAL ISSUES IN HOSPITALITY MANAGEMENT</td>
<td>Diversity and multiculturalism are critical themes in the hospitality industry, particularly for those who prepare for management-level positions. Diversity programs, critical contemporary issues, development of competence and sensitivity. Credits: 3 Attributes: Non-western Culture Prerequisites: ENG 102 Course Notes: 12SH in HOSM</td>
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<td>HOSM 385</td>
<td>INTERNSHIP/HOSPITALITY MANAGEMENT</td>
<td>A supervised learning experience in the hospitality industry. Placement and learning objectives are subject to the approval of the instructor. Credits: 1-6 Attributes: Transformational Service Learning Course Notes: Department consent</td>
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<td>HOSM 386</td>
<td>INTERNSHIP/HOSPITALITY MANAGEMENT</td>
<td>A supervised learning experience in the hospitality industry. Placement and learning objectives are subject to the approval of the instructor. Credits: 3 Course Notes: Department consent</td>
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<td>HOSM 390</td>
<td>SPECIAL TOPIC IN HOSM</td>
<td>In-depth seminars on specific topics in sustainability, including environmental literature and communication; the urban environment; sustainability and environmental history; parkland conservation; campus/institutional sustainability planning; and representations of sustainability in art, literature, film, and media. Credits: 3 Course Notes: 12 SH of HOSM or Dept. consent.</td>
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<td>HOSM 393</td>
<td>SPECIAL TOPICS: REAL ESTATE FOR THE HOSPITALITY INDUSTRY</td>
<td>Special interest topics and research analysis covering all areas of hospitality management. Credits: 3 Course Notes: 12 SH of HOSM or Dept. consent.</td>
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<td>HOSM 399</td>
<td>HOSPITALITY MANAGEMENT SENIOR PROJECT</td>
<td>A guided independent research project on a topic of vital interest to the student as a practicing hospitality professional. Topic chosen in consultation with the instructor. Credits: 3 Prerequisites: ENG 102 and HOSM 290 Course Notes: Minimum C grade required</td>
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<td>HOSM 399Y</td>
<td>THESIS COMPLETION</td>
<td>HOSM 399 Senior Thesis, in progress section. Credits: 0</td>
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