

HOSPITALITY MANAGEMENT (HOSM)

HOSM 400 - ISSUES/TRENDS IN THE HOSPITALITY MANAGEMENT INDUSTRY

Comprehensive review of the hospitality and tourism industry. Presentations and dialogue with executives in the field. Topics include lodging; food and beverage; meeting, convention, and exhibition management; government; transportation; and associations.

Credits: 3

Course Notes: Dept. approval

HOSM 402 - COMPETITIVE & STRATEGIC ANALYSIS

Students will explore mission, goal, strategy formulation, strategy implementation, and strategy evaluation involving industry through analysis of the competitive environment, key success factors, strategic scenario analysis and SWOT analysis. Additional topics covered include strategic thinking, competitive advantage, vertical and horizontal integration, and planning horizon. The course is designed to improve competitive advantage, develop a strategic plan, and understand the integration of change and decision making on operations.

Credits: 3

Course Notes: Restricted to EMHTM students.

HOSM 403 - BUSINESS ANALYSIS

This course provides the fundamental concepts of business analysis that are essential to the practice and further advanced study in the field. The course will cover the International Institute of Business Analysis BABOK® knowledge areas, business analysis skills and techniques. Topics will include business analysis planning and monitoring, elicitation, requirements management and communication, enterprise analysis, requirements analysis, solution assessment and validation.

Credits: 3

HOSM 410 - APPLIED RESEARCH METHODS IN HOSPITALITY MANAGEMENT

Data, methods, and analytical techniques necessary for leadership in new business realities. Basic statistical and analytical tools. Sources of data such as online services, focus groups, and surveys. Analytical tools such as factor and cluster analysis. Modeling techniques such as simulation, animation, and GIS (geographic information systems).

Credits: 3

Course Notes: Dept. approval

HOSM 412 - TRAINING/DEVELOPMENT IN THE HOSPITALITY INDUSTRY

How to design a learning atmosphere to produce change in the workplace environment. Interactive components of training systems as they relate to the hospitality and tourism industry including needs assessments, instructional design, learning and transfer, delivery methods, and evaluation. Theoretical background and practical application.

Credits: 3

Course Notes: Consent Master's Prog. Dir.

HOSM 417 - HUMAN CAPITAL MANAGEMENT AND DEVELOPMENT

Students are introduced to the strategic role human resource management plays in creating competitive advantages in hospitality firms. Students will study Human Capital Management policies and practices in context within the scope of broader organizational strategies, operational activities, and competitiveness in an increasingly global marketplace. Diversity and technology are key drivers in this conversation.

Credits: 3

Course Notes: Restricted EMHTM students

HOSM 419 - CORPORATE SOCIAL RESPONSIBILITY IN THE HOSPITALITY WORKPLACE

This course provides vision, knowledge and a framework to promote global citizenship behavior in the hospitality workplace. By creating a cogent corporate social responsibility (CSR) strategy that aligns social and environmental efforts with the company, hospitality managers can better respond to global challenges. The CSR strategy takes into account the societal context in which businesses operate that helps maximize positive social, environmental and economic outcomes.

Credits: 3

Course Notes: Restricted to EMHTM students

HOSM 420 - MANAGEMENT THEORY & PRACTICE IN HOSPITALITY MANAGEMENT

Topics may include management processes, change, delegation, motivation, selection, evaluation, compensation, leadership, and training.

Credits: 3

Course Notes: Dept. approval

HOSM 425 - TOURISM ADMINISTRATION

Hospitality-related businesses, governmental agencies, and non-governmental organizations that impact the tourism industry. Role of lodging, restaurants, catering, retailing, transportation, trade shows, meetings/events/festivals, and labor as relates to the tourism industry. Local, state, and national administration of tourism, including legislative issues, funding, and marketing. Particular attention is given to the operation of special governmental units involved with the tourism industry.

Credits: 3

Course Notes: Department approval.

HOSM 430 - HOSPITALITY OPERATIONS ANALYSIS

Business and financial reports typical of hospitality and tourism operations; preparation and analysis of profit and loss statements.

Credits: 3

Course Notes: Dept. approval

HOSM 435 - CREATING AN ETHICAL ORGANIZATION

Various ethics case studies will emphasize the role of the individual as decision-maker and focus upon ethical issues and dilemmas facing people in most organizations. Ethical issues are presented in a management context and students will engage in with the issues to drive reasoned action and resolution to an ethical problem.

Credits: 3

HOSM 440 - ORGANIZATIONAL DEVELOPMENT, MULTICULTURALISM, & CULTURAL DIVERSITY

How new business realities affect individuals, groups, and organizations in the hospitality and tourism industry. Changing perspectives on leadership, the promise and problems of teams, and the nature of influence and power. The social structure of competition and cooperation, alliances, joint ventures, culture and conflict, and negotiation.

Credits: 3

Course Notes: Dept. approval

HOSM 445 - MTDS TCHG HOSP & TOUR SUBJECTS

Scope of the hospitality and tourism industry and current industry-related instructional materials and program designs for instructors at the secondary and post-secondary levels. Process of developing secondary school programs, establishing post-secondary educational articulation agreements, and gaining financial support. Analysis of the economic, social, cultural, and environmental impact of hospitality and tourism on domestic and international economies. Current and future trends in the industry. (3)

Credits: 3

HOSM 450 - GRADUATE SEMINAR IN FOOD SERVICE

Designed to open up fresh perspectives and develop new insights into topics which represent emerging and/or critical issues in food and beverage management. Contemporary issues and problems facing those with management-level responsibilities. (3)

Credits: 3

Course Notes: Dept. approval

HOSM 452 - STRATEGIC MARKETING MANAGEMENT FOR THE HOSPITALITY INDUSTRY

Discussion of marketing as it relates to the hospitality industry: market research; positioning; marketing plan development, including the use of social media platforms and analytics; competitive analysis; promotion; advertising; and the current business development techniques are examined.

Credits: 3

Course Notes: Restricted to EMHTM students

HOSM 460 - GRADUATE SEMINAR IN LODGING

Designed to open up fresh perspectives and develop new insights into topics which represent emerging and/or critical issues in lodging. Contemporary issues and problems facing those with management-level responsibilities. (3)

Credits: 3

Course Notes: Dept. approval

HOSM 462 - STRATEGIC INNOVATION & ENTREPRENEURIAL LEADERSHIP FOR HOSPITALITY EXECUTIVES

Leadership and entrepreneurial skills through collaborative, problem-based projects. Students learn how to define new business ventures to meet current market needs, develop business plans, and present to investors. Current topics and trends within entrepreneurship will include: franchising, innovation, feasibility, entrepreneurial creativity, and targeted forms of market research.

Credits: 3

Course Notes: Restricted to EMHTM students

HOSM 465 - HOTEL FEASIBILITY STUDIES

Examines and practices the process for determining the likelihood of profit on an investment in a hospitality business. Topics include financing issues, site specifications, franchise and amenities issues, market analyses, and operational issues.

Credits: 3

HOSM 470 - GRADUATE SEMINAR IN MEETINGS & EVENT MANAGEMENT

Designed to open up fresh perspectives and develop new insights into topics which represent emerging and/or critical issues in meeting, convention, and exhibition management. Contemporary issues and problems facing those with management-level responsibilities. (3)

Credits: 3

Prerequisites: HOSM 315 and HOSM 317 or HOSM 320 and HOSM 322

Course Notes: Dept. approval

HOSM 480 - SPECIAL TOPIC

Emerging issues of interest to students and the industry.

Credits: 3

Course Notes: Dept. consent

HOSM 481 - SPECIAL TOPICS IN HOSPITALITY

Emerging issues of interest to students and the industry.

Credits: 3

HOSM 482 - PRACTICUM:HOSPITALITY&TOURISM

Credits: 3

Course Notes: Must be HS or College teacher

HOSM 490 - RESEARCH THESIS IN HOSPITALITY MANAGEMENT

Capstone of the graduate program for students interested in teaching or pursuing a doctorate in hospitality and tourism management. Conducted under the sponsorship of a committee, the thesis is an empirical study that makes a contribution to the research literature on hospitality and tourism management.

Credits: 3

Course Notes: Dept. approval

HOSM 490Y - MASTERS THESIS COMPLETION

Credits: 0

HOSM 499 - MASTERS PROJECT

Capstone of the graduate hospitality and tourism management program for students not pursuing a research and/or teaching career. Designed in consultation with a committee, the project represents original work by the student in applying management disciplines to the hospitality and tourism industry.

Credits: 3

Course Notes: Dept. approval

HOSM 499Y - MASTERS PROJECT COMPLETION

Credits: 0