

HOSPITALITY AND EVENT MANAGEMENT-HEM (HEM)

Courses

HEM 101 Hospitality and Event Industry Credits: 3 (3-0-0)

Course Description: An overview of the hospitality, event, and tourism industry and careers available in the discipline; introduction to lodging, food services, event management, entertainment, recreation, cruise, tourism, and other segments of the hospitality, event, and tourism industry; current industry trends and hospitality management principles; interactions with industry professionals as guest speakers.

Prerequisite: None.

Restriction: Must not be a: Senior.

Registration Information: Credit not allowed for both HEM 101 and RRM 101.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 200 Hotel Operations Credits: 3 (3-0-0)

Course Description: Front office and room management as related to resorts and hotels. Computer application, financial controls, employee and guest relations.

Prerequisite: HEM 101.

Restriction: Must not be a: Senior.

Registration Information: Required field trips. Credit not allowed for both HEM 200 and RRM 200.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 206 Wine Experience, Appreciation, and Tasting Credits: 2 (0-0-2)

Also Offered As: FTEC 206.

Course Description: A study of wine experience and appreciation that explores wine history, production processes, and major global regions, with in-class tastings and guided sensory evaluation sessions led by industry experts.

Prerequisite: None.

Registration Information: Written consent of instructor. All students must be at least 21 years old at the beginning of the semester, as verified by instructor. Credit not allowed for both FTEC 206 and HEM 206.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 255 Introduction to Culinary Travel Credits: 3 (3-0-0)

Course Description: Overview of the culinary travel and tourism industry. Defining components of culinary tourism, development of this growing sector, culinary attractions, festivals, and events. Introduction of marketing, promoting, and branding culinary tourism, current global trends in the culinary tourism industry, special topics, and the future of the industry.

Prerequisite: None.

Registration Information: Credit not allowed for both HEM 255 and RRM 255.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 260 Introduction to Event Management Credits: 3 (3-0-0)

Course Description: Introduction to the multi-faceted world of event management and planning. Exploration of vital industry concepts and different types of events.

Prerequisite: None.

Registration Information: Required field trips. Credit not allowed for only one of the following: HEM 260, RRM 260, or RRM 280A1.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 312 Hospitality Human Resource Management Credits: 3 (2-0-1)

Course Description: Principles and practices of employee management in the hospitality industry including employment process, training, legal aspects, performance.

Prerequisite: HEM 101.

Registration Information: Must register for lecture and recitation. Credit not allowed for both HEM 312 and RRM 312.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 315 Foodservice Systems Purchasing and Operations Credits: 3 (3-0-0)

Course Description: Exploration of the needs of the hospitality industry, including various systems utilized to successfully operate a foodservice organization. Analysis of interrelated areas of purchasing, production, and operations.

Prerequisite: HEM 101.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for both HEM 315 and RRM 315.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 330 Alcohol Beverage Control and Management Credits: 2 (2-0-0)

Course Description: Basics of alcohol beverage management and control, including beverage selection, equipping of beverage service facilities, managing personnel, and the control of inventory and operational costs. Special attention to developing responsible attitudes regarding the service and consumption of alcoholic beverages by covering pertinent social, medical, legal, and ethical issues. National certification in the responsible service of beverage alcohol offered.

Prerequisite: FSHN 150 or FTEC 155 or HEM 101.

Registration Information: Credit not allowed for both HEM 330 and RRM 330.

Term Offered: Fall.

Grade Modes: S/U within Student Option, Trad within Student Option.

Special Course Fee: No.

HEM 335 Food, Society and Social Media Credits: 3 (3-0-0)

Also Offered As: FSHN 335.

Course Description: Explores the cultural power of food and how it is produced, consumed, and "prosumed" across social media. Examines taste, identity, nutrition and behavior as shaped by digital food trends, branding, storytelling, and sensory experience.

Prerequisite: PSY 100 or SOC 100.

Registration Information: Sophomore standing. Credit allowed for only one of the following: FSHN 335, HEM 335, RRM 335, or RRM 400.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 340 Restaurant Operations Credits: 5 (0-10-0)

Course Description: Principles, practices, philosophies, systems for daily operation of casual or fine dining restaurant; focus on developing solutions to problems.

Prerequisite: HEM 101, may be taken concurrently.

Registration Information: Written consent of instructor. Credit not allowed for both HEM 340 and RRM 340.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 345 Food, Beverage, and Labor Cost Control Credits: 3 (3-0-0)

Course Description: Cost control for food, beverage, and labor in the hospitality industry.

Prerequisite: ACT 205 or ACT 210.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for both HEM 345 and RRM 345.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 350 Hospitality Marketing Credits: 3 (3-0-0)

Course Description: Operations marketing, including consumer behaviors, marketing strategies, and marketing plans in the hospitality industry.

Prerequisite: HEM 101.

Registration Information: Credit not allowed for both HEM 350 and RRM 350.

Term Offered: Fall.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 355 Culinary Tourism and Hospitality Management Credits: 3 (3-0-0)

Course Description: Understanding and implications of culinary tourism and hospitality management in a global context covering its history, cultural dimension, globalization and localization, marketing and branding, festivals and events, and sustainability issues.

Prerequisite: HEM 255.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit allowed for only one of the following: HEM 355, NRRT 380A1, or RRM 355.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 365 Entrepreneurship in Hospitality Credits: 3 (3-0-0)

Course Description: Managerial steps to start, launch, and operate a small business in the field of hospitality, finance, marketing, and management areas critical to a successful small business.

Prerequisite: None.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for only one of the following: HEM 365, RRM 365, or RRM 380A2.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 371A Study Abroad--Thailand: Hospitality and Tourism in Thailand Credits: 3 (0-0-3)

Course Description: International focus on hospitality and tourism in Thailand. Emphasis on hospitality consumers/travelers and the current trends.

Prerequisite: None.

Registration Information: Credit allowed for only one of the following: HEM 371A, RRM 371A, or RRM 382A.

Term Offered: Summer.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 386 Practicum Credits: 3 (0-0-6)

Course Description: Practicum in Hospitality and Event Management.

Prerequisite: HEM 101.

Registration Information: Written consent of instructor. Credit not allowed for both HEM 386 and RRM 386.

Terms Offered: Fall, Spring, Summer.

Grade Mode: S/U Sat/Unsat Only.

Special Course Fee: No.

HEM 410 Food Safety Management: Credits: 2 (2-0-0)

Course Description: Management and practical applications of safe food service including sanitation, food borne illness, worker hygiene, proper food temperatures and handling, hazard analysis critical control points, local/state/federal health rules and regulations. ServSafe® Manager Certification.

Prerequisite: HEM 315.

Restriction: Must not be a: Freshman, Sophomore.

Registration Information: Junior standing. Credit not allowed for both HEM 410 and RRM 410.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 450 Leadership in the Hospitality Industry Credits: 3 (3-0-0)

Course Description: Exploration of leadership skills, their relationship to ethics through self-analysis, and leading change in the hospitality industry.

Prerequisite: HEM 101.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for both HEM 450 and RRM 450.

Term Offered: Fall.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 460 Event Planning and Production Credits: 3 (2-0-1)

Course Description: Overview of event planning, management, and production. Exploration of key concepts critical to the success of events and current trends in the industry. Successful execution of an event production project from start to finish.

Prerequisite: HEM 101 or NRRT 70.

Restriction: Must not be a: Freshman, Sophomore.

Registration Information: Required field trips. Must register for lecture and recitation. Junior standing. Credit not allowed for both HEM 460 and RRM 460.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: Yes.

HEM 470 Hotel Revenue Management Credits: 3 (2-0-1)

Course Description: Comprehensive understanding of hotel revenue management. Theoretical and practical aspects of the hotels' revenue system. Various tools and techniques to optimize revenue generation, including pricing strategies, value creation, demand forecasting, distribution channels, and evaluation of revenue strategies.

Prerequisite: HEM 200.

Restriction: Must not be a: Freshman, Sophomore.

Registration Information: Must register for lecture and recitation. Junior standing. Credit allowed for only one of the following: HEM 470, RRM 470, or RRM 480A1.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

HEM 487 Internship in Hospitality Management Credits: 5 (0-0-25)

Course Description: Supervised off-campus experience in food and beverage, lodging, or event planning focusing on management tasks and responsibilities.

Prerequisite: HEM 101 and HEM 315, may be taken concurrently.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Written consent of instructor. Credit not allowed for both HEM 487 and RRM 487.

Terms Offered: Fall, Spring, Summer.

Grade Mode: S/U Sat/Unsat Only.

Special Course Fee: No.

HEM 492 Seminar on Hospitality and Event Management Credits: 3 (0-0-3)

Course Description: Applying and synthesizing service knowledge, leadership, and management functions, planning and executing a capstone project, developing a career portfolio, and networking with industry professionals.

Prerequisite: MKT 305.

Restrictions: Must not be a: Freshman, Sophomore, Junior. Must be a: Undergraduate.

Registration Information: Senior standing. Credit not allowed for both HEM 492 and RRM 492.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: Yes.

HEM 686 Practicum-Food Service Management Credit: 1 (0-2-0)

Course Description: Food production, menu planning, nutritional analysis and food costing.

Prerequisite: None.

Restriction: Must be a: Graduate, Professional.

Registration Information: Credit not allowed for both HEM 686 and RRM 686.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.