

HOSPITALITY MANAGEMENT-RRM (RRM)

Courses

RRM 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.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 101.

Restriction: Must not be a: Senior.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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 both RRM 260 and RRM 280A1.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 315.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 101.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for both RRM 310 and RRM 315. Credit not allowed for both RRM 311 and RRM 315.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.

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

Course Description: Classification, production, and service of controlled beverages; management of facilities and people; safe service training; financial controls.

Prerequisite: CHEM 103, may be taken concurrently or CHEM 107, may be taken concurrently or CHEM 111, may be taken concurrently.

Term Offered: Fall.

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

Special Course Fee: No.

RRM 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.

Restriction: Must not be a: Freshman.

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

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 101, may be taken concurrently.

Registration Information: Written consent of instructor.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 101.

Term Offered: Fall.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 255.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for both NRRT 380A1 and RRM 355.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: BUS 205.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Credit not allowed for both RRM 365 and RRM 380A2.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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 not allowed for both RRM 371A and RRM 382A.

Term Offered: Summer.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 386 Practicum Credits: 3 (0-0-9)

Course Description: Practicum in Hospitality Management.

Prerequisite: RRM 101.

Terms Offered: Fall, Spring, Summer.

Grade Mode: S/U Sat/Unsat Only.

Special Course Fee: No.

RRM 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: (CHEM 103 or CHEM 107 or CHEM 111) and (RRM 315).

Restriction: Must not be a: Freshman, Sophomore.

Registration Information: Junior standing.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: MGT 305.

Term Offered: Fall.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: NRRT 270 or RRM 101.

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

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: Yes.

RRM 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: RRM 200.

Restriction: Must not be a: Freshman, Sophomore.

Registration Information: Junior standing. Must register for lecture and recitation. Credit not allowed for both RRM 470 and RRM 480A1.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: No.

RRM 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: RRM 101 and RRM 315, may be taken concurrently.

Restriction: Must not be a: Freshman.

Registration Information: Sophomore standing. Written consent of instructor.

Terms Offered: Fall, Spring, Summer.

Grade Mode: S/U Sat/Unsat Only.

Special Course Fee: No.

RRM 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.

Terms Offered: Fall, Spring.

Grade Mode: Traditional.

Special Course Fee: Yes.

RRM 686 Practicum-Food Service Management Credit: 1 (0-4-0)

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

Prerequisite: None.

Restriction: Must be a Graduate, Professional.

Terms Offered: Fall, Spring, Summer.

Grade Mode: Traditional.

Special Course Fee: No.