Hospitality Management

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HM/SRM 201. Foundations of Hospitality, Sport and Recreation Management. 3 credits.
An introduction to the basis for the professions that make up the School of Hospitality, Sport and Recreation Management. A focus on these professions in governmental, voluntary, private and commercial settings is incorporated. Both the economical significance and the professional preparation for success in the industry is both introduced and practiced. Prerequisite: HM or SRM major or permission of director.

HM/SRM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management. 3 credits.
An introduction to leadership in the Hospitality, Sport and Recreation Management (HSRM) industry. The primary focus will be leadership theory, skill application with a focus on personal awareness. Prerequisite: HM or SRM major or permission of director.

HM/SRM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management. 3 credits.
An introduction to ethics and law within the sport, hospitality and recreation industry. The ethical portion introduces students to select theories of ethics, ethical issues and an ethical decision making model; and the legal portion introduces students to basic legal terminology and concepts while concentrating on negligence and employment issues. Prerequisite: HM or SRM major or permission of director.

HM 211. Overview of Hospitality and Tourism Management. 3 credits.
Exposes students to the areas of lodging, food and beverage, tourism and entertainment management, special events and meeting planning, and club and resort management. Emphasis is on hospitality industry scope, organization and economic impact; includes familiarization with industry terminology and individual and business contributors to the field of hospitality and tourism management. Prerequisite: HM major or permission of director.

HM 212. Hospitality Prowess. 3 credits.
An applied hospitality course consisting of experiential exercises followed by class discussion along with actual work experience as an employee within the hospitality field. Role playing and cases are used as learning activities where the instructor acts as a facilitator to learning. Debriefing is used extensively as a way of creating essential theory. Students must successfully complete ServSafe Food Protection Manager Certification. Lab Fee for ServSafe. Prerequisite: HM major or permission of director.

HM 298. Special Studies in Hospitality Management. 3 credits.
A special studies course designed to explore areas of current topical concern in the lodging, food and beverage, travel and tourism, and entertainment industries. Course content will vary. Prerequisite: HM major or permission of director.

HM 310. Practical Work Experience. 0 credit.
Required 600 hours of approved hospitality and tourism work experience. Credit/no credit only. All work sites must be approved. Prerequisites: Minimum of 45 credit hours complete, HM 201, HM 202, HM 203, HM 211 and HM 212. Corequisite: HM 312.

HM 311. Hotel Operations and Hospitality Technology. 3 credits.
An in-depth look at a full service hotel through the eyes of a general manager. The course will focus on operations, engineering, housekeeping, uniformed services, front office, reservations and revenue management. Different hospitality technology platforms and software programs will be used to expose students to hospitality technology. Prerequisites: Minimum of 45 credit hours complete, HM 201, HM 202, HM 203, HM 211 and HM 212.

HM 312. Culinary Arts and Menu Management. 3 credits.
An application of basic food preparation and menu development. Focus is on preparing students to understand gastronomy and communicate with culinary professionals. This course includes development of effective menus, plate presentation, preparation methods, flavor development and food service trends. Lab fee applies. Uniform required. Prerequisites: Minimum of 45 credit hours complete, HM 201, HM 202, HM 203, HM 211 and HM 212, and ServSafe certified or equivalent or permission of director. Corequisite: HM 310.

HM 316. Country Club Management. 3 credits.
An application of business concepts to the private equity club and full service resort industry. Industry cases are used to facilitate discussion of similarities and differences among private equity clubs, full service resorts and other hospitality business in the areas of culture, asset management and operations. Prerequisites: Minimum of 45 credit hours complete, HM 201, HM 202, HM 203, HM 211 and HM 212.

HM 317. Introduction to Event Management. 3 credits.
Course designed to explore conferences, conventions, expositions, meetings and special events as they relate to the responsibilities of a planner, selection criteria for host venues, legal and ethical issues, negotiating process, program design, budgeting, contracts, marketing, logistics and evaluation. Practical hands-on experience through projects may occur. Prerequisite: HM 310 and HM 312.

HM 351. Cost Control and Budgeting. 3 credits.
Introduction to cost control, budgeting and financial analysis as it relates to the hospitality industry. Students work as a team to create a detailed business plan. Prerequisites: Minimum of 45 credit hours complete, HM 201, HM 202, HM 203, HM 211 and HM 212.

HM 361. Italian Culture and Wine. 3 credits.
An introduction to the fundamentals of wine making, wine tasting and glossary of terms provide a framework for visual, olfactory and gustative analysis. The historical value of wine, together with its cultural, economic and social meaning in Italy, are explored. Course taught in Florence, Italy. Lab fee applies. Prerequisite: Student must be enrolled in JMU in Florence Program.

HM 362. Italian Gastronomy. 3 credits.
This course is designed to teach students the applied approach to match wine and food from different parts of the world using flavors, textures and components present in food and wine in complementing strategies. Emphasis will be placed on menu planning, cooking methods and tasting wines with food in a formal dining room. Course offered
in Florence, Italy. Lab fee applies. **Prerequisite:** Student must be enrolled in JMU in Florence Program.

**HM 363. Italian Culinary Arts. 3 credits.**
An application of traditional and innovative Italian and European dishes are contrasted for flavors, colors and nutritive values giving participants the opportunity to see and taste the evolution of Italian cuisine and the ability to practice techniques for recipe development. Course taught in Florence, Italy. **Prerequisite:** Student must be enrolled in JMU in Florence Program.

**HM 402. Supervisory Hospitality Internship. 3 credits.**
Required 400 hours of approved hospitality supervisory experience. CR/NC only. All work sites must be pre-approved. **Prerequisite:** HM 310, HM 312 and a minimum of 72 credit hours earned.

**HM 411. Hospitality Law. 3 credits.**
The course focuses on the application of the law to the hospitality industry including rights and obligations of guests and lodging, food service, club, event management and association operators. The identification of potential legal problems and formulation of preventive measures to limit/prevent liability are emphasized. **Prerequisites:** HM 402 or permission of director.

**HM 414. Beverage Management and Marketing. 3 credits.**
The course is designed to enhance knowledge in the identification and evaluation of beverages typically served in hospitality establishments. Special attention is given to alcoholic and non-alcoholic beverages with regard to price/quality relationships; channels of distribution and marketing; trends and current issues faced by the industry; and service ethics. **Prerequisite:** Must be 21 years of age or older and declared HM major, HM 402 or permission of director.

**HM 415. Entertainment Management. 3 credits.**
A senior capstone course designed to expose students to strategic issues concerning the entertainment industry. Course content will vary. Lab fee applies. **Prerequisite:** HM 402 or permission of director.

**HM 417. Advanced Event Management. 3 credits.**
This course examines event planning and management within a project management framework. The course is designed to provide hands-on experience in event planning. Students will work to plan and execute an event from start to finish with instructor oversight. Students will demonstrate, by executing an event, the core competencies required of a successful event manager. **Prerequisite:** HM 317, HM 402 and permission of instructor or director.

**HM 419. Napa and Sonoma Wine and Culture. 3 credits.**
Napa and Sonoma are the premier wine growing regions in the United States. The wines influence wines across the US and around the world. The ability to impressively learn about the wine, food, and culture that influence the region can only be fully accomplished by visiting. Students are able to visit wineries and speak with owners, visit growers and speak with the farmers, visit nurseries and discuss varietals. **Prerequisite:** HM major, 21 years old first day of class and permission of director.

**HM 421. Hospitality Ethics. 3 credits.**
Ethical issues and actions that have occurred, or are currently occurring, in the hospitality industry and examine them from multiple perspectives. Examining recent scandals, real-world scenarios, news stories, and common ethical dilemmas will enable
a student to recognize an ethical dilemma, understand the components of the dilemma, and make an ethical decision. Prerequisite: HM 402 or permission of director.

HM 422. Hospitality Human Resources Management. 3 credits.
Identification and exploration of the information needs of the Hospitality manager in making policy and personnel decisions. Different philosophies and processes for locating, attracting, hiring and training a qualified staff are examined. Emphasis is placed on the work environment within the service industry. Employment law will be emphasized as a part of the course. Prerequisite: HM 402 or permission of director.

HM 440. Hospitality Leadership. 3 credits.
Management teams are required to produce an enjoyable evening composed of quality food and entertainment while staying within budget. Students complete a financial and operational analysis upon completion of their themed event. Senior assessment may also occur. Prerequisite: HM 402 or permission of director.

HM 441. Hospitality Financial Management. 3 credits.
An examination of common financial statements used by hospitality managers to make decisions regarding budgets and investment. Corporate financial models within the hospitality industry are explored, such as franchising, ownership and REITs. Appropriate software is used in the class. Prerequisite: HM 402 or permission of director.

HM 442. Hospitality Seminar. 3 credits.
A senior capstone course designed to assist in transitioning from being a university student to holding a leadership role within the hospitality industry. The interactive course draws upon the umbrella curricular goals of the hospitality management program in communication, ethics, finance and leadership. Senior assessment may also occur. Prerequisites: HM 311, HM 316, HM 317, HM 351 and HM 402.

HM 490. Special Studies in Hospitality and Tourism Management. 3 credits.
Designed to give capable students in hospitality and tourism management an opportunity to complete independent study under faculty supervision. Prerequisite: Permission of director.

HM 498. Special Topics in Hospitality and Tourism Management. 3 credits.
This course is designed to allow explorations of areas of current topical concern, or to exploit special situations. Course content will vary. For current course content, consult the adviser. Prerequisite: Permission of director.

HM 499. Honors. 6 credits.
Year course. See catalog section “Graduation with Honors.” Prerequisite: Permission of the instructor or director.