HOSPITALITY AND TOURISM (HTM)

HTM 100. Introduction to the Hospitality Industry. 3 Credit Hours.
Introduction to the Hospitality Industry introduces the student to the business of hospitality and presents the exciting career opportunities available in one of the world’s largest and most dynamic industries. It focuses on defining hospitality, introducing its various service segments, and presenting possible career paths within each segment. Prerequisites: HTM 100 and Reading Proficiency.

HTM 105. Professionalism in the Hospitality Industry. 1 Credit Hour.
This course will assist potential and current hospitality employees in developing the personal qualifications, interpersonal skills, and professional values that are in demand in the workplace. Prerequisite: Reading Proficiency.

HTM 110. Negotiations in the Hospitality Industry. 2 Credit Hours.
This course provides practical experience in negotiation within a hospitality context. Through the use of hospitality industry specific role-plays, discussions, and writing exercises, students will develop effective and ethical negotiating skills. Students will learn how to adjust their own personal negotiating style to respond appropriately to different personalities and negotiation tactics. Prerequisite: Reading Proficiency.

HTM 115. Hospitality Customer Service and Guest Relations. 3 Credit Hours.
Hospitality Customer Service and Guest Relations provides the student with the basic knowledge of "service" and how it applies to managing guest relations in the hospitality industry. Customer service expectations will be examined from the perspective of those who deliver it and those who manage it. Prerequisites: HTM 100 and Reading Proficiency.

HTM 120. Supervision and Leadership in the Hospitality Industry. 3 Credit Hours.
Supervision and Leadership in the Hospitality Industry introduces students to the functions of a typical hospitality supervisor/leader as they relate to and impact stakeholders within a hospitality organization. Supervisory roles, responsibilities, and essential supervisory skills are presented through study and practical applications. Prerequisites: HTM 100 and Reading Proficiency.

HTM 125. Nutrition for the Culinarian. 3 Credit Hours.
This course is an introduction to the study of nutrients in food and their effects on the human body. It explores nutrition and health, sources and functions of nutrients, food habits and customs, menu planning and food preparation. Prerequisite: Reading Proficiency.

HTM 200. Procurement in the Hospitality Industry. 3 Credit Hours.
Procurement in the Hospitality Industry will prepare students to employ the principles of effective food, beverage, and supply purchasing necessary to support food preparation and service departments of hospitality operations. Students will be exposed to product specifications, comparative buying, and procedures associated with purchasing, receiving, issuing and inventory control using current industry technology, processes and procedures. Prerequisites: HTM 100, MTH 108 or Higher, and Reading Proficiency.

HTM 205. Legal Aspects of Hospitality. 3 Credit Hours.
Legal Aspects of Hospitality is a comprehensive study of the legal issues encountered in hospitality management. Prevention and compliance are stressed to reduce potential liability in hospitality organizations. Areas of emphasis include government regulations, employment, contractual agreements, insurance, property, safety and security, food and beverage management, and guest liability. Prerequisites: HTM 100 and Reading Proficiency.

HTM 210. Hospitality Financial Planning and Cost Control. 3 Credit Hours.
Hospitality Financial Planning and Cost Control introduces students to common methods of operational cost control and accountability found in the hospitality industry. Students will be introduced to operational standards and the impact they have on financial performance. Costs of food, beverage, labor, and direct expenses are examined. Budgeting, forecasting, analysis, and decision making are examined. Prerequisites: HTM 100, MTH 108 or higher, and Reading Proficiency.

HTM 215. Hospitality Sales and Marketing. 3 Credit Hours.
Hospitality Sales and Marketing introduces students to fundamental marketing terms, theory, and concepts that are found within the hospitality and tourism industry. Marketing is emphasized as a management philosophy that guides the design and delivery of guest services, a way of doing business. Both short and long-term marketing plans are examined with a focus on how marketing impacts every facet of the hospitality organization. Prerequisites: HTM 100 and Reading Proficiency.

HTM 220. Hotel Facilities Management. 3 Credit Hours.
This course covers the fundamental duties and responsibilities of a hotel's housekeeping and maintenance departments. Topics include personnel, cleaning, purchasing, equipment, textiles, maintenance, safety, and basic systems for hotel facility management. Prerequisites: HTM 100 or HRM 134, and Reading Proficiency.

HTM 225. Hotel Operations. 3 Credit Hours.
Hotel Operations examines the organization, functions, and management of typical lodging operations. It focuses on the interdependent nature of the major departments within a hotel/resort operation; rooms division, food and beverage, sales and marketing, housekeeping and maintenance, and general administration. Prerequisites: HTM 100 and Reading Proficiency.

HTM 230. Bar and Beverage Management. 3 Credit Hours.
Bar and Beverage Management introduces the student to the topics of beverage knowledge, purchasing, control, marketing, legislation, staffing, service, food pairing, and responsible alcohol beverage service as they relate to positions found within the hospitality industry. Students are offered the opportunity to earn the ServSafe Alcohol certification through the National Restaurant Association. Prerequisites: HTM 100 and Reading Proficiency.

HTM 235. Foodservice Design and Layout. 3 Credit Hours.
This course is a survey of the basic essentials necessary for the successful layout and design of a foodservice establishment. Topics to be covered include planning, design, selection, operation, maintenance, and layout of equipment used in various types of foodservice operations. Prerequisites: HTM 100 or HRM 134, and Reading Proficiency.

HTM 240. Workplace Learning: Hospitality. 4 Credit Hours.
Workplace Learning: Hospitality provides the student an opportunity to apply theory and skills learned in the classroom, learn new skills, and explore career possibilities while supervised by professionals in the field and a faculty member. Student will observe and participate in the functions of the hospitality department, or a combination of above, to enhance their preparation for entering the hospitality field. The student is required to complete a minimum of 200 hours of documented experience in a position or activity related to their academic or career goal. Co-requisite: Must be concurrently enrolled in at least one class which is related to student’s Major or career interest or with permission of the instructor. Prerequisites: HTM 100 and Reading Proficiency.
HTM 245. Meetings and Event Planning. 3 Credit Hours.
Meetings and Event Planning provides students with a practical overview of the many factors that must be considered in the planning and execution of successful meetings and special events. Students will be exposed to program goals and objectives, basic budget questions, destination options and venue considerations, transportation options, food and beverage decisions, speaker and entertainment selection, and other critical aspects of event planning. Prerequisite: HTM 100 and Reading Proficiency.

HTM 250. Event Planning II. 3 Credit Hours.
This course exposes students to the business side of special events including concepts and strategies. Students will examine how to leverage suppliers and vendors, process written proposals, determine management fees, negotiate contracts, encompass safety and security factors, and utilize state-of-the-art technologies that will enhance the meeting or event's effectiveness and enjoyment. Prerequisites: HTM 245 or HRM 261 with minimum grades of "C", and Reading Proficiency.

HTM 255. Event Planning III. 3 Credit Hours.
This course utilizes the acquired knowledge from Event Planning I and II by requiring students to research, plan, design, and construct a mock event from start to finish. Students will have a hands-on opportunity to develop sound skills and abilities in the compilation of a presentation representing a realistic meeting or special event. Prerequisites: HTM 250 or HRM 262 with minimum grades of "C", and Reading Proficiency.

HTM 260. Travel and Tourism Foundations. 6 Credit Hours.
This course is designed to provide non-automated, foundational knowledge for those entering the travel and tourism industry. Students will learn the codes, terms, definitions, organizations, resources, and important concepts that pertain to the various segments of the industry. Prerequisite: Reading Proficiency.

HTM 265. Travel and Tourism Destination Geography. 3 Credit Hours.
This course explores common destinations from a travel and tourism perspective. Students will study the physical environment, climate, people, manmade and natural attractions, traveler preparation, transportation, and accommodations associated with these destinations. Prerequisites: GEG 106 with a minimum grade of "C", and Reading Proficiency.

HTM 270. Travel and Tourism Computer Systems. 5 Credit Hours.
This course is designed to provide automated, foundational knowledge for those entering the travel and tourism industry. Students will learn the basics of using select computer systems and the Internet for the acquisition of travel information, the construction of travel arrangements, and the collection and use of customer data for marketing purposes. Prerequisites: HTM 260 or TUR 104 with minimum grades of "C", IS 123 with a minimum grade of "C" or equivalent experience, and Reading Proficiency.

HTM 275. Travel and Tourism. 3 Credit Hours.
Travel and Tourism provides a comprehensive overview of this enormous and captivating field and how it interconnects with hospitality. It thoroughly examines the various sectors of the industry (e.g., transportation, accommodations, food and beverage, attractions and entertainment, and destinations) considering the management, marketing and finance issues most important to industry members. It also investigates the economic, political, environmental, social, and cultural impacts of tourism, along with current and future trends. Prerequisites: HTM 100 and Reading Proficiency.

HTM 280. Foodservice Management Lab. 3 Credit Hours.
Foodservice Management Lab requires the student to use both technical knowledge and managerial ability to organize and complete a commercial simulation of a full-service dining operation. Menu planning, recipe development, personnel management, financial analysis, marketing, and food preparation techniques will be taught. Students will serve in both front-of-house and back-of-house roles during planned meal events. Prerequisites: CUL 150, HTM 115, HTM 210, and Reading Proficiency.