Mission Statement
The mission of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston is to prepare individuals for industry management and leadership by providing a quality hospitality education and on-going professional development, as well as to be recognized globally as a premier learning environment through teaching, research, and service excellence.

The College
The Conrad N. Hilton College of Hotel and Restaurant Management was established to meet the demand for professional education in the increasingly complex hospitality industry. To satisfy this demand, the college prepares students for effective and profitable management roles in their chosen careers and offers a cultural experience that will aid them in taking their places as productive members of society.

Hotel and restaurant management requires a diversity of skills from many disciplines, including accounting, computer science, economics, law, mathematics, and psychology. For this reason, the college emphasizes broad information skills, flexibility in abstract problem solving, and in-depth studies of specific disciplines.

The curriculum prepares students to deal with changing business conditions and presents both theoretical and practical approaches to the diverse needs of the hospitality industry. In support of this goal, faculty members are selected from appropriate academic disciplines and from the professional community on the basis of their knowledge, teaching skills, and practical experience.

Facilities
The college is located in the $22.6 million Conrad N. Hilton College of Hotel and Restaurant Management complex. It is considered to be the finest training facility in the world for hotel and restaurant management, offering students the most sophisticated equipment available.

The facility includes an 86-room hotel with 22 meeting and conference rooms, food service production and service areas, two full-service restaurants, three large banquet rooms, a faculty club, an industry archive and library, and laboratories for facilities management, management information systems, quantity food service preparation, hotel operations, and product evaluation and testing.

Classrooms and seminar rooms are furnished with closed-circuit television and data processing equipment. The location of faculty offices near classrooms ensures informal communication between students and faculty.

The hotel and conference center, as well as the classrooms and public areas, recently completed a $5 million renovation thanks to the generosity of the Hilton Foundation.

Don Sanders and Kathy Sanders
Interactive Studio for Global Education
This state-of-the-art television/interactive studio allows the Conrad N. Hilton College to broadcast classes and seminars not only around the state of Texas, but anywhere in the U.S. and even internationally. Students have the opportunity to take a class live in the studio and interact with other students who are elsewhere.
Hall of Honor
The Conrad N. Hilton College houses the Hospitality Industry Hall of Honor and Archives. This unique facility provides the opportunity to learn from the leaders who built the industry. Displays feature historic information, personal and corporate memorabilia, and other items of interest. Each fall, a gala event brings industry leaders to the College for an annual induction ceremony.

Fred Parks Wine Cellar
The Fred Parks Wine Cellar is a state-of-the-art wine cellar and teaching laboratory. It was designed and dedicated to promoting knowledge in the wine industry among hospitality management students. The wine cellar contains an impressive collection of rare and collectible wines featuring over 1000 bottles from the early 1900s to contemporary vintages.

One of the goals of the Wine Cellar is to become an international resource center and a world repository for research, education, and training in the study of wine and beverages.

Library and Archives
The Conrad N. Hilton College maintains one of the largest hospitality industry libraries and archives in the world. The library holdings include an extensive collection of periodicals, electronic reference databases on CD-ROM, hospitality-related texts and videotapes, and over 7,000 cookbooks.

The archives are the official repository for the American Hotel & Lodging Association (AH&LA) audio-visual materials and historic trade publications. They include corporate papers and memorabilia from Hall of Honor inductees Conrad N. Hilton, J.W. Marriott, Barron Hilton, Lord Charles Forte, Vernon Stouffer, Curtis Carlson, Ray Kroc, Kemmons Wilson, Ellsworth Statler, Walt Disney, Bill Marriott, Howard Johnson, Robert Crandall, Paul Dubrule, Gerald Pelisson, Robert Dedman, Isadore Sharp, Col. Harlan Sanders, Preston Robert Tisch, and Laurence A. Tisch.

Computer Labs
The Conrad N. Hilton College offers students enrolled in the program access to state-of-the-art computing facilities within the college. The college’s computer laboratories comprise three individual computing laboratories with secured access to all university on-line materials, Internet and World Wide Web resources, basic office automation and presentation tools, and hospitality specific applications.

These facilities, coupled with systems used in the Hilton University of Houston Hotel operation and the integration of technology into the curriculum of the program, give our students the unique opportunity to gain a high degree of expertise in the use of technology germane to the hospitality industry. For more information on the college’s computing facilities, visit the college’s Technology Research and Education Center website at www.hrm.uh.edu/trce.

Institutes and Centers
The College is home to a variety of institutes and centers that meet the needs of both students and the hospitality industry. Institutes and Centers housed in the college include the NACE Catering Research Institute, the Gaming Education and Research Institute, the Technology Research and Education Center, the Tourism Industry Institute, the Hospitality Industry Diversity Institute, the Loss Prevention Management Institute, and the Wine and Spirits Management Institute.

Scholarships and Awards
A number of competitive scholarships and awards are funded by the hotel, restaurant, and hospitality industry. Applications are available each December online at www.hrm.uh.edu. The deadline each year is March 1. For information, write:

University of Houston
Conrad N. Hilton College
Attn.: Scholarships
229 C.N. Hilton Hotel & College
Houston, TX 77204-3028

Professional Organizations and Honor Societies
Membership in organizations is open to all students in the college.

Association for Culturally Diverse Students (ACDS). Acquaints students with career opportunities in the hospitality industry and provides a network among students and minority hospitality professionals.

Club Management Association of America (CMAA). The primary objective of CMAA is to enhance awareness of the field of club management, including country, city, yacht, health, and athletic club facilities, and to foster a strong working relationship with club operators and managers.

Eta Sigma Delta. (ESD) A hospitality honor society which recognizes academic achievement within the college. Students who complete a certain number of hours and whose grade point average ranks within the 20th percentile of HRM students are invited to join this hospitality honorarium.

Graduate Student Association (GSA). Provides a voice for hospitality management graduate students and acts as a liaison between the students and faculty. The organization provides a vehicle for graduate students’ educational and social enrichment.

Hospitality Financial & Technology Professional—Cougar Chapter (HFTP-CC). Aims to enhance the understanding and knowledge of hospitality accounting through networking with local hospitality controllers, meetings, tours, discussions, programs, and symposiums.

Hospitality Sales and Marketing Association (HSMA). Educates its members on the function of sales and marketing in the hospitality industry and provides the opportunity to network with leaders in the professions and to gain practical experience by participating in sales and marketing events.
Hotel Management Society (HMS). Provides students with opportunities for personal and professional development, exposure to hospitality professionals, involvement with community projects, achievement through academic support, and an environment which cultivates lasting friendships.

International Food Service Executives Association (IFSEA). Promotes leadership and creates an intellectual climate to advance the interchange of hospitality ideas and ideals. By gaining a better understanding of the professional and practical requirements of food service management, students can better prepare themselves for the competitive world.

Pan American Student Organization (PASO). Promotes cultural awareness throughout the hospitality industry as it relates to the Latin American community and promotes job opportunities for hospitality students in Latin American countries.

Par Excellence. Members are thoroughly trained in all aspects of formal service and also act as ambassadors of goodwill for the college and the university at formal functions throughout the Houston community. Applicants are interviewed and carefully selected to become members.

Texas Restaurant Association–Cougar Chapter (TRA-CC). Strives to attract students to the hospitality industry through an increased awareness of food and beverage operations and a behind-the-scenes practical look at the industry's offerings.

Women in Hospitality Professions (WHP). Brings students together with professional women in the hospitality industry. Students are provided with the opportunity to participate in other women-oriented hospitality professional organizations.

Admission Requirements
Admission requirements for entering freshmen are explained in the Admission and Registration section of this catalog.

Applicants to the Conrad N. Hilton College of Hotel and Restaurant Management who have earned 15 or more semester credit hours at another university must have a cumulative grade point average of 2.50 or higher for regular admission.

International students are required to score a minimum of 550 on the Test Of English as a Foreign Language (TOEFL) in order to be considered for admission. They must also meet the same requirements as entering freshmen or transfer students. Please refer to the University of Houston International Undergraduate Admissions Booklet for additional information.

Change of Major
University of Houston students who have completed at least 15 hours of college level work must have a minimum of 2.50 cumulative grade point average in order to change their major to Hotel and Restaurant Management. Students must submit a General Petition Form to the Conrad N. Hilton College Office of Academic Services. Students are also required to declare their intent to change majors and explain why they are selecting Hotel and Restaurant Management.

Special Problems Courses
A student who is interested in doing an independent study or a special project must make arrangements with a faculty member on the nature of the project and the criteria for the credit. Students must then fill out a General Petition Form. Forms can be obtained from, and must be returned to, the Office of Academic Services. For additional information, see the Office of Academic Services.

General Baccalaureate Degree Requirements
Students must meet the general requirements for a baccalaureate degree including completion of university core curriculum requirements. See the Academic Regulations and Degree Requirements section of this catalog for details. All students are required to seek the help of academic advisors before registering for the appropriate courses.

To receive the Bachelor of Science in Hotel and Restaurant Management, students must:
1. Complete a minimum of 123 semester hours of course work, including 36 advanced (junior or senior level) hours. Any change or substitution in general requirements must be approved by the dean of the college
2. Complete a minimum of 30 semester hours (two semesters) in residence. The last 30 semester hours applied to an undergraduate degree must be taken in residence (from UH)
3. Complete all HRM course requirements
4. Maintain a 2.00 minimum cumulative grade point average in this major and at this university

In addition to these special requirements, candidates for the degree must meet the special requirements for a Bachelor of Science degree listed in the Academic Regulations and Degree Requirements section of this catalog.

Core Curriculum
All bachelor’s degrees require completion of a core curriculum. Further information on core eligibility and on courses that satisfy core curriculum requirements can be obtained from the core curriculum website www.uh.edu/academics/corecurriculum, by consulting an academic advisor, or from the current class listings.

Core Curriculum Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>6</td>
</tr>
<tr>
<td>Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics/Reasoning</td>
<td>3</td>
</tr>
<tr>
<td>U.S. History</td>
<td>6</td>
</tr>
<tr>
<td>American Government</td>
<td>6</td>
</tr>
<tr>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>Visual/Performing Arts</td>
<td>3</td>
</tr>
<tr>
<td>Natural Sciences</td>
<td>6</td>
</tr>
<tr>
<td>Social/Behavioral Sciences(3 hours must be writing intensive &amp; 3 hours must be Tourism OR Economics)</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42</strong></td>
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</table>

Hotel and Restaurant Management

169
Hotel and Restaurant Management Core Course Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>HRMA 1101. Hospitality Technology</td>
<td>1</td>
</tr>
<tr>
<td>HRMA 1220. Food and Beverage Service</td>
<td>2</td>
</tr>
<tr>
<td>HRMA 1337. Introduction to the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 1340. System of Accounts in the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 1345. Safety, Sanitation, and Security in the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 2140. Uniform Systems of Accounts in Hotels and Restaurants</td>
<td>1</td>
</tr>
<tr>
<td>HRMA 2160. Hospitality Practicum I</td>
<td>1</td>
</tr>
<tr>
<td>HRMA 2250. Managing in the Service Environment</td>
<td>2</td>
</tr>
<tr>
<td>HRMA 2335. Facilities Management</td>
<td>2</td>
</tr>
<tr>
<td>HRMA 2367. Lodging Management</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 2368. Rooms and Housekeeping Management</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 2422. Food Service Production and Operations</td>
<td>4</td>
</tr>
<tr>
<td>HRMA 3160. Hospitality Practicum II</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 3341. Hospitality Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 3343. Hospitality Cost Controls</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 3352. Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 3358. Hospitality Industry Law</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 3361. Hospitality Marketing</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 4343. Financial Administration for the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>HRMA 4353. Leadership in the Hospitality Industry</td>
<td>3</td>
</tr>
<tr>
<td>Capstone</td>
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<tr>
<td>HRMA 4323. Advanced Food and Beverage Management OR HRMA 4367. Advanced Lodging Management</td>
<td>6</td>
</tr>
<tr>
<td>HRMA DIRECTED ELECTIVES (Including speech communication and statistics). See College Advisor for list of approved courses.</td>
<td>60</td>
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<tr>
<td>Total</td>
<td>60</td>
</tr>
</tbody>
</table>

Students must choose from one of the following HRMA Areas of Emphasis:
- Lodging Management (9 credit hours)
  - HRMA 4338. Hotel Development 3
  - HRMA 4340. Hotel Operations 3
  - HRMA 3372. Convention and Meeting Management 3
  - HRMA 3364. Hotel Sales 3
- Food Service Management (9 credit hours)
  - HRMA 3322. Kitchen Operations 3
  - HRMA 3327. Restaurant Layout and Design 3
  - HRMA 3336. Beverage Management 3
  - HRMA 4322. Restaurant Management 3
  - HRMA 4328. Restaurant Development 3
- General Hospitality Management (9 credit hours)
  - Electives (12 credit hours) 15

Total Major Hours 69

TOTAL DEGREE HOURS 123

Commercial Beverage Manager Certificate/Wine and Spirits Management Institute

Baccalaureate and postbaccalaureate students interested in careers in beverage management may wish to consider the Wine and Spirits Management Institute/Commercial Beverage Manager Certification Program. Course requirements for students seeking only Commercial Beverage Manager Certification: HRMA 3131 or 4131, 3132, 3133, 3136, 3137, 3138 or 4138, 3144, 3145, and 3143.

Students seeking the Bachelor of Science in Hotel and Restaurant Management with emphasis in Lodging Management and Commercial Beverage Manager Certification need only complete the Certification course work in addition to degree requirements.

Students seeking the Bachelor of Science in Hotel and Restaurant Management with emphasis in Food Service Management and Commercial Beverage Manager Certification must substitute HRMA 3335 for 3132 and HRMA 3336 for 3136.

Faculty

Professors Frank Borsenik (Visiting), Clinton L. Rappole
Associate Professors JéAnna L. Abbott, Stephen C. Barth, William N. Cherish, Agnes L. DeFranco, Nancy S. Graves, Ronald A. Nykief
Assistant Professors Cary Countryman, Morgan Geddie, Faye Hall-Jackson, Heidi Sung, Karl Titz

Courses: Conrad N. Hilton College of Hotel and Restaurant Management (HRMA)

1101: Hospitality Technology Cr. 1. (1-0). Corequisite: concurrent enrollment in HRMA 1337. Introduction to technology and its application within the hospitality industry from a managerial and strategic perspective.

1220: Food and Beverage Service Cr. 2. (1-3). Service styles, practices, and procedures in food service operations, including laboratory experiences.

1310: French for HRM Majors Cr. 3. (3-0). May not be applied toward a degree by students who have credit for FREN 1501. Cannot be used as a prerequisite for FREN 1502. Understanding, speaking, reading, and writing elementary French. Introduction to the culture of the French hospitality industry. Specialized vocabulary acquisition.

1337: Introduction to the Hospitality Industry Cr. 3. (3-0). History and development of the hospitality industry, including food, beverage, and lodging management.

1340: Systems of Accounts in the Hospitality Industry (formerly HRMA 2340) Cr. 3. (3-0). Prerequisite: HRMA 1101. Financial record keeping and reporting, utilizing uniform systems of accounts for hotels, restaurants, and clubs, with emphasis on payroll, statement analysis, and computer applications.

1345: Safety, Sanitation, and Security in the Hospitality Industry (formerly HRMA 1245 and 4351) Cr. 3. (3-0). Integration of safety, sanitation and security using Hazard Analysis Critical Control Point (HACCP) as the model for implementation of strategies to maintain and enhance the profit potential in hospitality operation. Sanitation certification requirement.

2112: Lectures on Hotel-Motel Management Cr. 1. (1-0). Lecture series given by nonresident speakers prominent in the hotel management field.

2113: Lectures on Restaurant and Club Management Cr. 1. (1-0). Lecture series given by nonresident speakers prominent in the restaurant and club fields.

2140: Uniform Systems of Accounts in Hotels and Restaurants Cr. 1. (1-0). Prerequisite: HRMA 1340. Utilizing the concepts in the various uniform systems of financial reporting, students will complete a comprehensive practice set both manually and via computer applications.

2160: Hospitality Practicum I Cr. 1. (1-0). Prerequisites: HRMA 1337 and sophomore standing. Employment in hospitality setting for a minimum of 300 clock hours in an instructor approved learning situation and participation in a number of career preparation activities.

2250: Managing in the Service Environment Cr. 2. (2-0). Prerequisite: credit for or concurrent enrollment in HRMA 1220. Application of service concepts within the hospitality industry. Guest services, building customer loyalty, service quality, and advanced service methods.
2335: Facilities Management Cr. 3. (3-0). Prerequisite: HEM 1337. Introduction to building systems and facilities management for hospitality establishments.

2365: Tourism Cr. 3. (3-0). Prerequisite: ENGL 1304. An overview of the history and implications of travel and tourism as an economic, political and cultural force, and the effect of tourism development on the quality of life of the host society.

2367: Lodging Management Cr. 3. (2-3). Prerequisite: HEM 1337. Theoretical applications of lodging operations management coupled with laboratory experience.

2368: Room and Housekeeping Management Cr. 3. (3-0). Prerequisite: HEM 2367. Operation of a rooms department of a typical full-service or selective service lodging facility. Management responsibilities together with operational techniques.

2382: Introduction to Club Management Cr. 3. (3-0). Introduction to environments, opportunities, and strategies pertinent to managing the functions of a private club.

2422: Food Service Production and Operations Cr. 4. (3-4). Prerequisites: HEM 1101, 1245, 1337, and credit for or concurrent enrollment in 1220. Food service systems, including menu management, purchasing, and production applied to an operating environment. Laboratory aspects and demonstration of basic food production techniques and principles.

3110: Professional Development Cr. 1. (1-0). Prerequisite: junior standing. Assessment of individual needs and skills to facilitate effective career management.

3131: Sales and Sales Management Cr. 1. (1-0). Prerequisite: HEM 3352 or consent of instructor. Direct sales to retailers and on-premise accounts as a sales representative, learning management of product sales through a distributor, and general management of various sales staff.

3132: Standards of Alcoholic Beverages Cr. 1. (1-0). Prerequisites: CHEM 1301 and 1302 or consent of instructor. Chemistry and biology of wines, beers, distilled spirits, and cordials. Standards of quality, processing, storage, service, and sensory standards as they relate to the four categories of alcoholic beverages and the various types of products within each category.

3133: Marketing Segmentation and Consumer Target Cr. 1. (1-0). Prerequisite: HEM 3361 or consent of instructor. Modern tools and techniques used to segment potential consumers according to demographic and attitudinal characteristics in purchasing behaviors. Use of advertising, promotion, and product assortment addressing segment-specific needs, desires, and preference. Application of marketing techniques specific to the sale of alcoholic beverages in hotels, restaurants, and retail operations.

3136: Bar and Beverage Management Cr. 1. (1-0). Prerequisite: HEM 3334 or consent of instructor. Marketing and control procedures for on-premise alcoholic beverage services: inventory management, pour costs, wine lists, liquor list optimization, and marketing techniques.

3137: Wine and Spirits Logistics Cr. 1. (1-0). Prerequisites: HEM 1337 and ECON 2301 or 2304 or 2305 or consent of instructor. Supply chain management from the distributor to the final retailer or restaurateur and problems with the disintegration of the supply chain.

3138: Alcoholic Beverage Laws and Regulations I Cr. 1. (1-0). Prerequisite: HEM 3358 or consent of instructor. Federal, state, county, and municipal tariffs and laws that regulate the manufacturing, distribution, retailing, and service of alcoholic beverages, with special emphasis on licensing, compliance, and responsibility.

3144: Business Practices of Alcohol Beverage Sales Cr. 1. (1-0). Prerequisite: credit for or concurrent enrollment in HEM 4343 or consent of instructor. Pricing, discounts, and deals offered to hotel, restaurant, and retail vendors of liquor, beer, and wine.

3145: Sensory Evaluation of Alcoholic Beverages Cr. 1. (0-1). Prerequisites: legal drinking age and either HEM 1337 or consent of instructor. Sensory standards for wines and spirits. Sensory anchoring with the use of standard reference aromas and its importance to accurate description.

3153: Hotel Marketing New York Style Cr. 1. (1-0). Analysis of New York City hotels’ physical plant, customer segments, pricing and unique characteristics, identification, evaluation of products and services from the national purveyors at the annual International Hotel/Motel trade show.

3154: Restaurant Marketing Chicago Style Cr. 1. (1-0). Analysis of Chicago restaurants’ physical plant, customer segments, pricing and unique characteristics, identification, evaluation of products and services from the national purveyors at the annual National Restaurant Association trade show.

3160: Hospitality Practicum II (formerly HEM 4160) Cr. 1. (1-0). Prerequisite: HEM 2160. Employment in a hospitality setting for a minimum of 300 clock hours in an instructor approved learning situation and participation in a number of career preparation activities.

3181: Seminars in Club Management Cr. 1. (1-0). Prerequisite: membership in the Club Managers Association of America–Cougar Chapter. Attendance at the Annual World Conference for the Club Managers Association of America required. Club industry, professional development, food and beverage service, time management, interviewing, organizational structure, wine appreciation, and managing personnel.

3197: 3297: 3397: Selected Topics in Hospitality Cr. 1-3 per semester. May be repeated when topics vary.

3249: Food and Beverage Purchasing Cr. 2. (2-0). Prerequisites: HEM 1337 and 1335. Production of wine, beers, distilled spirits, and cordials. Standards of quality, processing, storage, service, and sensory standards as they relate to the four categories of alcoholic beverages and the various types of products within each category.

3256: Restaurant Marketing Chicago Style Cr. 2. (2-0). Prerequisite: HEM 2160. Employment in a hospitality setting for a minimum of 300 clock hours in an instructor approved learning situation and participation in a number of career preparation activities.

3257: Hotel Gaming Operations in New Jersey I Cr. 2. (1-3). Prerequisite: HEM 1337. Entrepreneurial development of multi-unit management and ownership in the lodging industry.

3281: Contract Food Service Management (formerly HEM 3221) Cr. 3. (3-0). Prerequisites: HEM 1337 and 1345. The field of professional contract food management, including the accounting, legal, marketing, sales, production, and personnel functions.

3282: Kitchen Operations Management Cr. 3. (2-3). Prerequisite: HEM 2422. Food preparation techniques based on menu and recipe requirements, including ingredient quality and yield factors. Aesthetic plate and buffet presentations. Includes laboratory.

3297: Restaurant Layout and Design Cr. 3. (3-0). Prerequisites: HEM 3335, 2422 and 3322. Location and arrangement of equipment for efficient utilization of space and development of work flow patterns to meet operational requirements. Work optimization, human interactions, and styles of service and room configurations for front of the house.

3335: Standards of Wine, Spirits, and Beer Cr. 3. (2-2). Prerequisites: CHEM 1301, 1302, legal drinking age, and either major in HEM or consent of instructor. Production of wine, beers, distilled spirits, and cordials. Standards of quality, processing, storage, service, and sensory standards for the four categories of spirituous beverages and various types of products within those categories. Production of small quantities of major types of alcoholic beverages including wine fermentation, beer brewing, and distillation of spirits.

3336: Beverage Management Cr. 3. (3-0). Prerequisite: HEM 2422. Manager’s role and responsibility in developing and operating a facility serving alcoholic beverages. Emphasis on product.

3341: Hospitality Managerial Accounting Cr. 3. (3-0). Prerequisite: HEM 2140. Hospitality managerial accounting, emphasizing planning and control functions including yield management, cash and operating budgets, standards, and decision making. Break-even analysis, ratio analysis, interpretation of financial statements, budgeting, cash forecasts, and hospitality case studies.

3342: Club Operations Management Cr. 3. (3-0). Prerequisites: HEM 1337 and 1340. Private club management as contrasted with traditional profit-motivated segments of the hospitality industry.
3343: Hospitality Cost Controls Cr. 3. (3-0). Prerequisites: HRMA 1340 and 2422. Principles and procedures for controlling food, beverage, and labor costs in the hotel, restaurant and hospitality industry.
3345: Wine Appreciation Cr. 3. (2-2). Prerequisites: junior standing and legal drinking age. Wine producing regions of the world. Compiling of wine lists, serving, and recommending wine and food combinations.
3349: Hospitality Purchasing Cr. 3. (3-0). Prerequisite: HRMA 1337. Procedures and practices in the purchasing function for acquiring hospitality services, food, beverages, equipment, and supplies.
3352: Human Resource Management Cr. 3. (3-0). Prerequisite: HRMA 1337. Application of human resource management in hospitality environments; selection, placement, training, compensation, motivation, and performance appraisals of organizing members; labor relations and government regulations specific to the hospitality industry.
3356: Resort Management Cr. 3. (2-3). Prerequisite: HRMA 2367 or consent of instructor. Management of resort properties, labor, culture, and purchasing decisions.
3357: Gaming and Casino Management Cr. 3. (3-0). Prerequisite: HRMA 1337. Overview of gaming industry; lotteries, parimutual wagering and casino operations. Subjects examined include: operation, marketing, accounting, controls, security, and social consequences.
3358: Hospitality Industry Law Cr. 3. (3-0). Prerequisites: HRMA 1337 and junior standing. Laws applicable to ownership and operations of hotels, restaurants, and clubs. Contracts, the Uniform Commercial Code, torts, and liabilities.
3361: Hospitality Marketing Cr. 3. (3-0). Prerequisite: three hours of approved social sciences. Principles and procedures for managing the hospitality marketing function.
3362: Management Training Work Experience I Cr. 3. Prerequisites: sophomore standing and consent of instructor. Analysis of a hospitality establishment from a managerial perspective while student is employed at the establishment.
3364: Hotel Sales Cr. 3. (3-0). Prerequisites: HRMA 2367 and 3361. Functions of a hotel sales department including group, transient and banquet sales, selected sales and customer service techniques, selling styles, and facility presentations.
3365: Modern American Business Culture Cr. 3. (3-0). Prerequisite: HRMA 1337 or consent of instructor. Recent historical developments and other aspects of American business as it relates to cultural diversity.
3371: Etiquette and Protocol in Social Settings Cr. 3. (3-0). Etiquette and protocol in business and social settings. Domestic and international common courtesies, greetings and introductions, communications, and dining etiquette.
3372: Convention and Meeting Management Cr. 3. (3-0). Prerequisite: HRMA 2367. Convention and association management, emphasizing program planning, budgeting, marketing, public relations, food and beverage and hospitality planning, audio visual and transportation coordination, exhibit sales and management, contract and lease negotiations, and human resources.
3384: Gourmet Night Management I Cr. 3. (3-0). Prerequisites: HRMA 1337 and consent of instructor. Enrollment limited to students serving as Director or Assistant Director for Gourmet Night. Food and beverage management, logistics management, marketing, operations management, service management, and wine management. Recruitment and training management of student volunteers.
3386: Living and Working in Space Cr. 3. (3-0). Prerequisite: sophomore standing or consent of instructor. Space exploration and its effects on our lives and our future. History of space exploration, nutrition requirements, effects of isolation, spacecraft design, food system design, recycling systems, employment opportunities, and space tourism.
3399: Senior Honors Thesis I Cr. 3. Prerequisites: approval of the Dean of the College and the HRM Office of Student Services.
4131: Consultative Sales and Management Skills Cr. 1. (1-0). Prerequisite: HRMA 3131 or consent of instructor. Managing, motivating, and monitoring distributors and retail sales forces.
4134: Wine and Spirits Category Management Cr. 1. (1-0). Prerequisites: HRMA 3131 and 3137 or consent of instructor. Hotel, restaurant, and retail data used within the category management process as an implementation of customer-focused marketing.
4138: Alcoholic Beverage Law and Regulation II Cr. 1. (1-0). Prerequisites: HRMA 3138 and 3358 or consent of instructor. Federal, state, county, and municipal laws and regulations controlling promotional activities, marketing and merchandising in the alcohol beverage industry.
4140: Current Issues in Hospitality Finance and Technology Cr. 1. (1-0). Prerequisites: HRMA 1101 and 1340. Hospitality finance and technology issues which impact the lodging, foodservice, and club industries with input from industry experts. Written report required.
4153: Sales Techniques for the Hospitality Industry Cr. 1. (1-0). Analysis of successful strategies in sales marketing in the highly competitive and ever-changing market in the hospitality industry.
4197:4297:4397: Selected Topics in Hospitality Management Cr. 1-3 per semester. Prerequisite: junior standing or consent of instructor. May be repeated for credit when topics vary.
4198:4298:4398: Special Problems in Hospitality Management Cr. 1-3 per semester, or more by concurrent enrollment. Prerequisites: junior standing and/or consent by petition. Designed for undergraduate students interested in pursuing the hospitality management major and/or electing courses or programs to pursue special studies for which a course is not organized.
4256: Hotel Gaming Operations in New Jersey II Cr. 2. (1-3). Prerequisite: HRMA 3256. Analyze, synthesize, and design projects using research methodologies in hotel and gaming operations. Written report required.
4257: Hotel Gaming Operations in Nevada II Cr. 2. (1-3). Prerequisite: HRMA 3257. Analyze, synthesize, and design projects using research methodologies in hotel and gaming operations. Written report required.
4322: Restaurant Management Cr. 3. (3-0). Prerequisites: HRMA 2250 and 3322. Manager’s role in restaurant operations. Control systems as diagnostic indicators, the role of managerial leadership, staff selection and staff development, effective approaches to successful client relations, and approaches to maintaining the balance between food, service, and facilities quality.
4323: Advanced Food and Beverage Management Cr. 3. (1-6). Prerequisites: HRMA 3322, 3343, 3361, and senior standing or consent of instructor. Preparation of menus, recipes, purchase orders, food preparation, marketing, and evaluation procedures. Integration of all aspects of restaurant operation. Includes laboratory.
4325: Food Product Development for the Hospitality Industry Cr. 3. (3-0). Prerequisite: HRMA 2422. Theoretical and practical consideration in the development of commercial food products for the hospitality industry.
4326: Catering Management Cr. 3. (2-3). Prerequisite: HRMA 3343 or consent of instructor. Catering operations and management, catering in the hospitality industry, and the various catering disciplines. Marketing, sales operations, technology, and innovation. The laboratory component encompasses all aspects of catering management.
4328: Restaurant Development Cr. 3. (3-0). Prerequisites: HRMA 3341, 3343, and 3361. Analysis and evaluation of food service operation development emphasizing marketing analysis, location, valuation, and financing.
4338: Hotel Development Cr. 3. (3-0). Prerequisites: HRMA 3341 and 3361 or consent of instructor. Analysis and evaluation of hotel development emphasizing marketing analysis, location, valuation, and financing.
4340: Hotel Operations Cr. 3. (3-0). Prerequisite: HRMA 3341. Hotel operating policies and procedures; relation of these policies to philosophies and objectives.
4343: Financial Administration for the Hospitality Industry Cr. 3. (3-0). Prerequisites: HRMA 3341 and college approved statistics course. Principles of hospitality managerial finance including the
mathematics of finance, working capital and capital asset management, cost of financing, property valuation, and financial feasibility studies.

4353: Leadership in the Hospitality Industry Cr. 3. (3-0). Prerequisites: HRMA 1337 and 3352. Hospitality leadership philosophies. Coaching, teaching, facilitating, and motivating a workforce in various hospitality environments.

4355: Event Administration Cr. 3. (3-0). Analysis of event management focusing on sports and entertainment, examining human resources, customer service, facility, ticket, concessions operations; legal issues; budgeting and financial administration; sales marketing; merchandising and promotions. Can be repeated when venue changes.

4357: Current Issues in Gaming Management Cr. 3. (3-0). Prerequisite: HRMA 3357. Analysis of current issues in gaming industry with emphasis on historical, current and future trends, and the interrelationship with the hospitality/tourism industry.

4361: Marketing Strategies in the Hospitality Industry Cr. 3. (3-0). Prerequisites: HRMA 3361 and junior standing. Strategic analysis and organizational decisions involved in creating and maintaining markets in the hospitality industry.

4362: Management Training Work Experience II Cr. 3. (3-0). Prerequisites: HRMA 1337, sophomore standing, and consent of instructor. Analysis of a hospitality establishment from a managerial perspective while student is employed at the establishment.

4367: Advanced Lodging Management Cr. 3. (2-4). Prerequisites: HRMA 3343, 4340, senior standing, and credit for or concurrent enrollment in HRMA 4338. Evaluation of operating standards essential to the profitability of a lodging and accommodation enterprise. Application of theory to operational decisions. Includes laboratory.

4373: Current Issues in Convention Services Cr. 3. (3-0). Prerequisite: HRMA 3361. Analysis of current issues in convention, meeting and event management with emphasis on current and future trends and their impact on the hospitality industry.

4374: French Culture and Tourism Cr. 3. (3-0). Prerequisite: consent of instructor. History and culture of France and its impact on tourism. Anjou region, the Loire Valley, tourism in France and Europe, tourist attractions, hotel management, restaurant management, school foodservice management, and convention management. This course takes place in France.

4375: French Wine Production and Distribution Cr. 3. (3-0). Prerequisite: consent of instructor. French wine industry, vineyard management, and wine production and distribution. Viticulture and viniculture methods, appellations of the Loire Valley, domestic and international wine sales and marketing, and the nuances of wine tasting. This course takes place in France.

4376: Japanese Lodging Industry Cr. 3. (3-0). Prerequisite: consent of instructor. Japanese hotel brand companies and management strategies. This course takes place in Japan.

4377: Japanese Culture and Tourism Cr. 3. (3-0). Prerequisite: consent of instructor. History and culture of Japan and its impact on tourism. Tourist attractions, hotel management, restaurant management, school foodservice management, and convention management. This course takes place in Japan.

4382: Advanced Club Operations Cr. 3. (3-0). Prerequisite: HRMA 1337. Strategic management in the private club industry. Analysis of environments, opportunities, and strategies peculiar to managing the functions in a private club.

4384: Gourmet Night Management II Cr. 3. (3-0). Prerequisites: HRMA 3384 and consent of instructor. Enrollment limited to students who are serving as Director or Assistant Director for Gourmet Night. Food and beverage management, logistics management, marketing, operations management, service management, and wine management. Recruitment and training management of student volunteers for area student is directing. Develop training manuals, order equipment, market event, and oversee respective areas.

4387: Food Service in Space for the 21st Century Cr. 3. (3-0). Prerequisite: completion of all sophomore level HRMA courses or equivalent, junior standing or consent of instructor. Evolution of feeding in space as an example of a food service system. Prior space-food programs and the future challenges. Interaction with NASA food scientists and engineers. Participation in a project to create a space foodservice system for long duration space missions.

4388: Managing for Diversity in the Hospitality Industry Cr. 3. (3-0). Prerequisite: HRMA 3352. Evolving issues of workplace diversity. The impact of cultural, legal, and economic forces on business. Management of an increasingly diverse workforce with respect to moral, legal, and employee relations considerations.

4399: Senior Honors Thesis II Cr. 3. Prerequisites: HRMA 3399 and approval of Dean of the College and the HRM Office of Student Services.