

HOSPITALITY MANAGEMENT (HOSM)

HOSM 200 - FINANCIAL ACCOUNTING FOR THE HOSPITALITY INDUSTRY

Principles of financial accounting applied to lodging and food and beverage operations, including concepts, practices, and the preparation and analysis of hospitality financial statements. Basic hospitality benchmarks of ADR, RevPar, occupancy.

Credits: 3

Prerequisites: MATH 095

Course Notes: or RUA placement

HOSM 201 - INTRODUCTION TO THE HOSPITALITY INDUSTRY

Introduction to the management of hospitality operations including history, growth and development, organizational structure, operations, sales and marketing, accounting and finance, and the fundamental role of guest services for hotels, restaurants, casinos, clubs, recreation, travel and tourism.

Credits: 3

Course Notes: This is a required course for the BSHTM degree

HOSM 208 - SOUNDS OF SUMMER:CHICAGO FESTIVALS, THEIR PLANNERS, PARTICIPANTS, AND SOUNDTRACKS

Course covers who plans summer festivals, their origins, festivals as identity, ideology and political conveyers. Examines summer festivals as revealers of cultural identity, class identity, demographic trends, and as nostalgia. Course features site visits to Chicago summer festivals.

Credits: 3

Course Notes: Class field trips meet off-campus in Chicago accessible via public transit.

HOSM 210 - FRONT OFFICE MANAGEMENT

This class is an analysis of the modern-day hotel using the front office as the heart of the operation. Hotel departments and topics covered include, but are not limited to, the front office, reservations, bell services, revenue management, and planning and evaluating operations. There will also be guest lectures from several Chicago hotel industry experts as well as field trips (in-person or virtual) to major area hotels.

Credits: 3

Prerequisites: HOSM 201 (may be taken concurrently)

HOSM 230 - FOOD AND BEVERAGE MANAGEMENT

Menu planning and forecasting. Purchasing, inventory and storage, issuing, preparation. Beverage controls and budgeting. Production, product costs, pricing. Service. Sustainability, waste management and sanitation.

Credits: 3

Prerequisites: HOSM 201 (may be taken concurrently)

Course Notes: This course is required for the Restaurant/Food Service concentration under the BSHTM degree. Minimum grade of C required

HOSM 231 - INTRODUCTION TO MEETING AND EVENT MANAGEMENT

Corporate and association meetings, conventions, and trade and consumer shows in historical, operational, and economic perspective. The role of meeting planners within their organizations and their relationships to industry suppliers. Career opportunities introduced by industry professionals.

Credits: 3

Prerequisites: HOSM 201 (may be taken concurrently)

Course Notes: This course is required for the Meeting and Events concentration for the BSHTM degree; a minimum grade of C is required.

HOSM 250R - LODGING MGR

This course presents a systematic approach to front office procedures, detailing the flow of business through a hotel, beginning with the reservation process and ending with billing and collection procedures within the context of the overall operation of a hotel. This class will cover, but is not limited to, examining front office management, staffing the lodging operation, sales and marketing, housekeeping and maintenance, food and beverage in the lodging business, the process of handling complaints and concerns regarding hotel safety and security.

Credits: 3

HOSM 275 - HOSPITALITY LAW

Legal environment of the hospitality industry as it relates to the effective management of risk and prevention of loss. Topics include types of law, contracts, agency, employer/employee relationships, liability, and specific applications to lodging, food and beverage, and meeting, convention, and exposition management.

Credits: 3

Prerequisites: HOSM 201 (may be taken concurrently)

Course Notes: or concurrently

HOSM 275R - MENU MANAGEMENT

Students undertake a total analysis of the menu from its origin to its present status. Menu concept, design, marketing, and costing will be discussed; then students will organize and evaluate data so that a menu will be designed. Students will learn and design a variety of menus that will encompass many aspects of the food service industry.

Credits: 3

HOSM 287 - RESTAURANT OPERATIONS MANAGEMENT

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Credits: 3

HOSM 290 - THE ART OF RESEARCH, DATA AND ANALYSIS IN HOSPITALITY AND TOURISM

Introduction to fundamental research methods and their practical applications relevant to the hospitality professionals; the curriculum includes an examination of techniques for identifying, formulating, and solving problems through both quantitative and qualitative approaches.

Credits: 3

Prerequisites: HOSM 201

Course Notes: This is a required course for the BSHTM degree and must be completed prior to enrolling in HOSM 399.

HOSM 290R - GUEST SERVICES

This class will provide students with practical knowledge and skills of customer service in restaurant and hospitality related businesses. Knowledge and appreciation of the relationship between front-of-house and back-of-house is emphasized through operation of an actual food service environment. Quality of service is emphasized through management of the guest experience. Students will also learn to serve customers and handle complaints in a variety of settings. A focus will be placed on restaurant operations, which consists of dining room set-up, breakdown, the manner of presenting food and beverages (including alcoholic and non-alcoholic) and checks to a guest in a variety of styles in a variety of positions from waiter to manager of the dining room. Restaurant management comprises planning, organizing, staffing, leading or directing, and controlling an organization for the purpose of accomplishing a goal. This course will cover the fundamentals of both of these areas.

Credits: 3

HOSM 300 - OPERATIONS ANALYSIS FOR THE HOSPITALITY INDUSTRY

This course is designed to train students to develop and apply the managerial decision-making techniques used by hospitality industry managers. The course also reviews general accounting principles. Materials covered will include basic financial statements, ratio analysis, cost concepts, forecasting, budgeting, cash management and internal controls.

Credits: 3

Course Notes: This is a required course for the BSHTM degree; a minimum grade of C is required.

HOSM 302 - HOTEL OPERATIONS

Managerial perspective in hotel operations; coordination, communication, and record keeping; effective external relationships with the media and with labor unions.

Credits: 3

Course Notes: This course is required for the Hotel/Lodging Management concentration of the BSHTM degree; At least 12 semester hours of HOSM courses must be completed before enrolling in this course.

HOSM 303 - HOTEL DEVELOPMENT AND OPENING

The development of a hotel from concept to actual operation. Site selection, feasibility studies, and strategic planning. Staffing the property, the role of the pre-opening office, consumer advertising, and public relations.

Credits: 3

Course Notes: This course is required for the Hotel/Lodging Management concentration of the BSHTM degree; At least 12 semester hours of HOSM courses must be completed before enrolling in this course.

HOSM 304 - FACILITIES MANAGEMENT & ENGINEERING

Engineering and maintenance needs of the lodging, food and beverage industry; building environment and rehabilitation; mechanical and electrical equipment; utilities and energy conservation management.

Credits: 3

Prerequisites: HOSM 210

Course Notes: This course is required for the Hotel/Lodging Management concentration of the BSHTM degree; At least 12 semester hours of HOSM courses must be completed before enrolling in this course.

HOSM 306 - SERVICE QUALITY MANAGEMENT

Application of SERVQUAL concepts with focus on implementing measures to enhance customer service; in-depth study of planning and administering hospitality service strategies, measurement of service delivery, repair and recovery of service delivery gaps, and management and training of employees; practical applications of research in the field. Application of SERVQUAL concepts with focus on implementing measures to enhance customer service; in-depth study of planning and administering hospitality service strategies, measurement of service delivery, repair and recovery of service delivery gaps, and management and training of employees; practical applications of research in the field.

Credits: 3

HOSM 311 - ORGANIZATIONAL DEVELOPMENT FOR HOSPITALITY

Sociological and psychological views of organizations, management and leadership ideology; group dynamics & self-assessment tools. Product development and service focus. The impact of social movements and government initiatives on organization practices. Includes service learning component.

Credits: 3

Course Notes: This course is required for the BSHTM degree. A student should have completed at least 12 SH of HOSM courses before enrolling in this course. A minimum grade of C is required.

HOSM 315 - APPLICATIONS & TECHNIQUES OF MEETING & EVENT MANAGEMENT

Tools needed to plan and manage successful meetings and events. Functions of meeting and event planning as defined by the Convention Industry Council are covered.

Credits: 3

Prerequisites: HOSM 231

Course Notes: This course is required for the Meetings and Event Management concentration of the BSHTM degree; At least 12 semester hours of HOSM courses must be completed before enrolling in this course. A minimum grade of C is required

HOSM 317 - ISSUES & TRENDS IN MEETING & EVENT MANAGEMENT

Topics include marketing conventions, trade shows, and special events; legal issues for meetings and conventions; contract negotiations; adult learning; program design and evaluation; food and beverage trends for successful conventions; technological trends.

Credits: 3

Prerequisites: HOSM 231

Course Notes: This course is required for the Meetings and Event Management concentration of the BSHTM degree; At least 12 semester hours of HOSM courses must be completed before enrolling in this course. A minimum grade of C is required.

HOSM 319 - HOSPITALITY FACILITIES MARKETING, SALES, AND SERVICE

An in-depth look at the principles, trends and practices of venue marketing, sales and service management as related to meetings and events. Use of technology to organize sales, build customer relationships and communicate meeting and event details; internal department relationships to the meeting and event function; service manager's relationship to outside vendors such as audio-visual companies, destination marketing and management companies are considered.

Credits: 3

Prerequisites: HOSM 231 and HOSM 315 and HOSM 317 (may be taken concurrently)

Course Notes: This course is an elective for the Meetings and Event Management concentration of the BSHTM degree; A minimum grade of C is required

HOSM 321 - MANAGING TOURISM, FESTS, EVENTS, & MORE

An introductory course in tourism administration using the city of Chicago as the laboratory describing how government agencies and non-governmental agencies work with the private sector to produce a spectrum of tourism destination events that bring tourists to hotels, restaurants and retail establishments; utilizing public and private transportation and other amenities. Facts and figures, organizations, sustainability concerns and operations that comprise tourism administration are studied. Prerequisites: None

Credits: 3

Prerequisites: HOSM 201

Course Notes: This course is an option for the Tourism Administration concentration; At least 12 semester hours of HOSM courses must be completed before enrolling in this course. A minimum grade of C is required

HOSM 323 - EXHIBITION MANAGEMENT

History and development of the exhibition industry; activities of its key participants, including exhibitors, attendees, and support organizations. Selecting sites, budgeting, negotiating, registering, scheduling, and promoting exhibitions. Exhibition design and labor management. (3) Credits: 3

Prerequisites: HOSM 231 (may be taken concurrently) and (HOSM 315 (may be taken concurrently) or HOSM 317 (may be taken concurrently))

Course Notes: This course is an elective for the Meetings and Event Management concentration of the BSHTM degree; A minimum grade of C is required

HOSM 324 - SPECIAL EVENTS

Event research, design, planning, execution and evaluation including site selection, entertainment, catering, pyrotechnics, equipment and rental, props, floral décor and lighting. Buyers of and markets for special events. Credits: 3

Prerequisites: HOSM 231 and (HOSM 315 (may be taken concurrently) and HOSM 317 (may be taken concurrently))

Course Notes: This course is an elective for the Meetings and Event Management concentration of the BSHTM degree; A minimum grade of C is required

HOSM 325 - INTERNATIONAL TOURISM

The roles of international public and private sector organizations and associations, educational and research institutions, and transnational and local corporations. Comparisons of different national tourism strategies. The sociocultural, economic, and environmental impacts in industrialized and Third World countries. The implications of broad global trends and issues on tourism. Credits: 3

Prerequisites: HOSM 201

Course Notes: 12SH in HOSM or consent

HOSM 326 - URBAN TOURISM ADMINISTRATION

Tourism-related decisions in the context of competing community, corporate, and political interests. The social, cultural, economic, and environmental impact of tourism on cities. The global and competitive nature of tourism and the cooperative-competitive tensions between organizations at the local, state, national, and international levels. Chicago is studied as a specific case. Credits: 3

Prerequisites: HOSM 201

Course Notes: 12SH in HOSM or consent.

HOSM 326R - HUMAN RESOURCE HOSPITALITY

This course is designed to teach the necessary skills for proper recruiting, staffing, training, and management of employees at various levels. The course will help prepare the student for the transition from employee to supervisor. Additionally, it will help the student evaluate styles of leadership, and develop skills in human relations and personnel management. Credits: 3

HOSM 328 - DESTINATION MARKETING

Role of marketing and sales skills of destination marketing organizations, tourism bureaus, and Convention and Visitors Bureaus in attracting tourists, business, conventions and meeting to a location. Relationship to local, regional or national government, bureau structure, staffing and governance of these organizations. Exploring careers in this sector of the hospitality industry. Credits: 3

Prerequisites: HOSM 201

Course Notes: 12 Hours in HOSM or consent

HOSM 330 - FOOD & BEVERAGE CONTROLS

This course give the student insights and skills to manage the resources in an F&B operation including costs and sales. The student will learn how to effectively control food; beverage and labor costs while at the same time reduce waste. Profit & Loss statements will be analyzed & students will have the opportunity to develop their own projected P & L for a theoretical restaurant. Labor controls & staff training will also be studied as well as planning and budgeting, establishing standards, and monitoring performance as well as techniques for labor planning, scheduling, and staffing. Production controls, such as standard recipes, portion sizes, and methods to be evaluated. Credits: 3

Credits: 3

Prerequisites: HOSM 230

Course Notes: or consent

HOSM 330R - PURCHASING AND COST

This course covers the principles of the purchasing and inventory process from the qualification and job duties of the purchaser, to the ethical considerations related to purchasing, to the selection of a supplier, various purchasing guides, quality standards, and inventory control and management. It also covers industry buyer's guides for meat, poultry, seafood, and primary supplier. Students will complete hands-on modules in inventory, receiving, ordering, and costing out. This course also covers the principles of controlling foodservice costs from the definition of cost control, to using standardized recipes, to determining standard portion costs, selling prices, purchasing, receiving, storage, issuing, production, service, sales, and labor costs. Credits: 3

Credits: 3

HOSM 330RM - MARKETING MANAGEMENT FOR THE HOSPITALITY INDUSTRY

Students in this course will explore current marketing trends for the restaurant and hospitality industry, including social media marketing and food photography. This course will also cover planning, organizing, directing and analyzing results of various marketing programs for the industry. Emphasis will be placed on target marketing, marketing mix, analysis, product and image development, use of current media, sales planning, advertising, public relations and collateral materials. Credits: 3

Credits: 3

HOSM 335 - RESTAURANT/FOOD SERVICE MANAGEMENT

A systems perspective on foodservice operations; issues in commercial and institutional foodservices, industry trends, competitive analysis, evaluation of operations, implementing change in foodservice organizations, restaurant business plans, LEED certification, front and back of the house design. Credits: 3

Credits: 3

Prerequisites: HOSM 230

Course Notes: or consent

HOSM 337 - WINE, SPIRITS, AND BEVERAGE MANAGEMENT

Origins, production, classifications, and characteristics of all types of alcoholic beverages; historical, social, economic, and political perspectives. Training of servers and the liability of owners; aspects of bar management including marketing, advertising, and hiring. Bar layout and design. The complementary relationships between food and drink; new mixology techniques and sommelier service. Credits: 3

Credits: 3

Course Notes: Must be age 21 at registration. 12 SH of HOSM. No additional credit granted for HOSM 337 as WINE, LIQUORS AND BEV MGMT

HOSM 340 - COMPUTER APPLICATIONS FOR THE HOSPITALITY INDUSTRY

Spreadsheets, word processing, and database applications in the hospitality industry; specific programs for lodging, food and beverage, and meeting, convention, and exposition management.

Credits: 3

Prerequisites: HOSM 201

Course Notes: 12SH in HOSM or consent.

HOSM 340R - EVENT PLANNING MANAGEMENT

This course is designed as a detailed look at the planning of and management of events, such as theme parties and weddings; planning for fundraising events, recognition events, convention/ conference events, and entertainment for events. The class will cover different event types; design and creativity for events; use of contractors and suppliers; incorporation of sponsors; use of volunteers, and ethical and legal considerations of event planning. This course will serve as a foundation for students preparing for a career in event planning or event management. Students in this course will become actively involved in the planning, preparation and execution of events facilitated by the instructor.

Credits: 3

HOSM 345 - SEMINAR IN HOSPITALITY MANAGEMENT: TECHNIQUES & PROBLEMS

Issues, trends, and problems facing the contemporary hospitality manager. A different topic is covered each semester.

Credits: 3

Course Notes: 12SH in HOSM or consent

HOSM 350 - ADVANCED MARKETING FOR THE HOSPITALITY INDUSTRY

Market research, positioning, marketing plan development, including the use of social media platforms and analytics, competitive analysis, promotion, advertising, and current business development techniques.

Credits: 3

Prerequisites: MKTG 302

Course Notes: This is a required course for the BSHTM degree; a Minimum C grade required. A minimum of 12 SH to be completed before enrolling in this course.

HOSM 351 - INTRODUCTION TO SPORTS AS A BUSINESS ENTERPRISE

Overview of organized sports and sports management; the role of sports in society; organized sports as an economic enterprise including basic organizational and business structure; the role hospitality plays in professional and collegiate sports. Introduction to business and marketing principles of sports hospitality, study and practice of customer service principles. Explore the spectrum of non-athletic career opportunities and various career paths available in hospitality and tourism management.

Credits: 3

Course Notes: Department consent. Sophomore standing.

HOSM 352 - SPORTS FINANCE AND BUSINESS

Economics of managing professional, amateur and collegiate sports organizations. Basic theory and concepts in finance and accounting applied to managerial control of sport organizations, forms of ownership, taxation, budgeting, fundraising, financial analysis, feasibility studies and economic impact studies. Coverage of business structures, the time value of money and ethical guidelines and issues in auditing.

Credits: 3

Prerequisites: HOSM 300 and HOSM 351 and MATH 100

HOSM 353 - SPORTS MARKETING

This course examines marketing and revenue generating areas of operation within professional sports franchises, college athletic departments, niche sport organizations and sports related consumer products, with focus on the organizational management and decision making approaches of marketing and promotions, ticket sales and corporate sales and fulfillment offices. Topics include branding and rebranding a franchise, using new media platforms to generate revenue, and the art of the successful promotion.

Credits: 3

Prerequisites: HOSM 351

Course Notes: or Dept consent

HOSM 353R - MENU AND FACILITY

This course encompasses both the narrow and broad components of foodservice planning so that students, in effect, build an establishment from the ground up. Beginning with the newly created menus from HGT 275, the complete planning and operation of a foodservice establishment will be explored. Supplied, schedules, licenses, permits, construction, equipment, fixed and controllable costs, and work simplification procedures are stressed. Planning emphasizes efficient production, service, control, profitability, market and feasibility studies. (Prerequisite: HGT 275)

Credits: 3

Prerequisites: HGT 275

HOSM 354 - SPORTS FACILITY MANAGEMENT

The purpose of this course is to provide students with an introduction to the planning and management of sports facilities. The course will focus on elements of planning, design, and management, while examining functions related to maintenance, security, operations, and evaluation. The course will emphasize problem solving utilizing class discussions, guest speakers and facility site visitations as feasible.

Credits: 3

Prerequisites: HOSM 351

HOSM 355 - SPORTS COMMUNICATIONS, MEDIA ISSUES, & PUBLIC RELATIONS

Sports communications professionals are integral to the management, marketing and operations of sports organizations at all levels. Sports communications skills are used in careers in sports journalism, public relations, community relations, broadcasting, advertising or sales.

Topics include sports journalism and public relations, legal aspects, online communications and social media, and crisis communication. Guest lecturers from the sports communication field will discuss their experiences in television, collegiate athletics, and professional sports.

Credits: 3

Prerequisites: HOSM 351

Course Notes: Department consent

HOSM 356 - SPORTS EVENT MANAGEMENT

This course examines the complexities involved with planning and managing major sporting events and their facilities. Covered in this course are management and preparations for events including crowd management, concession and alcohol management, medical emergency and evacuation plans, and housekeeping and facility design and upkeep.

Credits: 3

Prerequisites: HOSM 231 and HOSM 351

HOSM 357 - SPORTS COMMUNICATIONS RELATIONS & FAN DEVELOPMENT

Learn about all aspects of community affairs outreach in the sports industry. Students will learn how the community and fan development departments create and implement community initiatives, donation programs and fundraising activities. Areas of discussion: Game day and non-game day programs, silent auctions, general office work and planning and execution of community activities.

Credits: 3

HOSM 360 - COMM FUNCT IN HOSP INDUSTRY

Students will develop written and oral communication skills useful for the professional hospitality environment. Effective written communication and visual presentations will be illustrated through business reports, letters, memos, press releases, and presentations. Additionally there will be a survey of the interview process as a significant form of communication.

Credits: 3

Prerequisites: ENG 102

HOSM 370 - CULTURAL AWARENESS FOR HOSPITALITY AND TOURISM

Economic, environmental, social, cultural and political impacts associated with diversity in the hospitality industry. An examination of critical contemporary issues focused on diversity, as well as the development of competence and sensitivity in the hospitality field.

Credits: 3

Attributes: Non-western Culture

Prerequisites: ENG 102

Course Notes: 12SH in HOSM

HOSM 385 - INTERNSHIP/HOSPITALITY MANAGEMENT

A supervised learning experience in the hospitality industry. Placement and learning objectives are subject to the approval of the instructor.

Credits: 1-6

Course Notes: Department consent

HOSM 386 - INTERNSHIP/HOSPITALITY MANAGEMENT

A supervised learning experience in the hospitality or tourism industries. Placement and learning objectives are subject to the approval of the internship coordinator.

Credits: 3

Course Notes: This course is required for the BSHTM degree program unless waived by special request of the internship coordinator and department chair. The course is intended to provide 3-credit hours of industry work experience, subject to completion of course requirements.

HOSM 390 - SPECIAL TOPIC IN HOSM

In-depth seminars on specific topics in sustainability, including environmental literature and communication; the urban environment; sustainability and environmental history; parkland conservation; campus/institutional sustainability planning; and representations of sustainability in art, literature, film, and media.

Credits: 3

Course Notes: 12 SH of HOSM or Dept. consent.

HOSM 393 - SPECIAL TOPICS: IN HOSPITALITY AND TOURISM MANAGEMENT

This course focuses on a variety of special interest topics regarding leadership & Management, research analysis, and current trends within the hospitality and tourism industry. Subjects may include: food & Beverage, hotels, travel, event management, tourism, real estate, revenue management, sports management, and marketing within the hospitality industry.

Credits: 3

Course Notes: 12 SH of HOSM or Dept. consent.

HOSM 399 - HOSPITALITY MANAGEMENT SENIOR PROJECT

This is the capstone course for the BSHTM degree program. In consultation with the instructor, the student conducts an independent research project on a topic of interest to the student and related to the hospitality and tourism industries. Initial work on the project is completed under the HOSM 290 pre-requisite course.

Credits: 3

Prerequisites: HOSM 290

Course Notes: This is the capstone course for the BSHTM degree. A minimum grade of C is required to pass the course.

HOSM 399Y - SENIOR PROJECT COMPLETION

This course is for the completion of the project begun under HOSM 399.

A student is expected to enroll in this course for the semester(s) immediately following the semester during which the project is begun.

Credits: 0

Prerequisites: HOSM 399

Course Notes: A student can enroll in this course up to two times after not completing the capstone project under HOSM 399. Any further repeat of this course must be approved by the program director of the department.