

HEM - HOSPITALITY EVENT MANAGEMENT (HEM)

***Course Fees are Per Credit Hour**

HEM 3XX. HEM Elective. (1-3 Credits)

HEM 102. Introduction to the Hospitality Industry. (3 Credits)

This course introduces the various segments that make up the hospitality industry such as hotels, restaurants, clubs, cruise lines, meetings, casino hotels, franchises and management contracts, and provides an overview of the operations and customer base for these areas of the hospitality industry. It also explores career opportunities in these areas, the importance of service, the organization of hotels and restaurants, as well as ethical challenges in the hospitality industry.

Course Fees: \$75

HEM 125. Managing Technology in Hospitality. (3 Credits)

This course studies hospitality technology systems and components. It includes the basics of purchasing, implementing, maintaining, and managing reservation and property management systems; rooms management; guest accounting; point-of-sale; food and beverage management; and accounting applications; and system and security maintenance.

Course Fees: \$75

HEM 200. Tourism Planning and Development. (3 Credits)

This course provides an informational foundation in tourism. It examines historical perspectives, tourism organization, supply and demand, scope, structure, and function of tourism as an industry and a socialcultural phenomenon.

Course Fees: \$75

HEM 202. Lodging Systems. (3 Credits)

This course emphasizes the interrelationship between the Rooms Division and other departments in lodging operations, such as food and beverage, human resources, finance, marketing and sales. It examines the basic skills needed in a lodging facility, and specific roles, functions, and policies pertaining to the Rooms Division, in both front and back of the house.

Course Fees: \$75

HEM 203. Sustainability in Hotel, Restaurant, and Event Operations. (3 Credits)

This course will introduce students to economic, environmental, and socially sustainable issues specifically facing the industry as well as exploring ideas, solutions and strategies for managing operations sustainably.

Course Fees: \$75

HEM 204. Managing Hospitality Human Resources. (3 Credits)

The course focuses on managing human resources in the hospitality industry, meeting the requirements of American employment laws, strategies for employee retention, minimizing turnover, and maximizing productivity. It also discusses current industry trends.

Course Fees: \$75

HEM 206. Conventions, Meetings, & Trade Show Management I. (3 Credits)

This course explores the scope and segmentation of the convention, meetings, trade show and group business market. It describes marketing and sales strategies to meet those needs and how to service their business after the sale.

Course Fees: \$75

HEM 302. Security and Risk Management. (3 Credits)

This course examines the ever-changing landscape of safety, security and risk management in the hospitality industry. It discusses programs and procedures to manage internal security, guest, employee and asset protection; risk management and loss prevention; emergency management and media relations. (Spring)

Course Fees: \$75

HEM 305. Resort Operations Management. (3 Credits)

This course provides a comprehensive analysis of development issues, planning, operating structures, systems, and management practices of the major types of resorts compared with traditional hotels. Additional topics include the uniqueness of timeshare resorts, importance of recreational activities and amenities, environmental impact, facility design, and maintenance of spas, pools, indoor water parks and specialty resorts.

Course Fees: \$75

HEM 306. Conventions, Meetings, and Trade Show Management. (3 Credits)

This course explores the scope, organization and segmentation of conventions, meetings, exhibitions, and trade show business. It discusses contracts, billing, operations, and the various services required by each of the segments. (Fall, Even-numbered years)

Course Fees: \$75

HEM 307. Club Management. (3 Credits)

This course discusses the organization, strategic planning, and leadership of private clubs. Topics include membership, marketing, human resources, special events, and financial management; food & beverage, golf, and club fitness operations; and computer systems used in clubs.

Course Fees: \$75

HEM 308. Food and Beverage Operations Management. (3 Credits)

This course focuses on management and operational strategies used in food and beverage operations, to improve quality standards while reducing expenses. It discusses the organization of food and beverage operations, sanitation and safety, food service equipment and layout, nutrition, the importance of the menu, pricing strategies and financial management. It also explores the use of technology to give guests greater value for their dining dollars and improve efficiency. (Spring, Odd-numbered years)

Course Fees: \$75

HEM 402. Lodging Management. (3 Credits)

This course will give students a basic understanding of the revenue management process. It addresses the proper use and importance of revenue management in hospitality operations and describes the wide range of elements that must be considered in order to use revenue management effectively. It investigates the role of management in lodging, in both front and back of the house areas. It emphasizes the importance of financial statements and their interpretation, managing inventories, and controlling expenses, human resources and productivity, and providing quality hospitality services within all types of lodging facilities. Prerequisite: HEM 202.

Course Fees: \$75

HEM 403. Hospitality Law. (3 Credits)

This course provides the legal understanding that ensures both the safety of guests and the success of the hospitality operating. It focuses on essential legal principles rather than an encyclopedia knowledge of the law. It uses real-life case studies and scenarios which illustrate these principles in action in recognizable hospitality settings, with comprehensive coverage ranging from food service establishment to employee contracts, insurance and international terrorism.

Course Fees: \$75

HEM 404. Hospitality Organizational Management. (3 Credits)

This course discusses leadership and management principles, and using quality management tools to enhance guest service and increase profitability. It the explores the relationship between power and empowerment, communication skills, goal-setting, coaching, conflict management, the process of continuous improvement, teamwork, the challenge of diversity, strategic career planning, and ethics in the hospitality industry.

Course Fees: \$75

HEM 405. Gaming and Casino Operations Management. (3 Credits)

This course provides a brief history of gaming, an overview of casino operations and gaming control. Topics discussed include the organization, layout and design of casino hotels and resorts; the departments and their functions; food and beverage operations; meetings and conventions; entertainment; marketing; responsible gaming operations and the casino as a community neighbor.

Course Fees: \$75

HEM 406. Property Management. (3 Credits)

This course focuses on the major functions of residential property managers, working with residents/tenants, providing services and activities, handling requests and complaints, managing and marketing a variety of properties, complying with laws affecting property management, leasing, staffing and maintenance, and security issues. It also discusses financial aspects of property management and career paths for property managers.

Course Fees: \$75

HEM 407. Senior Living Operations Management. (3 Credits)

This course discusses the key issues in managing and operating senior- and or assisted-living facilities, and the logistics of providing high-quality and consistent personal care, transportation, housekeeping, laundry, social activities, enrichment opportunities, and dining services for elderly residents, meeting healthcare requirements, managing human resources, implementing sales and marketing, financial management, and risk management strategies. It explores operating methods, staffing ratios, resident relations and space management. (Fall, Even-numbered years)

Course Fees: \$75

HEM 408. Conventions, Meetings, and Trade Show Management II. (3 Credits)

This course explores the scope and segmentation of conventions, meetings, trade shows, and group business markets. It takes an in-depth look at marketing, advertising, and sales strategies used to effectively attract specific segments within this industry and how to service their business after the sale.

Course Fees: \$75