

COURSES

HOTEL AND RESTAURANT MANAGEMENT

HRM-110 Introduction to Hospitality and Tourism

Lec 3 Lab 0 Clinic 0 Credit 3

This course covers the growth and progress of the hospitality industry. Topics include tourism, lodging, resorts, gaming, restaurants, foodservice and clubs. Upon completion, students should be able to demonstrate an understanding of the background, context, and career opportunities that exist within the hospitality industry.

Co-Requisites: None

Pre-Requisites: None

HRM-180 The Business of Tourism

Lec 3 Lab 0 Clinic 0 Credit 3

This course covers concepts related to tourism through a global business perspective, examining management, marketing and finance issues related to the tourism industry. Topics include marketing to the traveling public, delivering quality tourism services, the economic, environmental and political impacts of tourism and capturing technology's competitive advantages in the tourism industry. Upon completion, students should be able to demonstrate an understanding of an integrated model of tourism that addresses consumer behavior, service quality and the future of tourism.

Co-Requisites: None

Pre-Requisites: HRM-110

HRM-210 Meetings and Event Planning

Lec 3 Lab 0 Clinic 0 Credit 3

This course introduces concepts related to the planning and operation of conventions, trade shows, professional meetings, and foodservice events. Emphasis is placed on methods of marketing, selling, organizing, and producing conventions, events, and trade shows that will increase financial and environmental value. Upon completion, students should be able to demonstrate an understanding of management principles for multi-function, multi-day conferences and events.

Co-Requisites: None

Pre-Requisites: None