

HTM Course Descriptions

HTM 101 – Principles and Science of Culinary Arts

3 Credit Hours

Scientific principles involved with selection, preparation, and evaluation of quality food.

HTM 102 – Introduction to Travel and Tourism

3 Credit Hours

The class is a complete overview of the hospitality and travel industry. It will focus on the scope and pervasiveness of all facets of hospitality and tourism, and financial impacts.

HTM 150 – Career Planning

1 Credit Hours

This class focuses on resumes, cover letters, job interviewing, and professional interaction skills in the Retail, Hospitality, and Tourism Management industry.

HTM 210 – Foodservice Operations Management

3 Credit Hours

Principles of menu development, equipment selection, layout, purchasing, production, and service of food in volume.

HTM 211 – Leading and Managing Hotels and Resorts

3 Credit Hours

Operational theory of lodging and an exploration of the lodging industry in terms of nature of work, organizational structure of lodging segments, the meaning of guest services, differentiation of brands, current industry issues, and evaluation of the market place.

HTM 212 – Event Planning and Design

3 Credit Hours

Understanding the concepts and models of conventions/meetings, roles of meeting planners, identifying decision makers, site selection, negotiating, budgeting, and marketing commitment.

HTM 225 – Principles of Baking and Pastry Arts

4 Credit Hours

This course will cover the basics of a bakeshop focusing on leavening agents, binding ingredients, and fats. With the ingredients of salt, flour, water, and yeast students will learn basic bread making of multiple styles of bread. Desserts covered in this course consist of custards, cakes, pies, and pastries.

HTM 299 – Beverage Management

3 Credit Hours

This course is designed as an overview of contemporary issues in beverage management, including general instruction in wines, beers, spirits and the legal implications relative to their selling, serving, and consumption.

HTM 311 – Talent Management in Hospitality and Retailing

3 Credit Hours

The core concepts of managing an organization's culturally-diverse workforce – recruitment and selection, training and development, and employee relations.

HTM 326 – Cost Controls in Hospitality and Tourism Operations

3 Credit Hours

Budget, cost analysis, computer, financial statement use in decision-making in lodging and foodservice systems.

HTM 335 – Advanced Foodservice Techniques and Applications

4 Credit Hours

This course will cover protein fabrication and cookery, sauce production, starches, grains, vegetables, and plate presentation. Students will learn recipe and menu writing along with the ability to prepare bulk quantities of food.

HTM 361 – Customer Service

3 Credit Hours

Building competencies in providing outstanding customer service in hospitality and tourism organizations. This course will create a unified approach to customer service; recognizing the importance of organization policies; internal marketing; and theories, examples, and approaches that will lead to increased business by attracting and retaining desired customers.

HTM 390 – Leadership and Managing Corporate Culture

3 Credit Hours

This class has been designed to address the unique transitional needs of hospitality students as leaders and pillars within today's society. More specifically, we will use this course to promote personal and professional development awareness. You will learn soft skills that assist with the development of individual leadership and organizational leadership tactics. This course will be structured to address self-awareness or self-mastery, to address the psychological issues that accompany your transition in today's diverse workforce.

HTM 410 – Sensory Branding and Marketing in Hospitality and Tourism Management

3 Credit Hours

Partnering with stakeholders within the hospitality and tourism industries to assist with enhancing tourism. Explores socio-cultural impacts of tourism and hospitality industries in order to sustainably create marketing plans for industry partners. Enhances soft skills through leadership, team building, and communication activities. Build on the principles of marketing knowledge from previous courses to promote their destination in a sustainable manner. Creates socially responsible future tourism consultants that understand strategic marketing plans that benefit all stakeholders in the community.

HTM 425 – Legal Issues in Service Management

3 Credit Hours

Legal rights and responsibilities of service industry managers, their staff, and clientele.

HTM 435 – Advanced Event Planning and Design

3 Credit Hours

Management techniques used in the execution of meetings, marketing, conventions, and special events. Emphasis on integration of management principles and strategic planning.

HTM 440 – Special Topics

1-3 Credit Hours

Developments, issues, and problems in hotel, restaurant, and tourism. Variable topics.

HTM 445 – Restaurant and Catering Management and Execution

3 Credit Hours

Application of management concepts in menu design, personnel, cost control, and production and service of food.

HTM 450 – Hotel Development and Analytics

3 Credit Hours

Designed to allow students to interpret operational problems currently occurring in the hotel industry in a case study, interactive environment. The student will analyze management opportunities and threats within a hotel and determine reasonable alternatives.

HTM 484 – Critical Sustainable Tourism

3 Credit Hours

Critical Sustainable Tourism: Explores the historic and current socio-cultural impacts of tourism on the environment, community, and government. Understand the complexities of tourism relationships from the host community and tourist perspective. Explain how tourism influences culture, communities, and societies through forces of racial/ethnic identity, class, gender, sex tourism, and the politicization of tourism. Identifying the power dynamics within tourism planning and development of a tourism destination. Emphasis on the study of both historic and current socio-cultural impacts of tourism on family, community, culture, government, and the environment, as well as other current issues.

HTM 440 – Special Topics

1-3 Credit Hours

Developments, issues, and problems in hotel, restaurant, and tourism. Variable topics.

HTM 492 – Professional Experience

6 Credit Hours

Supervised educational experiences in selected hospitality operations.

HTM 494 – Directed Study – Faculty-led Study Abroad

1-3 Credit Hours

Individual student-faculty experience.