

COLLINS SCHOOL OF HOSPITALITY MANAGEMENT

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The Collins School of Hospitality Management offers a four-year curriculum that leads to a Bachelor of Science Degree in Hotel and Restaurant Management. The mission of the Collins School of Hospitality Management is to provide quality education for students entering management positions in the hospitality industry, to foster research of direct application and benefit to the hospitality industry, and to further the professional development of industry members.

The program provides students a combination of general education course work linked with business and hospitality management courses designed (1) to facilitate an understanding of the economic, legal, and social forces which shape the hospitality industry and (2) to provide a practical base of hospitality knowledge and abilities. Major course work emphasizes human relations skills as well as qualitative and quantitative analysis. Leadership, ethics, technology, critical thinking, unique characteristics of service, and guest encounter skills are threaded throughout the curriculum. Students will choose an emphasis in Restaurant Management, Hotel/Resort Management, and/or Club Management to help them focus on individual career goals. Students are also required to complete eight hundred (800) hours of work experience in hospitality-related employment prior to graduation.

The Collins School of Hospitality Management is housed in the James and Carol Collins Center for Hospitality Management. The Center is specifically designed for this program and houses a public, student-operated full-service restaurant as well as additional laboratory, classroom, and administration facilities. Kellogg West Conference Center and Lodge, adjacent to the Collins School, is also available for laboratory use.

Jim and Carol Collins have provided the school with a generous endowment and building gift. The Collins School is also endowed with the Richard N. Frank Distinguished Lectureship Series and the Richard A. and Nancy A. Murbach Endowment Scholarship in Free Enterprise. The School also oversees approximately \$100,000 in scholarships available to eligible students each year.

CORE COURSES FOR MAJOR

Required of all students. A 2.0 cumulative GPA is required in core courses including emphasis courses for the major in order to receive a degree in the major.

Required Lower Division Core

Introduction to the Hospitality Industry	HRT	101	(2)
Introduction to Tourism	HRT	201/L	(3/1)
Introduction to Food and Beverage	HRT	202/L	(3/1)
Introduction to Hotel/Resort Operations	HRT	203/L	(3/1)
Sanitation Practices in the Hospitality Industry	HRT	225	(2)
Safety Practices in the Hospitality Industry	HRT	226	(2)
Hospitality Management Law	HRT	240	(4)
Professional Work Experience I	HRT	241	(1)
Hospitality Industry Accounting I	HRT	274	(4)
Hospitality Industry Accounting II	HRT	275	(4)
Food, Beverage, and Labor Cost Control	HRT	276	(4)

Professional Cooking I	HRT	281/L	(2/2)
Food and Beverage Operations Laboratory	HRT	283L	(4)

Required Business Courses

Principles of Management	MHR	301	(4)
Principles of Marketing Management	IBM	301	(4)

Required Upper Division Core

Hospitality Marketing Management	HRT	302	(4)
Information Technology for the Hospitality Industry	HRT	338/L	(3/1)
Professional Work Experience II	HRT	341	(1)
Management of Human Resources in Hospitality .	HRT	350	(4)
Hospitality Industry Managerial Accounting	HRT	374	(4)
Hospitality Industry Finance	HRT	474	(4)

Emphasis Areas

Students must select one "primary" Emphasis Area from the three areas listed below in consultation with faculty advisor. A student may elect to have more than one Emphasis Area; the additional Emphasis Area would apply to the major required support courses*.

1. Restaurant Management Emphasis (16 units)

Food and Beverage Operations Management	HRT	384/L	(2/2)
Hospitality Property Development (R)	HRT	395	(4)
Multi-Unit Restaurant Management	HRT	484	(4)

Restricted Electives

Choose 4 units out of the following:

Labor Law in the Hospitality Industry	HRT	340	(4)
Hospitality Property Layout and Design (R)	HRT	365	(4)
Entrepreneur and Business Growth	MHR	308	(4)

2. Hotel/Resort Management Emphasis (16 units)

Hotel/Resort Rooms Division Management	HRT	304	(4)
Food and Beverage Operations Management	HRT	384/L	(2/2)
Hotel/Resort Sales, Advertising, and Public Relations	HRT	390	(4)
Hotel/Resort Operations Seminar	HRT	425	(4)

3. Club Management Emphasis (16 units)

Introduction to Club Operations	HRT	320	(4)
Food and Beverage Operations Management	HRT	384/L	(2/2)
Advanced Club Management	HRT	420	(4)
Internship in Hospitality Management	HRT	441	(4)

Culminating Experience

Strategic Leadership in the Hospitality Environment	HRT	410	(4)
Hospitality Operations Analysis Seminar	HRT	476	(4)

*MAJOR REQUIRED SUPPORT COURSES

Select 20 units from the following courses with advisor approval. Eight of the 20 units of major required support courses may be taken within the College of Business Administration, Nutrition and Consumer Science, or in another discipline with an approved petition. A student may also choose courses listed in Emphasis Areas not selected as the student's "primary" emphasis, with consent of instructor.

Computer Applications for the Hospitality Industry	HRT	108/L	(3/1)
Quick Foodservice Management	HRT	235	(4)
Hospitality Procurement, Purchasing, and Selection	HRT	250	(4)
The Healthy American Gastronomer	HRT	255	(4)
Property Maintenance Management	HRT	305/L	(3/1)

Wines and Spirits	HRT	315	(4)
Labor Law for the Hospitality Industry	HRT	340	(4)
Travel Geography	HRT	345	(4)
Hospitality Property Layout and Design R/H/C	HRT	365	(4)
Beverage Management	HRT	385	(3/1)
Hospitality Property Development R/H/C	HRT	395	(4)
Catering and Banquet Management	HRT	401	(2/2)
International Travel and Tourism	HRT	415	(4)
Internship in Hospitality Management	HRT	441	(4)
Senior Project	HRT	461,462	(2)
Hospitality Information Systems Seminar	HRT	480	(4)
Meat Utilization	AS	327	(4)
Seafood Processing Technology	AS	328	(4)
Culinary Produce Technology	AGR	222	(4)
Introduction to Microcomputing	CIS	101/L	(4)
Principles of Economics	EC	202	(4)*
Principles of Economics	EC	201	(4)**

Consult advisor to determine under which category HRT 200, 299, 400, and 499 can be applied.

*EC 201 is a prerequisite to HRT 275

**EC 202 is a prerequisite to HRT 374

GENERAL EDUCATION COURSES

- Area 1:**
Select one course from each area. (12)
- Area 2:**
Select one course from areas A, B, C (12)
Area 2d FN 305 (4)
- Area 3:**
Select one course from each area. (28)
- Area 4:**
Select one course from each area. (8)
- Area 5: (8 units)**
Select two: MHR 318; MHR 438; MHR 450; MHR 452

COURSE DESCRIPTIONS

HRT 101 Introduction to the Hospitality Industry (2)

An overview of the hospitality industry with an emphasis on career opportunities and personal success strategies. Brief history, description and interrelationships of key leisure industry segments emphasizing the application of technology, ethics, leadership, teams, critical thinking, and service standards for the hotel and resort business. 2 lectures.

HRT 108/108L Computer Applications for the Hospitality Industry (3/1)

Review of hardware and software systems for the hospitality industry. Practical applications will be emphasized in the areas of word processing, spreadsheets, and databases for hospitality. 3

lectures/problem-solving, 1 three-hour laboratory. Co-requisites: HRT 108 and HRT 108L.

HRT 200 Special Study for Lower Division Students (1-2)

Individual or group investigations, research, studies or surveys of selected problems. Total credit limited to 4 units, with a maximum of 2 units per quarter.

HRT 201/201L Introduction to Tourism (3/1)

Comprehensive study of travel management, its principles, practices, philosophies and systems. Examination of tourism as a developing industry including its travel modes, organizations, laws and socio-economic impact. 3 lecture discussions, 1 three-hour laboratory. Prerequisite or co-requisite HRT 101. Co-requisites HRT 201 and HRT 201L.

HRT 202/202L Introduction to Food and Beverage (3/1)

Overview of food and beverage service in the hospitality industry. Focusing on the comprehensive management and operating of a food and beverage operation. Competency based skills in customer service; types of service; service responsibilities, procedures and techniques; f & b furniture, fixtures and equipment; and sales management. 3 lecture discussions, 1 three-hour laboratory. Prerequisites or co-requisites: HRT 101, 225, 226, or consent of instructor. Co-requisites HRT 202 and HRT 202L.

HRT 203/203L Introduction to Hotel/Resort Operations (3/1)

An introduction to the operating systems and components of the campus conference center and lodging facility, which includes: front office, housekeeping, food and beverage, sales and marketing, accounting, property maintenance, human resources management and information systems. Actual hands-on skill development is provided in the laboratory portion of the course. 3 lecture discussions, 1 three-hour laboratory. Prerequisites or co-requisites: HRT 101, 225, 226, or consent of instructor. Co-requisites HRT 203 and HRT 203L.

HRT 225 Sanitation Practices in the Hospitality Industry (2)

Sanitation practices as they affect the individual and the operation. Prevention and control of problems encountered through guest and employee experiences. Topics include: how to prevent and control disease causing microorganisms, safe food handler practices, protecting food during its flow through the establishment, the HACCP system, integrated pest management, employee training, and regulations. Students will use materials from The Educational Foundation of the National Restaurant Association to complete the ServSafe certification program. 2 lecture discussions. Prerequisite or co-requisite: HRT 101, co-requisite: HRT 226.

HRT 226 Safety Practices in the Hospitality Industry (2)

Safety practices as they affect the individual and the operation. Prevention and control of problems encountered through guest and employee experiences. Students will use materials from The Educational Foundation of the National Restaurant Association. 2 lecture discussions. Prerequisite or co-requisite: HRT 101, co-requisite: HRT 225.

HRT 235 Quick Food Service (QFS) Management (4)

The quick food service industry (fast foods, limited menu restaurants, cafeterias) will be introduced using case studies, written analyses, student presentations, and operation development projects. Areas covered will include franchiser-franchisee relationships, menu development, and service systems. 4 lectures/problem-solving. Prerequisite: HRT 101.

HRT 240 Hospitality Management Law (4)

Study of business-related torts and contracts, real and personal property, with an emphasis on hotels, restaurants, resorts and associated businesses; includes duties of innkeepers, food and beverage liability. Cases. 4 lectures/problem-solving. Prerequisite: HRT 101.

HRT 241 Professional Work Experience I (1)

A qualified 400-hour entry-level Professional Work Experience (PWE) in the service industry that allows the student to acquire, practice and demonstrate a command of employability skills. Through this PWE students will gain exposure to the industry and its culture, an awareness of career opportunities in the industry, and an opportunity to reflect on their future roles in the industry. Written report required. Field work. Prerequisites: graduation from high school; employment before high school graduation will not apply.

HRT 250 Hospitality Procurement, Purchasing, and Selection (4)

Policy, procedures, controls, and their implementation in purchasing merchandise and supplies for the hospitality industry including equipment, serveware, furniture, fixtures, contract services, food, and beverage. The focus of this course is on optimal procurement, purchasing, and selection policies and procedures for the hospitality industry. 4 lecture discussions. Prerequisites: HRT 225, HRT 226.

HRT 255 The Healthy American Gastronome (4)

Healthy and environmentally sound perspectives on culinary customs in America. 4 lecture discussions.

HRT 274 Hospitality Industry Accounting I (4)

Introduction to financial accounting for the hospitality industry. Emphasis is on developing financial statements using the Uniform System of Accounts for Hotels, Restaurants, and Clubs. Provides a basis for understanding hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that results in the production of financial statements. Computerized systems for the General Ledger will be discussed. Optional certification through the American Hotel & Motel Association. 4 lectures/problem solving. Prerequisite: Math 012 or equivalent, microcomputer proficiency.

HRT 275 Hospitality Industry Accounting II (4)

Serves as a bridge between basic accounting and managerial accounting courses. Covers such areas as specialized accounting for hotel revenue and expenses; periodic inventory accounting for food and beverage areas; hospitality payroll accounting; intangible assets; accounting for inventory, property, and equipment; financial information systems; hotel departmental financial statements; the income statement, balance sheet, and statement of cash flows; the analysis of financial statements; and interim and annual reports. Optional certification through the Educational Institute of the American Hotel & Motel Association. 4 lectures/problem-solving. Prerequisites: HRT 274 or equivalent, EC 201.

HRT 276 Food, Beverage and Labor Cost Control (4)

Analyzing food, beverage and labor cost controls. Problem solving and solution techniques are applied by students in realistic operational situations. Areas covered include: cost, volume, profit relationships; food cost determination; standard costs; forecasting; sales control and menu pricing; beverage control; and labor control. 4 lectures/problem-solving. Prerequisite: HRT 275.

HRT 281/281L Professional Cooking I (2/2)

Hands-on cooking, tasting and evaluating approach used to teach students professional cooking techniques. Emphasis on understanding how ingredients and cooking techniques effect product outcome. 2 lecture discussions, 2 three-hour laboratories. Lab fee required. Prerequisites: HRT 225, HRT 226. Co-requisites HRT 281 and HRT 281L.

HRT 283L Food and Beverage Operations Laboratory (4)

This laboratory is the application (hands-on approach) of food and beverage principles, practices, and systems used to operate a full-service restaurant. The focus of this course is on delivering a consistent, standards-based restaurant experience to the public. Students will rotate through line positions for the front and back of the house. An analysis of the daily operations will focus on consistent or improved performance in a team environment. 4 three-hour laboratories. Prerequisites: HRT 225, HRT 226, HRT 276, HRT 202/202L, and HRT 281/281L.

HRT 299/299A/299L Special Topics for Lower Division Students (1-4)

Group study of a selected topic, the title to be specified in advance. Total credit limited to 8 units, with a maximum of 4 units per quarter. Instruction is by lecture, laboratory, or a combination. Prerequisite: permission of instructor.

HRT 302 Hospitality Marketing Management (4)

The application of basic marketing principles to the hospitality service product. In teams, students will learn by developing strategic marketing plans for a hospitality entity including a situation analysis, SWOT analysis, mission statement, position statement, and marketing action plan that includes objectives, tactics and success measures and present their plan. Application of menu engineering techniques. 4 lecture discussions. Prerequisites: HRT 274, HRT 275, EC 201, IBM 301, microcomputer proficiency.

HRT 304 Hotel/Resort Rooms Division Management (4)

Examines the techniques, issues, and problems of rooms division management systems. Incorporates the examination of the major departments which traditionally report to the Rooms Division including: the front office, housekeeping, engineering, and security. 4 lecture presentations. Prerequisites: HRT 203/203L, HRT 338/338L or permission from instructor.

HRT 305/305L Property Maintenance Management (3/1)

Comprehensive application of basic science to operation and maintenance of electrical and mechanical equipment via prepared analyses and written reports. Problem-solving and solution techniques are emphasized. Includes refrigeration, heating, ventilation and air conditioning; kitchen and cleaning equipment; fire protection and safety. 3 lectures/problem-solving, 1 three-hour laboratory. Prerequisite: STA 120. Co-requisites: HRT 305 and HRT 305L.

HRT 315 Wines and Spirits (4)

Study of grapes, wine-making, spirits processing, storage and inventory, and control of spirits. History, economics, geography, evaluation, and comparative tasting of wines. Selection, storage, service of wines, wine lists, wine pricing, and wine sales promotion and profits. Wine and food evaluations. 4 lecture discussions. Prerequisite: minimum age of student must be 21 years. May be taken on a Credit/No Credit basis.

HRT 320 Introduction to Club Operations (4)

Provides the student with an understanding of the general operational and administrative procedures in private clubs. It will provide the hospitality student with the unique sensitivities required in managing and operating in the increasingly lucrative club management market. 4 lecture discussions. Prerequisites: HRT 201/201L, HRT 202/202L, HRT 203/203L.

HRT 338/338L Information Technology for the Hospitality Industry (3/1)

Application and examination of technology-based systems in the hospitality industry. Use of global distribution systems, yield management systems, property management systems, food-service management systems, and club management systems from the management and end-user perspectives. Application of information technology to problems found in the hospitality industry and identification of the appropriate tools. Effective use of the Internet and strategic use of information technology in the hospitality industry. 3 lectures/problem solving, 1 three-hour laboratory. Prerequisites: HRT 202/202L, 203/203L; CIS 101, HRT 108, or microcomputer proficiency. Co-requisites HRT 338 and HRT 338L.

HRT 340 Labor Law in the Hospitality Industry (4)

An examination of current labor law and its impact on the operation of hotels and restaurants. Includes state and federal regulations, court decisions and legislative requirements as they relate to hiring/recruitment, affirmative action, equal employment, collective bargaining, union avoidance, employee relations, discrimination in the workplace, as well as workers' compensation and wages. Lecture and case studies. Prerequisite: HRT 240.

HRT 341 Professional Work Experience II (1)

A qualified 400-hour Professional Work Experience (PWE) in the service industry segment of the student's choice that allows the student to apply classroom knowledge with guided practice. The position will offer a variety of tasks relevant to the student's career preparation, an opportunity for autonomy and an opportunity to interact with other employees. A guide at the employment site will be assigned. Student will complete a project for the employer or host property. A written report that evaluates the firm, the PWE and the learning experience will be required. Employment for HRT 341 will also be matched to the student's choice of "primary" Emphasis Area. Field work. Prerequisites: HRT 241, junior standing, consent of advisor.

HRT 345 Travel Geography (4)

The geography of tourism and recreation in selected regions of the world. Aspects of physical and cultural geography that directly affect the tourist industry. 4 lecture discussions. Prerequisite: HRT 201/201L.

HRT 350 Management of Human Resources in Hospitality (4)

Effective management of human resources in the hospitality industry. Application of human resource management techniques to hotels, restaurants and other hospitality workplaces in planning, recruitment, selection, training, performance management, coaching, counseling and discipline, delegation and decision-making. 4 lecture discussions. Prerequisite: MHR 301.

HRT 365 Hospitality Property Layout and Design R/H/C (4)

Evaluation of work analysis, design procedures, human engineering, and activity analysis. Project-based course analyzing and developing solutions to layout and design facilities for hospitality properties that address employee needs, productivity, and the guests' needs and comfort. 4 lectures/problem-solving. Prerequisites: HRT 283L (Restaurant Management Emphasis students), or HRT 304 (Hotel/Resort Emphasis Management students), or HRT 320 (Club Management Emphasis students).

HRT 374 Hospitality Industry Managerial Accounting (4)

Comprehensive application of accounting principles to the hospitality industry; managerial accounting approach to accounting practices, financial statements, and operating activities. Problem solving methods applied to managerial decisions. 4 lecture/problem-solving. Prerequisites: HRT 275, EC 202.

HRT 384/384L Food and Beverage Operations Management (2/2)

This course is the comprehensive application of food and beverage principles, practices, philosophies, and systems in managing a full-service restaurant. Planning, managing and evaluating the daily operation of the restaurant. 2 lectures/problem-solving and 2 three-hour laboratories. Prerequisite: HRT 283L, 302, 374. Co-requisites HRT 384 and HRT 384L.

HRT 385/385L Beverage Management (3/1)

Planning, organizing and analysis of a beverage facility. Problem-solving methods and solution techniques are applied through written projects and an on-the-job laboratory. Topics include alcoholic beverage control regulations, examination of product, service methods and computerized control systems. 3 lectures/problem-solving, 1 three-hour laboratory. Prerequisite: HRT 283L. Co-requisites: HRT 385 and HRT 385L.

HRT 390 Hotel/Resort Sales, Advertising, and Public Relations (4)

Analysis and application of the principles of sales, advertising, and public relations to hotel/resort operations. A project-based course that includes problem solving and solution techniques applied to factors that impact the sales, advertising, and public relations of the hotel/resort industry. 4 lectures/problem solving. Prerequisites: HRT 203/203L, HRT 302, or permission from instructor.

HRT 395 Hospitality Property Development R/H/C (4)

Project-based course. Planning a hospitality property from concept to opening; location and market analysis; competitor analysis; menu development and pricing; equipment selection; organizing and staffing; feasibility and forecasting income, costs and profits; employee training and management development; and promoting and advertising. 4 lectures/problem-solving. Prerequisites: HRT 384/384L (Restaurant Management Emphasis students), or HRT 304 (Hotel/Resort Emphasis Management students), or HRT 320 (Club Management Emphasis students).

HRT 400 Special Study for Upper Division Students (1-2)

Individual or group investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units.

HRT 401/401L Catering and Banquet Management (2/2)

Planning, marketing, financing, organizing and implementing a catered banquet function. As managers and crew, students produce a series of catered banquet meals. 2 lectures/problem-solving, and six hours laboratory. Prerequisites: HRT 276 and 283L. Co-requisites: HRT 401 and HRT 401L.

HRT 410 Strategic Leadership in the Hospitality Environment (4)

Integrated capstone seminar in the principles and skills of effective leadership in a global hospitality environment, application and development of hospitality policy, and the management of a service business in a strategic environment. 4 seminars discussion.

Prerequisites: HRT 350, completion of 12 units of emphasis area, senior standing.

HRT 415 International Travel and Tourism (4)

Description and analysis of international travel from the view of the American traveler and the travel entrepreneur. Communication of solutions to problems of travel and tourism development; analysis of popular international travel destinations. 4 lectures/problem-solving. Prerequisite: HRT 201/201L.

HRT 420 Advanced Club Management (4)

An advanced seminar in club management. Topics include leadership in club operations, strategic management in clubs, club governance, ethics and trends in clubs. 4 lecture discussions. Prerequisite: HRT 320.

HRT 425 Hotel/Resort Operations Seminar (4)

Analysis and simulation of a hotel/resort operation. Competency-based skills developed by student analyses, written reports, and on-site learning opportunities in major departments of a hotel/resort including: General & Administrative, Rooms Division, Food & Beverage, Sales & Marketing, and Sports & Activities. The focus of this course is on analysis and understanding of the interdependent nature of major departments within a hotel/resort operation. 4 seminars. Prerequisites: HRT 304, 384/384L, senior standing, or permission from instructor.

HRT 441 Internship in Hospitality Management (4)

On-the-job training in some phase of hospitality management. The experience must be new to the student. Analytical reports are made periodically of the faculty coordinator. One unit of credit is granted for each 100 hours of training. Prerequisite: HRT 341; consent of faculty coordinator.

HRT 461, 462 Senior Project (2) (2)

Selection of a current development or problem in the hotel, restaurant, or travel industry. Completion of a written project under faculty supervision. Required minimum of 120 hours. Prerequisites or co-requisites: HRT 410; senior standing.

HRT 474 Hospitality Industry Finance (4)

Comprehensive application of financial management for the hospitality industry: managerial finance approach to ratio analysis, risk and value, timing and value of cash flows, project valuation, capital expenditures, financial markets, and income taxes. Problem solving methods applied to managerial decisions. 4 lecture/problem solving. Prerequisite: HRT 374.

HRT 476 Hospitality Operations Analysis Seminar (4)

A capstone course to integrate various disciplines within the hospitality industry and utilize conceptual, analytical, and problem-solving skills. Problem identification, data collection, data analysis, and generation of viable solutions are emphasized. 4 seminars. Prerequisite or co-requisite: HRT 410.

HRT 480 Hospitality Information Systems Seminar (4)

An advanced seminar on hospitality information systems. Topics include optimal utilization of property management systems, yield management, system reliability/flaws, purchasing systems for large organizations, hospitality systems analysis, implementation, and training. 4 seminars. Prerequisite: HRT 338/338L.

HRT 484 Multi-Unit Restaurant Management (4)

Concepts and Principles involved in managing multiple restaurant units; finance, marketing, human resources, operations, and financial management. This course is an overview to the multi-unit industry and selected operations. Investigation of traditional quick foodservice, cafeteria-style operations, home delivery, rolling caterers, and take-out (home meal replacement) only operations will be included. Franchising will be included. 4 lecture discussions. Prerequisites: HRT 350, 384, 474.

HRT 499/499A/499L Special Topics for Upper Division Students (1-4)

Group study of a selected topic, the title to be specified in advance. Total credit limited to 8 units, with a maximum of 4 units per quarter. Instruction is by lecture, laboratory, or a combination. Prerequisite: consent of instructor.

