

**HMT****HMT 209      Tour Marketing, Sales  
and Promotions 3.0  
UNITS**

This course introduces Hospitality Management students to the dynamic and diverse tourism industry. This course views the industry from a business perspective - examining the management, marketing, and finance issues most important to industry members. Students learn the basics of marketing, selling and promoting to the traveling public, how to connect with tourism service suppliers, and the steps to putting together a tour for a specific market segment. This course offers a view of today's tourism industry that is as interesting and multi-faceted as the field itself. Prerequisites: HMT 112 and HMT 128

**HMT 110      Introduction to the  
Hospitality Industry 1.0 UNIT**

This course is an introduction to the organization and structure of hospitality organizations from a management perspective. It is designed to provide the student with the basic understanding of the dimensions and scale of the hospitality industry, and identify many of the career opportunities available to them. Guest lecturers are utilized to provide a balance from the industry's perspective.

**HMT 121      Hotel Practicum 2.0  
UNITS**

Students must successfully complete 300 hours of practical experience within the 15 weeks of the semester at an approved establishment. Practical experiences may include hotel front office, telecommunications, guest reception, cash handling and control, housekeeping, and convention sales and services. Assistance in finding appropriate placement is provided. The employers evaluate the student's performance, and a coordinator monitors each student's progress. Practicum sites must be approved prior to the beginning of the semester by the Coordinator or Executive Director.

**HMT 122      Front Office  
Operations 3.0 UNITS**

This course introduces the student to the overall operations of a hotel through the front office guest cycle. It features information on front office computer/technology, yield management, and reservation systems. Emphasis is on the front office responsibilities and the various tasks involved during a guest's stay.

**HMT 213      Principles of  
Hospitality Marketing 3.0 UNITS**

The student will gain an understanding of the marketing function in the field of hospitality. Emphasis is placed on marketing, planning, generation and use of marketing information, segmentation, positioning and the development and use of specific marketing tools. The course also covers areas such as menu design, advertising, sales and promotion, merchandising, personal selling, and the use of external advertising media.

**HMT 214      Hotel Group and  
Convention Sales 3.0  
UNITS**

This course introduces students to the related responsibilities involved in managing convention and group business. Convention sales, planning, post-convention evaluations, and marketing techniques used to promote ideas into the various market segments are discussed. The course is useful for both meeting planners and convention service managers.

**HMT 215      Housekeeping  
Management 3.0  
UNITS**

This course is an overview of all aspects of housekeeping management. It includes the phases of staffing, planning and organizing the technical details of covering each area of a hotel. Topics covered also include laundry room management, inventory control, departmental operating budgeting, and risk and environmental management.

**HMT 216      Restaurant  
Operations Management II 3.0  
UNITS**

The student will gain an in-depth knowledge of the overall operation and management of a restaurant. This course will also include the human resources aspect of restaurant operations to include employee training and the organizational structure of the service staff. Emphasis will also be placed on strategies of serving food, wines, and beverages. A financial overview of the industry will cover the financial analysis relative to operational costs and controlling variable expenses.

**HMT 204      Fundamentals of  
Wine and Food 3.0  
UNITS**

This course will cover the basic knowledge of wine and food pairing. The student will review the categories of wine and how they may be used to make food combinations on menus and wine lists. This course will incorporate etiquette and

protocol in business and social settings to include domestic and international common courtesies, greetings and introductions, communications, and dining etiquette.

**HMT 210      Hospitality and  
Travel Law 3.0 UNITS**

This course is designed to enable the students to identify and understand the principles of laws and their relevance to the hospitality industry. Students will obtain the legal knowledge needed to enhance the guest experience and to prevent hazards that could potentially lead to lawsuits.

**HMT 116      Restaurant  
Operations Management I 3.0  
UNITS**

The student will gain knowledge of the overall operation and management of a restaurant, including employee training and the organizational structure of the service staff. Emphasis will be placed on strategies of servicing food, wines, and beverages. This course will include management's perspective on meeting customer expectations and the importance of the interaction with guests. This course will also cover a financial overview of the industry, the major factors affecting the growth of the business, food merchandising, promotion and sales. Students will learn the crucial elements involved in the successful operation of a restaurant.

**HMT 115      The Urban  
Entrepreneur 3.0  
UNITS**

The urban approach to entrepreneurship will be discussed, emphasizing the successful use of interpersonal and presentation skills. This course is designed to assist students in identifying the environments within which urban entrepreneurs operate. While not only discussing the significant role that business owners play in urban communities, the course will also offer cross-functional solutions to business problems.

**HMT 202      Innovation,  
Creativity and  
Marketing 3.0 UNITS**

This course focuses on factors that contribute to creativity and innovation within organizations. The course includes experiential methods, case studies, workshops, team projects, guest speakers, and readings. Students are encouraged to try new approaches to creative problem solving in many different environments. Each class will focus on different variables related to creativity, such as team dynamics, creativity under pressure, or managing creative individuals.

**HMT 206 Information Systems in Hospitality and 3.0 UNITS**

This course introduces Hospitality Management students to the dynamic and critical field of technology within the hospitality and travel industry. Students learn the basics of purchasing, implementing, maintaining, and effectively managing today's information systems in hospitality and travel.

**HMT 217 Franchising 3.0 UNITS**

This course will help students to understand franchising and its role in the hospitality industry. Students will learn the differences between entrepreneurship and franchising, franchise selection, and market analysis. Topics for the course will include legal and business issues that arise in the franchise relationship.

**HMT 104 Culinary for Hospitality 3.0 UNITS**

This course is designed for Hospitality Management students with emphasis on equipment, tools and cooking methods used in the Culinary Arts. The student will develop an understanding of the "back of the house" operations and basic customer service from a management perspective.

**HMT 112 Introduction to Travel and Tourism 3.0 UNITS**

This course will cover an overview of the travel and tourism industry, through its involvement of transient clientele. Students will learn about the dynamics of the industry and its many foreign and domestic elements. The course will include an overview of the history of travel, including the characteristics of the popular modes of travel. Favorable destinations and career opportunities that can service those destinations will be covered. Co-requisite: HMT 110

**HMT 111 Introduction to Entrepreneurship 3.0 UNITS**

This course is designed to provide a foundation in entrepreneurship. The course will provide students with an understanding of the ongoing challenges for entrepreneurs in the key functional areas such as marketing, finance, and operations. Learning media, such as case studies and business plan templates, will be used to examine the opportunities that exist in new venture planning. Individual and organizational level issues will be addressed. Additionally, the course covers the legal and ethical implications that exist for Entrepreneurial planning. Prerequisite: Exit Basic Math and Basic English II

**HMT 106 Culture and Geography in Tourism 3.0 UNITS**

This course is designed to provide students with the knowledge and skills necessary to work and travel in a global environment focusing on the interrelationships between geography, tourism, and culture. The course includes the cultural, recreational, and social significance of geography and regional economy to the traveler. Co-requisite: ESL Writing Level III or Basic English II

**HMT 128 Event Planning Travel and Tourism 3.0 UNITS**

This course is designed to introduce students to the methods and techniques utilized in planning, organizing, and promoting events specific to the travel and tourism industry. The course will emphasize the planning process and students will develop the skills expected of meeting and event planners within travel tourism. Topics will include negotiations and contracts, site selection, and program development. Prerequisite: Exit all Basic Skills