

SDSU HTM COURSE DESCRIPTION

PREPARATION FOR THE MAJOR

ACCTG 201 Financial Accounting Fundamentals(3)

Theory and practice of accounting applicable to recording, summarizing, and reporting of business transactions for external reporting and other external uses. Asset valuation; revenue and expense recognition; various asset, liability, and capital accounts. (Formerly numbered Accountancy 230.)

ECON 101 Principles of Economics(3)

Principles of economic analysis, economic institutions, and issues of public policy. Emphasis on macroanalysis including national income analysis, money and banking, business cycles, and economic stabilization.

ECON 102 Principles of Economics(3)

Principles of economic analysis, economic institutions, and issues of public policy. Emphasis on direction of production, allocation of resources, and distribution of income, through the price system (microanalysis); and international economics.

HTM201 Introduction to Hospitality&Tourism Management(3)

Hospitality and tourism industry with focus on basic management theories and principles as they apply to hospitality and tourism; basic structure, organization, and management of industry components and the services/products they deliver.

HTM223 Hospitality Managerial Accounting and Controls(3)

Prerequisites: Hospitality and Tourism Management 201 and Accountancy 201.

Utilization of accounting information in decision-making, planning, directing, and controlling in hospitality and tourism management. Integrates areas of managerial accounting and controls with applications in hospitality industry. Not open to students with credit in Accountancy 202.

HTM250 Hospitality Law(3)

Prerequisite: Hospitality and Tourism Management 201.

Hospitality law, legal, and policy areas arranged according to specific entities hospitality managers have primary relationships: guests, employees, third parties, and government.

IDS 180 Principles of Information Decision Systems(3)

Fundamentals of information systems in business. Integration of information technology, ecommerce, systems analysis, database management systems, networking, security, and collaboration. Application of concepts through developing solutions to business problems using spreadsheets, database management systems, and web development tools/languages.

IDS 290 Business Communication(3)

Prerequisites: Rhetoric and Writing Studies 100 and SDSU Writing Competency requirement. Effective communication applied to business letters, memos, and long reports. Includes the organization, writing, and presentation of business documents using word processing software. Incorporates basic principles of speaking effectively for business.

MATH 120 Calculus for Business Analysis(3)

Prerequisites: Satisfaction of the Entry-Level Mathematics requirement.

Matrix algebra. Calculus including differentiation and integration. Graphing and optimization. Exponential and logarithmic functions. Multivariable calculus.

CHOICE OF EITHER:

STAT 119 Elementary Statistics in Business(3)

Prerequisites: Satisfaction of the Entry-Level Mathematics requirement.

Measures of central tendency and variability, frequency distributions; probability, Bayes theorem, probability distributions (including binomial, hypergeometric, and normal), sampling distributions, confidence intervals, significance testing, regression and correlation. Not open to students with credit in Statistics 250.

ECON 201 Statistical Methods(3)

Prerequisites: Course in intermediate algebra, satisfaction of the Entry-Level Mathematics requirement, and qualification on the Mathematics Departmental Placement Exam, Part 1A. Introduction to descriptive statistics, statistical inference, regression and correlation.

GENERAL REQUIREMENTS

MAJOR REQUIREMENTS

HTM 301 Service Leadership Development (Kaleidoscope)(2)

One lecture and two hours of activity.

Prerequisites: Hospitality and Tourism Management 201 and upper division major in hospitality and tourism management.

Service leadership theory and development in hospitality and tourism industry. Application of business models and industry metrics with focus on individual assessment and development of leadership competencies.

HTM 380 Hospitality Leadership Theory(1)

Prerequisite: Hospitality and Tourism Management 301.

Historical overview of leadership theories and an introduction to the current components of leadership behavior and practice.

HTM 398 Internship

Prerequisite: Hospitality and Tourism Management 301 and consent of internship coordinator. A minimum of 400 hours of prior documented hospitality work experience.

Entry level experience in a hotel, restaurant, or related position at a university approved site. Minimum 300 hours of quality work at site required during semester and completion of project. Note: Only students who have been approved for placement by internship coordinator may enroll in this course.

RTM404 CrossCultural Perspectives of Tourism(3)

Prerequisites: Completion of the General Education requirement in Foundations II.B., Social and Behavioral Sciences.

Concepts, definitions, and measures of essential cultural components of tourism. Integrated view of interrelated socio-cultural tourism issues with an understanding and appreciation of diverse cultures. (Formerly numbered Recreation 404.)

RTM470 Global Travel and Tourism Management(3)

Prerequisites: Recreation and Tourism Management 101 or Hospitality and Tourism Management 201.

Global tourism management, economics, ethics, marketing, development, and sustainability. Social, cultural, and environmental impact indicators. Organization of global tourism and its components.

(Formerly numbered Recreation 470.)

HTM480 Leadership and Coaching in Hospitality(3)

Prerequisites: Hospitality and Tourism Management 301 and 380.

Development of interpersonal communication, coaching, and training skills to maximize employee performance in a service setting.

HTM490 Strategic Management in Hospitality&Tourism(3)

Prerequisite: Marketing 370.

Problems and issues of strategic planning in hospitality and tourism businesses including methods, techniques, and models used to identify strategic issues and generate future-oriented action plans to implement change.

HTM491 Leadership and Self Development in Hospitality(2)

Prerequisites: Hospitality and Tourism Management 301, 490, and upper division standing in hospitality and tourism management.

Capstone leadership course. Advanced leadership topics and completion of student leadership portfolios.

MAJOR ELECTIVES

HTM425 Property Management in Hospitality&Tourism(3)

Prerequisites: Hospitality and Tourism Management 301.

Development, planning, and maintenance of hospitality facilities. Real estate economics, income generation, lease and management contracts, building operations, project development sequencing, conceptual and space planning, financing, asset management, industry practices, renovation, and public relations.

HTM431 Convention Services for Hotels(2)

Prerequisite: Hospitality and Tourism Management 301.

Planning, developing, and implementing hotel meeting and convention services.

HTM450 Venture&Entrepreneurial Management in Hospitality&Tourism(3)

Prerequisites: Hospitality and Tourism Management 301, Finance 323, Information and Decision Systems 302, Management 350, and Marketing 370.

Initiating, expanding, purchasing, and consolidating hospitality and tourism businesses; examination of entrepreneurial approach including concepts, theories, techniques, and practices of managerial innovation/implementation; analysis of entrepreneurial skills.

HTM453 Hospitality Sales&Marketing(2)

Prerequisites: Hospitality and Tourism Management 201, 320; Marketing 370.

Sales functions and management skills required of hospitality companies. Tactics and techniques used to reach target audiences.

MAJOR REQUIREMENTS BY EMPHASIS

HOTEL OPERATIONS AND MANAGEMENT

Required

HTM320 Introduction to Hotel Management(3)

Prerequisite: Hospitality and Tourism Management 301.

Hotel management and operations to include room reservations, housekeeping, front desk

management, concierge, sanitation, safety, security, and bellstand. Revenue management, forecasting, measuring performance, transient versus group displacement, service quality, pricing and inventory management, ethics.

HTM455 Hospitality Financial Management(3)

Prerequisite: Finance 323.

Managerial insights and techniques for understanding, evaluating, and managing hospitality industry financial information and making sound decisions.

HTM498 Internship:Hotel(3)

Prerequisites: Hospitality and Tourism Management 398 and Management 350, 352. Food handler certification required for restaurant majors.

Experience in a hotel, restaurant, tribal casino, or tourism site in student's chosen emphasis at a university approved site. Minimum of 300 hours of quality work at site required during semester in addition to completion of site project.

Elective-6 units

HTM321 Hotel&Travel Marketing(3)

Prerequisite: Marketing 370.

Marketing for hotel and travel industry, including all aspects of marketing discipline from market research and brand positioning to customer relationship marketing.

HTM322 Rooms Division Management(1)

Prerequisite: Hospitality and Tourism Management 320.

Hotel front desk, reservations, housekeeping, and other room related areas of responsibility. Systematic approach to management of hotel housekeeping operations.

HTM428 Hotel Feasibility Analysis(2)

Prerequisite: Hospitality and Tourism Management 320.

Methods and practices for evaluating prospective new hotel properties and establishing economic value.

HTM429 Hotel Asset Management(1)

Prerequisite: Hospitality and Tourism Management 320.

Asset management planning; investing in global economy; management contracts and franchising; owner-management company relationship; benchmarking operating results, and financial analysis.

HTM456 Hotel Revenue Management(2)

Prerequisite: Hospitality and Tourism Management 320.

Revenue management in hotel industry including marketplace intelligence, forecasting, pricing, and revenue optimization techniques

MEETING&EVENTS OPERATIONS AND MANAGEMENT

Required

HTM330 Introduction to Eventand Meeting Industry(3)

Prerequisite: Upper division standing in hospitality and tourism management.

History and motivation behind meetings, elements of events, event operations and project management, types of meetings and events and industry and economic models.

HTM498 Internship:Meetings&Events(3)

Prerequisites: Hospitality and Tourism Management 398 and Management 350, 352. Food handler certification required for restaurant majors.

Experience in a hotel, restaurant, tribal casino, or tourism site in student's chosen emphasis at a university approved site. Minimum of 300 hours of quality work at site required during semester in addition to completion of site project.

Elective-9 units

HTM333 Weddings and Social Events(1)

Prerequisite: Hospitality and Tourism Management 330.

Cultural, social, economic, and other factors affecting planning and execution of weddings and other social events.

HTM334 Trade Shows and Exhibitions(1)

Prerequisite: Hospitality and Tourism Management 330.

Key aspects of trade show industry to include expositions and marketing strategies.

HTM335 Convention and Visitor Bureaus(1)

Prerequisite: Hospitality and Tourism Management 330.

Scope and functions of convention and visitors bureau; marketing and sales strategies for attracting segments with specific needs; techniques for meeting segment requirements.

HTM336 Site Selection and Negotiation(1)

Prerequisite: Hospitality and Tourism Management 330.

Site selection and negotiation for events and meetings.

HTM433 Destination Management Services(2)

Prerequisite: Hospitality and Tourism Management 431.

Destination management companies including incentive travel and marketing techniques, structure, governance, business, and services operations.

HTM430 Special Event Management(2)

Prerequisite: Hospitality and Tourism Management 330.

Special events planning and execution

HTM435 Sporting Events and Festival Management(3)

Prerequisites: Hospitality and Tourism Management 431.

Organization and administration of attraction-based events focusing on scheduling, financing, budgeting and revenue distribution, logistics, planning techniques, marketing, contracts, and staging considerations

RTM475 Commercial Recreation&Attractions(3)

Analysis of commercial recreation field, including design, development, programming and marketing aspects of various commercial recreation enterprises.

RESTAURANT OPERATIONS AND MANAGEMENT

Required

HTM340 Introduction to Restaurant Management(3)

Prerequisite: Hospitality and Tourism Management 301.

Restaurant and food service principles to operations of casual and fine dining restaurants with

emphasis on cost/volume/profit relationships, forecasting demand and market share, market niche/positioning, sanitation and safety, scheduling, quality management, customer service, technology, and ambience/environment.

HTM455 Hospitality Financial Management(3)

Prerequisite: Finance 323.

Managerial insights and techniques for understanding, evaluating, and managing hospitality industry financial information and making sound decisions.

HTM498 Internship:Restaurant(3)

Prerequisites: Hospitality and Tourism Management 398 and Management 350, 352. Food handler certification required for restaurant majors.

Experience in a hotel, restaurant, tribal casino, or tourism site in student's chosen emphasis at a university approved site. Minimum of 300 hours of quality work at site required during semester in addition to completion of site project.

Elective-6 units

HTM342 Restaurant Marketing and Menu Management(3)

Prerequisites: Hospitality and Tourism Management 340 and Marketing 370.

Restaurant marketing and menu design, menu research and development, and other marketing-related management functions.

HTM444 Restaurant Multi-Unit Operations(3)

Prerequisite: Hospitality and Tourism Management 340.

Multi-unit management of restaurants, examining structure and principles for providing superior technical and expressive service on a sustainable basis.

NUT303 Quality Food Production(2)+NUT303 L Lab(1)

Prerequisites: Nutrition 205 or Information and Decision Systems 302. Concurrent registration in Nutrition 303L.

Quantity food production service delivery systems. Skills for food safety, recipe standardization, menu planning, purchasing, production operations, and quality standards. Intended for majors in foods and nutrition and hospitality and tourism management.

TRIBAL GAMING OPERATIONS AND MANAGEMENT

Required

HTM370 Tribal Gaming:Cultural and Political Context(3)

Prerequisite: Hospitality and Tourism Management 201 or American Indian Studies 110.

Social and political context of American Indian tribal gaming, political relationships between federal and tribal governments, contemporary examples of tribal gaming, sociocultural and economic forces leading to gaming as strategy for economic development, and responses by non-Indian communities to tribal gaming.

HTM371 Tribal Gaming:Casino Operations(3)

Prerequisite: Hospitality and Tourism Management 201.

Functional units of a casino and how they work together to create a viable business model. Economic and management issues in gaming industry, with emphasis on tribal applications.

HTM372 Tribal Gaming:Legal and Regulatory Issues(3)

Prerequisites: Hospitality and Tourism Management 201 and 371.

Legal and regulatory structure of tribal gaming including Federal Indian Gaming Regulatory Act and California compacting process.

HTM373 Tribal Gaming:Marketing and Public Relations(3)

Prerequisites: Hospitality and Tourism Management 371 and Marketing 370.

Key strategies, tactics, and techniques used by marketing and public relations professionals to fuel demand for tribal casino gaming. Customer relationship marketing (CRM), radio/TV/ print advertising, promotions, and guest incentives.

HTM498 Internship:TribalGaming(3)

Prerequisites: Hospitality and Tourism Management 398 and Management 350, 352. Food handler certification required for restaurant majors.

Experience in a hotel, restaurant, tribal casino, or tourism site in student's chosen emphasis at a university approved site. Minimum of 300 hours of quality work at site required during semester in addition to completion of site project.

OTHER REQUIREMENTS**Explorations:Three classes****FIN323 Fundamentals of Finance (3)**

Prerequisites: Approved upper division business major, business minor, or another major approved by the College of Business Administration. Proof of completion of prerequisite required: Change of major form or other evidence of acceptable major code.

Objectives of financial management. Financing the business enterprise. Internal financial management. Introduction to the cost of capital, valuation, dividend policy, leverage, international finance, and the techniques of present value and its applications. Sources of capital.

IDS302 Introduction to Operations Management (3)

Prerequisites: Mathematics 120; Economics 201 or Statistics 119. Approved upper division business major, business minor, or another major approved by the College of Business Administration. Proof of completion of prerequisites required: Copy of transcript.

Production and operations management. Master scheduling, material requirements planning, inventory management, capacity planning, production activity control, location analysis, automation, computerized systems, layout planning, linear programming, decision making, queuing, simulation, quality control, project planning.

MGT350 Management and Organizational Behavior (3)

Prerequisites: Approved upper division business major, business minor, or another major approved by the College of Business Administration. Proof of completion of prerequisite required: Change of major form or other evidence of acceptable major code.

Human behavior at individual, interpersonal, and group levels including effect of organization structure on behavior. Emphasis on managerial roles, historical evolution of management, ethics, and behavior in multicultural contexts.

MGT352 Human Resource Management (3)

Prerequisite: Management 350.

Acquisition, development, maintenance, and termination of human resources in accordance to goals of the organization.

MKT370 Marketing (3)

Prerequisites: Approved upper division business major, business minor, or another major approved by the College of Business Administration. Proof of completion of prerequisite required: Change of major form or other evidence of acceptable major code. Marketing majors must complete this course with a minimum grade of C (2.0).

Function of marketing in the organization and in society. Topics include market analysis and consumer behavior, product planning, pricing, promotion, distribution, and international marketing.

if you do not get a 10 on WPA

RTM 396W. Writing in Recreation Settings (3)

Prerequisites: Satisfies Graduation Writing Assessment Requirement for students who have completed 60 units; completed Writing Proficiency Assessment with a score of 8 or higher (or earned a C or higher in RWS 280, 281, or LING 281 if score on WPA was 7 or lower); and completed General Education requirements in Composition and Critical Thinking. Proof of completion of prerequisites required: Test scores or verification of exemption; copy of transcript.

Theory and practice of writing in the field of recreation and parks with application to various settings.