**(HPRM) HOSPITALITY AND RESORT MANAGEMENT**
Kemmons Wilson School of Hospitality and Resort Management

  Room 140D, Kemmons Wilson School of Hospitality and Resort Management
<http://wilson.memphis.edu/>

Students must have earned a minimum of 45 credit hours and have met specific course prerequisites with a minimum grade of “C” to be eligible for all 3000 and 4000 level courses. In addition to these requirements, students seeking a degree in the Fogelman College of Business and Economics must have (1) completed all required lower division business courses with a minimum grade of “C” in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) 45 hours of course work including MATH 1830 or 1910, COMM 2381 and 9 hours of English (See B.B.A. Degree Requirements-General Requirements).

A surcharge of $30 per credit hour for 3000 and 4000 level courses and $30 per credit hour for 6000-9000 level courses has been approved by the Tennessee Board of Regents. The purpose of the surcharge on these business courses is to guarantee the continuous improvement of the college and compliance with the standards of the Association to Advance Collegiate Schools of Business International (AACSB International).

In addition to the courses below, the department may offer the following Special Topics courses:
**HPRM 4950-59. Special Topics in Hospitality and Resort Management. (3).** Topics are varied and in online class listings. May be repeated with a change in topic. PREREQUISITE: permission of instructor.

**HPRM 1050 - Business of Hospitality (3)**
(2010). Varied aspects of lodging, food service, clubs, cruise lines, natural attractions, man-made attraction, transportation, intrastructure; retail businesses; sports; special events and activities; outfitters, tour operators, travel management; destination marketing organizations.

**HPRM 2003 - Special Events (1)**
Introduction to special events management and potential careers in this field. Hands on experience with special events while partnering with destination management company to work with planning and operations in multifaceted special events area.

**HPRM 2004 - Distinguished Speakers (1)**
Series of lectures from high ranking professionals from the hospitality industry in areas of lodging, food service and tourism.

**HPRM 2006 - Professional Development (1)**
Conducting a self-assessment; development of a resume and self promotion materials; presentation skills; social skills needed to obtain and retain career position; corporate communication skills.

**HPRM 2007 - Resort Management (1)**
Currents events and trends in the resort and tourism industry; impact of external publics on resort industry; identifying resort management decision-making tools.

**HPRM 2011 - Hosp Ind Managerial Acct (3)**
Presentation, interpretation, and analysis of internal and external hospitality financial reports affecting management decisions using Uniform Systems of Accounting. PREREQUISITE: HPRM 1050.

**HPRM 2050 - Food Production and Service (3)**
Theory, application and understanding of safe food production methods and terminology; culinary hand tools and equipment operation including knife usage; principles and applied fundamentals of property service techniques and beverage handling. PREREQUISITE: HPRM 1050.

**HPRM 2111 - Intr/Hospitality Indstry Exper (1)**
Introduction to internship requirement and development of job search skills. PREREQUISITE: HPRM 1050 or permission of instructor.

**HPRM 2330 - Managing Hotel/Resort Ops (3)**
(3330, 4330). Management of critical resources for running hotel and resort operation in effective and efficient manner; customer services, service quality, and service delivery.

**HPRM 2999 - Purchase/Hospitality Industry (1)**
Purchasing in commercial restaurants, hotels, food service, contract food service, institutional food service, catering, quick service.

**HPRM 3010 - Hospitality/Resort Colloquium (1)**
Introduction to hospitality and resort industry; presentations and discussions by major industry professionals; students submission of a synopsis of each speaker's major points. PREREQUISITE: junior-level standing.

**HPRM 3050 - Food/Beverage Controls (3)**
Fundamentals of food, beverage and labor control through menu planning, engineering and cost analysis. PREREQUISITE: HPRM 1050, 2050, ACCT 2010.

**HPRM 3315 - Hospitality Human Resource Mgm (3)**
Acquisition, utilization, and retention of human resources in hospitality industry; human resource planning, job analysis, recruitment, selection, orientation, training, development, motivation, associate relations, performance appraisal, legal issues. PREREQUISITE: MGMT 3110.

**HPRM 3320 - Hospitality Indstry/Rev Mgmt (3)**
Fundamental principles and concepts of revenue management including capacity management, duration control, revenue forecasting, discounting, displacement analysis, rate management, and dynamic pricing. PREREQUISITE: HPRM 2330, ACCT 2010.

**HPRM 3340 - Prin of Social Media Commerce (3)**
(Same as MKTG 3340). How social media impacts marketing strategy, brand development, return on investment, and other fundamental business concepts; using social media to effectively convey messages and engage constituents.

**HPRM 3600 - Entertainment Management (3)**
Fundamental standards, techniques, practices of club, cruise, gaming, theme park, special events management. PREREQUISITE: HPRM 1050.

**HPRM 4007 - Resort and Timeshare Mgmt (3)**
Overview of dynamic resort and distinctive lodging industry; differences in core lodging competencies between resorts and traditional hotels, such as accounting and human resources.

**HPRM 4111 - Prof Development/Hospitality (1)**
Fundamental of resume preparation, interviewing styles and strategies, and business etiquette through professional development workshops and presentations from successful hospitality professionals. PREREQUISITE: HPRM 1050, 2111, senior standing in HPRM.

**HPRM 4320 - Hospitality Services Mktg (3)**
Principles and models of services marketing with focus on applications to hospitality services industry; expansion of traditional marketing mix variables into additional development of hospitality service concepts, marketing plans, and service quality assessments. PREREQUISITE: MKTG 3010.

**HPRM 4322 - Adv Food/Beverage Mgmt (4)**
(Same as NUTR 4322). Foundations of managing restaurants and associated beverage operations; planning and control procedures, human resources management, customer service, marketing strategies, and emerging technologies; relationship between food and beverage operations and overall hospitality organization. PREREQUISITE: MGMT 3110, MKTG 3010, or permission of department chair.

**HPRM 4331 - Adv Resort/Lodging (4)**
Issues, theories, and best practices of resort and lodging industry. PREREQUISITE: HPRM 2330, MGMT 3110.

**HPRM 4340 - Information Technology HPRM (3)**
Framework for information technology, systems development methodologies, and strategic information systems planning; current issues relating to the hospitality industry; focus on using information technology in networked environment to achieve organizational goals and objectives.

**HPRM 4350 - Properties Develomnt/Planning (3)**
Problems and opportunities inherent in developing and planning resort and hospitality facilities; sequence of property development, conceptual and space planning, design criteria, and construction management; establishing appropriate facilities requirements, understanding industry practices, and implementing properties decisions with integrated design, operations, financial and real estate framework.

**HPRM 4400 - International Hospitality (3)**
Issues, challenges and practices of global hospitality and tourism marketplace.

**HPRM 4401 - Management of Tourism (3)**
Tourism as a system; interaction of various parts of tourism; managers influence in tourism's success.

**HPRM 4620 - Hospitality Operational Anlys (3)**
Management tools in analyzing operational effectiveness of hotels and resorts. PREREQUISITE: HPRM 2330.

**HPRM 4630 - Socl Com Strategies/Analytic (3)**
(Same as MKTG 4630). Integrate social media techniques and trends into business strategy; recognize advanced principles of social value chain and interprise systems; formulate action plans to combine key social media networks and tools.

**HPRM 4700 - Integrative Challenge (3)**
Capstone course integrating academic and experiential learning through service learning projects building on leadership skills. PREREQUISITE: HPRM 4315, 4320.

**HPRM 4910 - HPRM Problems (1-6)**
Approved research projects with faculty supervision. PREREQUISITE: senior standing and permission of department chair.

**HPRM 4996 - Senior Honors Thesis (3)**
Independent research open only to students enrolled in the Honors Program. Thesis supervised by area faculty member. PREREQUISITE: senior standing and and permission of the Director of the College Honors Program.