

# HOSPITALITY AND EVENT MANAGEMENT (HEM)

## Hospitality and Event Management (HEM) Courses

### **HEM 2103. Introduction to Hospitality and Events Management. (3-0) 3 Credit Hours.**

This course provides an overview of the hospitality and events industry, exploring its major sectors including lodging, food and beverage, tourism, and event planning. Students will examine industry trends, career pathways, operational structures, and guest service principles. Emphasizes the economic, social, and cultural impact of hospitality and events globally. Course Fee: LRMS \$37.50.

### **HEM 2113. Business Computing for Hospitality. (3-0) 3 Credit Hours.**

Introduces students to business software applications relevant to hospitality operations. Topics include spreadsheet modeling, database management, point-of-sale systems, and industry-specific platforms. Emphasizes practical computing skills used in event planning, forecasting, and operational analysis. Course Fee: LRMS \$37.50.

### **HEM 3103. Food and Beverage Cost Controls. (3-0) 3 Credit Hours.**

This course provides an introduction to cost control systems in food and beverage operations. Emphasizes inventory procedures, menu pricing strategies, purchasing controls, and labor cost management in hospitality settings. Students will apply practical tools to manage profitability and operational efficiency. Course Fee: LRMS \$37.50.

### **HEM 3113. Strategic Marketing for Hospitality and Events. (3-0) 3 Credit Hours.**

This course examines marketing strategy as it applies to the unique challenges of hospitality and event management. Emphasis is placed on market segmentation, service branding, consumer behavior, and the integration of digital and traditional promotional tools. Students will analyze case studies and create comprehensive marketing plans that reflect strategic decision-making in real-world hospitality and event contexts. The course highlights guest-centric approaches and brand positioning in service-driven environments. Course Fee: LRMS \$37.50.

### **HEM 3123. Human Resources Management in Hospitality. (3-0) 3 Credit Hours.**

Focuses on the human resource functions specific to hospitality organizations. Covers topics such as staffing, employee development, labor relations, performance management, and compliance with employment law. Emphasizes strategic HR practices that support organizational goals in service-driven environments. Course Fee: LRMS \$37.50.

### **HEM 3143. Hospitality Financial Statement Analysis. (3-0) 3 Credit Hours.**

This course examines the interpretation and application of financial statements within hospitality operations. Topics include financial ratios, cash flow analysis, and budgeting, with added focus on accounting principles such as debits, credits, and journal entries. This course is designed to provide a bridge between managerial and financial accounting. Course Fee: LRMS \$37.50.

### **HEM 4043. Community Engagement in Hospitality and Events. (3-0) 3 Credit Hours.**

This course provides students with hands-on experience in planning, supporting, and executing major campus and community events. Through participation in high-impact initiatives such as the NCAA Final Four, Diploma Dash, and Homecoming, students will explore the role of community partnerships, volunteer coordination, and experiential design in the success of public events. Emphasis is placed on civic engagement, stakeholder collaboration, and the application of hospitality principles in real-world settings. Students will reflect on their contributions and evaluate the impact of events on community identity and institutional culture. Course Fee: LRMS \$37.50.

### **HEM 4163. Hospitality Revenue Management and Pricing. (3-0) 3 Credit Hours.**

Examines pricing strategies and revenue optimization in hospitality operations. Topics include demand forecasting, distribution channel management, yield management, and dynamic pricing models. Students will use data-driven tools to make informed revenue decisions. Course Fees: LRMS \$37.50.

### **HEM 4911. Independent Study in Hospitality and Events Management. (0-0) 1 Credit Hour.**

Prerequisite: Permission in writing (form available) from the instructor, the student's advisor, the Program Director, and the Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member on a topic relevant to hospitality and events management. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree. Course Fee: LRMS \$12.50.

### **HEM 4913. Independent Study in Hospitality and Events Management. (0-0) 3 Credit Hours.**

Prerequisite: Permission in writing (form available) from the instructor, the student's advisor, the Program Director, and the Dean of the College in which the course is offered. Independent reading, research, discussion, and/or writing under the direction of a faculty member on an advanced topic related to hospitality and events management. May be repeated for credit, but not more than 6 semester credit hours of independent study, regardless of discipline, will apply to a bachelor's degree. Course Fee: LRMS \$37.50.

### **HEM 4933. Internship in Hospitality and Events Management. (0-0) 3 Credit Hours.**

Prerequisite: Consent of internship coordinator. Supervised professional experience in hospitality, tourism, food and beverage, or events management, completed with an approved community partner, business, or organization. May be repeated for credit, but not more than 6 semester credit hours of internship will apply to a bachelor's degree. The grade report for this course is either "CR" (satisfactory participation in the internship) or "NC" (unsatisfactory participation in the internship). Course Fee: LRMS \$37.50.

### **HEM 4953. Special Studies in Hospitality and Events Management. (3-0) 3 Credit Hours.**

Prerequisite: Consent of instructor. An organized course offering the opportunity for specialized study in hospitality and events management, not normally or not often available as part of the regular course offerings. Special Studies may be repeated for credit when topics vary, but not more than 9 semester credit hours, regardless of discipline, will apply to a bachelor's degree. Course Fee: LRMS \$37.50.

**HEM 4983. Capstone in Hospitality and Events Management. (3-0) 3  
Credit Hours.**

Prerequisite: Senior standing. This capstone course serves as the culminating academic experience for students in the Hospitality and Events Management program. Students will integrate knowledge and skills acquired throughout their coursework to develop a comprehensive project that addresses real-world challenges in the hospitality and events industry. The course emphasizes strategic planning, critical thinking, and professional communication. Students will work individually or in teams to design, execute, and present a project that demonstrates their readiness for professional practice. Projects may include business plans, event proposals, market analyses, or operational strategies. The course includes a final presentation to a panel of faculty and industry professionals. Course Fee: LRMS \$37.50.