

## Hotel and Restaurant Management (HRMA) Courses

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- HRMA 6110: Professional Development**  
Credit: 1. Developing successful strategies for marketing yourself and enhancing your perspective for successful entry into the highly competitive and ever-changing hospitality job market.
- HRMA 6140: Current Issues in Hospitality Finance**  
Credit: 1. Hospitality finance and technology issues impacting the lodging, foodservice, and club industries related through educational seminars and workshops with input from industry experts. Written research project analyzing a particular issue required.
- HRMA 6153: Hotel Marketing New York Style**  
Credit: 1. Analysis of hotel's physical plant, customer segments, pricing and unique characteristics, identification, evaluation of products and services from the national purveyors at the international trade show.
- HRMA 6154: Restaurant Marketing Chicago Style**  
Credit: 1. Analysis of restaurant's physical plant, customer segments, pricing and unique characteristics, identification, evaluation of products and services from the national purveyors at the national trade show.
- HRMA 6190: Research Proposal**  
Credit: 1. Prerequisites: HRMA 6382, and completion of at least 15 hours of core coursework. Development of a detailed research proposal and corresponding data collection instrumentation.
- HRMA 6198, 6298, 6398: Special Problems**  
Credit: 1, 2, 3. For the advanced student wishing to pursue individual study. May be repeated for a maximum of six (6) semester credit hours.
- HRMA 6249: Food & Beverage Purchasing**  
Credit: 2. Analysis of vendor and purveyor selection for the purchasing manager. On site tours of properties are required.
- HRMA 6256: Hotel Gaming Operations New Jersey**  
Credit: 2. Research, analyze, and evaluate current topics on hotel and gaming operations in the state of New Jersey.
- HRMA 6257: Hotel Gaming Operations in Nevada**  
Credit: 2. Research, analyze and evaluate current topics on hotel and gaming operations in the state of Nevada.
- HRMA 6290: Professional Paper**  
Credit: 2. Prerequisite: HRMA 6190. An exploratory, qualitative or quantitative analysis of a management problem specific to the hospitality industry.
- HRMA 6309: Legal Issues in the Hospitality Industry**  
Credit: 3. An interactive approach to the impacts of changing social values, current legislation and case law on management in the hospitality industry.

- HRMA 6326: Catering Management**  
Credit: 3. An analysis of catering operations and management in the hospitality industry and various catering disciplines.
- HRMA 6329: Negotiation for Service Industry**  
Credit: 3. The application of negotiating skill in all phases of business aspects. Providing participants with the theoretical framework and practical tools for resolving issues on favorable terms while maintaining/ enhancing relationship.
- HRMA 6334: Pricing and Revenue Management**  
Credit: 3. A comprehensive introduction to both the theory and practice of revenue management and pricing. This course involves mathematical analysis using excel.
- HRMA 6336: Facilities Management**  
Credit: 3. Work analysis to site planning for the management of mechanical, electrical, fire, safety, and energy conservation systems.
- HRMA 6337: Human Resource Management**  
Credit: 3. The application of current sociological and psychological theories to organizational behavior, motivation, and conflict in government with focus on employee-employer relations and diversity in food service, lodging, and club establishments.
- HRMA 6338: Project Development and Programming**  
Credit: 3. Development of investment objectives. The interrelatedness of market feasibility, cash flow, functional planning, design, and methods of financing particular to the hospitality industry.
- HRMA 6341: Food and Beverage Systems Management**  
Credit: 3. This course is a prerequisite for HRMA 6466. Study of the various food service systems, culinary techniques, theories of nutrition and public health, and their impact on the hospitality industry.
- HRMA 6343: Beverage Management**  
Credit: 3. Analysis of major elements of beverage operations including social concerns and management functions, planning and marketing, mixology and selling techniques, the operational components of control systems, and the development of management's daily information to follow-up procedures.
- HRMA 6345: Wine Appreciation**  
Credit: 3. Analysis of wine producing regions of the world including compiling of wine lists, serving and recommending wine and food pairings.
- HRMA 6349: Special Applications in Feeding and Lodging**  
Credit: 3. An interdisciplinary approach to special problems in providing food service and lodging in remote locations.
- HRMA 6351: Lodging Operations Management**

- Credit: 3. This course is a prerequisite for HRMA 6366. Theoretical applications and process improvement in managing the major divisions of a lodging establishment.
- HRMA 6354: Hotel Operations**  
Credit: 3. Analysis of theory application to problems and decision making in hotel operations.
- HRMA 6353: Services Management**  
Credit: 3. Current theories and practical issues within the hospitality industry; exploration of concepts necessary for the development of a service management philosophy.
- HRMA 6355: Event Administration**  
Credit: 3. Analysis of event management focusing on sports and entertainment, examining human resources, customer services, facility, tickets, concessions operations, legal issues, budgeting and financial administration, sales marketing, merchandising, and promotions.
- HRMA 6356: Hotel Development**  
Credit: 3. Analysis and evaluation of the feasibility study development in hospitality industry operations with emphasis on market analysis, property location, valuation, and finance.
- HRMA 6357: Gaming and Casino Management**  
Credit: 3. Analysis of operation, marketing, accounting/controls, security, social/cultural consequences of the gaming industry including lotteries, pari-mutuel wagering and casino gaming.
- HRMA 6358: Current Issues in Gaming Management**  
Credit: 3. Analysis of current issues in gaming industry with emphasis on operations, marketing, controls/security, cultural influences and social consequences of the gaming industry within the hospitality/ tourism industry.
- HRMA 6360: Hospitality Graduate Directed Practicum**  
Credit: 3. Students are expected to obtain structured practical experience in the capacity of a hospitality management trainee at an appropriate hospitality firm. This course is supervised by a practitioner and faculty member(s) with whom the student works closely.
- HRMA 6361: Hospitality Marketing Analysis**  
Credit: 3. Technological analysis of the environments, opportunities, and strategies particular to managing the marketing function in the hospitality industry.
- HRMA 6362: Consumer Behavior in Hospitality Markets**  
Credit: 3. A study of theoretical and empirical material on consumer behavior and its direct application to the hospitality industry.
- HRMA 6363: Loss Prevention**  
Credit: 3. Analysis and evaluation of programs and protocol to protect the investment (bottom line) of the hospitality establishment through safety, security, fire protection, and federal law compliance management in various hospitality environments.

- HRMA 6365:**           **Tourism and Travel**  
Credit: 3.               Analysis of the interactive economic and cultural influences of tourism and travel on the hospitality industry.
- HRMA 6366:**           **Hospitality Management Strategies**  
Credit: 3.               Prerequisites: HRMA 6341 and/or HRMA 6351; Strategic management of lodging, food service and travel related businesses focusing on current issues, operations, development, finance, human resources, and marketing.
- HRMA 6369:**           **Hospitality Financial Assets Planning and Management**  
Credit: 3.               Acquisition of long-term assets, lease-purchase decisions, cost of capital, and effects of the economic cycles on long-term financing in hotel and restaurant operations.
- HRMA 6172:**           **Management Training Work Experience (MTWEP) I**  
Credit: 1.               Analysis and evaluation of a hospitality establishment from a managerial perspective while student is employed at the establishment. This course is equivalent to 300 clock hours.
- HRMA 6173:**           **Management Training Work Experience (MTWEP) II**  
Credit: 1.               Analysis and evaluation of a hospitality establishment from a managerial perspective while student is employed at the establishment. This course is equivalent to 300 clock hours.
- HRMA 6375:**           **French Wine Production and Distribution**  
Credit: 3.               Overview and analysis of the French wine industry with emphasis on vineyard management and wine production and distribution. Topics of discussion include viticulture and viniculture methods, appellations of the Loire Valley, domestic and international wine sales and marketing, and the nuances of wine tasting. Pre-trip class, meetings, field trips and individual research project required.
- HRMA 6381:**           **Hospitality Management Computer Applications**  
Credit: 3.               Analysis of current theories of design, implementation, operation of computerized equipment, and programs in single- and multi-unit management operations and control.
- HRMA 6382:**           **Methods of Research in the Hospitality Industry**  
Credit: 3.               Analysis and evaluation of existing research in hospitality management with emphasis on the study of various research models.
- HRMA 6383:**           **Club Operations Management**  
Credit: 3.               Analysis and strategic management in the private club industry with emphasis on environments, opportunities and strategies particular to managing the functions of private clubs.
- HRMA 6397:**           **Current Issues in Hospitality Management**  
Credit: 3.               Analysis of current theories and writings intended to provide students with the opportunity to develop a basic understanding of and explore the concepts necessary for the development of a personal management philosophy.
- HRMA 6397:**           **Selected Topics**

Credit: 3. Special topics with approval of the faculty. May be repeated when topics vary.

**HRMA 6397: Selected Topics**

Credit: 3 Selected topics with approval of faculty. May be repeated when topics vary.

**HRMA 6399: Thesis II**

Credit: 3. A student who has not completed Thesis I needs to continually enroll for 3 credits until they finish their thesis.

**HRMA 6599: Thesis I**

Credit: 5. This thesis course is available for master's candidates who would like to engage in primary research. A thesis committee and a formal defense of the thesis are required.