HOSPITALITY AND TOURISM (HSET)

HSET 103 - Team Activities in Recreation Settings 2 Credits
Introduction to the fundamental skills and roles of various team activities. Experience in adapting and applying leadership techniques in order to meet the needs of those people who participate in different recreation settings. Special considerations include the benefits of team activities, safety factors, personality and environmental factors, and the pros and cons of competitive activity. 2 hours lecture. Previous course LITM 103 effective through Fall 2019.

HSET 107 - Winter Outdoor Recreation Skills 2 Credits
Prerequisite(s): Departmental approval. Taught at the NJ school of conservation. Emphasizes the development of outdoor recreation skills by direct participation in various activities including ski touring, snow-shoeing, ice fishing, curling, and winter survival. If weather is unseasonably mild, substitutes such as rock climbing, orienteering and backpacking will be taught. A special fee includes room, board, and equipment use. Approval of department chairperson. Previous course LITM 107 effective through Fall 2019.

HSET 123 - Leadership and Business Ethics in the Tourism and Hospitality Industry 3 Credits
Course discusses the characteristics of leaders in the business environment including types of leadership. It explores the many tough ethical questions faced by managers such as ethical strategies that build profits, productivity, and long-term profits. 3 hours lecture. Previous course LITM 123 effective through Fall 2019.

HSET 124 - Introduction to Recreation, Tourism, Hospitality, and Leisure Services 3 Credits
An orientation course to the broad spectrum of services that are provided to society by recreation, tourism, hospitality, and leisure services practitioners. Professional awareness and career opportunities are examined. 3 hours lecture. Previous course LITM 124 effective through Fall 2019.

HSET 199 - Hospitality and Tourism Professional Seminar Hospitality and Tourism Professional Seminar 1 Credit
To provide student with essential knowledge and survival skills needed for the effective study of hospitality and tourism. The seminar includes first-year student orientation, establishes hospitality and related areas identity among students, and explores the fields of hospitality and tourism management as a career. This course also promotes an awareness and understanding of diversity, values and perspectives as they relate to overall student success at MSU. Meets Gen Ed - New Student Seminar. 1 hour lecture. Previous course HOSP 199 effective through Fall 2019.

HSET 201 - Introduction to Leisure and Tourism 3 Credits
This course introduces students to the diversified businesses that comprise the Leisure and Tourism industries. They include, but are not limited to, destination resorts, cruise ships, ski resorts, sports venues and event, meeting, and conference delivery. Topics examined cover the historical development of leisure and tourism as well as events, trends, and issues which shape the industries. 3 hours lecture. Previous course LITM 201 effective through Fall 2019.

HSET 202 - Leisure and Tourism Services 3 Credits
Prerequisite(s): HSET 201 and MKTG 240; Business Administration major. This course examines the unique characteristics of services and the challenges of managing and marketing service businesses within the leisure and tourism industries. Topics examined include the underlying theory and structure of service consumables as well as frameworks for delivering services and assessing service quality. 3 hours lecture. Previous course LITM 202 effective through Fall 2019.

HSET 208 - Leisure and Recreation in Society 3 Credits
Analysis and interpretation of the concepts of leisure, its role in individual, community and national lifestyles, its social and economic significance. The role of recreation programs and services in meeting current and future needs of society. For non-recreation and leisure studies majors only. Meets Gen Ed - Social Science Perspectives. 3 hours lecture. Previous course LITM 208 effective through Fall 2019.

HSET 250 - Hospitality Management 3 Credits
Prerequisite(s): WRIT 105 or HONP 100. Provides students a basic understanding of the hospitality industry by tracing the industry's growth and development; reviewing the organization of hotels, resorts, casinos, timeshares, food and beverage, club management, managed foodservice and related operations; and by focusing on industry trends and career opportunities. 3 hours lecture. Previous course HOSP 250 effective through Fall 2019.

HSET 300 - Hospitality Law 3 Credits
Prerequisite(s): HSET 250 and MGMT 231; Business Administration major. The goal of this course is to introduce students to the laws and regulations applicable to the ownership and operation of hospitality businesses. It will focus on the legal fundamentals for the hospitality industry with specific emphasis on tort, contract, criminal, and labor law. Previous course HOSP 300 effective through Fall 2019.

HSET 301 - Leisure and Tourism Operations 3 Credits
Prerequisite(s): HSET 201; Business Administration or Recreation Prof w/ Conc: CommercialRec & Tourism majors only. This course introduces students to the basic operations of the most important businesses within the leisure and tourism industries, e.g., food services, gift shops, tour companies, game rooms, casinos, and hotels. In addition, students are afforded the opportunity to network with industry professionals via required field studies. 3 hours lecture. Previous course LITM 301 effective through Fall 2019.

HSET 302 - Leisure and Tourism Facilities 3 Credits
Prerequisite(s): HSET 201; Business Administration major or Recreation Prof w/ Conc: CommercialRec & Tourism majors only. This course examines the design, construction, and maintenance of leisure and tourism facilities. Emphasis is placed on the importance of the master plan, construction choices, energy conservation, and effective and efficient design principles. 3 hours lecture. Previous course LITM 302 effective through Fall 2019.

HSET 315 - International Tourism Marketing 3 Credits
Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major. This course focuses on marketing practice and strategy within the context of global and international tourism markets, which include, but are not limited to, destination resorts/lodging, amusement parks and tourist attractions, festivals and fairs, cruise ships, ski resorts, sports venues, and event, meeting, and conference delivery. It evaluates cultural differences as well as encourages students to apply marketing strategy and skills to the tourism industry. 3 hours lecture. Previous course MKTG 315 effective through Fall 2019.
HSET 320 - Sports Marketing and Management  
3 Credits  
Prerequisite(s): MKTG 310 and HSET 315; Business Administration major. The sports industry is examined from a leisure and tourism perspective applying marketing and management theories. An interdisciplinary approach is applied in developing the ability to address the array of problems faced by sports marketers. Some of the topics include: sport consumers; promotions (advertising, sponsorship, endorsements); venue management; crowd and safety control; and licensing. The course provides a foundation for entry into middle level marketing and management positions in sports-related industries. 3 hours lecture. Previous course MKTG 320 effective through Fall 2019.

HSET 321 - Event Marketing and Planning  
3 Credits  
Prerequisite(s): MKTG 310 and HSET 315; Business Administration major. This course examines how successful events are created and marketed. It explores the structure of the events industry; the unique challenges of planning and executing an event; and how marketing theory can be applied to increase an event's success. Best practices related to event safety, event sponsorship and promotion and market analysis are also discussed. 3 hours lecture. Previous course MKTG 321 effective through Fall 2019.

HSET 325 - Service Management  
3 Credits  
Prerequisite(s): HSET 250; or BUGN 295 may be taken as prerequisite or corequisite; Major within School of Business. This course will study service management from an integrated viewpoint with a focus on customer satisfaction. The material will integrate operations, marketing, strategy, information technology and organizational issues. Finally, because the service sector is the fastest-growing sector of the economy, this course is intended to help students discover entrepreneurial opportunities. 3 hours lecture. Previous course HOSP 325 effective through Fall 2019.

HSET 330 - Resort Management  
3 Credits  
Prerequisite(s): HSET 250; Business Administration majors only. The course will provide an in-depth understanding of the unique aspects of resort development, management and operation. Students will study the resort concept, its history, traditions and culture and the principles and practices in the management and operation of the modern resort. Students will also learn the career opportunities in resort management. 3 hours lecture. Previous course HOSP 330 effective through Fall 2019.

HSET 335 - International Hospitality Management  
3 Credits  
Prerequisite(s): HSET 250; Business Administration major. Discusses in-depth the dimensions and nature of international hospitality operations. Create a sensitivity to and awareness of the differences in managing different cultures as well as to present a global view of hospitality management. Topics covered include cultural dimensions of management, international marketing, and international human resource management. 3 hours lecture. Previous course HOSP 335 effective through Fall 2019.

HSET 340 - Restaurant Management and Operations  
3 Credits  
Prerequisite(s): HSET 250; Business Administration majors only. The restaurant management course will provide students with an understanding of the process for creating, operating and managing a restaurant business. They will gain the knowledge to launch a successful career in the highly competitive and rewarding restaurant industry. The course covers all disciplines for managing and operating a restaurant business. This includes developing a restaurant concept, types of restaurants, menu planning, kitchen layout and design, purchasing, bar and beverages, management and operations, food production and sanitation, budgeting and controls, organization, staffing, and training, service and guest relations, business planning, marketing and financing. 3 hours lecture. Previous course HOSP 340 effective through Fall 2019.

HSET 350 - Club Management  
3 Credits  
Prerequisite(s): HSET 250; Business Administration majors only. The club management course will introduce students to the world of private membership clubs. It will provide an in-depth understanding of the unique aspects of private club management and the private club industry. Some of the clubs students will learn about are: golf and country clubs, city and athletic clubs, university clubs and yacht clubs. The course will cover all major disciplines of managing a private club. This will include club operations, club governance, club service, golf management, turf grass maintenance, marketing and membership, human resources, and food and beverage. As part of the course, students will also have the opportunity to visit and tour several local private clubs. 3 hours lecture. Previous course HOSP 350 effective through Fall 2019.

HSET 353 - Law of Sports, Entertainment and Tourism  
3 Credits  
Prerequisite(s): BSLW 235 may be taken as prerequisite or corequisite. The course provides an introduction to the law applicable to sports, including recreational sports, entertainment events, and tourism, including casino gambling. The course will emphasize the legal issues confronting these industries and how the law affects the business practices employed in each industry. Topics include negligence, trademarks, licensing, marketing practices, employment practices, contracts, and civil rights in the covered industries. 3 hours lecture. Previous course MKTG 353 effective through Fall 2019.

HSET 355 - Sports, Events and Tourism Marketing Co-Op  
3 Credits  
Prerequisite(s): MKTG 240 or MKTG 300; Business Administration major; departmental approval. Students are required to accumulate 200 hours of marketing experience (approximately 15 - 20 hours/per week) working for a sport, events or tourism organization. In addition, students complete assignments designed to enhance their understanding of marketing strategies and tactics used by the employing organization, industry trends, career opportunities, and the attitudes and skills necessary for advancement. Job performance is assessed via progress reports submitted by the cooperating employer and a site visit by a member of the Sports Events and Tourism Marketing faculty. 3 hours cooperative education. Previous course MKTG 355 effective through Fall 2019.

HSET 360 - Casino Management and Operations  
3 Credits  
Prerequisite(s): HSET 250; Business Administration major. The Casino Management course will provide students with an understanding of one of the most rapidly expanding industries in the world. They will gain the knowledge to launch a successful career in the gaming industry. The course provides students with an in-depth view of the many facets of gaming operations and the gaming industry. This course will include the history of gaming, casino management, staffing and organizational guidelines, casino marketing, player rating systems, table game operations, slot management, race operations, online gaming, sports betting, casino accounting and one of the most dynamic areas of gaming, the regulatory environment. 3 hours lecture. Previous course HOSP 360 effective through Fall 2019.

HSET 365 - Meeting, Convention, and Event Management  
3 Credits  
Prerequisite(s): HSET 250; or BUGN 295 may be taken as prerequisite or corequisite; and Business Administration or Accounting Major. This is an advanced course providing a comprehensive, in-depth analysis of the meeting, conference and event industry, and examining the industry's origins, structure, operations, career opportunities, and future development. In addition, this course emphasizes managing and operating large-scale meetings, conferences, conventions, exhibitions, trade shows and events including hotel accommodations, food and beverage management, catering and banquet function, customer service, contract negotiation, and onsite management. 3 hours lecture. Previous course HOSP 365 effective through Fall 2019.
HSET 370 - Customer Relationship Management (CRM) Technologies in Hospitality 3 Credits
Prerequisite(s): HSET 250 and INFO 290; Business Administration major. Customer Relationship Management Technologies providing in-depth knowledge and skills in designing, developing, and maintaining computer-based systems for warehousing and mining customer information for such purposes as customer segmentation studies, targeted marketing, and frequency and loyalty programs. 3 hours lecture. Previous course HOSP 370 effective through Fall 2019.

HSET 375 - Property and Community Association Management 3 Credits
Prerequisite(s): HSET 250 or REAL 204; Business or Accounting majors. This course provides an overview multidisciplinary world of property management. This class will explore facilities management, construction, marketing, human resource management, finance, law, and how to interact with a variety of key stakeholders, such as property owners, investors, tenants, and the government. 3 hours lecture. Previous course HOSP 375 effective through Fall 2019.

HSET 380 - Lodging Management 3 Credits
Prerequisite(s): HSET 250; Business Administration major. This is an advanced course providing in-depth knowledge and skills to manage all aspects of the lodging industry in different settings, such as full-service hotel, limited-service hotel/motel, bed and breakfast, extended stay-hotel, suite hotel, resort, casino hotel, cruise line, timeshare and assisted living facility. 3 hours lecture. Previous course HOSP 380 effective through Fall 2019.

HSET 390 - Food and Beverage Management 3 Credits
Prerequisite(s): HSET 250, Business Administration major. This is an advanced course providing mechanisms and techniques to manage food and beverage provisions in various sectors of the hospitality industry, such as restaurant, bar or beverage operation, club, contracted or institutional foodservice. In addition, food and beverage functions within various lodging settings (hotel, resort, casino hotel and cruise line) are discussed. 3 hours lecture. Previous course HOSP 390 effective through Fall 2019.

HSET 392 - Selected Topics in Hospitality Management 1-3 Credits
Prerequisite(s): HSET 250; Business Majors only or departmental approval. The content of this course varies with each offering. Its purpose is to provide for the comprehensive development and study of an advanced topic of current interest not covered in-depth in the regular curriculum. Examples of topics covered in the past include: Club Management. This course may be repeated for credit as long as the "special topic" in each course differs from topics previously taken. May be repeated for a maximum of 6.0 credits as long as the topic is different. 1-3 hours lecture/seminar. Previous course HOSP 392 effective through Fall 2019.

HSET 401 - Leisure and Tourism Analysis 3 Credits
Prerequisite(s): INFO 240, HSET 201, HSET 301; Business Administration major or Recreation Prof w/ Conc: CommercialRec & Tourism majors only. This course provides instruction in selected analytical tools—e.g., cost-benefit analysis, tourism multipliers, forecasting techniques, etc., necessary to conduct market analysis/feasibility studies for leisure and tourism proposals. In addition, students will examine the current regulatory, environmental, economic, and social issues that surround the development of tourism and leisure-related facilities. The course also provides a broad overview of marketing analytical skills within the framework of the leisure and tourism industries. 3 hours lecture. Previous course LITM 401 effective through Fall 2019.

HSET 415 - Cost Management for Hospitality Managers 3 Credits
Prerequisite(s): ACCT 202 or ACCT 204; Business Administration majors only. This upper-level course builds on the principles and concepts of financial and managerial accounting. It discusses departmental costs and the relationships between revenues and various types of costs. In addition, it explores the relationship between cost, volume, and profit. Common control mechanisms and purchase practices noted in the hospitality industry will be explored. Class project required. Optional: The Educational Institute of the American Hotel and Lodging Association Certification Examination. 3 hours lecture. Previous course HOSP 415 effective through Fall 2019.

HSET 435 - Managing Diversity in the Hospitality Industry 3 Credits
Prerequisite(s): Business Administration majors only. This upper-level course is designed to assist students in understanding the issues related to American multicultural management in the hospitality industry through the utilization of a conceptual framework and the application of appropriate management techniques. A directed work project will be incorporated into this course. Class project required. Meets World Cultures Requirement. 3 hours lecture. Previous course HOSP 435 effective through Fall 2019.

HSET 445 - Marketing Strategies in Sports, Event and Tourism Industries 3 Credits
Prerequisite(s): HSET 320, HSET 321 and MKTG 307; Business Administration major. An analysis of the marketing planning process in relationship to overall corporate strategic planning framework is presented from theoretical and practical perspectives in the field of sports, events and tourism industries. An increased understanding of the many variables involved in marketing decision-making and an awareness of current and sophisticated techniques used in the problem-solving process are analyzed. This capstone course integrates materials from the curriculum in an applied format utilizing group case analysis, marketing simulations and sport, event and tourism market/business plan production. 3 hours lecture. Previous course MKTG 445 effective through Fall 2019.

HSET 480 - Revenue Management in Hospitality 3 Credits
Prerequisite(s): HSET 380 or MKTG 310; Business Administration major. The Revenue Management course will provide students with an in-depth knowledge of Revenue Management and its applications in the lodging (hotels, cruises, theme parks, casinos) and foodservice industries. This course will include the history, theory and ethical aspects of revenue management, strategic pricing, forecasting, distribution channel management, customer behavior, and revenue manager's role. This is a management oriented course, emphasizing practical aspects of decision-making as related to today's most exciting area in hospitality management. 3 hours lecture. Previous course HOSP 480 effective through Fall 2019.
HSET 490 - Senior Seminar in Hospitality and Service Management  
3 Credits
Prerequisite(s): HSET 325 or HSET 380; and HSET 365 or HSET 390; Major within School of Business. This capstone course gives insight to specific challenges and opportunities hospitality and service management students will face in industry. This course seeks to leverage general management topics, as well as, specific hospitality and service industry by helping students apply their knowledge and skills to unique challenges in the service and hospitality industries. This course is designed to assist in transitioning from being a university student to holding a leadership role in the service and hospitality industries. Meets the Graduation Writing Requirement for majors in Business Administration with a Concentration in Hospitality and Service Management. 3 hours lecture. Previous course HOSP 490 effective through Fall 2019.

HSET 492 - Independent Study in Leisure and Tourism  
1-3 Credits
Prerequisite(s): HSET 201; departmental approval; Business Administration major. An opportunity for a student, supervised by a member of the HSET faculty, to study a topic currently not covered in existing course sections or to take a required course normally given but unavailable in conventional format. Previous course LITM 492 effective through Fall 2019.

HSET 493 - Special Topics in Leisure and Tourism  
3 Credits
Prerequisite(s): HSET 201; Business Administration major. An examination of topics not covered in existing leisure and tourism classes. Course topics will vary to reflect current issues and student interest. 3 hours lecture. Previous course LITM 493 effective through Fall 2019.

HSET 581 - Hospitality Management  
1.5 Credit
Prerequisite(s): MBA students only. This course provides students a fundamental understanding of the hospitality management by tracing the industry’s growth and development in a global setting; reviewing the management of lodging, food and beverage, managed services, and casino gaming industries; understanding the importance of service industry and customer relationship management (CRM); and understanding the contemporary challenges and opportunities through the use of case studies and an industry panel discussion. 1.5 hours lecture. Previous course MGMT 581 effective through Winter 2020.