

# 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. Equivalent 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. Equivalent 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. Equivalent 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. Equivalent course LITM 124 effective through Fall 2019.

## **HSET 198 HSET Industry Perspective (1 credit)**

To provide student with essential knowledge and survival skills needed for the effective study of college level subject matter. The seminar includes first-year student orientation and explores the fields of Hospitality, Sports, Events, 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. Equivalent course HSET 199 effective through Spring 2020.

## **HSET 201 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. Equivalent course LITM 201 effective through Fall 2019.

## **HSET 202 Leisure and Tourism Services (3 credits)**

Prerequisite(s): HSET 201 and MKTG 240. Restriction(s): 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. Equivalent 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. Equivalent course LITM 208 effective through Fall 2019. Meets Gen Ed - Social Science Perspectives.

## **HSET 250 Introduction to Hospitality and Tourism (3 credits)**

This introductory course provides students a basic understanding of the hospitality and tourism industries by tracing their growth and development; reviewing the organizational structure and operation of hotels, resorts, casinos, timeshares, food & beverage operations, private clubs, managed food-service, meetings, conventions and special events, and related sports operations; and by focusing on industry trends and career opportunities. Equivalent course HOSP 250 effective through Fall 2019.

## **HSET 255 Professional Development in Hospitality, Sports, Events, Tourism (3 credits)**

Restriction(s): Major or minor within the School of Business. This course is designed to improve the ability of students to describe their accomplishments and sell their ideas in situations like professional networking, resume development, and interviews. It teaches professional writing skills, and workplace integration for new jobs. Emphasis is put on verbal communication and leadership. Students will learn to create career plans that require them to research career options, potential employers, and prepare a developmental roadmap that will lead them to succeed within the Hospitality, Tourism, Sports, and Events profession.

## **HSET 260 Sport Sales (3 credits)**

This course is designed to provide the student with knowledge pertaining to the various aspects of sport sales and ticketing techniques to aid in the pursuit of employment. Some of the topics discussed include ticket distribution, customer service, ticketing software as well as real-life ticket sales campaigns. Emphasis will be placed on what makes selling a sport product, event, or service different than a traditional product, good, or service.

## **HSET 300 Hospitality Law (3 credits)**

Prerequisite(s): HSET 250 and MGMT 231. Restriction(s): 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. Equivalent course HOSP 300 effective through Fall 2019.

## **HSET 301 Leisure and Tourism Operations (3 credits)**

Prerequisite(s): HSET 201. Restriction(s): 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. Equivalent course LITM 301 effective through Fall 2019.

**HSET 302 Managing Facilities in Hospitality, Sports, Events, and Tourism (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This course examines the design, construction, and management of facilities in hospitality, sports, events and tourism. Emphasis is placed on the importance of the master plan, construction choices, energy conservation, and effective and efficient design principles. This course also prepares managers for responsible, effective and efficient management and maintenance techniques for facilities in sports, events, and tourism. Equivalent course LITM 302 effective through Fall 2019.

**HSET 315 International Tourism Marketing and Management (3 credits)**

Prerequisite(s): HSET 250, BUGN 280 or BUGN 295. Restriction(s): Major within School of Business; or Language, Business and Culture Major. This course focuses on marketing practices and strategies within the context of global and international tourism markets, which include, but are not limited to, destination resorts, 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 and management strategy and skills to the tourism industry.

**HSET 320 Sport Marketing (3 credits)**

Prerequisite(s): HSET 250 or MGMT 295 or BCOM 280. Restriction(s): Major within School of Business. This course provides a decision-orientated overview of sport marketing management in sport organizations. This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizes unique application to the sport industry. Accordingly, the most basic objectives of the course are to provide students with a broad introduction to sport marketing concepts, the role of sport marketing in society, the role of sport marketing within organizations, and the various factors that influence marketing decision-making. Equivalent course MKTG 320 effective through Fall 2019.

**HSET 321 Events and Entertainment Management and Marketing I (3 credits)**

Prerequisite(s): HSET 250 or BCOM 280 or MGMT 295. Restriction(s): Major or minor within School of Business, or Language, Business and Culture major. This is an introductory course in events marketing and management in both business and leisure settings including meetings and conventions, personal events such as weddings and birthday parties, and entertainment and sports events. It explores the structure of the events industry; the unique challenges of planning and executing an event; and basic skills that can be applied to increase an event's success. Best practices related to event safety, event sponsorship, creativity and market analysis are also discussed. Field trips or projects may be required.

**HSET 325 Service Management (3 credits)**

Prerequisite(s): HSET 250. Restriction(s): Major within School of Business. This course will study strategic and tactical problems of managing the operations function in the service environment. Topics include capacity management and workforce planning, lean thinking, and the role of operations in defining and delivering a competitive advantage in services and service design thinking. Equivalent course HOSP 325 effective through Fall 2019.

**HSET 330 Resort and Cruise Management (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. The course will provide an in-depth understanding of the unique aspects of resort and cruise development, management and operation. Students will study the resort and cruise 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 and cruise management. This course may be delivered on campus and on board a cruise ship. Equivalent course HOSP 330 effective through Fall 2019.

**HSET 335 International Experience in Hospitality, Sports, Events, and Tourism (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This course will discuss in-depth the dimensions and nature of international hospitality, sports, events, and tourism operations; create a sensitivity to and awareness of the differences in managing different cultures as well as to present a global view of business and management in the field of Hospitality, Sports, Events and Tourism (HSET). Topics covered include cultural dimensions of management, international marketing, and international human resource management. Equivalent course HOSP 335 effective through Fall 2019.

**HSET 340 Restaurant Management and Operations (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This course will provide students with an understanding of the process for creating, operating and managing a restaurant business. Students 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. Equivalent course HOSP 340 effective through Fall 2019.

**HSET 350 Club Management (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This 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 the 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, club sports, 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. Equivalent course HOSP 350 effective through Fall 2019.

**HSET 353 Legal Issues in Hospitality and Tourism (3 credits)**

Prerequisite(s): HSET 250. Restriction(s): Major or minor within the School of Business. This course focuses on the interrelationship of social policies, the legal system, and business practices in the hospitality and tourism industries. The course will emphasize on the legal, philosophical and social theories that serve as the basis for the body of law in these industries and will seek to analyze their validity. Topics to be covered include the law of negligence, contracts, and civil rights in these industries.

**HSET 354 Analytics for Sports and Entertainment Industries (3 credits)**

Prerequisite(s): HSET 250 and MKTG 240. Restriction(s): Major or minor within the School of Business. Key decisions are increasingly based on an exploding variety of consumer metrics and audience data. This course explores and identifies some of the key tools and methods that are used in the sports and entertainment industries to better understand and serve their audiences. In addition, this course will examine key trends in the sports and entertainment industries, and focus on how audience and consumer data are helping meet new challenges and opportunities. Topics will include measuring and understanding media audiences, key data sources for measuring sports and entertainment audiences, digital media and analytics, audience metrics for events like music festivals, and best practices for conducting original research among sports and entertainment fans.

**HSET 355 Hospitality, Sports, Events, and Tourism Co-op Ed (3 credits)**

Prerequisite(s): HSET 255 and departmental approval. Restriction(s): Major or Minor within the School of Business. Students are required to accumulate 200 hours of entry level experience (approximately 15 – 20 hours/per week) working for a hospitality, sports, events or tourism organization. In addition, students must complete assignments designed to enhance their understanding of marketing and management 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 HSET faculty. Equivalent course MKTG 355 effective through Fall 2019.

**HSET 356 Entertainment, Theme Park, and Attractions Industries (3 credits)**

Prerequisite(s): HSET 250. Restriction(s): Major within School of Business. This course provides an introduction to the management and marketing of Theme Parks, Attractions and Entertainment industries. The course investigates and examines the theory behind the marketing and management of entertainment, theme parks and attractions. It also engages heavily in the concepts of Experiential Marketing which are not only used intensively in the entertainment industry, but are applied to all tourism related industries including hotels, travel companies, cruise ships, airlines, etc.

**HSET 360 Casino Management (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This 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. Equivalent course HOSP 360 effective through Fall 2019.

**HSET 365 Event Marketing and Management II (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This course serves as a comprehensive overview of the meeting, conference and events industry. Events are one of the fastest growing segments of the hospitality and tourism industry. The course will examine the industry's origins, structure, operations, career opportunities, and future development. In addition, this course emphasizes on managing and operating meetings, conferences, conventions, exhibitions, trade shows and social events. Topics include the event planning process, financing, site selection, hotel accommodations, food and beverage management, catering and banquet function, destination management, customer service, contract negotiation, and onsite management. Equivalent course HOSP 365 effective through Fall 2019.

**HSET 366 Hospitality Financial Management (3 credits)**

Prerequisite(s): HSET 250 and ACCT 204. Restriction(s): Major or Minor within the School of Business. This course provides an overview of financial management principles and practices in the hospitality industry. The course is designed to help students analyze financial data and make informed managerial decisions. The focus will be on real-world applications of quantitative tools to the hospitality industry, enabling managers and marketers to communicate effectively with accounting and financial personnel.

**HSET 370 Customer Relationship Management (CRM) Technologies in Hospitality (3 credits)**

Prerequisite(s): HSET 250 and INFO 290. Restriction(s): 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. Equivalent course HOSP 370 effective through Fall 2019.

**HSET 375 Property and Community Association Management (3 credits)**

Prerequisite(s): HSET 250 or REAL 204. Restriction(s): Major within School of Business. This course introduces the multidisciplinary world of property management. This course provides an overview of facilities, 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. Equivalent course HOSP 375 effective through Fall 2019.

**HSET 380 Lodging Management (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. 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, mixed-use property, and assistant living facility. Equivalent course HOSP 380 effective through Fall 2019.

**HSET 385 Human Resource Management in Hospitality, Sports, Events, and Tourism (3 credits)**

Prerequisite(s): HSET 250 and MGMT 231. Restriction(s): Major or Minor within the School of Business. This course focuses on the strategic and effective use of human resources in organizations within the hospitality and tourism industry. The course will familiarize students with an understanding of the complexities, challenges and issues related to contemporary human resource management. Major topics include HR planning, recruiting, hiring and selection of employees, training, developing, and motivating employees through the use of compensation as well as effective employee relations. The course also covers legal issues, trends and innovations, managing diversity and ethical issues in the various human resource processes.

**HSET 388 Food and Culture (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This course will explore focus on geographic, cultural and economic influences that shape cuisines and food consumption. Students will examine how food and culture are intertwined and how what we eat shapes what we are and vice-versa. Students will participate in culinary-related experiential learning projects that will give them a first hand look at the influence of diversity on food consumption patterns. Equivalent course HSET 435 effective through Spring 2020. Meets World Cultures Requirement.

**HSET 390 Food and Beverage Management (3 credits)**

Prerequisite(s): HSET 250 or BUGN 295. Restriction(s): Major within School of Business. This is an advanced course providing mechanism 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 food service. In addition, food and beverage functions within various lodging settings (hotel, resort, casino hotel, and cruise line) are discussed. Equivalent course HOSP 390 effective through Fall 2019.

**HSET 391 Special Topics in Sport Business (1-3 credits)**

Prerequisite(s): HSET 250, MGMT 295, BCOM 280, CMST 210, or by 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. May be repeated for a maximum of 12 credits as long as the topic is different.

**HSET 392 Special Topics in Hospitality Management (1-6 credits)**

Prerequisite(s): HSET 250, MGMT 295, BCOM 280, CMST 210, 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. 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 12 credits as long as the topic is different. Special fee. Equivalent course HOSP 392 effective through Fall 2019.

**HSET 395 Information Systems and Technology in Hospitality, Sports, Events, and Tourism (3 credits)**

Prerequisite(s): HSET 250. Restriction(s): Major or Minor within the School of Business. This course provides an overview of the information needs of hospitality properties; addresses essential aspects of computer systems, such as hardware, software, and generic applications in the HSET industry. This course will review and discuss the technology used in: Property Management, Point of Sale Systems, Interfacing, Sales and Catering, Customer Relationship Management, Food & Beverage Controls, Accounting, Information Management, Revenue Management and Security.

**HSET 401 Leisure and Tourism Analysis (3 credits)**

Prerequisite(s): INFO 240, HSET 201, HSET 301. Restriction(s): Business Administration major or Recreation Prof w/ Conc: Commercial Rec & 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. Equivalent course LITM 401 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. Restriction(s): 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. Equivalent course MKTG 445 effective through Fall 2019.

**HSET 460 Hospitality, Sports, Events and Tourism Advanced Co-op Ed (3 credits)**

Prerequisite(s): HSET 355 and departmental approval. Restriction(s): Major or Minor within the School of Business. The purpose of this course is to advance students' theoretical and practical learning; provide professional career development; develop problem solving and decision-making skills; and enhance communication and interpersonal skills. In addition, students will increase awareness about professional expectations in the workplace, employer culture, and working with others. The advanced co-op will help students clarify career goals and increase their marketability upon graduation.

**HSET 480 Revenue Management in Hospitality, Sports, Events, and Tourism (3 credits)**

Prerequisite(s): INFO 173; and HSET 250 or BCOM 280. Restriction(s): Major within School of Business. This course will provide students with an in-depth knowledge of Revenue Management and its applications in the various HSET industries, including hotels, cruises, theme parks, casinos, and food service. This course will include the history, relevant theories and frameworks, overbooking, market segmentation, strategic pricing, forecasting, distribution channel management, consumer behavior, and pricing analytics. This is a management-oriented course emphasizing practical aspects of decision-making as related to today's most exciting area in hospitality and tourism management.

**HSET 490 Senior Seminar in Hospitality, Sports, Events, and Tourism (3 credits)**

Prerequisite(s): HSET 325 and HSET 353. Restriction(s): Hospitality and Tourism majors only. This capstone course gives insight to specific challenges and opportunities in hospitality, sports, events, and tourism that students will face in industry. This course seeks to leverage general management topics, as well as, specific industry topics by helping students apply their knowledge and skills to unique challenges in the hospitality, sports, events, and tourism industries. This course is designed to assist in transitioning from being a university student to holding a leadership role in the industry. Meets the Graduation Writing Requirement for majors in Hospitality and Tourism. This course will be used to evaluate the learning goals for the major. Equivalent course HOSP 490 effective through Fall 2019.

**HSET 492 Independent Study in Hospitality, Sports, Events, and Tourism (1-3 credits)**

Prerequisite(s): HSET 325 or departmental approval. Restriction(s): Business Administration major. This course provides an opportunity for a student to study or engage in a topic currently not covered in existing course selections or to take a required course normally given, but unavailable in conventional format or to take an elective course when it is not offered in a specific semester. Equivalent course LITM 492 effective through Fall 2019.

**HSET 493 Special Topics in Leisure and Tourism (3 credits)**

Prerequisite(s): HSET 201. Restriction(s): 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. Equivalent course LITM 493 effective through Fall 2019.

**HSET 574 Sport Marketing (1.5 credit)**

Restriction(s): MBA degree students only. This course will examine the application of marketing principles within the sport industry. Elements of corporate partnerships related to sport marketing will also be explored along with business strategies of sponsorship, branding, promotion, and event marketing. Students will be given extensive instruction about how marketing theory can be applied to the unique sport consumer context. Equivalent course MKTG 574 effective through Spring 2021.

**HSET 577 Special Topics in Hospitality, Sports, Events and Tourism (1-3 credits)**

Prerequisite(s): Departmental approval. An in-depth study of a selected topic, issue, problem or trend in HSET industries.

**HSET 581 Hospitality Management (1.5 credit)**

Restriction(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. Equivalent course MGMT 581 effective through Winter 2020.