

Horst Schulze School of Hospitality Management

The Horst Schulze School of Hospitality Management offers the major in Hospitality Management (HOSP). The HOSP major emphasizes food, lodging and event services for consumers in the tourism and hospitality industry. The HOSP major offers three study options: Hotel and Restaurant Management (HRMG), Event Management (EVMT) and Culinary Science (CULI).

Hospitality Management

The Hospitality Management Major prepares students for careers in hotels, resorts, culinary, restaurants, the event sector and other positions in the tourism and hospitality industry. With its focus on instructional research and outreach initiatives, the Hospitality Management program's mission is to educate exceptional leaders for the State of Alabama and the global hospitality and tourism industry. Faculty concentrate on service excellence, social and ethical responsibility, diversity and inclusion in a practically oriented and intellectually stimulating learning environment.

The major offers students three exciting study options to choose from, including (1) Hotel and Restaurant Management, (2) Event Management and (3) Culinary Science.

Academic standards and policies: Students must earn a "C" in all required courses in the Hospitality Management Major. Students must earn a "C" or higher in all pre-requisite HOSP courses in the major.

Hotel and Restaurant Management Option

The Hotel and Restaurant Management (HRMG) option is designed to prepare graduates for careers in the premium service segment of the hospitality industry. This focus makes the Auburn HRMG program nationally unique. The HRMG curriculum provides career preparation for hotel management and food and beverage (restaurant) management, including private club management.

Event Management Option

The Event Management option is designed to service the educational needs of those students seeking to advance their careers in the event management field. As is the case both nationally and globally, this sector now makes a significant contribution to the socio-economic wellbeing of the state of Alabama and the nation. The event management curriculum focuses on the planning, execution and evaluation of a myriad of special events including, family, social, sporting, historical, musical and food and beverage oriented.

Culinary Science Option

The Culinary Science option is designed to service the needs of students seeking to advance their careers in the broad culinary field, including the commercial and non-commercial food production and service industry. The program will prepare students for advanced career entry by providing them with a differential mix of hands-on experience and the professional skill set deemed critical for success in this ever evolving and innovative sector. The program blends the art, science, and business of food to prepare students for a wide array of employment opportunities.

Majors

- Hospitality Management — Event Management Option (http://bulletin.auburn.edu/undergraduate/collegeofhumansciences/schoolofhospitalitymanagement/hospitalitymanagement_eventmanagementoption_major/)
- Hospitality Management — Hotel and Restaurant Management Option (http://bulletin.auburn.edu/undergraduate/collegeofhumansciences/schoolofhospitalitymanagement/hospitalitymanagement_hotelandrestaurantmanagementoption_major/)
- Hospitality Management — Culinary Science Option (http://bulletin.auburn.edu/undergraduate/collegeofhumansciences/schoolofhospitalitymanagement/hospitalitymanagement_culinaryscienceoption_major/)

Courses

HOSP 1010 INTRODUCTION TO HOSPITALITY MANAGEMENT (3) LEC. 3. Overview of the hotel, restaurant, club, and travel industries and their interaction.

HOSP 2000 PRINCIPLES OF SERVICE MANAGEMENT (3) LEC. 3. This course will address the key performance indicators service professionals and their front line personnel in the broad services sector and the commercial airline industry in particular, must address in an effort to set themselves apart competitively as well as grow and sustain market share.

HOSP 2300 HOSPITALITY LAW (3) LEC. 3. Pr. (HRMT 1010 or HOSP 1010). or Departmental Approval. Legal systems and laws relevant to the management of restaurants, hotels, private clubs and other hospitality operations.

HOSP 2350 CULINARY FUNDAMENTALS (3) LEC. 2. LAB. 4. HOSP Major, WLEM, or Departmental approval. Introduction to fundamental culinary skills, methods and techniques used in the production of a variety of culinary dishes.

HOSP 2400 FOOD PRODUCTION AND SERVICE (4) LEC. 2. LAB. 6. Pr. (HRMT 1010 or HOSP 1010) and (HOSP 2350). HOSP Major, or Departmental approval. Food Production and Service will introduce students to the theoretical and operational concepts surrounding front- and back-of-the-house in a commercial restaurant operation.

HOSP 2500 LODGING OPERATIONS (3) LEC. 2. LAB. 6. Lodging operations management, with emphasis on guest cycle.

HOSP 2600 EVENT OPERATIONS (3) LEC. 3. An analysis of each component pertinent to the planning and operations of a hospitality event. Topics such as strategic planning, event design, logistics, staging, marketing, and event evaluation will be discussed.

HOSP 2910 HOSPITALITY PRACTICUM (1) PRA. Pr. HRMT 1010 or HOSP 1010. Hospitality Major Only. Rotational perspective on the management and operation of the Auburn University Hotel and Conference Center.

HOSP 2940 PROFESSIONAL DEVELOPMENT IN HOSPITALITY (2) LEC. 2. Introduces the concepts of career planning and preparation for the hospitality industry. Hospitality Management Major.

HOSP 3200 HOSPITALITY FINANCIAL MANAGEMENT (3) LEC. 3. Pr. (ACCT 2810 or ACCT 2813 or ACCT 2817 or ACCT 2110 or ACCT 2113 or ACCT 2117). Hospitality Management Major only. Financial systems and statements in the hospitality industry.

HOSP 3400 HOSPITALITY MARKETING (3) LEC. 3. Pr. (P/C MKTG 3310 or P/C MKTG 3313 or P/C MKTG 3317). Junior standing and Hospitality Major Only or Departmental approval. Service marketing concepts and issues as applied to the global hospitality industry.

HOSP 3450 ADVANCED CULINARY ARTS (3) LEC. 2. LAB. 5. Pr. HOSP 1010 and HOSP 2350. HOSP Major or Departmental Approval. This course is an in-depth study of intermediate and advanced level processes in contemporary culinary arts and food production.

HOSP 3460 MANAGING EVENTS IN THE LIVE ENTERTAINMENT INDUSTRY (3) LEC. Pr. HOSP 2600. Departmental approval. This course is designed to expose students to live entertainment sub-sector of the events industry by focusing on the management, marketing and venue operations of three major business segments, specifically, spectator sports, live concerts, and performing arts. Through a series of lectures, invited speaker seminars, group discussions, and real-world case studies, students will learn a variety of concepts including stakeholder management, financing, logistics, sponsorship, marketing, contract negotiations and rider management among other related topics.

HOSP 3750 BAKING AND PATISSERIE (3) LEC. 2. LAB. 6. Pr. HOSP 2350. HOSP Major or Departmental Approval. This course includes the study of bakery and patisserie methods and principles, emphasizing classical and contemporary plated desserts and baked goods.

HOSP 3800 HOSPITALITY INFORMATION TECHNOLOGY (3) LEC. 3. Pr. HRMT 1010 or HOSP 1010. Hospitality Major only or Departmental Approval. Strategic and operational issues surrounding introduction of technology in hospitality. Must be minimum of Junior standing.

HOSP 4200 HOSPITALITY FACILITIES MANAGEMENT (3) LEC. 2. LAB. 3. Pr. (HRMT 2500 or HOSP 2500). Design and operation of hospitality facilities.

HOSP 4300 FOOD AND BEVERAGE MANAGEMENT (3) LEC. 2. LAB. 6. Pr. HOSP 2400. This course is designed to provide students the knowledge and skills necessary to operate a food and beverage outlet.

HOSP 4350 ADVANCED RESTAURANT MANAGEMENT (3) LEC. 3. Pr. (HRMT 2400 or HOSP 2400) and (HRMT 4300 or HOSP 4300). Advanced concepts and managerial issues of restaurant management.

HOSP 4480 GLOBAL GASTRONOMY (3) LEC. 2. LAB. 5. Pr. (HRMT 2400 or HOSP 2400) and HOSP 3450 and HOSP 3750. HOSP Major or Departmental Approval. The study of classical cooking skills associated with the preparation and service of international and ethnic cuisines. Additionally, food will be explored from a historical, cultural, economic and geopolitical perspective in each of the regions/countries studied.

HOSP 4500 STRATEGIC HOSPITALITY MANAGEMENT (3) LEC. 3. Pr. (HRMT 1010 or HOSP 1010) and (MNGT 3100 or MNGT 3103 or MNGT 3107 or MNGT 3810). Hospitality Major only or Departmental Approval. Development and implementation of strategic management in hospitality.

HOSP 4510 SPECIAL EVENTS (3) LEC. 3. Pr. HRMT 2600 or HOSP 2600. This course teaches students all the intricacies of special events. Students learn about the different types of special events and how different they are from each other. Students should be able to plan, organize and manage. Hospitality Major Only. Junior and Senior Standing.

HOSP 4570 GLOBAL HOSPITALITY (3) LEC. 3. Contemporary issues confronting the global hospitality industry. Management and marketing operations emphasized. Seniors only, HOSP and GSHS majors only.

HOSP 4600 BEVERAGE APPRECIATION (3) LEC. 3. 21 Years Old. Junior standing. Hospitality Major Only or Departmental Approval. Production, selection, service, and sensory evaluation of alcoholic and non-alcoholic beverages.

HOSP 4700 HOSPITALITY PROPERTY DEVELOPMENT & MANAGEMENT (3) LEC. 3. Pr. HOSP 2500 or HRMT 2500. This course introduces students to the complex world of resort management while also providing an understanding of the hotel/resort product development cycle from development to opening and management. It explores management responsibilities for project development, construction, supervision, pre-opening requirements, and operations. Senior only.

HOSP 4920 INTERNSHIP IN HOSPITALITY (4) INT. 4. Pr. 2.20 GPA. Departmental approval. HOSP major, 2.2 cumulative GPA, senior Standing, and 600 hours (during the collegiate experience) of work experience in hospitality. Application of principles and theories of hospitality in a professional hospitality setting.

HOSP 4930 DIRECTED STUDIES IN HOSPITALITY MANAGEMENT (1-3) LEC. Departmental approval. Directed Studies in Hospitality Management Pr., School Approval. Advanced individual research and study in Hospitality Management under the direction of a faculty member. Course may be repeated for a maximum of 3 credit hours.

HOSP 4970 SPECIAL TOPICS IN HOSPITALITY MANAGEMENT (3) LEC. 3. Departmental approval. Special Topics in Hospitality Management Pr., School Approval. A course addressing unique and/or current issues not covered in a regularly scheduled course.

HOSP 4980 UNDERGRADUATE RESEARCH AND STUDY (1-3) IND. Departmental approval. Undergraduate Research and Study Course may be repeated for a maximum of 3 credit hours.

HOSP 5380 STUDY TRAVEL IN HOSPITALITY (1-12) AAB/LLB. Departmental approval. Concentrated study in hospitality management in the US or international locations. Course may be repeated for a maximum of 12 credit hours.

HOSP 5460 THE EVENT EXPERIENCE - STRATEGIC DESIGN AND TECHNICAL PRODUCTION (3) LEC. 2. LAB. 4. Pr. HOSP 4510. This course familiarizes students with key points involved in the process of event design and technical production for a real-world event fundraiser. Students will evaluate a venue's challenges and assets to execute the most fitting, and feasible, event design concept based on client needs and budgetary considerations. Additionally, students will consider the right audiovisual needs from a technical production vantage point to elevate the event attendee experience, award ceremony, and auction. Must be Senior Standing.

HOSP 5461 CATERING AND EVENT MANAGEMENT LABORATORY (2) LAB. 2. Pr. HOSP 5460 or HRMT 5460. Departmental approval. Provides students with a leadership practical experience in the planning, coordinating and execution of The Hospitality GALA and to provide a forum whereby they work alongside industry professionals.

HOSP 5530 SCIENCE OF QUALITY SERVICE IN HOSPITALITY (3) LEC. 3. Junior standing. Hospitality Major only or departmental approval. Role of quality service in attaining and retaining customers with emphasis on organizational strategic mission. May count HOSP 5530 or 6530.

HOSP 5540 CONFERENCE COORDINATION (3) LEC. 3. Pr. HOSP 1010 or HRMT 1010. Junior standing. Systems for managing conference coordination. May count HOSP 5540 or 6540.

HOSP 5550 CLUB MANAGEMENT (3) LEC. 3. Pr. HOSP 1010 or HRMT 1010. Junior standing. Examination of unique features, opportunities and problems associated with club management. Credit will not be given for HOSP 5550 and HOSP 6550.

HOSP 5590 RECREATIONAL FOOD SERVICE MANAGEMENT (3) LEC. 3. Pr. HRMT 2400 or HOSP 2400 or Departmental approval. Methods and systems of managing foodservice operations recreational facilities. Credit is not allowed for both HOSP 5590 and HOSP 6590.

HOSP 6380 STUDY TRAVEL IN HOSPITALITY (1-6) AAB/LLB. Departmental approval. Concentrated study in hospitality management in the US or international locations. Course may be repeated for a maximum of 6 credit hours.

HOSP 6460 CATERING AND EVENT MANAGEMENT (1) LEC. 1. Departmental approval. Exploring advanced management topics in catering and event planning including risk, liability, crisis and other challenges faced by the industry.

HOSP 6461 CATERING AND EVENT MANAGEMENT (2) LAB. 4. Pr. HRMT 6460 or HOSP 6460. Departmental approval. Provides students with a leadership practical experience in the planning, coordinating and execution of The Hospitality GALA and to provide a forum whereby they work alongside industry professionals.

HOSP 6530 SCIENCE OF QUALITY SERVICE IN HOSPITALITY (3) LEC. 3. Departmental approval. This course introduces students to the important role that quality service plays in attaining and retaining customers in the pursuit of an organizations strategic mission. Credit will not be given for HOSP 6530 and HOSP 5530.

HOSP 6540 CONFERENCE COORDINATION (3) LEC. 3. Departmental approval. Systems for the management of the conference coordination segment of the hospitality industry. Credit will not be given for HOSP 6540 and HOSP 5540.

HOSP 6550 CLUB MANAGEMENT (3) LEC. 3. Departmental approval. Unique features, opportunities, and problems associated with resort and club management. Credit will not be given for HOSP 6550 and HOSP 5550.

HOSP 6590 RECREATIONAL FOODSERVICE MANAGEMENT (3) LEC. 3. Departmental approval. Methods and systems of managing foodservice operations in recreational facilities. Credit will not be given for both HOSP 6590 and HOSP 5590.

HOSP 7000 HOSPITALITY ENTERPRISE (3) LEC. 3. Emphasizes aspects of hospitality enterprise including developmental, motivational, financial and human resource issues through contemporary academic literature.

HOSP 7010 ADVANCED TOURISM ANALYSIS (3) LEC. 3. This course acquaints students with selected theories, methods, techniques, current issues, practices, and principles that govern tourism behavior.

HOSP 7050 ADVANCED HOSPITALITY OPERATIONS (3) LEC. 3. This course familiarizes students with theory, research and methodological issues, current issues, practices, and principles in hospitality operations. Students will be exposed to a broad range of academic research and practice-oriented readings such as case studies and book chapters in the area of customer relations management, service quality, sustainable operations and corporate social responsibility, strategic management, human resource management, financial management, etc. Must be in Graduate Standing.

HOSP 7090 CONSUMER BEHAVIOR IN HOSPITALITY AND TOURISM (3) LEC. 3. This course aims to explore and critically examine current debates, critical reflections of contemporary ideas, controversies and pertinent queries relating to the rapidly expanding discipline of consumer behavior in hospitality and tourism. Must be a student enrolled in the HOSP graduate program.

HOSP 7100 THE BUSINESS OF BREWING (3) DSL/LEC. 3.

HOSP 7110 BREWING MATERIALS (3) DSL/LEC. 3. This course provides students with an introduction to all types of brewing ingredients including grain, hops, and adjuncts. Baccalaureate degree and 21 years of age.

HOSP 7120 SCIENCE OF BREWING I (3) DSL/LEC. 3. Theoretical and applied brewing science, recipe formulation yeast biology and genetics part I. Baccalaureate degree and 21 years of age.

HOSP 7130 SCIENCE OF BREWING II (3) DSL/LEC. 3. Theoretical and applied brewing science, recipe, formulation, yeast biology and genetics part 2. Baccalaureate Degree, 21 years of age.

HOSP 7140 FACILITIES AND OPERATIONS (3) LEC. 3. This course will focus on the facilities required to produce a high quality, safe and sanitary product. Baccalaureate Degree, 21 years of age.

HOSP 7150 BREWING MICROBIOLOGY (3) LEC. 3. Pr. (HOSP 7116 or HOSP 7110) and (HOSP 7126 or HOSP 7120) and (HOSP 7136 or HOSP 7130). Brewing Microbiology discusses the microbes that are essential to successful beer production and processing, and the ways they can pose hazards in terms of spoilage and sensory quality. The course examines the properties and management of these microorganisms in brewing, along with tactics for reducing spoilage and optimizing beer quality.

HOSP 7160 APPLIED ENGINEERING IN BREWING (3) LEC. 3. This course will be an introduction of basic engineering principles and how they can be applied to the brewing process. These principles will then be applied in the practice of basic engineering scale-up with emphasis on larger scale brewing equipment and processes.

HOSP 7170 BEER DISTRIBUTION SYSTEMS (3) LEC. 3. Brewery supply chain management in the context of suppliers, distributors, retailers, and customers. Focus on components of production/packaging, impact of supply chain disruption, distribution pathways, and the three-tier system.

HOSP 7180 QUALITY MANAGEMENT AND BREWING ANALYTICS (3) LEC. 3. Quality Management and Brewing Analytics examines the establishment of quality management programs in the brewery and the various sensory and analytical approaches to assessing overall beer quality.

HOSP 7500 GLOBAL HOSPITALITY STRATEGY (3) LEC. 3. Departmental approval. The course addresses the strategic issues and unique challenges encountered by international hospitality endeavors.

HOSP 7910 PRACTICUM IN BREWING SCIENCE (3) DSL/PRA. SU. Application of principles and theories of brewing in an industry setting.

HOSP 7920 PROFESSIONAL INTERNSHIP IN HOSPITALITY MANAGEMENT (1-3) INT. SU. Departmental approval. Application and analysis of principles and theories of hospitality in a professional hospitality setting. No more than three hours may count toward a graduate degree. Course may be repeated for a maximum of 3 credit hours.

HOSP 7960 SPECIAL PROBLEMS (1-3) DSL/IND. An independent research experience under the supervision of a faculty member from the Hospitality Management Program to allow pursuit of specific interests in hospitality and tourism usually not covered in other course offerings. Graduate standing. Course may be repeated for a maximum of 6 credit hours.

HOSP 7980 NON-THESIS RESEARCH (1-4) RES. 1-4. Individual masters research. May be repeated for credit. Course may be repeated with change in topics. No more than six hours may be counted toward meeting degree requirements. Must be a HOSP major. Course may be repeated for a maximum of 6 credit hours.

HOSP 7990 RESEARCH AND THESIS (1-4) RES. 1-4. Individual masters research. May be repeated for credit. Course may be repeated with change in topics. No more than four hours may be counted toward meeting degree requirements. Must be a HOSP major.

HOSP 8020 NEW FACULTY DEVELOPMENT IN HOSPITALITY (2) SEM. 2. The course aims to engage graduate students in a discussion about the normative graduate education experience, faculty expectations on productivity around this experience, career preparation and placement, and navigating the promotion and tenure process. Must be a HOSP Graduate student or have Departmental Approval.

HOSP 8860 CURRENT ISSUES IN HOSPITALITY MANAGEMENT (3) LEC. 3. Analysis of current issues in the hospitality industry with emphasis on management.

HOSP 8870 ADVANCED HOSPITALITY MANAGEMENT RESEARCH AND APPLICATIONS (3) LEC. 3. Comprehensive review of the academic research process in the context of hospitality management.

HOSP 8880 THEORETICAL DEVELOPMENTS FOR HOSPITALITY (3) LEC. 3. The nature of hospitality theory and its development.

HOSP 8910 SUPERVISED TEACHING (1) IND. 1. Individual teaching experience under the supervision of a faculty member in hospitality management. Exploration of a variety of instructional methods and active learning strategies as well as related educational issues, such as grading, classroom management, and student motivation.

HOSP 8970 GRANTSMANSHIP FOR HOSPITALITY AND TOURISM RESEARCH (3) LEC. 3. This course will provide students with the necessary skills to develop a competitive grant proposal. It will also cover information about grants development, including identifying various funding resources, writing a request for funding letter, planning a budget, evaluating the quality of a proposal, developing collaborations, and implementing strategies for research. NDHM graduate students or Departmental Approval.

HOSP 8990 RESEARCH AND DISSERTATION (1-10) DSR. 1-10. Individual doctoral dissertation research. May be repeated for credit. Course may be repeated with change in topics. Must be HOSP major.