

# Course Descriptions and Pre-requisites

## **TCEM 100 Introduction to Tourism Studies (3 cr.)**

Travel, trends, travel-modes, and economic impact on destination area. Emphasis on local, regional, and national tourism.

## **TCEM 110 College Life Orientation (1 cr.)**

To introduce new TCEM majors to the department, school and university to ensure a successful beginning to their academic careers.

## **TCEM 112 Tourism and Hospitality Management Principles (3 cr.)**

The principles of planning, organizing, directing and controlling as applied to the hospitality service industry. Topics relating to motivation and leadership will be stressed. Issues of organizational change, organizational effectiveness and the nature of managerial work will be addressed.

## **TCEM 171 Introduction to Convention/Meeting Management (3 cr.)**

An overview of the conventions, expositions and meetings industry. Focus will be on the operational aspects of various industry segments and the intra-industry interaction of each.

## **TCEM 172 The Development and Management of Attractions (3 cr.)**

[An examination of the process of developing visitor attractions and a discussion of the main issues involved in their management.

## **TCEM 181 Lodging Operations (3 cr.)**

Concepts of organization, communication, ethics, and policy formulation in the front office. Introducing the basic techniques and trends in systems and equipment available to meet the needs of the management and the guest.

## **TCEM 191 Sanitation and Health in Food Service, Lodging and Tourism (3 cr.)**

The application of sanitary and public health engineering principles to food service and lodging operations.

## **TCEM 210 Special Event Management (3 cr.) P: 171**

Course topics will include planning for social events such as themed parties, weddings, or balls, planning for fund raiser events, planning recognition events, and planning entertainment events.

## **TCEM 218 Wines of the World (3 cr.) P: 21 years of age**

An examination of the wines produced in other countries identifying the characteristics of the growing regions, types of wines produced, economic considerations of purchasing imported wines and marketing these wines to increase beverage sales.

## **TCEM 219 Management of Sports Events (3 cr.)**

Amateur or professional sport event planning will include discussion of site selection, logistics, personnel, marketing, economics, and legalities of hosting an event.

## **TCEM 231 Tourism and Hospitality Marketing (3 cr.)**

Development, use, and evaluation of effective merchandising, advertising, and public relations techniques in the hospitality and tourism industries.

## **TCEM 241 Financial Accounting for the Service Industries (3 cr.) P: PHIL P162**

Fundamental accounting principles and procedures applied to the hospitality and service industries. Includes study of the uniform system of accounts, financial statements, special purpose journal, and subsidiary ledgers unique to the hospitality and service industries.

**TCEM 252 Promotional Communications (3 cr.) P: ENG W231**

Provides information on the field of personal and public relations. Explores effective public relations methods. Focuses on the relationship-oriented decisions a public relations professional must make based upon different circumstances that arise within an organization.

**TCEM 271 Mechanics of Meeting Planning (3 cr.) P: TCEM 171**

An analysis of details pertinent to the organization and execution of a meeting. Topics include finances and contracts, site selection, program development, marketing, and evaluation and wrap-up.

**TCEM 299 Variable Titles (3 cr)**

**TCEM 302 Hospitality/Tourism Industry Trends (1-2 cr.)**

Supervised and structured industry practical experience. Requires signed learning agreement between student and employer prior to initiating internship: a minimum of 300 work hours for each credit. Maximum number of credit hours given for a summer is 1 (one). Maximum number of credits given in a semester experience is 2 (two).

**TCEM 306 Destination Planning (1 cr.) P: TCEM 231**

To prepare a business plan that presents a comprehensive outline of a proposed hospitality operation and includes a financial portfolio and work history of the applicant.

**TCEM 308 Wine Selection (3 cr.) P: 21 years of age and TCEM 218**

Topics will include types of wines, wine quality and serving suggestions. Wine tastings will be included.

**TCEM 309 Cruise Line Management (3 cr.) P: Approved by the Office of International Affairs & 2.5 GPA**

An overview of the cruise line industry and the skills needed to begin a productive career in this specialized travel segment.

**TCEM 310 Event Catering Management (2 cr.)**

Exploration of off premise and on premise catering requirement. Concept of event food management including menu planning, budget preparation, logistics management, guest relations and marketing.

**TCEM L310 Event Catering Management (1 cr.) P: TCEM 310**

Student will apply their knowledge from TCEM 391 to execute and evaluate catered events.

**TCEM 312 Human Resource Management for the Service Industries (3 cr.) P: TCEM 112**

The concepts of management of people for effective operation of institutions involving supervisory development and communications; the pretesting, training, and evaluating of employees; and the development of attitudes and morale of people working together.

**TCEM 318 Creative Wine Management (3 cr.) P: 21 years of age, TCEM 218**

Students will be presented with a concise, practical guide to profitable wine management. The course will incorporate the best experience amassed by operations over the years, with heavy emphasis on the recent trends.

**TCEM 328 Introduction to Micro brewing (3 cr.) P: 21 years of age**

This course deals with the principles of micro brewing, and each student will learn the basic concepts necessary to create beer. In this sense, students should come away from this class with the knowledge to build his or her own microbrewery. As well, this class teaches a general appreciation for brewing and beers around the world.

**TCEM 329 Sports Marketing(3 cr.)**

The application of tourism marketing principles and activities will be analyzed in the content of effective tourism marketing.

**TCEM 334 Cultural Heritage Tourism (3 cr.)**

Cultural and heritage tourism balances visitor interests and needs against protecting cultural and heritage resources. This course examines the range of cultural and heritage assets that can become viable tourism attractions and looks at ways of linking quality cultural heritage tourism to community development. Special emphasis will be placed on Indiana cultural and heritage tourism.

**TCEM 341 Financial Analysis and Decision Making in Tourism and Hospitality Operations (3 cr.) P: TCEM 241**

Managerial and financial analyses of numerical data used for decision-making. Consideration of systems, techniques, information types, and presentational forms used by hospitality management. Emphasis on situations oriented to the hospitality industry.

**TCEM 362 Economics of Tourism (3 cr.) P: TCEM 100, ECON E201**

To discuss the economic impact of travel on tourism's various sectors, and the quantitative methods that can be applied to travel forecasting and tourism principles.

**TCEM 371 Convention Sales and Service (3 cr.) P: TCEM 171**

This course is designed as an in-depth analysis of convention and facility sales and service. The course will enable meetings and events from the pre-planning through post event evaluation from the supplies perspective. Topics covered include marketing and advertising a facility property, organizing a sales staff, selling to different markets and contract and legal issues.

**TCEM 372 Global Tourism Geography (3 cr.) P: TCEM 172, GEOG 300 ELEC.**

Analysis of U.S. and world travel destinations, including the exploration of principal geographic features, population centers and attractions, customs and traditions, habits, festivals, and events, as these relate to the hospitality and travel industry. The major airline and airport/city codes in North America and overseas also are covered.

**TCEM 377 Exhibit Marketing (3 cr.)**

A successful exhibit can be one of the most powerful sales and marketing tools in any company's arsenal. This course is designed to help students through every phase of the endeavor - from the initial planning stage to implementation and post-show follow-up.

**TCEM 382 Popular Travel Trends (3 cr.)**

Development of an understanding of the patterns, principles and management of international travel to popular tourism destinations.

**TCEM 385 Beer and Spirits Management (3 cr.) P: 21years of age**

Students will be introduced to the basic principles of beer and spirits production with a primary focus on manufacturing quality criteria, beer and spirits styles, and sensory standards. Evaluation by tasting is an integral part of this course.

**TCEM 388 Wine Styles (3 cr.) P: 21 years of age and TCEM 218**

The tasting of wines, application of wine fundamentals and recognition of regional varietals and their characteristics to better appreciate how history, climate and policy ultimately manifest into what's in each bottle.

**TCEM 401 Tourism Internship (1- 12 cr.) P: Junior Standing**

To provide students an opportunity to improve their operational/managerial skills by working in new areas.

**TCEM 408 Food and Wine Pairing (3 cr.) P: 21 years of age and TCEM 218**

To be able to appreciate the categories of wine, what they are and how they may be used in conjunction with making food combinations and menus even wine lists for restaurants and other foodservice establishments.

**TCEM 411 Tourism and Hospitality Law (3 cr.) P: TCEM 112, 312**

Rights and duties of innkeepers and restaurateurs, civil rights, contracts, negotiable instruments, and types of organizations.

**TCEM 418 History of Wine (3 cr.) P: 21 years of age and TCEM 218**

A thematic understanding of the subject of wine since it was first produced everything from wine itself to the business of selling wine throughout its history to its uses ancient and current and its pleasure as a beverage which combines with food and makes the dining experience better.

**TCEM 461 Tourism Research and Planning Development P: STAT 301**

This course discusses tourism research planning and development as a process with emphasis on goal achievement for tourism and host community.

**TCEM 471 International Meeting Planning (3 cr.) P: TCEM 171**

The organization and production of international corporate business meetings, seminars, incentive trips and customer events using innovative and cost-effective programs that address changing business needs.

**TCEM 472 Global Tourism (3 cr.) P: TCEM 100**

The presentation of critical issues, problems, and opportunities that face the tourism industry.

**TCEM 477 Non Profit Meeting Management (3 cr.) P: TCEM 171**

Focuses on basic aspects and skills involved in planning and managing non profit meeting and conventions. Examines sequences of events from the conceptual state of the first meeting plan through completion of the event.

**TCEM 482 Travel to Exotic Destinations (3 cr.)**

Development of an understanding of the principles, patterns and management of international travel to exotic destinations.

**TCEM 483 Ecotourism (3 cr.)**

Course will introduce students to the history, principles, marketing, planning, and management of ecotourism activities and development which promotes environmental awareness and adds economic benefits.

**TCEM 499 Operational Tourism Analysis (3 cr.) P: TCEM 112, TCEM 231, TCEM 341, STAT 301, and senior standing**

Combines all of the areas concerned with executive management, marketing, personnel, cost controls, etc. Examines the hospitality organization as a total system, with emphasis on strategic planning, systems design and problem analysis.

**Foods and Nutrition (FN)**

**FN 303 Essentials of Nutrition (3 cr.)**

Basic nutrition and its application in meeting nutritional needs of all ages. Consideration is given to food selection, legislation, and community nutrition education programs.

**FN 315 Fundamentals of Nutrition (3 cr.) P: CHEM C101 or BIOL N217 or consent of instructor.**

Basic principles of nutrition and their application in meeting nutritional needs during the life cycle