Hospitality Industry Management  
HSIM  
Advisement Handbook  
2015-2016  

Raub Hall  
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Newark, DE 19716  
(302) 831-6077  
www.HRIM.udel.edu  
https://www.facebook.com/UDHRIM
Department of  
Hotel, Restaurant & Institutional Management  
Hospitality Industry Management Major  
Advisement Handbook

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</table>
## Hospitality Industry Management Major

### Faculty and Professional Staff

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<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheryl Kline, Chair</td>
<td>RBH</td>
<td>831-6077</td>
<td><a href="mailto:skline@udel.edu">skline@udel.edu</a></td>
</tr>
<tr>
<td>Srikanth Beldona</td>
<td>RBH</td>
<td>831-6192</td>
<td><a href="mailto:beldona@udel.edu">beldona@udel.edu</a></td>
</tr>
<tr>
<td>Ron Cole</td>
<td>RBH</td>
<td>831-6514</td>
<td><a href="mailto:rpc@udel.edu">rpc@udel.edu</a></td>
</tr>
<tr>
<td>Fred DeMicco</td>
<td>RBH</td>
<td>831-0096</td>
<td><a href="mailto:fdemicco@udel.edu">fdemicco@udel.edu</a></td>
</tr>
<tr>
<td>Joe DiGregorio</td>
<td>TUC</td>
<td>831-0501</td>
<td><a href="mailto:jdg@udel.edu">jdg@udel.edu</a></td>
</tr>
<tr>
<td>Debbie Ellingsworth</td>
<td>TUC</td>
<td>831-0501</td>
<td><a href="mailto:de@udel.edu">de@udel.edu</a></td>
</tr>
<tr>
<td>Francis Kwansa</td>
<td>RBH</td>
<td>831-6083</td>
<td><a href="mailto:kwansa@udel.edu">kwansa@udel.edu</a></td>
</tr>
<tr>
<td>Donna Laws</td>
<td>RBH</td>
<td>831-6747</td>
<td><a href="mailto:dlaws@udel.edu">dlaws@udel.edu</a></td>
</tr>
<tr>
<td>Brian Miller</td>
<td>RBH</td>
<td>831-6186</td>
<td><a href="mailto:blm@udel.edu">blm@udel.edu</a></td>
</tr>
<tr>
<td>Bob Nelson</td>
<td>RBH</td>
<td>831-6455</td>
<td><a href="mailto:bnelson@udel.edu">bnelson@udel.edu</a></td>
</tr>
<tr>
<td>Ali Poorani</td>
<td>RBH</td>
<td>831-6353</td>
<td><a href="mailto:poorani@udel.edu">poorani@udel.edu</a></td>
</tr>
<tr>
<td>Venka Pyle</td>
<td>TUC</td>
<td>831-0500</td>
<td><a href="mailto:vpyle@udel.edu">vpyle@udel.edu</a></td>
</tr>
<tr>
<td>Zvi Schwartz</td>
<td>RBH</td>
<td>831-6188</td>
<td><a href="mailto:zvi@udel.edu">zvi@udel.edu</a></td>
</tr>
<tr>
<td>Nick Waller</td>
<td>TUC</td>
<td>831-0500</td>
<td><a href="mailto:nwaller@udel.edu">nwaller@udel.edu</a></td>
</tr>
<tr>
<td>Joanne Yoo</td>
<td>RBH</td>
<td>831-6476</td>
<td><a href="mailto:jyoo@udel.edu">jyoo@udel.edu</a></td>
</tr>
</tbody>
</table>

### Undergraduate Advising and Career Services

103 Lerner Hall

Marcia Rollison,

- Senior Assistant Dean
  - Location: LEH
  - Phone: 831-4369
  - Email: rollison@udel.edu

Kim Wilson

- Location: LEH
- Phone: 831-4369
- Email: wkim@udel.edu

Bob Nelson

- Location: RBH
- Phone: 831-6455
- Email: bnelson@udel.edu

### Supplemental Faculty:

William Sullivan

- Location: CMU
- Phone: 444-9256
- Email: billsull@udel.edu

### Staff:

Jacqueline Evans

- Location: RBH
- Phone: 831-6425
- Email: jlevans@udel.edu
June 2015

Dear Hospitality Industry Management Major:

The faculty and staff welcome you to the Department of Hotel, Restaurant and Institutional Management (HRIM) Hospitality Industry Management major at the University of Delaware. We are committed to providing you with the tools and guidance that will enable you to get the most from your college experience. HRIM has a renowned faculty, a staff that is dedicated to student development and some of the best hospitality training facilities in the world. Furthermore, the undergraduate enrollment for the Hospitality Industry Management major is capped at 25 per graduating class. As we like to say, HRIM is large enough to lead, small enough to care.

You have an exciting educational opportunity before you. This is especially true when the Hospitality Industry Management major is combined with the University’s wide range of academic, cultural, athletic and social opportunities, along with its beautiful campus and diverse student body. While academics should be a top priority, we encourage you to take full advantage of the developmental opportunities available to you. These include study abroad programs and student club activities.

In addition to welcoming you into our community of scholars, we want to outline some of the expectations we have of our students in regards to professionalism. It is our position that your career starts the day you begin the Hospitality Industry Management major, not at graduation. As a student you will regularly have contact with industry professionals in the classroom, on field trips and at industry events. **We require our students to be professionally dressed and groomed during field trips, industry events and when we host guest speakers.** The exact
specifications of our dress code are included in this handbook so that there is no confusion as to what constitutes professional dress and grooming.

This dress code is not meant to impinge on anyone’s personal sense of style. Rather, it is to assist you in succeeding in a competitive business where first impressions are so important. The adage that you never get a second chance to make a first impression is undeniable. We want to prepare you to distinguish yourself through your professionalism as well as through your academic achievement.

To be certain that you understand and agree to meet these special requirements of HRIM, we ask that you read and sign the Statement of Understanding that follows this letter.

This is the beginning of what should be a wonderful and challenging experience. The faculty and staff at the department of Hotel, Restaurant and Institutional Management are available to assist you. Please take the time to get to know your instructors, advisors and classmates. Get involved in the HRIM student clubs and other campus activities.

Our faculty and staff welcome you to the Department of Hotel, Restaurant and Institutional Management at the University of Delaware!

Sincerely,

Sheryl Kline

Sheryl Fried Kline, Ph.D.
Chair
Statement of Understanding

I understand the Department of Hotel, Restaurant and Institutional Management’s requirements for Professional Appearance. I understand that I will be required to observe the requirements when traveling on school field trips, attending classes during a speaker's visit, participating in activities or representing the program. I understand that failure to follow these requirements will result in my not being able to participate in these activities. Also, I understand that my inability to participate may jeopardize my academic success and continuation in the program.

I understand that I will need to make arrangements for transportation to program sponsored activities and events.

__________________________  __________________________
Signature                  Print Name Clearly

__________________________  __________________________
Date                      Cell Phone
PROFESSIONAL APPEARANCE and HRIM CODE OF CONDUCT

Students are required to dress professionally and be professionally groomed whenever traveling on school field trips, attending class during a speaker's visit, participating in activities and when representing the HRIM Department and the HSIM major. **You will not be permitted to go on field trips or attend class sessions with industry speakers if you are not professionally dressed.**

**Requirements for Professional Appearance**

**Gentlemen**
- Gold Name Badge
- Business suit (pants and jacket of same material and color)
- Tie
- Pressed dress shirt
- Undergarments should not show through shirt
- Polished closed toe dress shoes with socks (no sneakers, sandals, etc.)
- Short hair, neatly groomed and above the collar, is preferred. Long hair is discouraged and must be neatly groomed and pulled back.
- Earrings and other visible body piercings are not permitted.
- No more than one ring per hand.
- Clean-shaven is strongly preferred. If mustaches, goatee, and/or sideburns are worn, they must be closely cropped and neatly groomed.

**Women**
- Gold Name Badge
- Business suit (no exposed midriffs, cleavage or mini-skirts allowed) skirts should be at least to the top of the knee.
- Undergarments should not show through collared shirt/blouse
- Stockings
- Polished closed toe dress shoes (no sneakers, sandals, top-siders or boots)
- Long hair must be neatly groomed and pulled back.
- Only one earring per ear (small) and no visible body piercings.
- No more than one ring per hand.
Business Casual Classroom Attire
During one semester at the University of Delaware, students are required to take HRIM 380 Management of Lodging Operations and HRIM 481 Marketing in the Hospitality Industry, both classes are held at the Courtyard by Marriott at the University of Delaware. For these classes and other classes held at the Courtyard by Marriott, you must dress in business casual classroom attire.

Classroom Attire for HRIM 380 and HRIM 481 and all classes at the hotel is as follows:

Gentlemen
- Gold Name Badge
- Business pants (no khakis)
- Pressed dress shirt
- Undergarments should not show through shirt
- Polished closed toe dress shoes with socks (no sneakers, sandals, etc.)

Women
- Gold Name Badge
- Business pants/skirt (no exposed midriffs, cleavage or mini-skirts allowed)
- Skirts should be at least to the top of the knee.
- Undergarments should not show through collared shirt/blouse
- Stockings (nude/flesh tone)
- Polished closed toe dress shoes (no sneakers, sandals, top-siders, boots)

Hair
- Men – Neatly combed and styled. Length must not exceed back of the shirt collar in the back, middle of the ear on the sides, or past the eyebrows in the front. Sideburns should not extend below a line running from the corner of the mouth to the back of the jaw. Mustaches are permitted, however beards are not. Mustaches must be clean, neatly trimmed and should not extend below the bottom of the upper lip or past the corners of the mouth.
- Women – Neatly combed and styled. Hair colors must complement skin tone and roots should not be of a contrasting color. Wigs are permitted, but should be conservative in style and color.
Nails
- Men – Clean and neatly manicured.
- Women – Clean and neatly manicured. Nail length must be conservative, and nail polish should be of a neutral, unobtrusive color. Nail polish should be un-chipped.

Jewelry
- Men – Men are allowed to wear up to two rings of moderate size, as well as a wristwatch. Neck chains, bracelets and earring are not permitted.
- Women – Earrings are allowed, but should be kept to one earring per ear. The size of the earring must not exceed that of a quarter. A maximum of three rings of moderate size can be worn. Large rings, long chains, dangling earrings and bracelets should not be worn as they present a safety hazard.

Loitering
While taking classes in the hotel, those students who smoke are to do so in the area designated by the hotel. At no time should you be smoking in an area that is visible to guests or other business activities. The area designated is the entrance located near the Engineering and Electrical Workshops at the rear of the hotel.

Parking
At no time will a student be permitted to park in the hotel lot while attending class. Students should rely on other methods of transportation, including the University of Delaware Shuttle.

Student Conduct Offenses
There are a number of situations that could jeopardize the success of the hotel, as well as its individual employees. All students in the hotel will be held accountable for any of the following offenses:

- Misuse of company property. Examples of this include (but are not limited to):
  - Unauthorized access to guest areas;
  - Solicitation of hotel guests or employees;
  - Damage to furniture or equipment;
  - Theft, etc.
- Reporting to class under the influence of drugs or alcohol.
- Consuming alcoholic beverages on hotel premises.
- Harassment or discrimination of any nature (i.e.; age, sex, gender, culture, etc.).
- Insubordination or disregard for hotel or HRIM personnel.
- Falsification of hotel records or documents; i.e., Marriott Reward Points.
- Any unauthorized monetary transaction.
In a situation where any of these offenses are observed by another student or hotel employee, manager, or HRIM personnel, disciplinary action will result including hotel documentation and presentation of the issue to the HRIM Department for further investigation. Depending on circumstances, disciplinary action can include a reduction in a student’s grade or possible expulsion.

**NOTE: Should there be any changes or additions to the aforementioned policies, students and hotel employees alike will be notified accordingly.**

**Pagers & Cell Phones**
Pagers and cell phones are not permitted in any class at any time.

**Name Badge**
Each student will be issued one free HRIM gold name badge upon enrollment in the HRIM program. This is normally done through HRIM 180 - Introduction to Hospitality since freshmen and transfers generally start with this course.

Instructors will require students to wear their gold name badge on class trips to industry sites, sales blitzes, career fairs, etc. You will be asked to sign a receipt for the original badge.

**NOTE: If a replacement badge is needed, it must be ordered in advance by calling the HRIM department office at 831-6077. The replacement fee is $10.**
ADVISEMENT INFORMATION
The University of Delaware offers many services to advise and support students. Students are assigned to the Alfred Lerner College of Business & Economics Office of Undergraduate Advising and Career Services. Ms. Kim Wilson advises the Hospitality Industry Management freshmen and sophomore majors, wkim@udel.edu, 831-4369, 103 Lerner. Dr. Bob Nelson advises the Hospitality Industry Management junior and senior majors, bnelson@udel.edu, 831-6455, 202 Raub Hall. Please note: Honors Hospitality Industry Management students are advised by Dr. Bob Nelson from freshmen to seniors.

HRIM faculty mentors will be available to meet with the students and provide guidance in industry related questions about work, volunteer and internship experiences as well. In addition to the advisor and mentor, the University offers an Internet based Student Information System (UDSIS) where students can manage their scheduling; review their academic progress report, finances and more. Ultimately, the student is responsible for their academic choices. **It is your responsibility to contact your advisor and mentor for academic and career counseling.**

Below please find some helpful advising links:

- **Alfred Lerner College of Business Undergraduate Advising and Career Services**
  [http://www.lerner.udel.edu/advising](http://www.lerner.udel.edu/advising)

- **Student Information System UDSIS**
  [www.udel.edu/UDSIS](http://www.udel.edu/UDSIS)

- **Academic Calendar**
  [http://www.udel.edu/registrar/cal/main.html](http://www.udel.edu/registrar/cal/main.html)

- **Undergraduate Catalog**
  [http://academiccatalog.udel.edu/](http://academiccatalog.udel.edu/)

- **Academic Enrichment Services**
  [http://www.aec.udel.edu](http://www.aec.udel.edu)

- **Office of Disability Support Services**
  [http://www.udel.edu/DSS/](http://www.udel.edu/DSS/)

Decisions about your course schedule are your prerogative and responsibility; however, we strongly encourage you to seek the advice and counsel of your advisor at all times. In addition to providing valuable information on course sequencing and other academic requirements, your advisor and mentor are here to provide assistance in other areas such as career paths, internship possibilities, student club activities, industry networking, etc. If you are unsure about where to get answers, it is best to begin with your advisor. Since the demand for appointments with your advisor is highest during the pre-registration periods, it is highly recommended that you call early to schedule an appointment regarding questions on scheduling courses.
# HOSPITALITY INDUSTRY MANAGEMENT

CURRICULUM – Suggested sequence for students admitted as of Fall 2015 – Present

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Second Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRESHMAN YEAR</strong></td>
<td></td>
<td></td>
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<tr>
<td>Introduction to Hospitality, HRIM</td>
<td>3</td>
<td>Foreign Language</td>
<td>3/4</td>
</tr>
<tr>
<td>Calculus I, MATH 221(^) or MATH 241(^)</td>
<td>3</td>
<td>Critical Reading and Writing, ENGL 110(^)</td>
<td>3</td>
</tr>
<tr>
<td>History &amp; Cultural Change Breadth(^)¹</td>
<td>3</td>
<td>Introduction to Macroeconomics, ECON 103(^)</td>
<td>3</td>
</tr>
<tr>
<td>Basics of Business, BUAD 110 (FYE)(^)²</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
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<tr>
<td></td>
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<td>15/16</td>
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</tbody>
</table>

During the summer, students are encouraged to complete hospitality related work hours as required to graduate.

At the start of the sophomore year, 25 community service hours should be completed and documented at the department office. You must meet with Dr. Robert Nelson during your sophomore year, at the latest, to select an area of focus.

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Second Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td><strong>SOPHOMORE YEAR</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Statistics I, MATH 201(^)</td>
<td>3</td>
<td>Accounting II, ACCT 208(^)</td>
<td>3</td>
</tr>
<tr>
<td>Hosp. Entr. &amp; Venture Creation, HRIM 314(^)</td>
<td>3</td>
<td>Statistics II, MATH 202</td>
<td>3</td>
</tr>
<tr>
<td>Creative Arts &amp; Humanities (^)¹</td>
<td>3</td>
<td>Principles of Finance, FINC 311(^)</td>
<td>3</td>
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<tr>
<td>Free Elective</td>
<td>3</td>
<td>HRIM 230(^) or COMM 212</td>
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</tr>
<tr>
<td>Accounting I, ACCT 207(^)</td>
<td>3</td>
<td>Org. Behavior, BUAD 309(^)</td>
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</table>

During the summer, students are encouraged to complete hospitality related work hours as required to graduate.

At the start of the junior year, 50 community service hours should be completed and documented at the department office.
<table>
<thead>
<tr>
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<th>Credits</th>
<th>Second Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td><strong>JUNIOR YEAR</strong></td>
<td></td>
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</tr>
<tr>
<td>Mgt. of Lodging Operations, HRIM 380*</td>
<td>3</td>
<td>HRIM Elective* (non-focus area)</td>
<td>3</td>
</tr>
<tr>
<td>Managerial Acct. &amp; Finance, HRIM 382*</td>
<td>3</td>
<td>Food &amp; Bev. Ops. Mgt., HRIM 381*</td>
<td>3</td>
</tr>
<tr>
<td>Marketing in the Hosp. Ind., HRIM 481*</td>
<td>3</td>
<td>Law &amp; Social Issues in Bus., ACCT 352*</td>
<td>3</td>
</tr>
<tr>
<td>Service &amp; Operations Mgt., BUAD 306*</td>
<td>3</td>
<td>Focus Area course*</td>
<td>3</td>
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<tr>
<td>Focus Area course*</td>
<td>3</td>
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</table>

**During the summer, students are encouraged to complete hospitality related work hours as required to graduate.**

**At the start of the senior year, 75 community service hours should be completed and documented at the department office.**

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Second Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td><strong>SENIOR YEAR</strong></td>
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<tr>
<td>Focus Area course*</td>
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<td>Hosp. Feasibility Studies, HRIM 495*(DLE)</td>
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<tr>
<td>Focus Area course*</td>
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<td>Written Comm. In Business, ENGL 312</td>
<td>3</td>
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<tr>
<td>Free Elective</td>
<td>3</td>
<td>Free Elective</td>
<td>3</td>
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<tr>
<td>Free Elective</td>
<td>3</td>
<td>Free Elective</td>
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<td>Free Elective</td>
<td>2/3</td>
</tr>
<tr>
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<td>15</td>
<td></td>
<td>14/15</td>
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</table>

**At the end of the senior year, 700 hours of focus area internship and 100 community service hours should be completed and documented at the department office.**

* C- or better required in these courses.
^C- or better required in one of these courses to also satisfy the Mathematics, Natural Sciences & Technology University breadth requirement.
&Course satisfies the First-Year Experience (FYE) requirement. Students that matriculated prior to becoming an HSIM major may satisfy this requirement with another course designated as an FYE.
$Course satisfies the Discovery Learning Experience requirement.
1Course could also satisfy the University Multicultural requirement. See the list of qualifying multicultural courses.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>HRIM 212</td>
<td>Club Management</td>
<td>HRIM 317</td>
<td>Spa/Wellness Mgt &amp; Entrepreneurship</td>
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<tr>
<td>HRIM 214</td>
<td>Issues in Tourism Management</td>
<td>HRIM 330</td>
<td>International Hospitality Operations</td>
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<tr>
<td>HRIM 215</td>
<td>Meeting and Conference Planning</td>
<td>HRIM 346</td>
<td>Travel Internet Marketing</td>
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<td>HRIM 217</td>
<td>Catering Management</td>
<td>HRIM 355</td>
<td>Ecotourism Entrepreneurship</td>
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<td>HRIM 313</td>
<td>Principles of Gaming Management</td>
<td>HRIM 390</td>
<td>Cruise Ship Management</td>
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<td>HRIM 314</td>
<td>Hospitality Entrepreneurship</td>
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<td>Historic Roadside Architecture</td>
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<tr>
<td>HRIM 316</td>
<td>Cross Cultural Etiquette</td>
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</table>
REQUIREMENTS FOR HOSPITALITY INDUSTRY MANAGEMENT (HSIM) MAJORS

Note: All requirements except free electives must be taken for standard grading. Pass/fail graded courses may only apply to the free electives.

University Requirements
- ENGL 110 Critical Reading & Writing (C- minimum grade) (3 credits)
- Multicultural Course(s) (3 credits)
  *Note that it is possible to find a multicultural course that will also satisfy a Creative Arts & Humanities or History & Cultural Change University breadth requirement below.*
- University Breadth Requirements (C- minimum grade) (12 credits)
  1. Creative Arts & Humanities
  2. History & Cultural Change
  3. Social & Behavioral Sciences – this requirement is automatically fulfilled by ECON 101 Introduction to Microeconomics.
  4. Mathematics, Natural Sciences & Technology – this requirement may be fulfilled by one of the following courses required for the major, provided a C- minimum grade is earned: MATH 221, MATH 241 or MATH 201.
  Students must take breadth courses from four different subject areas (e.g. the four-letter subject code, CHEM, PHIL, etc.). Students may not use a course that is cross-listed with a subject area that is being used to fulfill another breadth requirement. HSIM students may not use any HRIM courses to satisfy a breadth requirement unless they are pursuing a second major. See the official undergraduate catalog for a list of course options at www.udel.edu/catalog.
- First-Year Experience (FYE) – BUAD 110 Basics of Business (3 credits)
  Students that matriculated prior to becoming an HSIM major may satisfy this requirement with another course designated as an FYE. (0-3 credits)

Skills Requirements
- Foreign Language (any language at any level) (3-4 credits)
  Choose from Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Portuguese, Russian, Spanish or Latin.
- ENGL 312 Written Communications in Business (ENGL 312) (3 credits)
- HRIM 230 Executive Presentations or COMM 212 Oral Communication in Business (3 credits).
  *If HRIM 230 is taken, a C- minimum grade is required.*
- MATH 221 Calculus I (3 credits) or MATH 241 Analytic Geometry and Calculus A (4 credits)
- MATH 201 Introduction to Statistical Methods I (3 credits)
- MATH 202 Introduction to Statistical Methods II (3 credits)
ACCT, BUAD, ECON, FINC and MISY Requirements (C- minimum grades required)

- ACCT 207 Accounting I (3 credits)
- ACCT 208 Accounting II (3 credits)
- ACCT 352 Law & Social Issues in Business (3 credits)
- BUAD 306 Service & Operations Management (3 credits)
- BUAD 309 Organizational Behavior (3 credits)
- ECON 101 Introduction to Microeconomics (3 credits)
- ECON 103 Introduction to Macroeconomics (3 credits)
- FINC 311 Principles of Finance (3 credits)
- MISY 160 Business Computing (3 credits)

Hotel, Restaurant & Institutional Management Requirements (C- minimum grades required)

- HRIM 180 Introduction to Hospitality (3 credits)
- HRIM 314 Hospitality Entrepreneurship and Value Creation (3 credits)
- HRIM 380 Management of Lodging Operations (3 credits)
- HRIM 381 Management of Food and Beverage Operations (3 credits)
- HRIM 382 Managerial Accounting and Finance in the Hospitality Industry (3 credits)
- HRIM 481 Marketing in the Hospitality Industry (3 credits)
- HRIM 495 Hospitality Feasibility Studies (3 credits)
  This course also fulfills the University Discovery Learning Experience (DLE) requirement.
- HRIM Elective (non-focus area course) (3 credits)

Focus Area (C- minimum grades required)
Students are required to complete a minimum of 15 credits (five courses) in a well-defined focus area. A specific course plan for the fulfillment of the focus area requirement must be established during the freshman or sophomore year and must be approved by the HSIM advisor.

Examples of focus areas:

Real Estate Transaction Advisory Services
- FINC 312 Intermediate Financial Management
- FINC 314 Investments
- FINC 417 Real Estate Finance
- FINC 400-level elective
- HRIM 482 Law of Innkeeping

Hospitality Sales and Marketing
- BUAD 301 Introduction to Marketing
- BUAD 470 Sales Management and Selling
- BUAD 471 Advertising Management and Media Management
- BUAD 473 Consumer Behavior
- HRIM 346 Travel Internet Marketing
- COMM 313 Communication Principles in Advertising
Hospitality Information Management
- HRIM 187 Introduction to Hospitality Information Management
- HRIM 346 Travel Internet Marketing
- HRIM 448 Data Mining Applications in Hospitality
- HRIM 450 Managing Hospitality Information Systems
- MISY 261 Business Information Systems

Free Electives
In addition to the required courses above, sufficient credits must be taken to meet the 120-credit minimum required for the degree with the following restrictions:
- Only two credits of BHAN 120 may apply.
- Only four credits of Music ensemble may apply.
- Only four credits of 100- and 200-level AFSC/MLSC courses may apply.
- HRIM courses taken as free electives require a C- minimum grade.

Focus Area Internship and Community Service Requirements
- 700 hours at an approved internship that complements the focus area above is required.
  The internship must be approved by the HSIM advisor.
- 100 hours of documented community service is required.
Name: __________________________ ID#: _________________________

**HOSPITALITY INDUSTRY MANAGEMENT**
For students admitted to the University of Fall 2014 - Present

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Grade</th>
<th>Semester</th>
<th>Course</th>
<th>Credits</th>
<th>Grade</th>
<th>Semester</th>
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</thead>
<tbody>
<tr>
<td>University Requirements</td>
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</tbody>
</table>

*ENGL 110  __3__  ____

Multicultural Course(s)  
__________________  __3__  _____

_The Multicultural Course(s) may also satisfy Creative Arts & Humanities (CAH) and/or History & Cultural Change (HCC) breadth requirements below._

Creative Arts & Humanities University Breadth (CAH)  
* __________________  __3__  _____

History & Cultural Change University Breadth (HCC)  
* __________________  __3__  _____

Math, Natural Sciences & Tech. University Breadth  
*^ __________________  __3__  _____

^This requirement may be fulfilled by MATH 221, 241, or 201, provided a C- minimum grade is earned.

First-Year Experience  
__________________  0-3  _____

Skills Requirements  

Foreign Language  
__________________  __3/4__  _____

ENGL 312  __3__  _____
HRIM 230* or  __3__  _____
COMM 212  
MATH 221/241  __3/4__  _____
MATH 201  __3__  _____
MATH 202  __3__  _____

**ACCT, BUAD, ECON, FINC, and MISY Requirements**

*ACCT 207  __3__  _____
*ACCT 208  __3__  _____
*ACCT 352  __3__  _____
*BUAD 306  __3__  _____
*BUAD 309  __3__  _____
*ECON 101  __3__  _____
*ECON 103  __3__  _____
*FINC 311  __3__  _____
*MISY 160  __3__  _____

HRIM Requirements  

*HRIM 180  __3__  _____
*HRIM 314  __3__  _____
*HRIM 380  __3__  _____
*HRIM 381  __3__  _____
*HRIM 382  __3__  _____
*HRIM 481  __3__  _____
*HRIM 495  __3__  _____
*HRIM 5 ______  __3__  _____

The HRIM elective must be chosen outside of the focus area.

Free Electives  
__________________  ____  _____

$Course fulfills the DLE requirement  
*C- minimum grade required

700 Hours Internship _____  
100 Hours Community Service _____
TOTAL CREDITS: 120
In addition to the required courses above, sufficient credits must be taken to meet the 120-credit minimum required for the degree with the following restrictions:

- Only two credits of BHAN 120 may apply.
- Only four credits of Music ensemble may apply.
- Only four credits of 100- and 200-level AFSC/MLSC courses may apply.
- HRIM courses taken as free electives require a C- minimum grade.

Focus Area Internship and Community Service Requirements

- 700 hours at an approved internship that complements the focus area above is required. The internship must be approved by the HSIM advisor.
- 100 hours of documented community service is required.

FOCUS AREA – MINIMUM OF 15 CREDITS REQUIRED

Area: ______________________________________

*  
*  
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*  
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*Grade of C- or better required in these courses.

Complete a minimum of five courses (15 credits) to establish a well-defined focus area. A specific course plan for fulfillment of the focus area must be established during the freshman or sophomore year and must be approved by the HSIM advisor. In addition, 700 hours at an internship that complements the focus area is required.

__________________________    _______
Signature of Student      Date

__________________________    _______
Signature of Advisor          Date
Course Requirements & Sequencing
The check sheet used during NSO and subsequent advisement sessions is a "recommended" sequence of courses. Many of the courses at the University of Delaware have pre- or co-requisites. Scheduling of course time offerings is geared to the "recommended" sequence and deviation from this path may result in time or pre-requisite conflicts or delaying your graduation. These are issues that should be addressed with your advisor.

MBA 4+1
Students interested in the MBA 4+1 program are required to complete MATH 221, ECON 101 & 103 and ACCT 207 & 208 in addition to other business and mathematics courses. (For more information, please contact Ms. Kim Wilson – wkim@udel.edu.)
POLICIES & PROCEDURES

E-Mail Announcements
Please check your e-mail daily for important career, scholarship, and other HSIM announcements. If you want an e-mail sent to all HSIM majors, you must submit it to the Chair for approval.

External Transfer Policies
To be awarded a degree from the University of Delaware, students must complete either their first 90 of 100 credits or the last 30 of 36 credits through the University of Delaware. In addition, a minimum number of UD HRIM courses must be taken before graduation.

Credit by Exam
Credit by exam is available for HRIM courses as per University of Delaware guidelines. Students interested in this procedure should contact the Chair.

Grade Requirements/Pass-Fail options
Students must receive a grade of "C-" or better in all required HRIM courses and a grade of “C-” or better in the Lerner College of Business courses, ENGL 110 and the University Breadth Requirements. Hospitality Industry Management students are only permitted to take "free elective" courses as "PASS/FAIL" and should refer to the Undergraduate Catalog for further limitations on the "PASS/FAIL" option.

Independent Study
Students interested in a supervised study experience to pursue a specific academic interest should consider completing an independent study course.

To initiate this process, students must obtain a faculty sponsor. Once a faculty member has agreed to sponsor an independent study, the student must:

1. Meet with the faculty sponsor to complete the "Independent Study Contract."
2. If desired, complete a "Titling Form."
3. HRIM will register the student for the Independent Study. Please see Donna Laws, 104 Raub Hall.
4. The Independent Study Contract will then be forwarded to the Alfred Lerner College of Business and Economics Office of Undergraduate Advising and Career Services, 103 Lerner Hall.

Minors
Students interested in earning a minor in another subject should refer to the Undergraduate Catalog for requirements and application dates. Please see your advisor to discuss how minor courses may also fulfill degree requirements.
**Readmission Policy**
Students who have been academically dismissed from the University should contact the Alfred Lerner College of Business and Economics Office of Undergraduate Advising and Career Services, (302) 831-4369, to schedule an appointment with the Senior Assistant Dean, Marcia Rollison. Readmission procedures will be discussed during this appointment.

**Sophomore Audit**
During your sophomore year, the Alfred Lerner College of Business and Economics Office of Undergraduate Advising and Academic Services will conduct an audit of your progress toward the degree. You will be notified in writing if you are not “on track” to complete your degree within four years.

**Senior Checkout**
During the Spring semester of your Junior year, students are required to complete a “Checkout Sheet” and the “Courses-in-Progress Sheet” in black ink, then meet with Dr. Bob Nelson for review and signature. Ultimately, it is the student’s responsibility to ensure that all degree requirements have been fulfilled. If questions arise, a student should discuss them with his/her advisor.

**Transfer Credit**
The University of Delaware permits matriculated students to complete classes at other accredited institutions if prior approval has been obtained. To assure the transfer of credits to the University, a "Transfer Credit" form should be completed before scheduling a course at another institution. This form may be obtained in the Alfred Lerner Office of Undergraduate Advising and Career Services, 103 Lerner Hall. Students should meet with their advisor to determine if the course will apply to the degree.

**Work Requirement**
One of the requirements of the Hospitality Industry Management major is 700 hours of paid hospitality industry work experience relating to their area of focus and 100 hours of community service. The goal of this requirement is to create a strong, experience-filled resume that will assist in career placement upon graduation. In addition to valuable industry training, the work requirement provides opportunities to assess and evaluate the theoretical components presented in the junior and senior level HRIM courses. Work and community service forms are located online at: http://www.lerner.udel.edu/departments/hrim/work-and-volunteer-requirement.

Any work experiences between high school graduation and matriculation to the University of Delaware are acceptable with proper documentation.

Prior to the work experience, students are encouraged to see a faculty member to discuss appropriate placement and progress toward meeting the 700-hour work requirement.

Please bring the completed work and volunteer hour forms indicating your progress in meeting the 700-hour work experience and 100 hours of community service requirement to Raub Hall.
HRIM Community Service
The hospitality industry has a long history of community service and support. It is our intent to expose HRIM students to this vitally important role of the industry through the requirement of 100 hours of community service. Recognizing that there are many interpretations of community service, it is necessary to clarify our definition of community service. By definition, community service includes voluntary activities that are intended to provide aid and support to those in need or for the improvement of the community as a whole. **Activities that specifically benefit you or your organization financially are not acceptable.** Likewise, activities in support of political agenda are not acceptable as community service. Such activities may be laudable, but do not meet our criteria for community service. **To follow are examples of acceptable organizations:**

<table>
<thead>
<tr>
<th>Animal Shelters</th>
<th>Food Banks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crisis Centers</td>
<td>Religious Aid Groups</td>
</tr>
<tr>
<td>Community Dining Rooms</td>
<td>Youth Organizations</td>
</tr>
<tr>
<td>Group Homes</td>
<td>Medical Support &amp; Assist Groups (hospital)</td>
</tr>
<tr>
<td>Senior Centers</td>
<td>Disaster Assist Organizations</td>
</tr>
<tr>
<td>Homeless Shelters</td>
<td>Municipal Community Organizations</td>
</tr>
</tbody>
</table>

Likewise, the free offering of your time to an endeavor does not automatically qualify as community service. Although admirable, the department recommends that you check with your advisor and/or department chair to ascertain its community service worthiness.

GET INVOLVED - Clubs
Management have shown that students who get the most out of college are those that are active in student clubs and organizations: [https://studentcentral.udel.edu/](https://studentcentral.udel.edu/)

**AMERICAN HOTEL AND LODGING ASSOCIATION**

**Goal:** Our AHLA student chapter introduces students to the largest organization representing all segments of the U.S. lodging industry, including hotel owners, REITs, chains, franchisees, management companies, independent properties, state hotel associations, and industry suppliers with the goal of starting them on a journey that will last throughout their careers. AHLA membership provides educational, networking and scholarship opportunities.

**Membership:** Open to all Hotel, Restaurant and Institutional Management and Hospitality Industry Management majors

**Advisor:** Dr. Bob Nelson, 202 Raub Hall, 14 West Main Street, 831-6455, bnelson@udel.edu

**BAKERS DOZEN**

**Goal:** To teach advanced baking and pastry techniques to interested students. Members are expected to have a general understanding of baking and a desire to learn advanced topics.

**Membership:** Open to all Hotel, Restaurant and Institutional Management and Hospitality Industry Management majors. Membership is $20 annually.

**Advisor:** Sous Chef Debbie Ellingsworth, 255 TUC, 831-0501, de@udel.edu
CLUB MANAGERS ASSOCIATION OF AMERICA (CMAA)
Goals: To inform College and University students about club management as a profession; to make them aware of the career opportunities in club management; and to serve as the liaison between the practicing professionals and the academic community. To provide students with employment opportunities within the club industry by means of part-time employment, work-study internships, and by placement guidance upon graduation.
Membership: Students currently enrolled in the HRIM Department or an individual who is enrolled in a hospitality or related course.
Advisor: Dr. Ali Poorani, 201 Raub Hall, 14 West Main Street, 831-6353, poorani@udel.edu

ETA SIGMA DELTA
Goal: To promote scholarship, leadership and professionalism in the field of hospitality management while providing service to the surrounding community.
Membership: Junior or senior standing, 81st percentile and 3.0 or have demonstrated outstanding contribution in the field of Hotel, Restaurant and Institutional Management.
Advisor: Dr. Joanne Yoo, 209 Raub Hall, 14 West Main Street, 831-6476, jyoo@udel.edu

HOSPITALITY FINANCIAL AND TECHNOLOGY PROFESSIONALS (HFTP)
Goal: The mission of UD-HFTP is to educate and explore the interests of students in the areas of technology and finance in the hospitality industry. For more information or to apply, please visit HFTP website at: http://www.udhftp.com
Membership: Open to all Business and Economics students. Membership for both the national and local chapters is free.
Advisor: TBD

HUMANITARIAN HOSPITALITY SOCIETY (HHS)
Goal: The goal of the HHS is to engage the HRIM students in planning, implementing, and evaluating volunteer activities that will contribute significantly to the community while developing their leadership abilities.
Membership: Open to all Business School students
Advisor: Dr. Ali Poorani, 201 Raub Hall, 831-6353, poorani@udel.edu

HOSPITALITY CLUB
Goal: To provide social and educational activities which facilitate interaction between members and industry leaders.
Membership: Hotel, Restaurant and Institutional Management and Hospitality Industry Management majors as well as anyone with a strong interest in the field.
Advisor: Professor Ron Cole, 208 Raub Hall, 14 West Main Street, 831-6514, rpc@udel.edu
HOSPITALITY SALES AND MARKETING ASSOCIATION
INTERNATIONAL (HSMAI)
Goal: Hospitality Sales and Marketing Association (HSMAI) Club is aimed for students wanting to develop enhanced marketing capabilities for their career. The club provides career development resources and a forum for students to engage in value added marketing activities.
Membership: Open to all Business School students.
Advisor: Dr. Srikanth Beldona, 216 Raub Hall, 14 West Main Street, 831-6192, beldona@udel.edu

NATIONAL SOCIETY OF MINORITIES IN HOSPITALITY
Goal: To promote educational, social and leadership activities as well as build and maintain a working relationship between hospitality professionals and minority students.
Membership: Minority and non-minority management majors in Hospitality Industry Management and Hotel, Restaurant and Institutional Management. Membership for non-hospitality individuals is permitted.
Advisor: Dr. Francis Kwansa, 116 Raub Hall, 14 W. Main Street, 831-6083, kwansa@udel.edu

PUBLIC RELATIONS TEAM/Hotel, Restaurant and Institutional Management
Goal: To promote the Hotel, Restaurant and Institutional Management program to potential majors, parents, corporate recruiters and industry leaders.
Membership: Invited to participate based on recommendations of faculty and chair.
Advisor: Dr. Sheryl Kline, Chair, HRIM, Raub Hall, 14 W. Main Street, 831-6077, skline@udel.edu

PROFESSIONAL CONVENTION AND MEETING ASSOCIATION (PCMA)
Goal: To increase the effectiveness of meetings, conventions and events through education and the promotion of the industry to its membership, the industry, and to the general public. Students are invited to participate in all of the Greater Philadelphia Chapter of PCMA activities, which are designed to help provide greater expertise and efficiency for planning and implementing all types of events.
Membership: Open to all students interested in careers in meeting, event and convention management. The cost for an annual student membership is $40, which includes a free subscription to CONVENE, the official journal of PCMA, as well as the Student Scoop (newsletter). Students have meetings on campus and participate with the Greater Philadelphia PCMA Chapter, which provides opportunities for networking and learning about internships and part-time positions. They also attend the national annual conference.
Advisor: Dr. Brian Miller, 211 Raub Hall, 14 West Main Street, 831-6186, blm@udel.edu
Registration Procedures
HSIM freshmen and sophomores are advised by Ms. Kim Wilson, (302) 831-4369, wkim@udel.edu and HSIM juniors, seniors, and all honors students are advised by Dr. Bob Nelson, (302) 831-6455, bnelson@udel.edu, 202 Raub Hall. Do not wait until the last minute to do your course planning. Registration is completed using the Student Info Systems (UDSIS). Log-on via www.udel.edu. Choose UDSIS Student; enter your student ID and pin or UDelNet ID and password. Choose Registration and Drop/Add. Please visit www.udel.edu/registrar to view an online tutorial.

Course schedules will be available online through your UDSIS account and will continue to be available throughout the semester. Please see your advisor before making any changes to your schedule. Refer to the official academic calendar for important deadlines.

Desired Credit Load
This is the TOTAL number of credits you wish to be enrolled in for the semester. Students on probation may not register for more than 12 credit hours (generally four academic courses), excluding military science, physical education activity and SkilMod courses. Freshmen are limited to a maximum of 17 credits. Sophomores, juniors and seniors are limited to a maximum of 18 credits. The Senior Assistant Dean, Marcia Rollison, must approve any requests for an overload. An overload requires a minimum GPA of 3.0. Special circumstances are required for approval.

High Demand Courses for the Spring & Fall Semesters
Many of the courses required for the HRIM program are in high demand during the spring and fall semesters; preference will be given to graduating seniors.

UD Online
See your academic advisor to determine your eligibility to take online courses. Freshmen are not permitted to take online courses during the fall and spring semesters. Sophomores may take online courses during the fall and spring semesters with permission from their advisor.

Study Abroad Opportunities
Please view the University of Delaware’s Study Abroad Programs and Information at: www.udel.edu/global