

# Apparel, Design & Hospitality Management (ADHM)

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## **ADHM 101. Beginning Apparel Construction. 3 Credits.**

Introduction to basic apparel assembly methods and use of a sewing machine.

## **ADHM 140. Introduction to the Hospitality Industry. 3 Credits.**

Overview of the hospitality industry; its history, components, career opportunities, development, and future trends with application to food service, lodging, and travel. 3 lectures. F.

## **ADHM 141. Tourism and Travel Management. 3 Credits.**

Application of management principles and techniques to the tourism and resort industry with emphasis on tourism components, recreational activities, and impact of the travel and tourism industry. 3 lectures. S.

## **ADHM 151. Design Fundamentals. 3 Credits.**

Study and application of elements and principles of design; two- and three-dimensional applications. Prereq: ADHM 160, ADHM 161 and Interior Design major. F, S.

## **ADHM 155. Apparel Construction and Fit. 3 Credits.**

Principles of apparel construction and analysis. Construction of a fitting sloper and two fashion garments. Prereq: ADHM 101. F.

## **ADHM 160. Interior Design Careers. 1 Credit.**

Survey of the interior design profession and the relationship to allied professionals and organizations. Prereq: Interior Design or Apparel, Retail Merchandising and Design major. F.

## **ADHM 161. Introduction to Manual Drafting. 3 Credits.**

Fundamentals of building construction, materials, and methods. Technical and graphic communication for interior design documentation, with an emphasis placed on lettering and manual drafting. Prereq: Interior Design majors and minors or Apparel, Retail Merchandising and Design majors. Co-req: ADHM 151, ADHM 160. F.

## **ADHM 162. Intermediate Manual Drafting. 3 Credits.**

Continued study of building construction, materials, and methods. Technical and graphic communication for interior design, with an emphasis placed on manual drafting, detailing and document organization. Prereq: ADHM 161 with a grade of C or higher and Interior Design majors only. Co-req: ADHM 261. S.

## **ADHM 171. Fashion Dynamics. 3 Credits.**

Introductory course tracing the development of fashion and its industry that includes consumer demand and fashion change, the development, production, and marketing of goods from concept to consumer, and their interrelationships. F.

## **ADHM 181. Aesthetics and Visual Analysis of Apparel Products. 3 Credits.**

Analysis of aesthetics and its application to apparel and textiles products, environment, and oneself. Prereq or Coreq: ADHM 150. S.

## **ADHM 194. Individual Study. 1-3 Credits.**

## **ADHM 196. Field Experience. 1-15 Credits.**

## **ADHM 199. Special Topics. 1-5 Credits.**

## **ADHM 241. Hospitality Accounting. 3 Credits.**

Basic financial hospitality accounting concepts and practices. Interpretation of accounting and financial control systems in management decision making; uniform system of accounts, departmentalized costing procedures; ration analysis; budgeting, financial statement analysis and interpretation. Prereq: ACCT 102, ADHM 140, ADHM 141. F.

## **ADHM 245. Contemporary Issues of Controlled Beverages. 3 Credits.**

The study of historic, social, ethical, physiological and legal issues relating to alcoholic beverage service and use in contemporary America with emphasis on responsible and knowledgeable service of beer, wine, and spirits in hospitality operations.

## **ADHM 251. Interior Design Studio I-Residential. 3 Credits.**

Introduction of design theory and process to analyze interior environments. Emphasis on programming and space planning. Prereq: ADHM 151, ADHM 160, ADHM 162 and ADHM 261 with a grade of C or higher in all prereq courses. Co-req: ADHM 264 and ADHM 365. F.

## **ADHM 253. Interior Design Studio II-Office Design. 2 Credits.**

Application of design theory and process to analyze office environments. Emphasis on programming, schematics, design development, human factors, and construction documentation of business environments. Prereq: Interior Design major, minimum of 3.00 cumulative GPA, ADHM 251, ADHM 264 and ADHM 365 with a grade of C or higher in all prereq courses. Coreq: ADHM 254 and ADHM 368. S.

## **ADHM 254. Interior Design Studio III. 2 Credits.**

Application of design theory and process to analyze small commercial environments. Emphasis on programming, schematics, design development, and construction documentation. Prereq: ADHM 251, ADHM 264, ADHM 365 with a grade of C or higher in all prereq courses, Interior Design major with a 3.0 cumulative GPA. Coreq: ADHM 253 and ADHM 368. S.

## **ADHM 261. Visual Communications. 3 Credits.**

Principles and methods of drawing and sketching, including perspective, with an emphasis on a variety of rendering techniques and media. Prereq: Interior Design major.

## **ADHM 264. Residential Systems. 2 Credits.**

Introduction of basic principles of lighting design and interior systems in residential applications. Prereq: ADHM 151, ADHM 160, ADHM 162, ADHM 261 all with a grade of C or better and Interior Design majors with a minimum cumulative 3.0 GPA or Apparel, Retail Merchandising and Design majors. Coreq: ADHM 251, ADHM 365. F.

## **ADHM 271. Visual Merchandising and Promotion. 3 Credits.**

Principles, procedures and sources of information essential for marketing and promoting retail merchandise sales. Experience in planning, executing and evaluating promotion plans. Prereq: ADHM 150. S.

## **ADHM 272. Product Development. 3 Credits.**

Examination of issues and management strategies necessary to produce a competitively priced product. Understanding the role of technology in design, production, and marketing/sales of products. Prereq: ADHM 171, ADHM 181.

## **ADHM 291. Seminar. 1-3 Credits.**

## **ADHM 292. Study Abroad. 1-15 Credits.**

## **ADHM 294. Individual Study. 1-5 Credits.**

## **ADHM 299. Special Topics. 1-5 Credits.**

**ADHM 300. Design Resource Management. 1-3 Credits.**

Management of resources used by interior designers, including references, product information, and material samples. May be repeated up to 2 times. Prereq: ADHM 254, ADHM 368 with a grade of C or higher and students must be Interior Design majors with a minimum of 3.00 cumulative GPA.

**ADHM 310. History of Fashion. 3 Credits.**

Historic view of the evolution of fashion in the Western world through time as it relates to political/sociological/economic change. F.

**ADHM 315. History of Interiors I. 3 Credits.**

Survey of historical interiors and furnishings beginning with antiquity through the 1800's. F.

**ADHM 316. History of Interiors II. 3 Credits.**

Survey of historical and contemporary interiors and furnishings beginning with the 1800's to the present day. S.

**ADHM 351. Interior Design Studio IV-Advanced Residential. 3 Credits.**

Application of design components to an advanced residential project with emphasis on special populations and design focus. Prereq: Interior Design major with a minimum cumulative 3.0 GPA, ADHM 253, ADHM 254 and ADHM 368 with a grade of C or higher. Coreq: ADHM 363 and ADHM 460.

**ADHM 353. Interior Design Studio V-Large Scale Contract Design. 3 Credits.**

Application of design components to large scale commercial projects with emphasis on systems furniture, interior codes, and building systems. Prereq: ADHM 351, ADHM 363, ADHM 460 with a grade of C or higher in all prereq courses and students must be Interior Design majors with a minimum cumulative GPA of 3.0. Coreq: ADHM 461. S.

**ADHM 355. Flat Pattern Design & Draping. 3 Credits.**

Developing original patterns through flat pattern design and draping for individual and commercial applications. Prereq: ADHM 155. S.

**ADHM 356. Pattern Drafting and Grading. 3 Credits.**

Individual and commercial apparel patterns are created with the pattern drafting method. Grading, a system of making a range of sizes for a master pattern, is examined. Prereq: ADHM 155. S.

**ADHM 357. Product Development: Designing Pants. 3 Credits.**

Fundamentals of drafting and fitting pants patterns for the human figure. A pants "sloper" will be created for a particular figure. The sloper will be used to design and construct pants. Prereq: ADHM 155.

**ADHM 360. Lodging Operations Management. 3 Credits.**

This course examines the development of the lodging industry and current trends. Organization and administration of lodging operations including front desk, housekeeping, laundry, sales/marketing, management, and other positions common to lodging operations. Prereq or Co-Req: ADHM 140, ADHM 141. S.

**ADHM 363. Commercial Lighting Design and Building Systems. 3 Credits.**

Integration of theory, techniques, and the art of lighting design with emphasis on commercial applications. Analysis of commercial building systems. Prereq: ADHM 253, ADHM 254, ADHM 368 with a grade of C or higher in all prereq courses and students must be Interior Design majors with a minimum cumulative GPA of 3.0. Coreq: ADHM 351 and ADHM 460. F.

**ADHM 365. CADD for Interiors. 3 Credits.**

Computer-aided design and drafting, emphasizing applications in interior design. Includes drawing creation, editing layers, blocks, and attributes. Co-req: ADHM 251, ADHM 264. Prereq: ADHM 162 and ADHM 261 with a grade of C or better and students must be Interior Design majors with a minimum cumulative GPA of 3.0. F, S.

**ADHM 366. Textiles. 3 Credits.**

Fibers, yarns, fabric construction, finishes, and dyestuffs related to selection, use, and maintenance of textile products. Coreq: ADHM 367. F.

**ADHM 367. Textiles Laboratory. 1 Credit.**

Textile product characterization through the analysis of yarn type, fabric, construction, finishes, and dyestuffs; care procedures; simple identification of fibers, yarns, and fabrics. Coreq: ADHM 366. F.

**ADHM 368. Interior Materials. 3 Credits.**

This course examines the characteristics, applications, specifications and sustainability of materials used in interior spaces. S.

**ADHM 370. Sewn-Product Manufacturing and Analysis. 3 Credits.**

Analysis of the sewn-product manufacturing processes, governmental regulations, sourcing, and technology applications. Focus on evaluating products, quality, performance, and cost. Prereq: ADHM 366, ADHM 367 or departmental approval. S.

**ADHM 372. Global Retailing. 3 Credits.**

Theoretical approach to management practices and marketing policies for retail soft goods in a complex and changing world market. Prereq: 2.5 cumulative GPA, junior standing and MRKT 320 or ADHM 171. Cross-listed with BUSN 372.

**ADHM 375. Professional Development. 1 Credit.**

Internship and career planning including professional expectations and responsibilities. Skills gained in resume and portfolio development, writing cover letters, interviewing techniques, and business etiquette. Prereq: ADHM 272 and at least junior standing.

**ADHM 379. Study Tour Abroad. 1-6 Credits.****ADHM 381. Hospitality Marketing and Sales. 3 Credits.**

Basic marketing theory and contemporary practice as adapted to the hospitality industry. Emphasis on consumer behavior, market opportunities, marketing research and strategies, and marketing plans. Prereq: ADHM 140, ADHM 141, MRKT 320. S.

**ADHM 384. Beverage Operations. 3 Credits.**

Identification and evaluation of beverages served in hospitality establishments with a focus on making quality decisions. Beverages presented will include alcohol (spirits, wines, liqueurs, and beer), coffee, tea, soft drinks, and mineral waters. Prereq: ADHM 140 or 141 and students must be 21 years of age or older as of August 31st.

**ADHM 385. Global Fashion Economics. 3 Credits.**

Study of factors affecting production, distribution, and consumption of products in domestic and foreign textile and apparel industries. Prereq: ADHM 171 and ECON 105, ECON 201, or ECON 202. Recommended: junior standing. F.

**ADHM 391. Seminar. 1-3 Credits.****ADHM 392. Study Abroad. 1-15 Credits.****ADHM 394. Individual Study. 1-5 Credits.****ADHM 396. Field Experience. 1-15 Credits.****ADHM 397. Fe/Coop Ed/Internship. 1-4 Credits.****ADHM 399. Special Topics. 1-5 Credits.**

**ADHM 401. Convention and Meeting Planning. 3 Credits.**

The roles and responsibilities of professional meeting planners are examined. Planning or hosting a convention or meeting for a corporation, association, or special group. Emphasis on audio/visual equipment, room layout, and special requests. Prereq or Co-Req: ADHM 381 or ADHM 140 or ADHM 141 and junior standing. S.

**ADHM 402. Professional Catering Management. 3 Credits.**

Study and application of advanced operational managerial principles of food service management for on- or off-premise catering and special events. Prereq: HNES 141, HNES 261, HNES 261L. F.

**ADHM 403. Resort Development and Management. 3 Credits.**

Study and application of concepts in the development and management of a successful resort. The course includes discussions on resort planning, marketing, and finance. Prereq: ADHM 140 or ADHM 141. F.

**ADHM 404. Restaurant Operations Management. 3 Credits.**

Application of food, beverage, and service management principles in a commercial foodservice setting with emphasis on challenges, responsibilities, and current trends associated with operations management. Prereq: HNES 261, HNES 261L. Co-Req: ADHM 404L. S.

**ADHM 404L. Restaurant Operations Management Laboratory. 2 Credits.**

This course is a student-driven quantity food production experience focusing on practical applications of commercial foodservice management principles in an upscale dining setting. Co-req: ADHM 404. S.

**ADHM 405. Casino Operations. 3 Credits.**

Methods, procedures, and ethical principles utilized in managing a casino operation. Gaming regulations and taxes, mathematics of casino games, casino management, and marketing are addressed. Prereq: Junior standing. F.

**ADHM 406. Professional Club Management. 3 Credits.**

Exploration of the topics involved in club management. Topics discussed include history and current trends of public and private clubs, country clubs, food and beverage service, marketing, and event and financial management. Prereq: ADHM 140 or ADHM 141 and at least junior standing.

**ADHM 410. Dress in World Cultures. 3 Credits.**

Analysis of world dress as related to cultural, technological aesthetic, and social patterns. Concepts illustrated through comparative studies of selected world cultures. F, S.

**ADHM 411. Food and World Cultures. 3 Credits.**

An integrated approach to the study of foods and cultures. Food influences on demography, habitat, social traditions and settings, social status, religious beliefs, gender, and environmental considerations. History, concepts, and principles of cultures and cuisines. F, S.

**ADHM 425. Experiential Retailing. 3 Credits.**

Explore experiential retailing of products, services and experiences that encompass utilitarian and hedonic consumption. Apply strategies for planning, developing, and presenting products or services to create a total consumer experience. Prereq: ADHM 140 or ADHM 171 or MGMT 320 or MRKT 320. {Also offered for graduate credit - see ADHM 625.}

**ADHM 435. Cost Controls in Hospitality and Food Service Systems. 3 Credits.**

Provides fundamental knowledge of hospitality managerial accounting, cost controls, and financial management. Includes financial statement analysis, cost concepts, cost-volume-profit analysis, calculating and controlling food and beverage costs, pricing, and capital budgeting. Prereq: ADHM 241. {Also offered for graduate credit - see ADHM 635.}

**ADHM 450. Research and Project Development in Interior Design. 3 Credits.**

Research, development, and presentation of a programming proposal for a large scale commercial or residential interior. Prereq: ADHM 353 and ADHM 461 with a grade of C or higher and students must be Interior Design majors with a minimum cumulative GPA of 3.0.

**ADHM 452. Comprehensive Interior Design Project. 6 Credits.**

Capstone design studio. Student defined problem. Synthesis and implementation of previous course work. S.

**ADHM 455. Advanced Apparel Assembly. 3 Credits.**

Application of principles and concepts of advanced apparel assembly to finished products. Prototype development and advanced dressmaking techniques applied to clothing for men, women, and children. Prereq: ADHM 155.

**ADHM 460. Career Development and Professional Practice. 3 Credits.**

Overview of professional standards and promotional activities as related to the interior design profession. Prereq: ADHM 254 and ADHM 368 with a grade of C or higher and students must be Interior Design majors with a minimum cumulative GPA of 3.0. Co-req: ADHM 351 and ADHM 363.

**ADHM 461. Building Information Modeling. 3 Credits.**

Computer-aided design, modeling and rendering emphasizing applications in interior design. Prereq: ADHM 351, ADHM 363 and ADHM 460 with a grade of C or higher and students must be Interior Design majors with a minimum cumulative GPA of 3.0. Co-req: ADHM 353.

**ADHM 467. Hospitality Law. 3 Credits.**

Legal considerations of hospitality property management and exploration of important legislation. Legal rights, liabilities and responsibilities of the operator in conjunction with management policies. Prereq: Senior standing. F.

**ADHM 470. Retail Financial Management and Control. 3 Credits.**

Study of retail planning, buying, control, and analysis as it relates to decision-making using computer simulation packages. Prereq: ADHM 171, CSCI 114 or CSCI 116, MRKT 320, MGMT 320 and ACCT 102. S.

**ADHM 479. Hospitality Industry Management Strategies. 3 Credits.**

Capstone course for HTM majors. Includes opportunities to analyze hospitality issues, make strategic business decisions, and solve practical problems through case studies and simulations. Prereq: ADHM 360 and ADHM 435, Senior standing. S.

**ADHM 481. Capstone in Apparel, Retail Merchandising and Design. 3 Credits.**

Critically analyze and propose research-based solutions to problems related to apparel and textiles including production, distribution, and retailing of goods and services. Prereq: ADHM 250 or ADHM 385, ENGL 320, and COMM 216, COMM 271, COMM 308, COMM 315 or COMM 383 and at least junior standing. S.

**ADHM 485. Global Consumer Analysis. 3 Credits.**

This course provides a comprehensive analysis of today's global consumers in the fashion industry by investigating personal differences and environmental influences. This course focuses on the exploration of diversity in the global fashion market and marketing strategies to deal with the diversity. Prereq: ADHM 171, ADHM 385 and PSYC 111. {Also offered for graduate credit - see ADHM 685.}

**ADHM 486. Dress and Human Behavior. 3 Credits.**

Influence of dress and appearance on human behavior throughout the life cycle. F.

**ADHM 489. Study Tour. 1-3 Credits.**

Faculty-directed tour to key fashion, design, tourism destinations, or business centers in the U.S. and abroad. Visits to off-campus destinations provide students contact with practicing professionals as they are exposed to the fast pace of a changing global industry. May be repeated. Prereq: ADHM 140 or ADHM 160, ADHM 171.

**ADHM 491. Seminar. 1-5 Credits.****ADHM 492. Study Abroad. 1-15 Credits.****ADHM 494. Individual Study. 1-5 Credits.****ADHM 496. Field Experience. 1-15 Credits.****ADHM 499. Special Topics. 1-5 Credits.****ADHM 625. Experiential Retailing. 3 Credits.**

Explore experiential retailing of products, services and experiences that encompass utilitarian and hedonic consumption. Apply strategies for planning, developing, and presenting products or services to create a total consumer experience. {Also offered for undergraduate credit - see ADHM 425.}.

**ADHM 635. Cost Controls in Hospitality and Food Service Systems. 3 Credits.**

Provides fundamental knowledge of hospitality managerial accounting, cost controls, and financial management. Includes financial statement analysis, cost concepts, cost-volume-profit analysis, calculating and controlling food and beverage costs, pricing, and capital budgeting. {Also offered for undergraduate credit - see ADHM 435.}.

**ADHM 685. Global Consumer Analysis. 3 Credits.**

This course provides a comprehensive analysis of today's global consumers in the fashion industry by investigating personal differences and environmental influences. This course focuses on the exploration of diversity in the global fashion market and marketing strategies to deal with the diversity. {Also offered for undergraduate credit - see ADHM 485.}.

**ADHM 690. Graduate Seminar. 1-3 Credits.****ADHM 695. Field Experience. 1-15 Credits.****ADHM 705. Environment and Aging. 3 Credits.**

Analysis of the built environment and how it impacts the aging population. Prereq: Graduate student standing in HD&E.

**ADHM 710. Consumer Behavior in Merchandising. 3 Credits.**

Evaluation of psychological, sociological, and cultural theories of consumer behavior through the examination of factors influencing the consumer decision-making process.

**ADHM 720. Professional Advancement. 3 Credits.**

Analysis of leadership and how it affects organizational culture and change through past and current experiences. Various leadership styles examined and a personal leadership philosophy developed for professional advancement in merchandising.

**ADHM 730. Product Design, Development and Evaluation. 3 Credits.**

Advanced study of issues and management strategies necessary to design and produce a competitively priced product. Examination of the role of globalization and rapidly changing technology on the development of a successful product.

**ADHM 736. Entrepreneurship in Dietetics. 3 Credits.**

The economics of entrepreneurship, business plan development, and steps in starting your own business related to hospitality or dietetics, including consultation.

**ADHM 740. Promotional Strategies in Merchandising. 3 Credits.**

Examination of integrated marketing communications (i.e., promotional strategies and techniques) while fostering cultural and global awareness, social responsibility and ethical decision-making in the field of promotion.

**ADHM 750. Retail Theory and Current Practice. 3 Credits.**

Theoretical and applied analysis of merchandising strategies; assessment of internal and external environmental forces impacting strategic decisions by retail firms; synthesis of past and present trends in order to forecast probable future patterns.

**ADHM 760. Historical and Contemporary Issues in Trade. 3 Credits.**

The examination of fiber, textile, and apparel industries in a global context. Historical development of global and U.S. textile and apparel industries and how the economic, political, and social systems affect production and trade. Prereq: ADHM 710, ADHM 720, ADHM 730, ADHM 740, ADHM 750.

**ADHM 770. International Retail Expansion. 3 Credits.**

Comprehensive understanding of theory, practices, and trends on international merchandise management. An analysis of global retail system and the way goods are distributed to consumers in various countries. Prereq: ADHM 710, ADHM 720, ADHM 730, ADHM 740, ADHM 750.

**ADHM 775. Research Methods in Merchandising. 3 Credits.**

An overview of the research process used in social science, including an overview and analysis of research methodologies. Also includes a review of current merchandising literature with implications for future research. Prereq: Graduate level statistics course, ADHM 710, ADHM 720, ADHM 730, ADHM 740, ADHM 750.

**ADHM 780. Financial Merchandising Implications. 3 Credits.**

The advanced study of financial trends in the merchandising industries; implications related to varied organizational structures. Foci will be on the financial implications of recent advances in the field. Prereq: ADHM 710, ADHM 720, ADHM 730, ADHM 740, ADHM 750.

**ADHM 785. Strategic Merchandise Planning. 3 Credits.**

Examination of the executive planning process utilized to develop successful corporate strategies; emphasis on the importance of a market orientation for building customer value and sustaining a competitive advantage. Prereq: ADHM 710, ADHM 720, ADHM 730, ADHM 740, ADHM 750.

**ADHM 790. Graduate Seminar. 1-5 Credits.****ADHM 793. Individual Study/Tutorial. 1-5 Credits.****ADHM 794. Practicum/Internship. 1-8 Credits.****ADHM 797S. Comprehensive Project. 1-6 Credits.**

An in-depth research study/project in a graduate student's field of study. Prereq: Graduate standing.