

Hospitality Management (HOSP)

COURSES

HOSP 3350. INTRODUCTION TO TRAVEL AND TOURISM. 3 Hours.

This course offers students a broad introduction to the dynamic fields of travel and tourism. It explores the interconnections between these sectors and their impact on local and global economies. Students will learn about the operational aspects of travel agencies, tour operations, airlines, and casinos, including regulatory environments, customer service, and strategic management. Prerequisite: 45 credit hours.

HOSP 3351. HOSPITALITY MANAGEMENT. 3 Hours.

This course provides students with foundational knowledge in managing restaurant, hotel, theme park and senior living establishments. The curriculum includes an overview of different segments of the industry, demands, expectations and techniques for service management. The course explores the complexities of operations administration, guest services, employee supervision, legal aspects, and property management. Prerequisite: 45 credit hours.

HOSP 3352. RESTAURANT OPERATIONS. 3 Hours.

This course is designed to familiarize students with dining room service systems encompassing American, Russian, French and English styles of service. In addition, students will have an understanding of quantity food production principles and technique with some emphasis of global cuisines and cultures. This practical course will expose the experience of handling problems and situations routinely faced in the restaurant industry. Prerequisite: HOSP 3350 or HOSP 3351.

HOSP 3353. LODGING MANAGEMENT. 3 Hours.

A comprehensive analysis of the various aspects of management and operations in the global lodging industry. Overview of hotel departments, operations strategies, principles, service management, guest experience; including a strategic planning, revenue management, chain scales, hotel ownership, franchising, problem solving, risk mitigation at the individual and multi-property levels. Prerequisite: HOSP 3350 or HOSP 3351.

HOSP 3354. CASINO, GAMING AND CLUB MANAGEMENT. 3 Hours.

Principles and strategies of Gaming and Club Management operations relevant to practical management methods. Overview of gaming industry; growth, Indian gaming, lotteries, pari-mutuel wagering and casino operations. Analysis of operation, marketing, frequency rewards, accounting/controls, security, social/cultural consequences of the gaming industry. Introduction to Club Management, types of clubs, guest interest, value, merchandising, fleet management, industry outlook and career opportunities. Prerequisite: HOSP 3350 or HOSP 3351.

HOSP 3355. CONVENTION & EVENT MANAGEMENT. 3 Hours.

Analysis of the factors to be considered in the successful management of corporate and association meetings, conferences, conventions, and special events. Topics studied will include planning, organizing, influencing, controlling, and leadership functions associated with the event (special event), convention, meeting, and festival activities. Key topics include forecasting, budgeting, marketing, venue arrangements, client management, guest considerations, crisis management, social responsibility, and ethics. Prerequisite: HOSP 3350 or HOSP 3351.

HOSP 4351. LEADERSHIP IN THE HOSPITALITY INDUSTRY. 3 Hours.

Hospitality leadership philosophies, coaching, teaching, facilitating and motivating a workforce in various hospitality environments. Overview of leadership styles, skills, roles, and functions of leaders of organizations; history and origins of leadership, theoretical approaches to leadership, moral and ethical issues facing contemporary leaders. Topic will include managing employee diversity and human resource management practices. Prerequisite: HOSP 3350 or HOSP 3351, and MANA 3318.

HOSP 4352. HOSPITALITY SALES & MARKETING. 3 Hours.

Designed to provide students with an introductory guide to hospitality sales and marketing. This course covers various sales & marketing-related topics including sales leads & revenue generation, types of sales calls, sales process (funnel), and the relationship between sales and marketing. Use of technology, media relations, and promotions, customer behavior, brand positioning, market segmentation, communication, and social marketing to define, analyze, and solve problems from a marketing perspective. The course will introduce sales and marketing strategies that truly reflect the realities of the industry to enable students to apply and utilize them in their career. Prerequisite: HOSP 3350 or HOSP 3351, and MARK 3321.

HOSP 4353. SERVICE QUALITY & CUSTOMER EXPERIENCE. 3 Hours.

Key concepts in delivering service and meeting/exceeding guest expectations in a hospitality organization. Focus will be placed on industry service standards, principles and practices necessary to manage and enhance the customer experience in the hospitality industry. Topics include customer service strategies, service recovery techniques, managing capacity and demand, overview of tools and skills to successfully manage customer interactions, and memorable guest experiences. Prerequisite: HOSP 3350 or HOSP 3351, and MARK 3321.

HOSP 4354. HOSPITALITY REVENUE MANAGEMENT. 3 Hours.

This course will provide an intensive review into hospitality revenue maximization, generation, forecasting, foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. The learning process will include interactive lectures, group discussions, research, and guest lecturers focused on industry analytical foundations, hotel math fundamentals, improving property revenue performance and analyzing marketing performance. Prerequisite: HOSP 3350 or HOSP 3351, and ACCT 2302.

HOSP 4355. HOSPITALITY INDUSTRY FINANCE & ANALYTICS. 3 Hours.

Students will acquire knowledge and skills necessary to excel in hospitality financial management. This includes an understanding of the main elements of financial statements, working capital management, capital budgeting, financing costs, and leverage. This course also emphasizes the importance of data-driven decision-making in enhancing performance in the hospitality industry. The curriculum includes statistical analysis, predictive modeling, and financial analysis techniques tailored to the needs of hospitality businesses. Prerequisite: HOSP 3350 or HOSP 3351, ACCT 2302, and BSTAT 2305.

HOSP 4356. HOSPITALITY ENTREPRENEURSHIP, FRANCHISING & BRAND MANAGEMENT. 3 Hours.

Entrepreneurship as it relates to starting and building a successful business in the hospitality industry. Due to the uniqueness of services, it is vital to secure sustainable competitive advantages in the market based on innovation in service design and delivery. Focus on business trends and opportunities, franchise decisions, choices, selection and brand management. Topics include market and financial feasibility analysis, location and market analysis, tourism and event enterprises, sources of funding for facility development, and business plan development. Prerequisite: HOSP 3350 or HOSP 3351, and MARK 3321.

HOSP 4359. HOSPITALITY MANAGEMENT STRATEGY. 3 Hours.

This course is an integrative learning experience for the Hospitality Management program. Students will function as consultants, analyzing and proposing solutions to real-world problems hospitality businesses face. Through this immersive experience, students will refine their analytical, problem-solving, and communication skills, preparing them for successful careers in the hospitality industry. Prerequisite: ACCT 2301 and ACCT 2302, BSTAT 2305, ECON 2305 and ECON 2306, INSY 2303, MANA 3318, and MARK 3321. A minimum of 9 HOSP credit hours including HOSP 3350 and 3351.

HOSP 4393. HOSPITALITY MANAGEMENT INTERNSHIP. 3 Hours.

Practical training in hospitality management. Analysis of theory applied to real life situations. May be used as an advanced business elective only; graded on a pass/fail basis. No credit will be given for previous experience or activities. May be repeated for credit.