



UNDERGRADUATE COURSE DESCRIPTIONS

HFT 1000 Introduction to Tourism (3 credits)

This course offers students an introduction to the tourism and hospitality industry. An overview of tourism terminology, tourism organizations, hospitality businesses, travel behavior, tourism planning, tourism research, tourism marketing, sustainable/eco-tourism, and related areas.

HFT 2710 Global Tourism, Culture and Citizenship: A Sustainable Approach (3 credits)

This interdisciplinary course uncovers the dynamics of global tourism and cross-cultural encounters. The course introduces students to tourism's cultural, societal, environmental, and economic significance, and motivations and behaviors of travelers using real-world scenarios. By exposing students to the cultures and norms of foreign destinations, the course enhances their global citizenship. Students will also learn measures to make tourism sustainable and develop transferable skills beyond the tourism field.

HFT 3003 Introduction to Hospitality Management (3 credits)

Prerequisite: A minimum of 30 earned credits

This course presents the various segments of the hospitality and tourism industry from a career perspective interacting with business professionals currently holding senior managerial posts in these segments; additionally, students will study current issues, trends, and challenges facing the hospitality industry.

HFT 4240 Guest Experience Management (3 credits)

This course offers an in-depth study of the provision and management of high-quality service provided within a hospitality business venue. Issues of measurement, continuous service improvement, staff member orientating and training from a guest perspective, and the ability to benchmark among hospitality competitors are discussed.

HFT 4253 Hotel Management (3 credits)

This course examines the operations of hotels and resorts with students gaining a basic understanding of the various departments within these lodging venues. Students will be exposed to key abilities and skill sets necessary to manage such facilities by familiarization with the role of the general manager position. Students will also study specific competitive benchmark tools used by general managers (i.e., Smith Travel Accommodations Report).

HFT 4503 Hospitality and Tourism Marketing (3 credits)

This course surveys marketing practices and revenue management issues that are unique to the hospitality industry. These practices include sales procedures and practices, revenue management, the use of technology to maintain a leadership position compared to one's competitors, building a loyal customer base, a discussion of the relationship of marketing to overall organizational success, and an analysis of a hospitality operation's annual marketing plan.

HFT 3741 Event Management (3 credits)

This course explores the meetings and events industry, its economic impact, operational protocols and challenges, marketing techniques, budgeting and finance needs for successful meetings and events, and strategic planning for a major meeting or event.

HFT 3263 Food and Beverage Management (3 credits)

Students will examine the basics of management in the food and beverage area in this overview course. Discussion items include menu planning, cost controls, proper inventory procedures, purchasing, storage, front of the house management, point of sales equipment, maintaining profitable operations, liquor handling and training, and other required areas for successful food and beverage management.

HFT 3603 Principles of Hospitality Law (3 credits)

This course focuses on the nature and function of the U.S. legal system as it applies to hospitality operations. The course includes cases on and discussion of owner/innkeeper–guest relationships, services contracts, torts (primarily negligence and attractive nuisance), civil rights as they apply to both employees and guests.

HFT 3221 Hospitality Human Resources Management (3 credits)

This course offers an overview of human resource management as it applies *specifically* to the hospitality & tourism management industry (staffing, appraisal, wage and hour administration, etc.) with an increased emphasis on recruiting, hiring, service, and quality. In comparison to peer service industries, the course has a unique hospitality & tourism management emphasis focused on the linkage to successful hospitality operations and, ultimately, profitability via talent recruitment, selection, orientation, and ongoing training.

HFT 4277 Club Management (3 credits)

This course focuses on the operations and management of private clubs including membership, golf, food & beverage, tennis, spa, and club marketing. In addition, financial structure, equity/non-equity ownership, amenities management, committee formats, and guest service strategies specific to private clubs are examined.

HFT 3785 Casino Management (3 credits)

This course provides an overview of the gaming industry as well as casino operations. Course content focuses on game selection, game mathematics, casino controls, casino operational structure, departmental procedures and policies, casino marketing and guest services as they relate to the gaming environment.

HFT 4881 Hospitality Revenue Analytics

Exploration of revenue management, big data, and predictive analytics within the hospitality and tourism industry. The course will use a viewpoint of firm value and overall contribution to financial performance. Students will identify direct links between big data and firm performance while utilizing strategic management, prediction, and forecasting. A variety of data sources will be examined. Through analysis, students will learn to manage firms using an analytic culture that turns information into insight.

HFT 4941 Hospitality Industry Experience (0 credits)**Prerequisites: HFT 3003, sufficient work experience, and permission of department**

Students must complete 1,000 clock hours of satisfactory, verifiable work experience in the hospitality, retail, tourism, or customer/guest-service industries as a major or 500 clock hours of satisfactory, verifiable work experience in the hospitality, retail, tourism, or customer/guest-service industries as a minor.

Grading: S/U

HFT 4905 Directed Independent Study (3 credits)**Prerequisites: HFT 3003 and permission of department**

Independent study formulating and executing a self-directed research project used to expand and integrate student's knowledge and professional expertise on a subject specific to hospitality & tourism management.

HFT 4955 International Hospitality Experience (3 credits)

This course permits students to study the hospitality & tourism management industry outside of the United States through a personalized visit to a particular destination (or destinations). The study tour focuses on general tourism promotional activities of the destination, analysis and personal visits of hospitality venues operating in the destination, and a thorough, written comparative analysis to hospitality & tourism management operations found in the United States.

HFT 4930 Special Topics (3 credits)

This course examines a current area of high/critical importance in hospitality & tourism management. Topics vary dependent upon current events taking place in the hospitality industry at the time of course offerings.