

## **UNDERGRADUATE COURSE DESCRIPTIONS**

### **HFT 1000 An Introduction to the Tourism & Hospitality Industry (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 3003 Introduction to Hospitality & Tourism Management (3 credits)**

#### **Prerequisite: A minimum of 30 earned credits**

Students in this course will study 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 Excellence in Guest Service Management (3 credits)**

#### **Prerequisite: HFT 3003**

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 & Resort Management (3 credits)**

#### **Prerequisite: HFT 3003**

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 Marketing and Revenue Management Practices (3 credits)**

#### **Prerequisite: HFT 3003**

Students in this course will survey 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 Meetings and Events Management (3 credits)**

#### **Prerequisite: HFT 3003**

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 4453 Performance Analysis for Hospitality Managers (3 credits)**

#### **Prerequisites: HFT 4503, HFT 4253, FIN 3403 and at least 90 earned credits Hospitality Management Majors Only**

This course focuses on the analysis of data, strategies, and procedures as they apply to operational and fiscal decision making. Stemming from the operational manager's perspective, industry-specific tools are used to discuss performance analysis including, but not limited to: service measurement, financial performance measurement, turnover and human resources information, competitor performance data, and other measures of operational performance.

**HFT 3263 Principles of Food & Beverage Management (3 credits)**

**Prerequisite: HFT 3003**

Students will examine the basics of management in the food and beverage area in this overview course. Discussion includes: 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)**

**Prerequisites: HFT 3003**

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 Human Resources Management for the Hospitality Industry (3 credits)**

**Prerequisite: HFT 3003**

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)**

**Prerequisite: HFT 3003**

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 4941 Internship in Hospitality & Tourism Management (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 Experience in Hospitality & Tourism Management (3 credits)**

**Prerequisite: HFT 3003**

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)**

**Prerequisite: HFT 3003**

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.