

HFT: Hospitality Management Courses

Courses

HFT 2000 Introduction to the Hospitality Industry
3 sh (may not be repeated for credit)

Introduce students to management career options within the hospitality industry; which include lodging, food & beverage, meetings & conventions, recreation & leisure, gaming entertainment, cruising, clubs, and transportation. The importance of leadership and service culture are also discussed.

HFT 3053 Travel and Tourism Management
3 sh (may not be repeated for credit)

Students study the organizations and techniques involved in developing and promoting a destination. The course highlights the importance of teamwork between the public and private sectors in tourism related activities. Cross-disciplinary examination of the many facets of travel and tourism management are also explored.

HFT 3214 Hospitality Safety, Sanitation and Risk Management
3 sh (may not be repeated for credit)

Students study safety and sanitation management principles in the hospitality industry related to safe food handling practices, responsible alcohol service, and developing and maintaining a sustainable facility for hospitality guests and employees. Students may obtain NRA ServSafe Food Safety and ServSafe Alcohol certifications, as well as the AHLA Risk Management Certification.

HFT 3221 Human Resources in the Hospitality Industry
3 sh (may not be repeated for credit)
Prerequisite: HFT 3053*

Introduction to human resource management in the hospitality industries with emphasis placed upon motivation and training. Guest satisfaction is dependent upon employee satisfaction; therefore, strategies are explored to combat the high turnover which characterizes hospitality fields.

HFT 3271 Spa Management
3 sh (may not be repeated for credit)
Prerequisite: HFT 2000

An examination of today's spa industry, spa careers, spa director's perspective, quality of spa experience, industry trends and future directions. Students will learn best practices that have proven successful in the spa industry. Major treatments/services are reviewed: facial therapies, massage therapies, water therapies, face and body services, salon services, exercise, personal training, etc. In addition to operations, the functional areas of marketing, human resources, and financial management are discussed within the context of spas.

HFT 3333 Contemporary Club Management
3 sh (may not be repeated for credit)
Prerequisite: HFT 2000

Introduction to the world of private club management, including club governance, service excellence, organizational structure, human resources, quality management systems for clubs, government regulations, club marketing, food and beverage operations, computer technology for clubs, golf operations in clubs, club fitness operations, and club facilities management. Students learn how to incorporate sustainability practices in club management.

HFT 3414 Managing Front Office Operations
3 sh (may not be repeated for credit)
Prerequisite: HFT 2000 AND HFT 3053

Students will learn a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and account settlement. Various elements of effective front office management will be examined, paying particular attention to the planning and evaluation of front office operations and to human resources management. Front office procedures and management are discussed within the context of the overall operation of a hotel.

HFT 3444 Global Citizenship in Hospitality and Tourism
3 sh (may not be repeated for credit)

This course will serve as an exploration for students who are interested in global travel, global careers, and overall understanding of global citizenship while traveling. Students will research and become aware of how to contribute in global culture, communities, education, and within hospitality organizations. This course will foster an understanding of hospitality and tourism from the global lens which will promote cross-cultural communications.

HFT 3745 Innovative Technologies for Hospitality & Tourism
3 sh (may not be repeated for credit)

An introduction to innovative technologies utilized in the global hospitality and tourism industry. Students will explore guest room technologies, virtual reality, self-service kiosks, e-commerce, global distribution systems, social media, and cybersecurity as tools that influence multicultural hospitality and tourism in worldwide businesses. Discussion will focus on how to gain competitive advantage within casinos, resorts, restaurants, events, and destination management organizations via technology.

HFT 3814C Management of Food and Beverage Operations
3 sh (may not be repeated for credit)
Prerequisite: HFT 2000 AND HFT 3053*

Provides the foundation for understanding the various challenges and responsibilities involved in food and beverage management. Students will examine the formulation, implementation, and evaluation of food and beverage organizations and apply the conceptual frameworks to specific situations. All aspects of food and beverage operations are covered including organization, marketing, menus, costs and pricing, production, service, safety, and finances.

HFT 3905 Directed Study
1-12 sh (may be repeated indefinitely for credit)

HFT 3932 The Disney Semester: Experiential Learning in the Hospitality Industry
3-12 sh (may not be repeated for credit)

For students who have been accepted into the Walt Disney World College Program. Students will participate in classroom education (maximum of 4 classes - 3 credit hours / class) at Walt Disney World in Orlando, Florida. Permission is required.

HFT 3941 Field Study in Hospitality, Recreation and Resort Management
3 sh (may not be repeated for credit)

Students work in a hospitality, recreation or resort-related organization under the supervision of an agency representative and a faculty advisor. Skills, knowledge and values are developed on-the-job in entry level service industry positions; total of 300 work hours. Permission is required.

HFT 4106 Global Hospitality and Tourism Shared Economies
3 sh (may not be repeated for credit)
Prerequisite: HFT 4426 AND HFT 4503

This course offers the study of unconventional economic and social activities involving peer-to-peer based sharing of access to goods and services through transactions occurring mainly online, known as "Shared or Access Economies." It will focus on how these are directly affecting the global hospitality and tourism industry. Students experience the different hospitality-related shared economies, infrastructures, and impacts on the present and future of our industry. Resources utilized will include case studies, research, and course materials that expand on the topic, specifically focusing on Access Economies. Senior status is required. Restricted to BSBA majors. Offered concurrently with HMG5XX1; graduate students will be assigned additional work.

HFT 4274 Condominium and Vacation Interval Ownership
3 sh (may not be repeated for credit)
Prerequisite: HFT 2000

A comprehensive study of timeshare and vacation ownership of condominium properties. Legal structures, projects budgeting, marketing, sales and property management. Students are introduced to the fastest growing segment of the lodging industry. Differences between traditional and non-traditional lodging operations are examined.

HFT 4277 Resort Operations and Management
3 sh (may not be repeated for credit)
Prerequisite: HFT 3414 AND HFT 3814C

Complete approach to the operation of resort properties from a department manager's perspective. Beginning with historical development, details are presented in planning, development, financial investment management, and marketing that deal with the unique nature of resort business. The future and the impact of the condominium concept, time-sharing, technological change, and increased cost of energy and transportation, are also discussed.

HFT 4295 Strategic Leadership in Hospitality Management
3 sh (may not be repeated for credit)
Prerequisite: GEB 3213 AND HFT 3221 AND HFT 4277 AND HFT 4426 AND MAN 3025 AND MAN 3240 AND MAR 3023

Strategic management case approach is used to solve realistic problems by drawing upon all previous course concepts while developing leadership skills. In depth analysis of hospitality and tourism organizations dealing with strategic planning, leadership, management, budgeting, records and reports, risk management, staff organization, and coordination of resources.

HFT 4343 Planning and Design for the Hospitality Industry
3 sh (may not be repeated for credit)
Prerequisite: HFT 3414 AND HFT 3814C

Examination of the fundamental concepts, the specific principles, and the process of planning and designing hospitality, recreation and resort facilities; including visitor attractions. Students work individually and in teams to design facilities which fulfill travel/recreation expectations; operate graciously in the community; and function efficiently to realize profit.

HFT 4426 Hospitality Financial Analysis & Revenue Optimization
3 sh (may not be repeated for credit)
Prerequisite: FIN 3403 AND HFT 3053

Specialized accounting techniques applicable to the hospitality industry; interpret hospitality financial statements, capital investment decision making, financial instruments and concepts; survey of revenue management and analytics related tactics, issues, and trends in the hospitality industry. Perishable inventory with variable demand necessitates effective revenue management to realize the tourism and hospitality mechanism of revenue optimization. Participation in this course will afford students the opportunity to identify and exploit the core elements of revenue management, namely forecasting, controls (pricing and allocation/optimization decisions) and monitoring. This course aims for students to establish a reasonable level of relevant analytical/technical proficiency in each one of these core revenue management elements. Within the broader area of pricing theory, additional emphasis is placed on overbooking, consumer behavior, distribution channel management, and market segmentation. Utilizing STR hospitality metrics, students will develop hotel analytical skills and the opportunity to receive the Certification in Hotel Industry Analytics (CHIA). Upper level status is required. Offered concurrently with HMG 5466; graduate students will be assigned additional work.

HFT 4462 Revenue Management for Hospitality Business
3 sh (may not be repeated for credit)
Prerequisite: HFT 3414 AND HFT 3814C AND HFT 4426 AND MAN 3025

This course is designed to provide the students with an applied understanding of the strategies and tactics used in hospitality revenue management. The fundamental principles and concepts of revenue management including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, rate management and sales mix analysis will be discussed throughout the term. The course will also examine best pricing strategies that increase revenue during seasonal low periods and maximize revenues during high demand seasons. Senior status required.

HFT 4481 Advanced Revenue Management and Predictive Analytics in Hospitality

3 sh (may not be repeated for credit)

Prerequisite: HFT 4426 AND HFT 4462 AND HFT 4503 AND MAN 4720*

Exploration of revenue management, big data, and predictive analytics within the hospitality industry from a comprehensive perspective as it pertains to the importance of generating business revenues and contributions to the overall service-firm's value proposition and financial performance. Students will identify the direct link between big data and hospitality and learn how to incorporate analytics into strategic management initiatives. Students will learn which data types are critical, how to identify productive data sources, and how to integrate analytics into multiple business processes to create an overall analytic culture that turns information into insight. This course will serve as the Global Hospitality and Tourism BSBA capstone. Senior status is required. Restricted to BSBA majors.

HFT 4503 Service Experience Marketing for Hospitality Management

3 sh (may not be repeated for credit)

Examine significant issues facing hospitality and tourism service providers and the successful implementation of a customer focus in service-based businesses. Course includes an overview of services marketing; understanding the customer; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in hospitality and tourism marketing. Upper level status is required. Offered concurrently with HMG 5506; graduate students will be assigned additional work.

HFT 4536 Hospitality Innovation and Brand Design

3 sh (may not be repeated for credit)

Prerequisite: HFT 2000 AND HFT 3053 AND HFT 3221 AND HFT 3414 AND HFT 3814C AND MAN 3025 AND MAR 3023

Hospitality industry organizations connote instantaneous images, associations, and expectations. Innovative brands indeed play an imperative role on the 21st century consumer, driving loyalty and business by aligning with the customer's perception of oneself. This course explores the power of brands across the hospitality industry on guests, associates, and management alike, with special emphasis on the translation of brand aspirations to design and experience creation, delivery to guests, and the future role of a brand in general. Initial investigations explore the components of a brand, from its mission and positioning, to defining target and aspirational audiences. Students will assess the ideas behind rendering big-picture values into sophisticated experiences for guests at engineered moments, as well as the business of hospitality design, brand administration, and standards and compliance. Senior status is required.

HFT 4753 Special Event Management

3 sh (may not be repeated for credit)

Prerequisite: HFT 2000

Convention facilities, convention and visitors bureaus, sponsors, host venues, stakeholders, tradeshow and meeting management are examined. Analysis of the methods and techniques of event design, organization, implementation, and evaluation. Legal issues and trends are studied. The economic impact of the special events business upon destinations is studied.

HFT 4799 Hospitality and Tourism Guest Experience Management

3 sh (may not be repeated for credit)

Prerequisite: HFT 4503 AND HFT 4536

This capstone course for the Global Hospitality and Tourism BS degree allows students to study the design and management of services in the hospitality industry by focusing specifically on the guest experience, the interactions between the guest and the service deliverer, the guest perceptions of service, measuring and tracking quality assurance, and the best practices involved in the creation of an engaging and personalized guest experience. It provides the practical tools for evaluating the experiences provided to the guest in a service-based framework. Senior status is required.

HFT 4905 Directed Study

1-12 sh (may be repeated indefinitely for credit)

HFT 4940 Internship in Hospitality Management

1-3 sh (may be repeated for up to 3 sh of credit)

Prerequisite: HFT 2000

Students are required to work 800 paid hours in a hospitality industry position. Students work in a hospitality, recreation or resort related organization and have the opportunity to put theory into practice through active participation. Students are supervised by a management-level agency employee as well as by a faculty advisor. Permission is required to enroll.

HFT 4945 Global Leadership Development I: Industry Foundations

1 sh (may not be repeated for credit)

Prerequisite: ACG 2071 AND ECO 2013 AND ECO 2023 AND FIN 3403* AND HFT 3414 AND HFT 3814C AND MAR 3023*

This course is designed to create a foundation for future hospitality managers by allowing students the opportunity to participate in an experiential learning environment where they will analyze, discuss, and problem-solve current industry-related issues. Students will also interact and network with industry professionals. To enroll in GLD I: Industry Foundations, students must have completed or secured 200 hours in an approved position. Department permission and Junior or Senior classification are required.

HFT 4946 Global Leadership Development II: Cross-Functional Training

1 sh (may not be repeated for credit)

Prerequisite: HFT 4426* AND HFT 4945

This course is designed to create a foundation for future hospitality managers by allowing students the opportunity to participate in an experiential learning environment where they will analyze, discuss, and problem-solve current industry-related issues. Students will also interact and network with industry professionals. To enroll in GLD II: Cross-Functional Training, students must secure an approved position in an industry-related organization and complete a minimum of 300 hours during the semester. Department permission is required to enroll.

HFT 4947 Global Leadership Development III: Insights into Management

1 sh (may not be repeated for credit)

Prerequisite: HFT 4946

This course is designed to create a foundation for future hospitality managers by allowing students the opportunity to participate in an experiential learning environment where they will analyze, discuss, and problem-solve current industry-related issues. Students will also interact and network with industry professionals. To enroll in GLD III: Insights into Management, students must have secured an approved position in an industry-related organization and complete a minimum of 300 hours during the semester. Department permission is required to enroll.

* This course may be taken prior to or during the same term.