

HFT: Hospitality Management Courses

Courses

HFT 2000 Introduction to the Hospitality Industry

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

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

HFT 3053 Travel and Tourism Management

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Future innovative hospitality leaders will explore the critical connections between destinations, communities, and the hospitality and tourism industry. Economic, environmental, and socio-cultural impacts of the hospitality and tourism industry are differentiated, assessed, and analyzed through real-world examples.

HFT 3214 Hospitality Safety, Sanitation and Risk Management

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Study of safety and sanitation management principles in the hospitality industry related to safe food handling practices and responsible alcohol service. Students may obtain National Restaurant Association ServSafe Food Safety and ServSafe Alcohol certifications.

HFT 3221 Human Resources in the Hospitality Industry

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 2000](#)*

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

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 2000](#)

Provide 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

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Provides future innovative hospitality leaders with information regarding technology applications, trends and issues specific to the hospitality and tourism industry. The role of technology to gain competitive advantage in the hospitality and tourism industry will be the main focus. Examples of technologies that students will explore include technology to help manage guest rooms, e-commerce, social media, distribution, self-service engagement, cybersecurity and others designed for the hospitality and tourism industry.

HFT 3814C Management of Food and Beverage Operations

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 2000](#)

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. Many aspects of food and beverage operations are introduced, including organization, marketing, menus, costs and pricing, production, service, safety, and finances.

HFT 3905 Directed Study

College of Business, Department of Department of Commerce

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

HFT 3932 The Disney Semester: Experiential Learning in the Hospitality Industry

College of Business, Department of Department of Commerce

3-9 sh (may not be repeated for credit)

As a Disney College Program participant, you'll gain valuable, on-the-job experience working in the Disney parks and resorts, participating in college coursework, and having the opportunity to meet and live with people from all over the country and potentially the world in company-sponsored housing. Student participants will work at Walt Disney World in Orlando, Florida. This truly unique program allows participants to network with leaders, take part in personal and career development classes, and build transferable skills related to, for example, problem-solving, teamwork, guest service, and effective communication. Students must apply and be accepted into the Walt Disney World College Program. Permission is required.

HFT 3941 Field Study in Hospitality, Recreation and Resort Management

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

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 [HMG 5296](#); graduate students will be assigned additional work.

HFT 4252 Hotel and Resort Management

College of Business, Department of Global Hosp & Tourism Mgmt

3 sh (may not be repeated for credit)

Prerequisite: [HFT 2000](#)

This course defines the principles, practices, and procedures of managerial functions, operating procedures, and competencies hotel and resorts. Students gain knowledge on management, ownership, franchising, and other current topics in the hotel and resort industry with a focus on the analysis of data as they apply it 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 4274 Condominium and Vacation Interval Ownership

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 3414](#) OR [HFT 3814C](#)

This course is taught as an overview - covering resort history, resort operations, and trends for the future. It is taught from a Department Manager perspective. Emphasis will be placed upon the functions of each department and the interrelationships between departments.

HFT 4295 Strategic Leadership in Hospitality Management

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 3221](#) AND [HFT 4277](#)

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

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 2000](#)

Provides information needed to manage the physical plant of a hotel or restaurant and work effectively with the engineering and maintenance department.

HFT 4426 Hospitality Financial Analysis & Revenue Optimization

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [FIN 3403](#) AND [HFT 2000](#)

Students will gain analytical and technical proficiency of financial analysis within the hospitality industry. Using financial data, students will study hotel performance reports to determine critical elements to maximize revenue and develop strategies to improve profitability. Upper level status is required. Offered concurrently with [HMG 5466](#); graduate students will be assigned additional work.

HFT 4462 Revenue Management for Hospitality Business

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 4426](#)

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

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Provides students with management skills related to marketing and sales for hotels. The best practices that have proven successful in marketing and sales in the hospitality industry are also discussed. Offered concurrently with [HMG 5506](#); graduate students will be assigned additional work.

HFT 4536 Hospitality Innovation and Brand Design

College of Business, Department of Department of Commerce

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

College of Business, Department of Department of Commerce

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 Experience Management

College of Business, Department of Department of Commerce

3 sh (may not be repeated for credit)

Prerequisite: [HFT 4503](#) AND [HFT 4536](#)

This is the capstone course for the Global Hospitality and Tourism BS degree. The course experience allows students to utilize what they have learned in their previous course work by applying it to a real life project that is specific to the hospitality and tourism industry. The course focus, for example, is on the guest experience, interactions between guests and service providers, guest perceptions of service, quality assurance, and best practices in the creation of engaging hospitality and tourism guest experiences.

HFT 4905 Directed Study

College of Business, Department of Department of Commerce

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

HFT 4940 Internship in Hospitality Management

College of Business, Department of Department of Commerce

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 Internship and Career Development Preparation

College of Business, Department of Department of Commerce

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*

Students are required to work a total of 500 hours in a hospitality industry position to complete their degree. This is the first of 3 internship classes. This is an online class that students must take before they sign up for the internship experiences. This class explains the internship process and helps students select appropriate experiences.

HFT 4946 Global Leadership Development II: Cross-Functional Training

College of Business, Department of Department of Commerce

1 sh (may not be repeated for credit)

Prerequisite: HFT 4945

Students are required to work a total of 500 hours in hospitality industry positions to complete their degrees. This is the second of three internship classes. Students must work in the hospitality or tourism industry and have the opportunity to put theory into practice through active participation. Students are supervised by a management-level agency employee. Permission is required to enroll. Students should work a minimum of 200 hours and a maximum of 300 hours in this experience.

HFT 4947 Global Leadership Development III: Insights into Management

College of Business, Department of Department of Commerce

1 sh (may not be repeated for credit)

Prerequisite: HFT 4946

Students are required to work a total of 500 hours in hospitality industry positions to complete their degrees. This is the third of three internship classes. Students must work in the hospitality or tourism industry and have the opportunity to put theory into practice through active participation. Students are supervised by a management-level agency employee. Permission is required to enroll. Students should work a minimum of 200 hours and a maximum of 300 hours in this experience.

HFT 5905 Directed Study

College of Business, Department of Department of Commerce

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

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