

# Hospitality Management (HOSP) Courses

## **HOSP1001 Orientation to the Hospitality Industry**

This course introduces the student to the dynamic world of hospitality. One of the largest industries in the world, hospitality includes travel and tourism, food and beverage, hotels and resorts, meetings and conferences, entertainment, cruising, and theme parks. An overview of this interconnecting service industry also enables the student to explore a large number of career possibilities. This course also exposes the student to various academic opportunities.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP1015 Managing the Hotel Guest Experience**

This course familiarizes students with the foundations of managing the guest experience within a hotel rooms division. Students focus on the critical management components and operational procedures of the front-of-the-house including: management of guest expectations, selling guest rooms and services, rooms forecasting, basic revenue management, teamwork, and interdepartmental relationships.

Prerequisite(s): FSM1001 or FSM3001 or HOSP1001 or SEE1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP2011 Hospitality Sales and Meeting Management**

This course familiarizes students with the scope of sales, meeting and convention management within the hospitality industry. The reciprocal relationship between selling and service is presented within the context of hospitality marketing practices.

Prerequisite(s): FSM1001 or FSM3001 or HOSP1001 or MRKT1001 or SEE1001, sophomore status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP2040 Human Resources Management in Service Organizations**

Leaders in today's service-related businesses manage a diverse group of employees and are responsible for complying with employment laws and human resource policies. This course prepares students for situations they will encounter as they develop and apply sound human resource management principles. Students learn about the best practices of human resource management including recruiting, interviewing, selection, orientation, training, performance evaluation, discipline, terminations and employee and union relations.

Prerequisite(s): Sophomore status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP2050 International Tour and Hotel Operations**

This course focuses on cultural, political, legal, and economic forces and their impact on tourism and how hospitality management practices differ among countries. Students plan and participate in tours and professional site visits to gain first-hand knowledge of the international travel experience. This course is taught only on a campus outside of the United States during a study abroad program.

Prerequisite(s): Must be accepted in Study Abroad program.

Offered at Charlotte, Providence

3 Semester Credits

## **HOSP2070 The Gaming Industry**

This introductory course is designed to familiarize students with the many facets of the gaming industry. Students gain an understanding of the development of the gaming industry in the United States and a comprehension of the primary forms of gambling. This course delves into the current gaming environment in the United States and researches international gaming destinations. Students are introduced to a variety of career opportunities within the industry.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP2260 Exploring the Private Club Industry**

This introductory level course examines the private club industry and its unique operational and managerial characteristics. Emphasis is placed on providing an immersion exploration of understanding the manager's role with the governing board or ownership principals, membership value proposition, staffing and the management of the clubhouse and recreational activities. The student is provided the opportunity to tour clubs and participate in Club Management Association of America CMAA and regional educational and networking experiences.

Offered at Charlotte, Providence

3 Semester Credits

## **HOSP3005 Leading Service Excellence in the Hospitality Industry**

This upper-level guest service management course is designed to familiarize the student with principles of leading change, process improvement methodologies and how they affect organizations, and employees within hospitality organizations. Focusing exclusively on the unique challenges of the intangible service delivery requirements of the hospitality industry, this course incorporates Six Sigma and Lean methodologies. Emphasis is on root cause identification, problem-solving techniques, process effectiveness measurements in the service environment, and decision-making skills using relevant analytical tools.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP3012 Sustainable Hotel Support Operations**

This course gives students a working knowledge of hotel support services, including facilities operations within a lodging context. Essential elements of engineering, housekeeping, and safety and security are discussed from a sustainability perspective. Students focus on managerial, financial and legal issues related to these departments. Current issues of sustainable operations with regard to environmental, social and ecological aspects affecting the hospitality industry are addressed.

Prerequisite(s): HOSP1015.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP3053 Hospitality Strategic Marketing**

This course examines the broad scope of hospitality marketing. The emphasis is on hospitality marketing strategic planning, as well as the use of integrated marketing communications to build relationships. Topics include marketing foundations, strategic planning, consumer/organizational buying, market segmentation/targeting/positioning, and digital marketing.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP3065 Hospitality Security and Risk Management**

This course is designed to familiarize the student with the various elements of risk management throughout the hospitality industry. It is intended to supply the student with a strong foundation in the elements necessary to provide a safe and secure venue and to reduce ownership liability.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

## **HOSP3075 Hotel Strategic Marketing and Brand Management**

This is an upper-level course focusing on hotel strategic planning, brand management and the use of integrated marketing communications to build relationships. Topics include strategic planning, consumer/organizational buying, market segmentation/targeting/positioning, brand strategies and digital marketing.

Prerequisite(s): HOSP1015, MRKT1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP3077 Revenue Management**

This course examines and illustrates the strategies, principles and techniques of revenue management as they relate to lodging, travel/tourism, food service and facilities management. The relationship between accurate forecasting, overbooking, reservation systems, marketing issues, pricing and e-commerce as they relate to financial decision making is investigated. Students are required to analyze revenue management scenarios.

Prerequisite(s): ECON1001 or ECON1002 or HOSP1015.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP3085 International Hotel Operations, Development and Management**

This course focuses on the development and management of multinational hotel properties. Students participate in a week-long study abroad experience. Students learn the skills and abilities necessary to become a global hospitality manager, including managing a diverse, multicultural staff; developing strategies to satisfy international guests; and working as an expatriate manager. Trends in the global hotel industry are also examined.

Prerequisite(s): HOSP2040 or MGMT2001, junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP3420 Introduction to Residential Property Operations Management**

This course familiarizes students with the foundations of managerial competencies necessary to direct and supervise property-related duties involving such residential properties as condominiums, apartments and long-term care facilities. Students learn to manage operations and resolve issues and problems encountered in day-to-day management situations in any type of residential organization.

Prerequisite(s): HOSP2040 or MGMT2001.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP3440 Resort, Vacation Ownership and Spa Management**

This course examines the concepts and issues regarding resort management in such areas as ski, beach and golf resorts. The principles and concepts of the marketing and management of vacation ownership properties and spas are covered.

Prerequisite(s): Junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP4040 Hotel Asset Management**

This course focuses on the issues related to the maximization of hotel asset value. Processes of feasibility analysis and benchmarking are covered. Capital investment decision tools, value proposition of franchising and marketing affiliations, and the role of the asset management professional in the hotel environment are also discussed.

Prerequisite(s): HOSP3077.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP4055 Hospitality Operations Analysis**

The course builds on concepts introduced and reinforced in courses across the curriculum in the areas of forecasting, marketing and revenue performance analysis, the management of labor costs, purchasing and inventory control, the integration of changes in the balance sheet with income statement results, and the prioritization of capital expenditures. The course is highly applied in nature and gives students the opportunities to learn and practice the business critical skills they will need upon graduation.

Prerequisite(s): ACCT3150 or FISV2000 (or concurrent), junior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

**HOSP4060 Hospitality Strategy Design and Execution Seminar**

This senior-level capstone course is designed to give students insight into hospitality strategy. Using a variety of teaching methods including the case study approach, realism is introduced into the classroom, improving the critical thinking and decision-making abilities of students both individually and within the framework of a team.

Prerequisite(s): ACCT3150 or FISV2000, FSM3075 or HOSP3053 or HOSP3075 or MRKT1001, senior status.

Offered at Charlotte, Online, Providence

3 Semester Credits