

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 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 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

HOSP2120 Facilities Management in Residential Hospitality

This course introduces and familiarizes students with the foundations of engineering systems relating to the management of such residential hospitality properties as condominiums, apartments and long-term care facilities. The students should be able to manage engineering system operations and resolve issues encountered daily in any type of residential organization.

Prerequisite(s): HOSP1001.

Offered at Online

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, Online, 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

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, 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

HOSP3087 International Hotel Development

The course focuses on the development and management of multinational hotel properties. 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 Online

3 Semester Credits

HOSP3105 Casino Operations Management

This course provides students with the tools and techniques necessary to achieve optimal control of a casino operation. The organization of casinos and casino hotels and resorts is illustrated and students explore the areas of licensing, regulations and oversight for these operations. Throughout this course students are exposed to the reporting techniques used to circumvent money laundering, control credit and ensure internal operational control.

Prerequisite(s): HOSP2070.

Offered at 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

HOSP5020 Strategic Marketing in Service Dominant Logic

This course is designed for students to build on previous marketing knowledge and apply problem-solving and critical-thinking skills important for hospitality business managers and leaders. Students analyze service marketing through the service dominant logic paradigm emphasizing the process of service as a bundle of economic-actor solutions. Through case studies, course readings, activities and student presentation opportunities, students describe the value propositions of each economic actor in the service ecosystem, discuss the interdependent co-creation of value relationship between each economic actor, and identify each actor as a resource integrator. Additionally students examine the service marketing's application to higher education and training, and compare and contrast the needs of these markets with those of hospitality and consumers. Students also generate plans to measure service quality using current and generally accepted marketing tools.

Offered at Online

3 Semester Credits

HOSP6030 Franchising and Licensing

This advanced course focuses on growing a business through cooperative strategies, especially franchising and licensing. Economic concepts underlying franchising are reviewed. Students learn to determine when franchising or licensing are appropriate growth strategies for a company. This course covers key management, operations and legal issues involved with these growth strategies. Implementation of a franchising strategy is covered in detail, including policy development, penetration of new markets, fostering franchisor-franchisee relationships through channel communications and creating a sustainable competitive advantage.

Prerequisite(s): HOSP5020 or MRKT5500.

Offered at Online, Providence

3 Semester Credits

HOSP6050 Benchmarking and Operations Analysis in the Hospitality Industry

This course is designed to familiarize the student with benchmarking and operations analysis tools and techniques used in the hospitality industry. The process of internal and external benchmarking as well as the analysis of marketing, financial, operational and guest satisfaction metrics are covered. Focus is on the analysis and performance critique of multi-unit operations.

Offered at Online

3 Semester Credits

HOSP6060 Corporate Social Responsibility

This course provides a conceptual and practical overview of the role of a business in contemporary society. Students use academic literature and current business scenarios to explore the social context of economic systems. Students further examine the concepts of business ethics and corporate legitimacy through the lens of contemporary business practices.

Offered at Online, Providence

3 Semester Credits

HOSP6080 Experience, Adventure and Education Tourism

This course is intended to give students an in-depth analysis of consumer motivation for participatory travel relating to hands-on experiences, involved education and adventure tours. Focus is on the management of businesses whose products provide deeply memorable experiences for those participating in an activity. The course examines ecotourism, culture-based tourism, gastro-tourism and adventure travel. Students explore the history, outcomes and future potential of experience tourism in various global destinations.

Offered at Online, Providence

3 Semester Credits

HOSP6120 Organizational Behavior in the Hospitality Industry

This course is designed to immerse the student in the basic concepts of organizational behavior and organizational structures in the context of the hospitality industry. Focus is on the impact of structural and leadership models that have proven successful in the intangible service delivery environment. Emphasis is also placed on the management of diverse personality types and skill levels, effective leadership and motivation of cross-functional teams, and design of financial and non-financial incentives to drive performance.

Offered at Online, Providence

3 Semester Credits

HOSP6130 Competitive Strategies in Hospitality

This course provides students a thorough view of strategic management in the context of the hospitality industry. Students are exposed to the operational strategic response to internal and external conditions. Students analyze hospitality companies and make recommendations as a result of the strategic management process.

Offered at Online

3 Semester Credits

HOSP6509 Hospitality and Tourism Global Issues

This course presents an advanced study of the evolution, growth, mission and roles of the different types of senior property managers and corporate officers of various hospitality and tourism organizations. The course explores major emerging issues and problems that impact the domestic and global lodging industry, as well as current issues and trends confronting the fast development of tourism activity at both national and international levels. Students acquire the knowledge, skills and attitudes necessary to undertake leadership roles in the increasingly interdependent and complex hospitality industry. Group and individual research examine trends, as well as industry-wide problems and concerns of current interest.

Prerequisite(s): RSCH5700 or RSCH5800.

Offered at Online, Providence

3 Semester Credits

HOSP6526 Information Technology in Hospitality and Tourism

This course is designed to provide the student with a perspective of the technological needs of a hospitality/tourism organization. Students conduct research in the areas of data and analytics, customer experience, point-of-sale, property management, online tourism marketing, and information security. Students explore the issues pertaining to operations and management in the industry by employing creative problem-solving solutions utilizing today's information technologies.

Prerequisite(s): RSCH5700 or RSCH5800.

Offered at Online, Providence

3 Semester Credits

HOSP6900 Hospitality Capstone

This capstone course prepares students for specific career goals by drawing on knowledge from other courses and relating them to their intended future in the hospitality industry. Students develop a research project that demonstrates their professional writing abilities and their ability to apply advanced hospitality/education theories in simulated or real-world situations.

Prerequisite(s): HOSP6130.

Offered at Online

3 Semester Credits