Hospitality Management (HOSP) Courses

**HOSP1001 Orientation to the Hospitality Industry**
This course is an introduction to the various segments within the hospitality industry (lodging, food service, travel and tourism, and sports, entertainment and event management). Students are prepared to apply sound management principles to the challenges encountered within the industry. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**HOSP1080 Technology in the Tourism/Hospitality Industry**
This introductory course provides students with comprehensive knowledge of the various information systems in the hospitality industry. Students gain a basic understanding in the use of property management systems, global distribution systems, point of service systems, internet distribution systems, mobile apps, and any other current technology available to the travel, tourism and hospitality industry. In addition, students learn about future technological trends in the industry.
Prerequisite(s): TRVL1010 or TRVL1011 or TRVL2801. (OL)
Offered at North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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. (OL)
Offered at Online
4.5 Quarter Credit Hours

**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. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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. (OL)
Offered at Charlotte, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**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, HOSP1010 or HOSP1015. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**HOSP3085 International Hotel Operations, Development and Management**
This course focuses on the development and management of multinational hotel properties. Students will 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, multi-cultural staff; developing strategies to satisfy international guests; and working as an expatriate manager. Trends in the global hotel industry are also examined.
Prerequisite(s): MGMT2001, junior status.
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

**HOSP3087 International Hotel Development**
This 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, multi-cultural staff; developing strategies to satisfy international guests; and working as an expatriate manager. Trends in the global hotel industry are also examined.
Prerequisite(s): MGMT2001, junior status. (OL)
Offered at Online, Providence CE
4.5 Quarter Credit Hours

**HOSP3140 Residential Hospitality Sales and Leasing**
This course familiarizes students with the foundations of sales and leasing aspects of residential hospitality properties such as condominiums, apartments and long-term care facilities. The students gain an understanding of the constituents and market conditions. They demonstrate the ability to prepare for, sell and administrate property lease agreements.
Prerequisite(s): MRKT1001, sophomore status. (OL)
Offered at Online
4.5 Quarter Credit Hours
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): MGMT1001, MGMT2001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE 4.5 Quarter Credit Hours

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. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE 4.5 Quarter Credit Hours

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 (or concurrent). (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE 4.5 Quarter Credit Hours

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): ACCT3020 or ACCT3025 or FISV2000 or FISV2010, FSM3075 or HOSP3050 or HOSP3075 or MRKT1001, senior status. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE 4.5 Quarter Credit Hours

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. (OL)
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. (HY) (OL)
Offered at Denver, North Miami, 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. (OL)
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. (HY) (OL)
Offered at Denver, 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. (HY) (OL)
Offered at Denver, North Miami, Online, Providence 3 Semester Credits

HOSP6120 Organizational Behavior in the Hospitality Industry
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. (HY) (OL)
Offered at Denver, North Miami, Online, Providence 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. (HY) (OL)
Offered at Denver, North Miami, Online, Providence 3 Semester Credits
HOSP6526 Information Technology in Hospitality and Tourism
The objective of this course is to study the use of information technology in the hospitality and tourism industry. Students learn the information technology needs of domestic and international tourism businesses, as well as the use of the internet and other information technologies as tools that influence the hospitality industry. Emphasis is on internet website hosting for tourism managers, including a detailed examination of the current practices of online tourism marketing and tourism destination management systems. Students explore the issues pertaining to the operation and management in the industry by employing creative problem-solving solutions utilizing today's information technologies.
Prerequisite(s): RSCH5700. (HY) (OL)
Offered at North Miami, 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. (OL)
Offered at Online
3 Semester Credits
Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.