Course Descriptions for all RESORT MANAGEMENT courses
(in order by semester)

HOSP 101 Introduction to the Hospitality Industry (Cr3)(3:0)
Survey of the hospitality and tourism industry; the industry as a systems network; the major industry sectors; retail and wholesale travel agency, lodging and accommodations, food and beverage.

HOSP 105 Enhancing Guest Service (Cr3)(3:0)
This course is designed to provide the student with an understanding of the importance of guest service in a service economy and the critical necessity of service in hospitality management. Students will learn how to create value for guests by building guest loyalty. Specific skills will be enhanced including positive attitude projection, anticipation of and exceeding customer expectations and management tools that will help inspire others to offer excellent guest service.

HOSP 201 Strategic Leadership in Hospitality (Cr3) (3:0)
This course is designed to acquaint students with the leadership, management, supervision and quality issues facing today's hospitality industry. It covers the organization and management of hospitality operations.

HOSP 210 Human Resources Management for the Hospitality Industry (Cr3) (3:0)
Recruiting, selection, orientation, training and development, performance appraisals, compensation, discipline methods, and development of the skills to be a successful manager within the culturally diverse hospitality industry.

HOTL 110 Hospitality Law (Cr3) (3:0)
The course will introduce students to the operations of the legal system and practical knowledge of law as it pertains to the hospitality industry. A case study approach will be used to understand restaurant, hotel, and travel laws and regulations that influence business and management decisions in the hospitality industry. The course is designed to provide the student with the practical knowledge of law and the operations of the legal system.

HOSP 111 Food and Beverage Management (Cr3) (3:0)
This course is designed to provide students with an understanding of the hospitality food service industry, it’s variety of operations/outlets and how to gain the skills to successfully manage these operations/outlets. Areas of study include an overview of food and beverage outlets, food service marketing, menu analysis, menu cost and pricing strategies. Analysis will be done on service standard operating procedures, types of service, food and beverage sourcing, and beverage management.

HOSP 212 Hospitality Financial Reporting (Cr3) (3:0)
This course will provide an understanding of the principles of finance and accounting and to comprehend the money implications of decisions in hospitality. Basic relevant financial concepts and financial tools are introduced to improve business decision making, including how to read balance sheets, income statements, profit and loss, cash flow statements, critical ratios and other financial measurements and to interpret what the numbers mean. Offered spring semester only.
**HOSP 215 Hospitality Sales and Marketing (Cr3) (3:0)**
The course is designed to provide students with an understanding of marketing and sales, as they relate to the major decisions hospitality marketers face in balancing objectives and resources against the needs and opportunities in the global marketplace. The course focuses on the hospitality markets and products through a creation of a marketing plan. The increased role of hospitality technology to improve hospitality sales will also be addressed. Prereq. - HOSP101 and 105.

**HOTL 150 Resort Management (Cr3) (3:0)**
This course highlights the operation and management of resort properties. Beginning with the resort concept and the historical development of resorts, details are presented in planning, development, management, marketing and financial aspects that deal with the unique nature of resort business. Analysis of management systems and methods for development of full-service resorts are presented, along with comparison of specialized requirements for different types of resorts based on location, climate, activities, and life-style.

**HOTL 207 Rooms Division Management (Cr3) (3:0)**
Practical applications of front office management, housekeeping and facilities management; utilization of property management software which includes reservations, scheduling and the night audit. Prereq. - HOSP 101. Offered spring semester only.