

HOSPITALITY (HOSP)

HOSP 5072. Hospitality Finance and Investment. (3 Credits)

This course will focus on hospitality finance and investment fundamentals. Students will explore core concepts including investment strategy, sourcing, selection, evaluation, "closing the deal," and asset management. This course will consider the perspectives of different types of investors and risk/reward profile of each type. The course will also make extensive use of Excel and industry data sources. Key topics include establishing realistic financial objectives; identifying and calculating the primary components of returns in hotel real estate; preparing operating pro forma cash flow and sources and uses of funds statements; understanding debt-financing underwriting requirements and metrics; calculating and interpreting industry standard measures of return, including capitalization rates and internal rate of return; and sourcing equity investments from alternative sources. Other topics will include sensitivity analyses and understanding capital structures and waterfall arrangements. The course is designed to help students understand the important role of various financial structures and financial sources in the hospitality industry.

HOSP 5074. Hospitality Accounting and Budget Management. (3 Credits)

This course introduces and emphasizes the principles, concepts, and systems utilized in the managerial accounting and budgetary areas of a hospitality business. Focus will be on assessing financial information to develop student's knowledge, skills, and techniques throughout the managerial decision-making process. The class will also address macroeconomic factors and their related managerial decisions.

HOSP 5076. Marketing, Branding, and Public Relations. (3 Credits)

This course will provide students with an introduction to marketing, branding, and public relations principles. Students will begin with an understanding of key terminology and progress into core concepts, including strategic planning, brand identity development, public relations, communication tools, and measurement/key performance indicators. It will also explore how these principles apply in the context of the hospitality industry to enhance customer experience, manage reputation, and drive business growth.

HOSP 5078. Human Resources and Labor Management. (3 Credits)

This course reviews the role of the human resource professional as a strategic partner in helping to effectively manage an organization. The course will examine key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations. A review of legal and governmental environments are appraised and current issues such as diversity training, sexual harassment policies, and rising benefit costs are analyzed.

HOSP 5080. Hotel Operations. (3 Credits)

This course will provide students with a comprehensive understanding of the hospitality industry, focusing on the various aspects of hotel management and operations. Students will explore key topics related to the day-to-day functioning of hotels, including front office operations, housekeeping, revenue management/pricing strategy, customer service, and facilities design and management. By the end of the course, students will have gained the knowledge and skills necessary to begin and advance in hotel management roles and contribute to the success of the hospitality industry.

HOSP 5082. Hotel Real Estate Investment, Design & Development. (3 Credits)

This course will explore the development process for hospitality properties from inception to operation to disposition, as well as methods of valuation and drivers of demand for a variety of property types, including downtown, suburban, boutique, and resort. Students will become familiar with income analysis for food and beverage, retail components, spas, and golf courses. Additionally, the course will introduce students to fundamental concepts of design psychology and considerations, as well as the space allocation and programming of public areas, guest rooms, back-of-house areas, and amenities.

HOSP 5084. Food Service Management. (1.5 Credits)

This course will provide students with a comprehensive understanding of the principles, practices, and challenges associated with managing food service operations. The course covers various aspects of food service management, including menu planning, culinary operations, financial management, customer service, and sustainability. Students will develop the skills necessary to lead and optimize food service establishments in diverse settings with a special emphasis on food and beverage operations in hotel establishments.

Attribute: HMGT.

HOSP 5086. Travel and Tourism Studies. (1.5 Credits)

This course will provide students with a comprehensive understanding of the travel and tourism industry. The course covers various aspects, including tourism management, destination development, cultural tourism, sustainable tourism, and the economic impacts of tourism on local economies and populations. Students will gain insights into the complexities of the travel and tourism sector, exploring both global and local perspectives.

Attribute: HOID.

HOSP 5110. Feasibility Studies for Hospitality. (1.5 Credits)

This course will provide students with the knowledge and skills necessary to conduct comprehensive feasibility studies in the context of the hospitality industry. Students will explore various aspects of feasibility assessment, including market analysis, financial evaluation, and risk assessment, with a focus on hospitality-related enterprises and projects. Through a combination of theoretical discussions, case studies, and practical exercises, students will develop the expertise needed to critically evaluate the viability of hospitality projects.

Attribute: HOEL.

HOSP 5112. Luxury Travel Segment. (1.5 Credits)

This course will provide students with an introduction to the luxury travel segment of the hospitality industry and focus on marketing to affluent clientele, providing high-touch service to the luxury seeking traveler, managing and marketing luxury brands, and surveying trends and technologies in the luxury travel segment. The course is designed to give a hotel operator, manager, or owner a better understanding of this lucrative segment of the travel industry so that they can make better decisions when managing an asset that can cater to the luxury market.

Attributes: HMGT, HOEL.

HOSP 5114. Business Travel Segment. (1.5 Credits)

This course will provide students with an introduction to the business travel segment of the hospitality industry and focus on marketing to business clientele, programming hotels and venues for the business traveler, and surveying trends and technologies in the business travel world. The course is designed to give a hotel operator, manager, or owner a better understanding of this lucrative segment of the travel industry so that they can make better decisions when managing an asset that can cater to the business market.

Attributes: HMGT, HOEL.

HOSP 5116. Event Management. (1.5 Credits)

This course will provide students with a comprehensive understanding of the principles, strategies, and practical skills required to plan, organize, and execute successful events in the hospitality industry. The course covers a range of topics including event planning, budgeting, marketing, logistics, and event execution and management. Students will also explore emerging trends and technologies in the field of event management.

Attributes: HMGT, HOEL.

HOSP 5118. Revenue Management and Booking Systems. (1.5 Credits)

This course will provide students with a comprehensive understanding of revenue management principles and systems in the hotel industry, focusing on the integration of technology and booking systems. Students will explore key concepts including optimizing revenue, pricing strategies, and the effective use of booking platforms. The course will also cover the technological tools and systems that support revenue management in the hotel industry.

Attributes: HMGT, HOEL, HOID.

HOSP 6020. Hospitality Internship. (1.5 Credits)

The internship course is an integral part of the master's in hospitality program and is designed to equip students with the practical experience and professional acumen necessary to excel in the hospitality industry. This course is designed to bridge the gap between academic learning and real-world application, enhancing students' professional development and preparing them for advanced roles within the hospitality sector.

Attribute: HOEL.

HOSP 6500. MSH Applied Capstone Project. (1.5 Credits)

This course provides students with the opportunity to conduct an in-depth case study applied project in the hospitality field under the guidance of a faculty member. Structured as a seminar, the course requires regular class attendance to discuss and document project progress, as well as individual meetings with the instructor. Lectures will be highly interactive in nature and will largely focus on feedback, discussion, and refinement of interim milestone submissions, in addition to illustrating examples of best practices.