

HOSPITALITY MANAGEMENT (HOST)

HOST 11000 - Introduction to Hospitality Management (3)

This foundational course provides an overview of the global hospitality and tourism industry and its primary sectors, including lodging, food and beverage, travel, tourism, and events. Students examine the economic, social, and cultural significance of hospitality organizations, core principles of service excellence, and the professional standards expected within the industry. The course introduces organizational structures, guest service systems, global market trends, and technological and managerial forces shaping contemporary hospitality operations.

HOST 21000 - Food and Beverage Operations Management (3)

This course examines the management of food and beverage operations within hospitality organizations, including restaurants, hotels, resorts, and catering services. Students explore how managers plan, organize, and control front- and back-of-house operations to achieve service excellence, operational efficiency, and financial performance. Topics include menu engineering, cost control, revenue management, purchasing and inventory systems, labor planning, service standards, regulatory compliance, and sustainability practices. Emphasis is placed on data-informed decision-making and managerial responsibility within competitive hospitality environments.

HOST 22000 - Lodging Operations and Hotel Management (3)

This course examines the management of lodging operations, emphasizing the coordination of key functional areas including front office, housekeeping, engineering and maintenance, and food and beverage. Students explore how operational systems, service processes, technology platforms, and cross-departmental collaboration influence guest satisfaction, operational efficiency, and financial performance. Topics include property management systems (PMS), reservations and distribution channels, operational aspects of revenue management, regulatory compliance, sustainability practices, and performance measurement within lodging environments.

HOST 30000 - Marketing and Tourism in the Hospitality Industry (3)

This course will introduce the basic marketing concepts and skills for Hospitality and Tourism industries. The course will help students to understand, plan, create and implement marketing strategies for the Hospitality and Tourism industries. The course also will introduce students the most current applications and technologies to launch successful marketing campaigns for this unique and exciting industry.

HOST 31000 - Event Management and Operations (3)

This course examines the management and operations of events within the hospitality and tourism industry, including corporate meetings, conventions, trade shows, festivals, and social events. Students explore the strategic role and economic impact of events, as well as the managerial processes required to plan, market, finance, and execute successful event experiences. Topics include event planning frameworks, budgeting and financial control, stakeholder engagement, risk management, legal compliance, sustainability practices, and event technology. Emphasis is placed on operational feasibility, financial accountability, and responsible event management within diverse hospitality contexts.

HOST 32000 - Tourism Systems and Destination Management (3)

This course examines the structure and management of the global travel and tourism system, emphasizing the interactions among destinations, tourism organizations, transportation providers, intermediaries, and public-sector institutions. Students explore how tourism systems are planned, marketed, governed, and managed to achieve economic performance, destination competitiveness, and long-term sustainability. Topics include destination management and marketing, tourism policy and planning, transportation and distribution systems, stakeholder coordination, and emerging global travel trends. Emphasis is placed on strategic analysis, innovation, responsible management, and data-informed decision-making within dynamic tourism environments.

HOST 33000 - Sustainable and Regenerative Hospitality (3)

This course examines sustainability and regenerative practices in hospitality from a strategic management and responsible business perspective. Students explore how hospitality operations influence environmental systems, communities, and economic performance, and how organizations can reduce risk while creating long-term shared value. Topics include sustainable design and operations, energy and waste management, responsible sourcing, stakeholder engagement, corporate social responsibility (CSR), environmental, social, and governance (ESG) frameworks, and regenerative tourism models that restore natural and cultural systems. Emphasis is placed on performance measurement, governance, strategic alignment, and resilient, net-positive business practices within global hospitality contexts.

HOST 35000 - Hospitality Workforce Strategy & Talent Analytics (3)

This course examines strategic workforce planning and talent analytics within hospitality and service organizations. Students explore how staffing decisions, performance management systems, compensation strategies, and labor forecasting influence service quality, operational efficiency, and financial performance. Topics include workforce planning models, productivity metrics, turnover analysis, labor cost control, HR information systems (HRIS), diversity and inclusion, and labor law compliance. Emphasis is placed on data-informed decision-making, alignment between workforce strategy and organizational goals, and ethical leadership in hospitality contexts.

HOST 37000 - Guest Experience Design & Innovation (3)

This course examines how hospitality organizations strategically design and manage guest experiences to create value, differentiation, and long-term competitive advantage. Students analyze the end-to-end guest journey to identify service gaps, operational constraints, emotional drivers, and opportunities for innovation. Topics include service design frameworks, experiential marketing, personalization strategies, technology-enabled experiences, sustainability considerations, and the role of organizational culture in service innovation. Emphasis is placed on data-informed decision-making, operational feasibility, brand alignment, and ethical responsibility in the development of innovative guest-centered service models.

HOST 38000 - Hospitality Real Estate & Development (3)

This course examines hospitality real estate development and asset management from a strategic and financial decision-making perspective. Students explore the full life cycle of hotel, resort, and mixed-use hospitality projects—from market analysis and site selection to financing, design, construction, branding, and operational transition. Topics include feasibility analysis, investment and financial modeling, ownership and governance structures, property valuation, contract negotiation, and asset management strategy. Emphasis is placed on evaluating risk, return, long-term value creation, and the alignment between development decisions and operational performance in global hospitality markets.

HOST 39000 - Hospitality Internship (3)

This internship provides students with supervised professional experience in hospitality, tourism, or service-related organization aligned with their career goals. Students apply academic concepts from hospitality management, business operations, and leadership within a professional setting while developing career readiness and professional competencies. The internship emphasizes experiential learning, reflective analysis, and the integration of theory with industry practice. Faculty oversight ensures that internship experiences maintain academic rigor and align with program learning objectives. The internship complements the hospitality curriculum and senior capstone but is not required for program completion.

HOST 40000 - Lodging in the Hospitality Industry (3)

This survey course includes the history, scope, challenges and opportunities of the lodging industry from the smaller bed and breakfast to the largest facilities for international tourists and visitors, including front desk management, principles of customer service and business ambiance; facilities, technologies and systems; food & beverage service; sales and marketing; and federal, state and local laws affecting the lodging industry.

HOST 41000 - Management Food Service in the Hospitality Industry (3)

This course explores the functions and challenges of food service operations. Students will learn how to develop and execute strategies in food service operations from feasibility, planning, marketing, and initiating operations. Students will learn how to enhance operational systems for purchasing, receiving, storage, menu design and layout, and methods to improve the customer experience.

HOST 42000 - Managing Events in the Hospitality Industry (3)

This course is a comprehensive study of the concepts, strategies, and methods for planning, organizing, developing, marketing, and operating meetings, conferences, and conventions. Students will participate in an event in cooperation with the faculty in order to fulfill the course requirements

HOST 42500 - Revenue Management in the Hospitality Industry (3)

This course examines revenue management as a strategic decision-making function within hospitality organizations, including hotels, resorts, restaurants, and other service enterprises. Students explore how managers use data analytics, forecasting models, pricing strategies, and distribution decisions to optimize revenue, profitability, and capacity utilization. Topics include demand forecasting, dynamic pricing, inventory and overbooking controls, market segmentation, channel and distribution management, and performance measurement using key financial and operational indicators such as ADR, RevPAR, TRevPAR, and GOPPAR. Emphasis is placed on analytics-driven decision-making, revenue management systems, and alignment with organizational strategy in competitive hospitality markets.

HOST 43000 - Hospitality Strategy Capstone (3)

HOST 43000 is a research-based capstone course in which students integrate advanced hospitality and business knowledge to analyze a real organization, strategic problem, or opportunity. Students conduct applied research using scholarly and industry sources, interpret operational and financial data, and develop a multi-functional strategic plan with feasible, evidence-based recommendations. The course emphasizes critical thinking, managerial decision-making, ethical leadership, and professional communication in contemporary hospitality contexts. The capstone culminates in a comprehensive written strategic analysis and a formal presentation designed for organizational stakeholders, ensuring direct assessment of program learning outcomes and integrative managerial competencies.