

Emphasis Information

Food and Beverage:

The Food and Beverage Emphasis is more than just restaurants, it is the epitome of Hospitality Management. Food and Beverage is involved in yes restaurants, but hotels, as well as, event management facilities. The Food and Beverage Emphasis prepares students to enter into management positions in hospitality. The Food and Beverage Emphasis takes the “Learn by Doing” model very seriously, if you are ready to get into hospitality management this Emphasis is for you.

Beverage Marketing & Management (HRT 3170)

This course covers the marketing and management components of the American beverage industry as it relates to an on premise establishment. The wine, beer and spirits industries are covered focusing on product background and placement, legal issues, trends, consumer segments and issues, manufacturing and distribution as it relates to sales, marketing and management in the on premise marketplace. Management skills necessary to operate a successful and profitable beverage program will be covered.

Hospitality Property Development (HRT 3950)

This is a project-based course. Planning a hospitality property from concept to opening: location and market analysis; competitor analysis; menu development and pricing; equipment selection; organizing and staffing; feasibility and forecasting income, costs and profits; employee training and management development; and promoting and advertising.

Multi-Unit Restaurant Management (HRT 4840)

This course covers the concepts and principles involved in managing multiple restaurant units including finance, marketing, human resources, operations and development. Students will be able to conduct an in-depth study of a selected multi-unit restaurant company and discuss P&L from the management perspective.

Lodging:

HRT3040 Hotel/Resort Rooms Division Management

Examining the practices, required techniques, issues, and problems within the Rooms Division in hotels/resorts including Front Office, Housekeeping, and Reservations. Examining the operations of the major departments in the Rooms Division. Describing the unique service features and standard operating procedures of the major departments within the Rooms Division.

HRT3930 Lodging Operations

Examining and evaluating common lodging practices and systems adopted in hotels/resorts. Analyzing the operations of Front Office, Housekeeping, Reservations, Property Management Systems, and Revenue Management. Discussing service management and executive management issues. Analyzing the role of standard operating procedures with core standards and sequence of service. Reconstructing hotel operations as a set of systems and sub-systems, and proposing how the sub-systems work together as an overall operation.

A pre-requisite for HRT 3930 is a minimum of 200 hours PWE in the lodging industry. These hours can also count towards the 800 hours PWE for HRT 3410.

HRT4860 Revenue Management

Examining the principles and concepts of revenue management. Understanding common revenue management practices adopted in the hospitality industry. Practicing revenue management strategies, i.e. differential pricing, demand forecasting, inventory management, discounting, and channel management. Applying tools to practice revenue management (for example, in a stimulated environment). Evaluating data to identify different customer segments and targeting each segment with the right product at the right time with the right price.

Event Management:

HRT 3050: This course will give students an overview of the convention industry, including meetings, events, expositions, conferences (MEEC) and incentive travel. It will also explain some of the details of how the business works and what an event planner does exactly. To do this, instructor will introduce students to tools that professionals use to plan an event, including setting objectives and format, site selection, negotiations, program design, speaker selection, budgeting, contracts, marketing, registration, etc.

Expected learning outcome for HRT 3050:

- A. Identify major types of organizations holding events.
- B. Describe types of events held by various types of organizations and explain differences in planning timelines and marketing strategies used.
- C. Identify different types of service providers and their roles with event planner.
- D. Have an understanding of the various meeting elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
- E. Understand how to create a meeting that achieves specific objectives for the host/client.
- F. Design a planning process that incorporates budgeting, project management, communication and evaluation tools.

HRT 4870: This course introduces students to the concepts underlying effective event operations and event analysis. It will focus on the analysis, logistics, and evaluation that must take place prior to, during, and following an event.

Expected learning outcome for 4870:

- A. Conduct a viable event feasibility study based on a given event's assets, needs, stakeholders and organizational mission.
- B. Demonstrate understanding of the operations performed within the event industry.
- C. Execute and perform activities associated with setting up, monitoring, controlling, marketing and improving event operations to meet the needs of event attendees and stakeholders.
- D. Apply problem-solving and critical-thinking skills to provide better event services.
- E. Effectively change plans, goals, actions, or priorities to deal with changing situation.
- F. Produce a comprehensive post-event critique and report, which details recommendations for change and methods for future implementation.

HRT4020: This course is intended to be a capstone for the students who are interested in meetings and events management. It will serve as a senior simulated learning project to provide students with an opportunity to integrate knowledge, concepts and capacities from different parts of their learning experiences. This course will provide students with the opportunity for a synthesis of ideas and evaluation in an environment that will enhance their growth and expansion. Students will be organizing and managing actual events.

Expected learning outcome for HRT4020:

Upon successful completion of this class and within a framework of creativity, teamwork, and client-centered focus, students are expected to:

- A. Create an event proposal to meet the needs & vision of the client.
- B. Develop and implement an event timeline & production schedule.
- C. Compose written communications for team members and clients.
- D. Estimate income and expenses for an event; create a budget; and present the information.
- E. Assess potential legal, ethical, and risk management issues and develop contingency plans for addressing those issues.
- F. Perform a post-event review.
- G. Develop, implement, and evaluate an event-marketing plan.
- H. Exhibit a sense of personal responsibility and commitment to the overall success of the event by acting as a fully contributing team member.
- I. Measure the effectiveness of the collaborative working environment by using a peer evaluation instrument.