

Hospitality

HOSP 101 Food and Beverage Service Management 3 credits

Attribute: BU

This course introduces students to food and beverage service. Students learn about storeroom procedures and the preservation of foods, wines, and liquors. This course includes instruction for the proper service of food and beverages to customers. Guest lecturers may be invited, and students may take field trips. Special emphasis is placed on techniques of cost comparisons, ingredient costing, and cost reduction. An exam-based certification in Hospitality and Restaurant Management and Controlling Foodservice Costs through NRAEF is a component of this course.

Prerequisite: HOSP 103 Introduction to Hospitality Management.

HOSP 103 Introduction to Hospitality Management 3 credits

Attribute: BU

This course introduces students to the complex field of hospitality management. Fundamentals of hotel and restaurant management are discussed: techniques of personnel management, methods of operation, and problems encountered in the industry. Uses case studies and problem-solving exercises to illustrate problems encountered in the field of hospitality.

Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.

HOSP 106 Conference and Event Planning 3 credits

Attribute: BU

This course introduces students to a comprehensive overview of the conference and event planning profession, with a focus on marketing and promotional strategies for conventions and special events.

Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.

HOSP 107 Hospitality Law 3 credits

Attribute: BU

A study of the legal principles governing hospitality operations, including: common law; contracts; laws of tort and negligence; hotel-guest relationship; laws regarding food, food service, and alcoholic beverages; and employment laws. This course also covers legal issues in travel and tourism, including those associated with transportation, travel agents, tour operators, and gaming.

Prerequisites: Placement in English 101 English Composition I or higher, or departmental approval.

HOSP 131 Hotel Operations 3 credits

Attribute: BU

This course covers the two basic phases of hotel management. The "Back of the House" phase covers such problems as licensing, real estate considerations, engineering, sanitation, and housekeeping. The "Front of the House" phase covers such problems as dealing with the needs of the guest, managing the front desk, and understanding the reservations procedures. Exposes students to both phases and may utilize field trips and guest lecturers to enhance knowledge.

Prerequisite: HOSP 103 Introduction to Hospitality Management.

HOSP 134 Hospitality Marketing 3 credits

Attribute: BU

This course introduces the student to the role of marketing within a hospitality organization. There is major emphasis on the concept of restaurant marketing strategy as a comprehensive, integrated plan designed to meet the needs of the consumer and thus facilitate exchange. Techniques and practices commonly utilized by hospitality marketers in the areas of product, menu layout and design, pricing, place, promotion, strategy, and tactics are discussed. This course also includes a problem-solving approach, utilizing the case study method and lecture. An exam-based certification in Hospitality Marketing through NRAEF is a component of this course.

HOSP 135 Hospitality Human Resources 3 credits

Attribute: BU

In this course, students examine fundamental principles and practices within the hospitality industry of personnel and human resource management. It provides an in-depth examination of areas including work environment, job description, recruitment, screening, hiring, supervision, training, terminations, employee benefits, and a lawful workplace. An exam-based certification in Hospitality Human Resource Management and Supervision through NRAEF is a component of this course.

HOSP 136 ServSafe Certification 1 credit

Reviews regulations governing sanitation and methods for eliminating food and health hazards within the food service industry. Testing for the NRAEF Sanitation Certificate is required.