

# HOTEL, RESTAURANT, TRAVEL (HRT)

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# Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

## HRT 600 - Hotel and Restaurant Management

**Credits:** 4

This course considers the analysis of theories, principles, and techniques of successful hotel and restaurant management. Common issues associated with hotel and restaurant management are emphasized with the goal of enhancing students' ability to diagnose and address diverse problems and implement effective service strategies in a hospitality setting. Topics may include: the principles of organizing, the formulation of goals and objectives, decision-making processes, staffing, employee/guest relations, and labor management negotiations.

**Prerequisite(s):** MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

**Equivalent(s):** HRT 600G

**Grade Mode:** Letter Grading

## HRT 601 - Food Service Systems and Control

**Credits:** 4

This course covers the systems and techniques appropriate to manage food, beverage, and labor costs in food service operations. Topics may include: management, marketing, menu development, costs and pricing, quality assurance, production, and operational analysis. Students develop case studies that apply best practices in food service management. Students may evaluate evidence-based sales techniques and procedures and propose strategies to promote a food service operation, including marketing, public relations, and entrepreneurship.

**Prerequisite(s):** HRT 600 with a minimum grade of D- or HRT 600G with a minimum grade of D-.

**Equivalent(s):** HRT 601G

**Grade Mode:** Letter Grading

## HRT 635 - Leadership and Sustainable Tourism

**Credits:** 4

This course provides a comprehensive introduction to the nature and scope of leadership and sustainable tourism planning at the local, regional, and national levels. Topics addressed may include: distinguishing between leading and managing, understanding systems and change leadership as well as the economic, social, environmental, and policy considerations within the sustainable development framework. Students may discuss competencies required for leading, planning, and development guidelines in different geographical areas. Students may illustrate how diversity, systems leadership, change leadership and conflict resolution promotes effective organizational management.

**Prerequisite(s):** MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-.

**Equivalent(s):** HRT 602G

**Grade Mode:** Letter Grading

## HRT 660 - Event, Meeting, and Conference Management

**Credits:** 4

This course explores strategies to develop meaningful and well-organized conferences, meetings, and special events. The course addresses but is not limited to event logistics such as: client management, facilities management, compliance with ADA and other laws and regulations, contract negotiation, labor planning, standards for food and beverage management, meeting/organization agendas, transportation, schedule of events, break-out sessions, leisure activities, finances, and evaluations. Students may develop case studies that apply best practices in event management.

**Prerequisite(s):** HRT 600 with a minimum grade of D- or HRT 600G with a minimum grade of D-.

**Equivalent(s):** HRT 603G

**Grade Mode:** Letter Grading

## HRT 680 - Revenue Management in the Hospitality Industry

**Credits:** 4

Students in this course will explore the strategies for realizing revenue in a complex hospitality environment. Case studies and real-world examples may be used to understand how, where, and when opportunities arise for maximizing revenue generation. While topics may vary, this course focuses primarily on the lodging, food and beverage, event, and leisure/recreation components of resort operations. Students will explore the historical role of revenue management as well as the current and future trends that operators are employing. This course focuses on both proactive and reactive strategies to address real-time changes within the industry.

**Prerequisite(s):** (ACCT 532 with a minimum grade of D- or ACCT 511G with a minimum grade of D- or MGMT 511G with a minimum grade of D-) and (HRT 600 with a minimum grade of D- or HRT 600G with a minimum grade of D-).

**Equivalent(s):** HRT 607G

**Grade Mode:** Letter Grading