

HOSPITALITY MANAGEMENT (HFT)

HFT 1000 - Intro to Hospitality/Tourism (3 Credits)

All segments of the hospitality and tourism industry will be introduced. Emphasis will be placed on current issues, guest needs, service quality, career opportunities, and professional development.

Attribute(s): COBC - College of Bus. Course

HFT 1382 - Intro to Golf Management (3 Credits)

Basic introduction to Golf business. Includes the qualifying level PGA/PGM course materials. Provides an overview of PGA governance, rules of golf and professional matriculation and career path in the PGM program. An introduction to level one PGA/PGM material will commence upon successful completion of the qualifying level exam.

Attribute(s): SRVC - Service Learning Component

HFT 2350 - Golf for Business and Life (3 Credits)

The Golf for Business and Life course allows a non-PGM concentration student to develop an appreciation and knowledge of the skills and abilities required to play the game of golf, and to learn the value of golf to networking in the business climate. Available to all majors except the PGM concentration in RHM.

HFT 2352 - Player Development (1 Credits)

PGA required course on the theoretical principles associated with proper golf swing technique. Analysis of the individual students golf game in relation to these principles, development of practice plan to overcome swing flaws, and student preparation for passing the PGA required "Playing Ability Test."

HFT 2750 - Intro to the Event Industry (3 Credits)

This course provides an overview of meetings, conventions, special events and expositions, including the roles of organizations and people (planners and suppliers) involved in the businesses that comprise the event industry.

HFT 3004 - Resort & Hosp Leadership/Man (3 Credits)

An introduction to management and leadership theories, practices, and principles as applied in the hospitality industry.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., SUSC - Sustainability Component

HFT 3203 - Spa Services and Treatments (3 Credits)

The evolution of the spa industry from ancient civilizations to now is explored, tracing the influences of spa traditions from ancient civilizations. Through description, demonstration, and experience, students will understand and evaluate the wide array of spa products, treatments, and services.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3204 - Spa Operations & Management (3 Credits)

Gain an understanding of operations, staffing, and administrative procedures unique to the spa industry. Topics will include legal aspects, safety and sanitation, client file management, retail operations, employment selection, contracts, licensure, and financial management.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3221 - Mgt Resort Hosp Human Resourc (3 Credits)

This course examines the critical role of human resources management in the context of the resort/hospitality industry. Emphasis is placed on the effective hiring, training, development, and retention of employees, as well as strategies that support a customer-focused culture.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3253 - Resort & Lodging Oper Mgt (3 Credits)

An in-depth look at the management of lodging operations with emphasis on the rooms division. ~Course previously listed as HFT 4253.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., SUSC - Sustainability Component

HFT 3271 - Club Management (3 Credits)

This course provides an overview of the club industry. Students will gain an understanding of common club ownership and governance structures; the role of management in delivering exceptional member experiences is emphasized.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 3353 - Golf Facility Operations (2-3 Credits)

Advanced study of operating a comprehensive golf facility. Non-traditional approach to training personnel in a golf operation and the marketing of a golf course. Principles of developing organizational policies and procedures as applicable to a golf course. Practical application of golf principles in the development of a "model golf shop" (best practices in golf operations) and development of analytical tools necessary in multiple golf facility management.

Prerequisite(s): PEL 3125

HFT 3383 - Adv. Golf Merchandising Oper. (3 Credits)

Advanced study of golf retail operations specifically focusing on the merchandising business operation. Students will prepare an open-to-buy plan, utilize inventory management systems, explore pricing strategies, effectively market and promote products to customers and how to track and monitor performance of a retail operation.

HFT 3404 - Resort & Hosp Financial Acct (3 Credits)

An introduction to basic financial accounting concepts and practices applicable to resort and hospitality organizations using the industry's uniform system of accounting.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., SUSC - Sustainability Component

HFT 3407 - RHM Managerial Accounting (3 Credits)

Managerial accounting techniques applicable to management decision making and the control of resort and hospitality establishments.

Prerequisite(s): HFT 3404 or ACG 2021

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., SUSC - Sustainability Component

HFT 3443 - Hospitality Info Technology (3 Credits)

This course explores computer applications for resort and hospitality functional areas. Students learn the basics of purchasing, implementing, and managing today's information systems.

HFT 3447 - Database Systems and Tech (3 Credits)

This course focuses on the applications of customer recognition and database management systems specific to hospitality operations as well as an introduction to internet security issues in the hospitality industry.

Prerequisite(s): CGS 1100

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3543 - Spa Customer Service (3 Credits)

Students will gain an understanding of the spa client base and learn marketing practices to attract and retain customers. The course provides a comprehensive review of integrative wellness approaches for nourishing the mind, body, and spirit.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 3573 - R&H Marketing (3 Credits)

An analysis of marketing concept as it relates to resort, club, spa, recreation and hospitality services. The course focuses on the marketing functions. The use of social media and other marketing trends is introduced.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., SUSC - Sustainability Component

HFT 3670 - R&H Law, Legal Issues & Risk Mgmt (3 Credits)

A managerial approach to legal aspects of the resort and hospitality industry, with emphasis on compliance and prevention of liabilities. It focuses on the understanding of the law and its implications, and provides specific perspectives on managerial risk.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., SUSC - Sustainability Component

HFT 3700 - Tourism Management (3 Credits)

This course provides an introduction of the concepts, principles, methods, and practices of tourism management. It provides an overview of tourist behavior, tourism supply and demand, tourism planning and development, sustainable tourism, and other contemporary issues in tourism management.

Prerequisite(s): HFT 1000 or HFT 2750

HFT 3754 - Conventions and Meetings Mgt (3 Credits)

Focuses on the meetings and expositions industry and covers the history, current technology, management, funding, venues, types of meetings, trade shows and conferences specific to the resort industry.

Prerequisite(s): HFT 1000 or HFT 2750

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 3757 - Principles of Event Management (3 Credits)

Overview of the event industry including conventions, expositions, and major national and international events and their operational requirements.

Prerequisite(s): HFT 1000 or HFT 2750

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 3770 - Cruiseline Operations and Mgmt (3 Credits)

Overview of Cruise industry: history, operating and marketing procedures, career opportunities, ship profiles, itineraries, and ports of call. Guest speakers plus optional field trip included.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 3802 - Catering & Special Events (3 Credits)

This course examines the delivery of catered and special events. All aspects of delivering successful events for a wide-range of market segments, in a variety of venues and settings, are examined.

Prerequisite(s): FSS 3338C

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3806 - Restaurant Management (3 Credits)

Creating a commercially viable restaurant concept that consistently delivers value to guests is a challenge, whether it is a fine-dining; upscale, casual; midscale table-service; or quick-service concept, or food truck. This course provides students with knowledge and understanding as to how a restaurant operator develops a concept, designs a menu, controls food and beverage costs, and directs their team to ensure the financial success of a commercial food and beverage operation.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3854 - Wellness & Healthy Cuisines (3 Credits)

Wellness knowledge necessary to develop healthy lifestyle programming for spa clientele. Students will learn basic nutrition and be able to identify and create menus of healthy cuisine for customers in the spa and hospitality industry.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 3930 - Spec Top: Resort & Hospitality (3 Credits)

In depth exploration, analysis, and assessment of topics of special concern to the field of resort and hospitality management.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 3945 - Introductory Hosp Internship (3 Credits)

Students gain a minimum 500 hours of work experience in the resort and hospitality industry. Experience and professional development assignments are included in the course.

Prerequisite(s): HFT 1000 or HFT 2750

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., WBLI - Work based learning indicator

HFT 3948 - PGA PGM Internship I (0-6 Credits)

Students have the opportunity to relate theory to practice through work experience at approved/designated industry organizations. Students work a minimum of 500 hours to 1500 hours for the employer. Students will be graded by the faculty taking into account the grade the employer representative assigns the student for the internship evaluation, required internship paper and PGA work experience requirements.

Attribute(s): WBLI - Work based learning indicator

HFT 4240 - Guest Services Management (3 Credits)

In-depth study of management issues relating to service deliver and quality assurance in the hospitality industry. Emphasis is placed upon guest experience mapping, service process and system design, guest feedback mechanisms, and continuous improvement, which ensure the consistent deliver of personalized, memorable hospitality experiences that deliver customer value while building guest loyalty.

Prerequisite(s): HFT 1000 or HFT 2750

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4244 - Quality Assurance Hospitality (3 Credits)

Provides an analysis of management issues related to the "personal touch" in customer service and quality assurance in the hospitality industry. Emphasis is placed on the importance of contemporary management and business practices to keep up with the demands of an ever-changing industry.

Prerequisite(s): HFT 3221

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4256 - Advanced Lodging Management (3 Credits)

An examination of advanced managerial practices and procedures as they relate to the operation of lodging properties. Emphasis will be placed upon the back-of-the-house functions, such as engineering and maintenance, finance and accounting, food and beverage, and sales and marketing, as well as capital planning and managing the relationship between ownership of the property and management of the property.

Prerequisite(s): HFT 3253

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4274 - Vacation Ownership & Timeshare (3 Credits)

The development and operation of vacation ownership or timeshare resorts is common in resort destination markets and is increasingly common in gateway urban markets. This course provides students with insight into the development and management of timeshare lodging operations, highlighting differences with traditional lodging.

Prerequisite(s): HFT 1000

HFT 4295 - Resort & Hosp Strategic Mgmt (3 Credits)

This is a capstone course that integrates all of the students previous HTM courses. The main goal is to improve students strategic decision-making capabilities.

Prerequisite(s): FSS 3338C and HFT 3221 and HFT 3253 and (HFT 3573 (may be taken concurrently) or MAR 3023 (may be taken concurrently)) and HFT 3670 (may be taken concurrently) and HFT 4464 (may be taken concurrently)

HFT 4343 - Resort & Rec Facilities Mgt. (3 Credits)

This course introduces students to facilities management, design and programming. Included are characteristics of major building systems, the responsibilities of engineering-maintenance and renovations needs. Also covered are the methods of recreation and leisure activity programming.
~ Previously HFT 4342

Prerequisite(s): HFT 3004

Attribute(s): SUSC - Sustainability Component

HFT 4380 - Golf Facility Financial Mgt (3 Credits)

Business principles associated with golf course acquisitions, business planning, and fiscal management will be explored. Legal status, tax and liability issues and data-driven decisions will be applied in case studies to control business problems and address opportunities.

Prerequisite(s): HFT 3404 or ACG 2021

HFT 4381 - Golf Executive Management (3 Credits)

Theory and principles behind golf association management and PGA of America section management. Project management theory in a golf operation, variance analysis systems as it relates to golf course operations, theories of "yield management," principles of building an employment team, and analysis of golf-specific financial statements and business documents, time management strategies, strategic planning, and long-term planning.

Prerequisite(s): HFT 3353

HFT 4457 - F&B Cost Control (3 Credits)

This course provides a comprehensive look at the methods, tools and techniques to control food, beverage and labor costs in restaurants, food service operations and clubs.

Prerequisite(s): FSS 3338C

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4462 - Revenue Management (3 Credits)

Designed to provide the students with an applied understanding of the strategies and tactics used in hospitality revenue management. The fundamental principles and concepts of revenue management including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, rate management and sales mix analysis will be discussed.

Prerequisite(s): HFT 1000 and (STA 2023 or MAC 1105)

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4464 - Hosp Finance & Capital Plang (3 Credits)

Hospitality businesses require substantial initial capital investment and continuous reinvestment to remain competitive. This course examines the cash flows necessary to sustain these investments and explores how investors assess alternative opportunities and financial returns. Students will also learn key financial management tools, hotel valuation, and strategic decision-making processes essential for long-term financial success in the hospitality industry.

Prerequisite(s): HFT 3404

HFT 4481 - Lodging Data Analytics (3 Credits)

Exploration of revenue management, big data, and predictive analytics within the hospitality industry from a comprehensive perspective as it pertains to the importance of generating business revenues and contributions to the overall service-firms value proposition and financial performance.

Prerequisite(s): HFT 4462

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4519 - Destination & Event Marketing (3 Credits)

Destination Marketing Organizations (DMOs), Visitor and Convention Bureaus (VCBs), and a variety of tourism and hospitality-related enterprises employ myriad strategies to stimulate in-bound travel to their communities and demand for their services. The focus of this course is on the strategies employed by destinations and tourism organizations to market destinations, festivals, events, conventions, and tradeshow.

Prerequisite(s): HFT 1000 or HFT 2750

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4755 - Theme Park & Attractions Mgmt. (3 Credits)

An in-depth look at operations, management, and leadership of theme and amusement parks and attractions.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4791 - Event Mgt Senior Project (3 Credits)

Students choose between participation in the planning, marketing and implementation of an actual event for a profit or not-for-profit organization within the university or greater community or a research project and paper.

Prerequisite(s): HFT 3757 and HFT 3802

HFT 4866 - Wine Merchandising, Taste & Tech (3 Credits)

A course in oenology and the fundamentals of wine technology (viticulture and vinification methods). The major types of wine and the factors influencing their quality; principles of sensory evaluation; wine merchandising and marketing. Classroom discussion accompanied by class tastings of selected wines. An emphasis on identifying by taste the grape varietal of different wines from each region. s. 562.11(4), Fla. Stat., must be complied with. Students are required to fill out a release form. The instructor checks student IDs. Any student under the age of 19 is automatically dropped from the course. This course is restricted to sophomores, juniors, and seniors.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4894C - Culture, Food and Spirits (3 Credits)

This course explores culinary and beverage cultures of the world with a focus upon their importance to gastronomic experiences. Students will learn about wine, beer, distilled beverages and their interrelationship with their culture, heritage, and environment.

Prerequisite(s): FSS 3338C

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect.

HFT 4912 - Resort & Hosp. Direct Study (3 Credits)

Resort and hospitality individual study by students under the direction of a faculty member. The topic will be selected by the faculty member. Permission of instructor required.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.

HFT 4934 - PGM Senior Seminar (3 Credits)

Senior seminar requiring the student to research a challenging golf industry issue and provide a solution paper and presentation on this topic.

HFT 4945 - Internship Experience (3 Credits)

Students demonstrate connection of theory to practice through observation and work experience at approved industry organizations. Students work a minimum 500 hours with the employer.

Prerequisite(s): HFT 1000

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., WBLI - Work based learning indicator

HFT 4948 - PGA PGM Internship II (1-5 Credits)

Students have the opportunity to relate theory to practice through work experience at approved/designated industry organizations. Students work a minimum of 500 hours to 1500 hours for the employer. Students will be graded by the faculty taking into account the grade the employer representative assigns the student for the internship evaluation, required internship paper and PGA work experience requirements.

Attribute(s): WBLI - Work based learning indicator

HFT 4955 - Resort& Hosp Mgmt Study Abroad (3 Credits)

Intensive study tour, including preparatory work, research, focusing on resort/hospitality management operations in the global market. Differences and similarities between U.S. resort/hospitality industry and foreign markets. Students will tour, meet, and shadow resort management during their study abroad.

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., RHME - Resort & Hosp.Man.Elect.