

Course Catalog Descriptions: Hotel Management BS

ACC 1010 – Fundamentals of Accounting: This course introduces the basic concepts of financial, managerial and tax accounting needed to promote entrepreneurial efforts. The content focuses on accepted accounting methods and specific organizational skills required for business owners to record, analyze and present their financial information.

BVG 2015 – Beverage Fundamentals: This course provides an overview of responsible beverage service. Practical hands-on experience focuses on how to manage the beverage operation of a restaurant, hotel and event business and its relationship to sustainable tourism. Students learn the requirements to equip, staff, manage, and market beverage operations. Classroom activities allow for student appraisal and evaluation of the preparation and service of beverages. Course assignments and activities provide a review of the major commercially available beverages of the world to build student awareness of the procurement and selection of quality beverages for hospitality operations.

EVT 2010 – Event Industry: This course presents an overview of the major segments of events industry: meetings, expositions, events, and conventions. The roles and responsibilities of destination marketing organizations and destination management companies will be reviewed. The relationship between general and service contractors and professional events will be examined and their specific functions will be discussed and evaluated. This course highlights the role of the event planner, whose responsibilities include planning, organizing, directing, and controlling various types of events.

HTE 1040 – Hospitality Tourism and Events Fundamentals: In this course, students are provided an overview of the hotel, restaurant, tourism and event industries. Basic operations, development, and management of those industries are covered. The course includes career opportunities and industry interrelations across these four professions. Students gain an overview of the Hospitality, Tourism and Events Department at MSU Denver, and learn how to maneuver through the university systems to become a successful student. The course includes career self-appraisal, academic management, scholarship application processing, cover letter instruction, interviewing skills, and strengths weakness opportunities threats analyses.

HTE 3250 – Managerial Accounting for Hospitality: This course concentrates on the analysis and interpretation of hotel, restaurant, event and tourism accounting procedures and financial statements. The importance of Uniform System of Accounts for hospitality businesses, the completion of the accounting cycle, and ethical accounting practices are related to the production and analysis of: balance sheets, income statements, and cash flow statements. Principles of budgeting, forecasting, pricing techniques, revenue management, financial ratios and financial management are reviewed by conducting case analysis explicit to the hotel, restaurant, events, and tourism industries.

HTE 3550 – Human Resources in Hospitality: In this course, students examine the human resources and management issues that are prevalent in the hotel, restaurant, tourism, and events industries. The course explores planning, organizing, goal setting and communicating effectively. Equal Employment Opportunity (EEO), diversity, recruitment, and training are also covered in this course.

HTE 3570 – Marketing for Hospitality: In this course, students apply principles of marketing and advertising to the specific needs of the hotel, restaurant, tourism, and event industries. Students will conduct field work in their area of concentration, analyzing particular marketing concepts, and provide current application.

HTE 3580 – Legal Aspects of Hospitality: This course provides an overview of the legal fundamentals that apply to operations and management in the hospitality and tourism industries with an emphasis on preventative management practices. Legal procedures, Civil Rights, contract law, negligence, relationships with guests, and specialized liabilities related to food and alcohol service, and tourism companies are covered. Additional topics of contemporary legal issues as they relate to employment practices, market regulations, and franchising.

HTE 4730 – Hospitality Negotiation and Sales: In this course, students are given an overview of the legal, ethical, and practical environment which impacts the negotiation of meeting contracts and the execution of the events which they represent. It examines the strategies of negotiation and sales.

HTE 4750 – Hospitality Leadership: In this course, students explore theoretical findings concerning leadership and brings them to life through practical application. Students complete a series of self-assessment to identify their management and leadership styles and traits. The course addresses the importance of leadership, charisma and characteristics of leaders. The meaning of ethics, social responsibility, power, and politics in the hotel, restaurant, tourism, and event industries are investigated through role play and debate.

HTE 4800 – Hospitality Strategic Management: In this course, students analyze various approaches to strategic management in a hospitality and related industry context. Course content overviews strategy concepts and ideas while illustrating relevant examples from current hotel, restaurant, tourism, and events industry cases. Student compare managerial techniques to acquire, develop, and manage internal resources such as people, knowledge, financial capital, and physical assets. Strategies for restructuring, entrepreneurship, innovation, organization design, and global alliances are analyzed to best suit stakeholder interest in hospitality and related industry businesses.

HTL 1010 – Hotel Industry Fundamentals: This course will present an overview of dynamic interrelationships of the lodging industry, and segmentation of various types of properties and how they differ from each other. Examination of various topics include: guest services, human resources, property management, sales and marketing, brand management, revenue management, career paths, current industry trends, and historical developments.

HTL 2512 – Hotel Front Office: This course examines hotel- front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and settlement. Students identify effective front-office management, with particular attention to the planning and evaluation of front-office operations. Front-office procedures and management are placed within the context of the overall operation of the hotel.

HTL 3522 – Hotel Housekeeping: This course demonstrates how to manage housekeeping operations in the hotel industry. Student study the management of direct housekeeping day-to-day operations from the big picture perspective down to technical details. This course examines the interrelation of hotel departments, and maximum guest service and profitability.

HTL 3652 – Hotel Property Management: In this course, students examine blueprint reading, building construction safety, utility requirement, and mechanical systems as they relate to managing a hospitality property.

HTL 4100 – Revenue Management: This course provides student with the foundational metrics and definitions that are used throughout the lodging industry. Student will analyze various types of lodging industry data, interpret the results of a variety of reports and make strategic inferences based on their analysis. IN addition, this course prepares students for the exam required to obtain the Certification in Hotel Analytics (CHIA). This certification is recognized internationally by the lodging industry as a knowledge benchmark for revenue management.

HTL 4500 – Applied Hotel Management (Senior Experience): This Course will focus on the business decisions made at the management and executive levels of a hotel and how those decisions affect not only the property itself, but also a hotel's competitive set. A real market dynamic is simulated for a hotel that students will manage, with a focus on the financial results of key areas such as market share, revenue optimization, forecasting, capital investment, channel management, and food & beverage revenue sourcing, among many others. Utilizing simulation software, Students will develop a competitive and operational strategy, implement the strategy, and review the results of their decisions in a real-time simulated market environment.

RST 1550 Food Fundamentals: The fundamentals of food are explored through visual and sensory analysis. Food identification, selection and sourcing are explored through demonstrations, videos, and kitchen tours of the Hospitality Learning Center. Course activities utilize food and kitchen vocabulary vital to a professional food service manager. The principles of food safety and sanitation and their relationship to the daily operations of food service are integrated throughout the course. ServSafe Food Handler Certification is achieved by each student during this course.

RST 3600 – Cost Controls for Food & Beverage: This course develops the skills for a manager of food and beverage operations in the hospitality or health care industries. Procurement, preparation and service to final accountability of sales and costs are covered.

TTM 3000 – Sustainable Tourism: Featuring a variety of worldwide case studies, this course examines the opportunities and challenges of maximizing the positive impacts of tourism on cultures, environments, and economies.