

HTR - Hospitality, Tourism, and Recreation

HTR 107 Intro to Hospitality Mgmt: 3 Credits (3 Lec)

(F, Sp) This course is designed to help students develop professional knowledge of the central theories, principles, and best practices related to the hospitality, tourism, and event management industries.

HTR 201 Hotel Management & Operations: 3 Credits (3 Lec)

(Sp) A holistic analysis of concepts, methods, and strategies that are necessary for success in the lodging and facilities industry.

HTR 202 Introduction to Event Management: 3 Credits (3 Lec)

(Sp) Introductory basics of special event planning, coordination, budgeting, marketing, sales, completion, and evaluation.

HTR 204 Restaurant Management and Operations: 3 Credits (3 Lec)

(Sp) This course introduces the basics of restaurant management, operational concepts, methods, and strategies.

HTR 205 Pathways to Career Advancement I: 1 Credits (1 Other)

PREREQUISITE: HTR 107. (Sp) The Pathways to Career Advancement I is for students in the Hospitality Management program. The course gives practical advice for navigating the hospitality industry and academic life college. Students will network with industry professionals and develop soft skills

HTR 220 Sustainability in the Hospitality Industry: 3 Credits (3 Lec)

PREREQUISITE: HTR 107 or consent of instructor. (Sp) Personal definitions and ability to impact an operation and society are developed while understanding the tiers of sustainability: economic, social, environmental, and ethical. Students develop sustainable policies, practices, and strategies working with an industry partner

HTR 230 Fundamentals of Tourism Management: 3 Credits (3 Lec)

PREREQUISITE: HTR 107. (Sp) This course will examine the past, present, and future trends and issues in the hospitality and tourism industry with special emphasis on the planning, marketing, and management functions

HTR 291 Special Topics: 1-4 Credits (1-4 Lec)

Courses not required in any curriculum for which there is a particular one-time need or given on a trial basis to determine acceptability and demand before requesting a regular course number. Repeatable up to 12 credits.

HTR 298 Hospitality Management Internship: 3 Credits (3 Other)

PREREQUISITE: HTR 107, HTR 201. (F, Sp, Su) An individualized assignment with a lodging or facilities operation to provide guided experience in the field

HTR 330 Event Management: 3 Credits (3 Lec)

PREREQUISITE: HTR 107. (F) Using experiential learning, this course will cover planning, executing, and evaluating an event for a client

HTR 335 Hospitality Facilities Management: 3 Credits (3 Lec)

PREREQUISITE: HTR 107, HTR 201. (Sp) This course is an introduction to the fundamental issues involved in the design and management of hospitality facilities. Emphasis is given to maintenance, energy use, occupational health and safety, design and conservation issues

HTR 345 Revenue Management: 3 Credits (3 Lec)

PREREQUISITE: Grade of C or better in HTR 107, HTR 230, and BGEN 210 or consent of instructor. (Su) Students will learn techniques to maximize revenue and manage costs in the hospitality industry. The course covers topics such as food and labor cost control, strategies for increasing revenue, and techniques for effectively delivering products and services to customers

HTR 350 Hospitality Purchasing & Cost Control: 3 Credits (3 Lec)

PREREQUISITE: HTR 107, HTR 201, HTR 204. (F) Majors only.

Purchasing and cost control functions of a hospitality-oriented firm have direct and significant impact on the profitability of the enterprise. This course further develops fundamental managerial accounting and financial management concepts from prerequisite courses for the successful management of the purchasing and cost control functions in hospitality organizations

HTR 365 Entrepreneurship & Innovation in the Service Industries: 3 Credits (3 Lec)

PREREQUISITE: HTR 107, HTR 201, and HTR 204. (Sp) Majors only. Changing guest preferences and increased use of communication and information technologies are inconsistent with many of the legacy processes in the hospitality industry. Integrating new technologies in the hospitality industry is challenging. This course provides a framework to identify optimal solutions that leverage innovative technologies, business models, and data to enhance and personalize hospitality guests' experiences. Specifically, the course will guide students through the innovation process to seek solutions that rely on data and provide frictionless, personalized experiences. The use of process management tools, exploration of hospitality challenges, discussions, and engagement with industry executives will enrich the learning experience and practical application of these concepts. Major emphasis is on the principles and practices of strategy in the rapid-paced environment of innovation, as focused on technology, sustainability, and entrepreneurship in the hospitality industry

HTR 455 Advanced Hospitality Management & the Customer Experience: 3 Credits (3 Lec)

PREREQUISITE: HTR 107, HTR 201, and HTR 204. (Sp) This course focuses on knowledge and skills necessary to create and manage optimal customer experiences. Addresses The role of a quality servicescape in customer experiences, the interpersonal and managerial skills necessary to facilitate quality services, and professional trends in the provision of services

HTR 475 Integrative Hospitality Simulation: 3 Credits (3 Lec)

PREREQUISITE: HTR 107 and HTR 201 or HTR 230 and Senior Standing. (Sp) Majors only. Designed to provide an opportunity for Hospitality Management seniors to practice integrating hospitality management and operations using simulation software

HTR 490R Undergraduate Research: 1-6 Credits ()

(Sp) 12 credit max. Directed undergraduate research/creative activity which may culminate in a research paper, journal article, or undergraduate thesis. Course will address responsible conduct of research. May be repeated.

HTR 491 Special Topics: 1-4 Credits ()

Courses not required in any curriculum for which there is a particular one-time need, or given on a trial basis to determine acceptability and demand before requesting a regular course number. Repeatable up to 12 credits.

HTR 492 Independent Study: 1-3 Credits ()

(Sp) 9 credit max. Directed research and study on an individual basis.

HTR 498 Hospitality Management Internship II: 2-12 Credits (2-12 Other)

PREREQUISITE: Senior standing in major. (F, Sp, Su) An individualized assignment with a professional business in the hospitality industry to provide a guided field experience Repeatable up to 12 credits.

HTR 499 Capstone: Hospitality Management Systems and Strategy: 3 Credits (3 Lec)

PREREQUISITE: Senior standing. (Sp) Utilizes a previous knowledge, coursework, and experiences in hospitality management and hones professional skills including oral and written communication and leadership