

HOSPITALITY AND EVENT MANAGEMENT (TH)

TH116: Introduction to Hospitality, Event Management, and Tourism

In this course, you will learn about the fundamentals of the hospitality, event, and tourism industry which spans the globe. Highlights include investigating career opportunities in lodging, food service, clubs, casinos, cruise lines, and entrepreneurship. You will discuss organizational structures, including franchising and management companies. Current trends, including social responsibility, ethics, sustainability, human resources topics, customer service excellence, and marketing concepts in the industry, will be explored.

Quarter Credit Hours: 5 | Prerequisite: None

TH201: Food Entrepreneurship

In this course, you will be introduced to global entrepreneurship in the food and beverage industry. Highlights include identifying skills needed to plan, organize, manage, lead, and control a business, to satisfy current market needs and meet regulatory requirements. International industry opportunities and future trends embracing diversity and inclusivity are addressed throughout the course. The course culminates with designing a professional business plan presentation from conception to customer.

Quarter Credit Hours: 5 | Prerequisite: None

TH206: Hotel Management and Operations

A hotel management and departmental perspective on daily operations addressing the optimal guest experience is emphasized in this introductory course. The interactions between functional areas of the hotel are examined to assist management in realizing the property's goals. Topics include problem-solving and leadership skills, revenue management, technology, and team-building skills.

Quarter Credit Hours: 5 | Prerequisite: TH116 or permission from the Department Chair

TH213: Food and Beverage Management

This course provides a foundational understanding of food and beverage operations from a management perspective for potential industry professionals. Key topics include commercial and noncommercial foodservice operations, sanitary and safety procedures in food and beverage operations, menu planning and design, the process for purchasing, receiving, and storing food products, and nutrition.

Quarter Credit Hours: 5 | Prerequisite: None

TH230: Foundations of Conference and Event Planning

In this course, important elements of planning, organizing, and managing conferences and events are examined. Recommended planning steps involved in the execution and management of professional conferences and events are applied to real-world scenarios. Through analysis of marketing and management concepts, budgeting best practices, and operational considerations, the skill sets necessary to become an effective practitioner in this field are reviewed to provide an initial foundation for future hospitality professionals.

Quarter Credit Hours: 5 | Prerequisite: None

TH270: International Event Planning

In this course, you will learn the essential planning, organizing, and delivery strategies needed for successful meeting, event, and conference creation in the international arena. Resources, contingency planning, and problem-solving will be emphasized for both in-person and virtual platforms. Differences in language, time zones, risk and security factors, and diverse stakeholder needs involved in designing, coordinating, and planning professional global meetings, conferences, and events will also be addressed.

Quarter Credit Hours: 5 | Prerequisite: TH230

TH311: Sustainable Hospitality Management

In this course, you will examine sustainability, a wide-reaching topic that provides an important context for anyone aspiring to lead and manage in the hospitality and tourism industry. You will explore the challenges businesses face due to climate change's effects and determine steps you can take to reduce the impact. This overview will provide you with a baseline comprehension regarding the responsibilities in three key areas, including environmental, social, and ecological. Sustainability is quickly becoming a focus of global hospitality and tourism leaders as they revise and rebuild their businesses for the future.

Quarter Credit Hours: 6 | Prerequisite: TH116