HSP - Hospitality

Courses numbered 100 to 299 = *lower-division*; 300 to 499 = *upper-division;* 500 to 799 = *undergraduate/graduate*.

HSP 411. Introduction to Hospitality   (3).
This introductory course provides an overview of the hospitality industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

HSP 412. Advanced Concepts in Hospitality   (3).
Students are exposed to various topics of the hospitality industry. The topics are determined as a result of industry driven demands, trends or technology advancement. Special focus is allocated on industry required skills for success in the hospitality industry and all that it encompasses. This course is an in-depth study of selected topic(s) in the hotel, restaurant, culinary and tourism industries. It is designed to reinforce and further develop basic knowledge and skills gained in earlier course (HSP 411). Prerequisite(s): HSP 411.

HSP 413. Applied Learning in Hospitality   (3).
Students enrolled in this course are expected to complete at least 320 work hours of industry experience in an approved hospitality operation, lodging, residential facility, commercial food service, institutional food service, meeting planning or the related travel and tourism field. Students must provide evidence for the hours and work completed – typically a letter (email) from the employer(s). Students can use their current or recent job to fulfill the requirement. Additionally, students are expected to engage in course discussions and assignments about customer experiences observed, evaluate HR practices experienced, analyze financial documents and discuss living cases. This class is best suited for the last semester of the hospitality program. Prerequisite(s): HSP 411.

HSP 414. Human Resource Management in Hospitality   (3).
Students study the basic terms and ideas of managing people and HR systems common in the hospitality industry including restaurants, hotels, senior living facilities, entertainment venues and other guest establishments. The class covers work design, HR planning, recruiting and hiring applicants, training and evaluating employees, and creating a reward system to encourage individual engagement. Students cannot receive credit for both MGMT 414 and HRM 466. Prerequisite(s): junior standing, restricted to BBA in hospitality.

HSP 415. Customer Experience in Hospitality   (3).
Customer experience (CX) occurs every time a customer interacts with a company via any channel, at any time, for any purpose. Each interaction is an opportunity to strengthen or weaken the relationship with that customer. Creating a world-class, end-to-end customer experience can become a key strategic differentiator, but it requires a deep understanding of both the customers and how they interact, as well as a commitment to change business processes based on that understanding. This course is taught through lectures, readings, discussion of customer experience case studies, and experiential activities. Participants prepare and execute an end-to-end customer experience improvement project using all aspects of the customer experience methodology taught in class. Ideally, each student works with the leadership team of a public or private company or startup to resolve one major problem using CX best practices. This course helps students prepare a better business case required in other classes. Prerequisite(s): junior standing.