

HOSPITALITY MANAGEMENT YEAR 2 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

BUREPM335 – Property Management Experiential Learning, 6 Credits.

Description: The aim of this course is to provide students with the basic knowledge of professional property management. Students will become familiar with the different management methods, such as ownership and subleases, as well as the new specific insurance practices for the tourist rental market. This course focuses on major functions of property managers, and details specific practices and problems in managing a variety of properties, such as residential, retail and industrial ones. Students will also learn how to manage maintenance, construction, insurance, and relations with tenants. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

HPFBCC532 – Cost Control, 3 Credits.

Description: Course develops skills in scheduling and controlling costs in managed projects that present the challenges of time, human resources, materials, budget, project specifications, and deadlines. The concept of financial planning for businesses and organizations, including a special emphasis on hospitality structures, asks students to consider the compilation of budgets, identifying/forecasting potential problems to avoid profit loss, flexible vs. static budgets to control costs, and types of cost control analysis.

HPFBCS470 – Catering Sales and Operations, 3 Credits.

Description: This course will enable candidates to gain a deep

knowledge and qualification relating directly to the catering environment. the course will enhance their personal growth and development, enabling them to undertake their role with greater confidence. All organizational, logistic and marketing aspects of the catering industry will be analyzed.

BUMAOB470 – Organizational Behavior, 3 Credits.

Description: The aim of this course is to provide an overview of main theoretical concepts of organizational behavior (OB) and their application in contemporary hospitality organizations. The course covers various topics in OB, which are generally grouped into the individual, group, and organizational levels of analysis. The course balances conceptual knowledge with practical application. Lectures will provide a broad overview of the course topic and explain key concepts to be used in understanding phenomena occurring in the business world. Relevant case studies will be discussed in class in order to develop skills in applying knowledge to practical situations.

HPHTIM450 – International Management for the Hospitality Industry, 3 Credits.

Description: This course will consider how food and wine tourism is implemented in Italy. The regional aspect of the country, its rich cultural variety, and how the tourism revolving its cuisine and wine are interpreted in sustainable forms will be analyzed. Students will explore the unique gastronomy, products, and producers of specific Italian regions in order to understand the role of territories and local cultures in Italian food and wine tourism. The practices, organization, management, and implementation of these forms of tourism will be studied along with territorial and cultural aspects to discover how gastronomic tourism expresses the soul of a place and can generate new or renewed interest in geographic areas of Italy.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Management Operations and Front Office Procedures
Experiential Learning Experiential Learning
- Food and Beverage Operations and Management, 3 Credits.
- Housekeeping Management
- E-Marketing for the Hospitality Industry
- International Tourism