

HOSPITALITY MANAGEMENT 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

HPFBSM331 - Front of the House Management Experiential Learning, 6 Credits.

Description: The front of house area of any restaurant should be carefully planned in order to balance ambiance with function. Restaurant seating, wait stations, and waiting areas are just a few of the areas to consider when planning a restaurant dining room. The course focuses on all aspects that characterize the front of the house experience. Emphasis is placed on the importance of the front of the house to properly reflect the restaurant concept and the necessity of planning front of the house spaces for efficiency. Furthermore, the course considers the pivotal role of excellent customer service and the training methods of front of the house staff. 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.

HPHTIH300 – Introduction to Hospitality, 3 Credits.

Description: Provides a fundamental overview of the hospitality industry and its main segments: hotel, restaurant, management services, and clubs. The operational sectors of the industry as well as managerial components and skills will be explored. All of the following topics will be examined: development of tourism; demand for travel, examination of food and beverages industry, associations and organizations related to hospitality as a sub-segment of the tourism industry. Career opportunities in the hospitality industry will be discussed and students will be encouraged to develop their own career plan.

HPHTIE200 – Introduction to Event Management, 3 Credits.

Description: The course will provide students with a solid grounding of coordination of events and entertainment. The class will focus on the historical evolution, organizational standards and career paths in the field of event management. The lessons will also address theory elements concerning the foundations of strategic planning, financial management, human resources management and event sponsorship. Students will be involved in hands-on projects developed by the schools event manager in order to experience directly many tasks related to the planning and carrying out of events.

HPHTHR350 – Human Resource Management, 3 Credits.

Description: The purpose of this course is to provide an overview of human resources management, with particular emphasis in human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues. The course has been developed for the those whose job requires managing people in a global environment according to the traditional HR. Topics covered include: human resource planning, job analysis, recruitment, personnel selection, performance, employee turnover, the importance of HR in an industry like the hospitality sector, ethics and practices within personnel.

HPSMSM300 – Introduction to Spa Management, 3 Credits.

Description: Coming Soon.

SPRING SEMESTER:

BURERE280 – Principles of Real Estate Management, 3 Credits.

Description: The aim of this course is to provide student with an overview of the main characteristics of the real estate industry. Students will learn about the real estate business and will compare the Anglo-American and Italian systems. This course includes an introduction to real estate contract law and to Civil Law and Common Law in order to understand the different approaches of the legislation that regulates the real estate world. Students will also gain knowledge of the basics of real estate market economics including USA's foreign direct investment (FDI) flows to Italy.

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HPFBRM392 – Restaurant Management Experiential Learning, 6 Credits.

Description: This course examines the problems of the financial structures of restaurant management, in parallel with the objectives and techniques of the individual owner. The planning and decision-making tools available to managers in an organization and comparison between single or partnership managements will be discussed. Personnel organization and food preparation plans will be covered. The course is based on a double approach, combining theory and practice: students will be introduced to the basics of restaurant management and will be given the opportunity to discuss their ideas and questions with selected professionals who are successfully running their restaurant businesses in Florence. Extensive site visits to local restaurants be organized. This course includes 150 hours of Experiential Learning 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.

HPHMH350 – Hospitality Marketing, 3 Credits.

Description: This course takes a practical approach to introducing students to the marketing of hotels, restaurants and clubs. Market segmentation, marketing research, advertising, public relations, promotions, packaging, pricing strategies, revenue maximization, travel purchasing systems and the future of hospitality marketing will be examined.

HPHTTC360 – The Client-Customer Relation Management, 3 Credits.

Description: This course is an examination of personal and small group communication with particular emphasis on methods of perceiving information and transmitting messages in order to foster and build strong relationships with the customer. Such links will be learned by several role playing exercises that are a part of the coursework. Students will review the ways in which people communicate with each other, the skills needed to communicate effectively in work situations, group decision-making, and the forces that influence group behavior. The course will also analyze the two basic principles of the Quality System regarding the bottom-up model and doing things correctly the first time.

BUAFAC200 – Principles of Accounting, 3 Credits.

Description: Coming Soon.