

Specialized Track in Lodging Management in Hospitality Management, B.S.

The Lodging Management Specialized Track is a new track in the Hospitality Management (B.S.), effective in the Fall Semester of 2016. Rather than completing 15 hours (5 courses) in Restricted Electives, students would select 15 hours (5 courses) from this specialized track.

Lodging Management Track 15 hours (select 5)

- HFT 3654 Hospitality Franchising
- HFT 4253 Advanced Lodging Operations
- HFT 4266 Hospitality Brand Management
- HFT 4274 Resort Management
- HFT 4343 Hospitality Facilities Management
- HFT 4473 Hospitality Development Analysis
- HFT 4522 Resort Sales Tactics and Strategies

UCF Undergraduate Catalog Course Descriptions

HFT 3654 RCHM-FOOD&LODG 3(3,0) Hospitality Franchising: PR: HFT 2254 or HFT3263, HFT 2500, HFT 3431 and Junior standing. Addresses the legal requirements for franchising, contract rates, responsibilities, size, structure, and history.

HFT 4253 RCHM-FOOD&LODG 3(3,0) Advanced Lodging Operations: PR: HFT 2254, HFT 2500, HFT 3431, HFT 3603 and Junior Standing. Advanced case study course based on interaction with hotels, timeshares, shared ownership properties, and other sleeping accommodations. Exposes course participants to real life operational situations.

HFT 4266 RCHM-FOOD&LODG 3(3,0) Hospitality Brand Management: PR: HFT 3263 or HFT 2254, and HFT 2500 and Junior standing or C.I. Exploration of the principles of brand management for restaurants and foodservice, hotels, timeshares and shared ownership properties.

HFT 4274 RCHM-FOOD&LODG 3(3,0) Resort Management: PR: HFT 1000, HFT 2254, or C.I. Comprehensive analysis of applied theories, principles, and techniques in the management of hotels and shared ownership/timeshare properties.

HFT 4343 RCHM-HSP SERV 3(3,0) Hospitality Facilities Management: PR: HFT 1000, HFT 2254 and Junior standing; or C.I. Principles of facility planning, layout, design, and physical plant characteristics for hotels, timeshares and shared ownership properties, restaurants and foodservice and other hospitality related venues.

HFT 4473 RCHM-HSP SERV 3(3,0) Hospitality Development Analysis: PR: HFT 2254 or HFT 3263, HFT 2500, HFT 3431, and Junior standing. Review of methodological operation, financial and marketing aspects of analyses for foodservice, hotels, timeshares, and shared ownership development projects.

HFT 4522 RCHM-FOOD&LODG 3(3,0) Resort Sales Tactics and Strategies: PR: HFT 1000, HFT 2254, or C.I. Sales tactics and business-to-business strategies employed in the sales and marketing of resort hotels, timeshares, and shared ownership properties.