

HMGT 4202: Restaurant Concept Development and Management

3 Credit Hours

Prerequisite: Admission to the Coles College Undergraduate Professional Program or (60 credit hours with a minimum GPA of 2.0 and a student in a Coles College Partner Program that included this course)

In this course, students will learn about restaurant concepts and their development and operation. Students will examine the key restaurant development and operational functions such as: concept development; restaurant opening; the legal and regulatory aspects of restaurant development and operations; equipment and design; menu design; marketing and promotion; financial statement analysis; restaurant analytics; pricing; supply chain management; customer experience management and employee staffing, engagement, and performance management. At the completion of the course, students will be able to implement strategies to effectively own, manage and operate a successful restaurant or food service business.

HMGT 4203: Hotel Real Estate Investment and Asset Management

3 Credit Hours

Prerequisite: Admission to the Coles College Undergraduate Professional Program or (60 credit hours with a minimum GPA of 2.0 and a student in a Coles College Partner Program that included this course)

Real estate represents one of the largest and most significant investment by firms and individuals in the hospitality industry. The course will also cover hotel market analysis and valuation techniques including estimating hotel occupancy and room rate, forecasting hotel revenue and expenses and the hotel valuation process. Students will learn how to perform a hotel valuation market study using the Hotel Market Study and Valuation Software. The course will also examine the components of hotel asset management, a service which has become a central tenet for several hotel ownerships.