



DEDMAN COLLEGE OF HOSPITALITY

THE DEDMAN COLLEGE OF HOSPITALITY	3
BS IN HOSPITALITY MANAGEMENT	7
BS IN RECREATION & TOURISM MANAGEMENT	12
GRADUATE CERTIFICATE IN EVENT MANAGEMENT	14

THE DEDMAN COLLEGE OF HOSPITALITY

The Undergraduate Overview

Dean: Donald G. Farr; **Assistant Dean:** Alishia Piotrowski

Established in 1947, the Dedman College of Hospitality (DCH) is the second oldest U.S. hospitality management program of its kind in a public university. The program is regarded by industry recruiters as one of the most highly respected, offering domestic and international studies focusing on luxury resort and lodging management, restaurant and fine dining management, beverage management, event management, recreation, and private club management.

The Dedman College offers majors in Hospitality and Tourism Management and Global Club Management and Leadership as options within its Bachelor of Science in Hospitality Management degree. In addition, the college offers a Bachelor of Science in Recreation and Tourism Management.

The college is a favored hiring source for managers of the world's leading hotels, restaurants, clubs, recreation organizations and beverage producers/wholesalers. College administrators and faculty members work with top industry organizations, executives, and alumni to provide students with a relevant curriculum, valuable internship experiences and networking/mentorship opportunities. Graduates are prepared to fill the growing global demand for multicultural awareness in hospitality managers and experience high industry placement rates.

The college's internship program encourages experiential learning as a complementary approach to classroom education. It offers established internships across the U.S. and those with world-class operations in other countries, such as in Ireland and New Zealand. Students are also encouraged to enrich their global education through the Dedman College's Montreux, Switzerland, and Florence, Italy, Study Abroad Programs.

Networking and leadership opportunities are available through student organizations — such as the Club Manager Association of America, Eta Sigma Delta, the Florida Restaurant & Lodging Association, and the Recreation and Tourism Student Association — and through numerous events held at the college. The Dedman College's unique curriculum parallels requirements for membership in Florida State's elite Garnet & Gold Scholar Society, thereby supporting student leaders.

Programs Offered

The **Hospitality and Tourism Management** major prepares students for leadership positions in hospitality management in hotels, restaurants, and other service industries. The college employs a global approach to prepare students to serve a multinational clientele and to fill the growing international demand for hospitality industry managers. Graduates of the program currently enjoy top managerial and ownership positions in hotels, resorts, restaurants, clubs, event companies, and various other industries where interpersonal skills, leadership, and teamwork are valued. The requirement of practical, on-the-job experience, where the student applies classroom knowledge to the workplace, prepares the Dedman College of Hospitality graduate for success in the hospitality industry and beyond.

The major in **Global Club Management and Leadership** is built on a track record of preparing students with business knowledge and skills, developing international internships at top hospitality organizations, and building life-long relationships with industry partners. Graduates are prepared to enjoy being part of an exciting industry segment that includes private country clubs, international hotels, resorts, private yacht clubs, private dining clubs, and international golf management companies.

The **Recreation and Tourism Management** major is designed to prepare individuals for professional positions in such settings as resort and commercial recreation, corporate and employee recreation, public parks and recreation, youth-serving and military agencies, campus recreation, and travel and tourism. With a bachelor's degree from this program, students may qualify for employment as recreation program supervisors/managers/coordinators, facility managers, adult and youth sports supervisors, activities directors, special events coordinators, tourism services managers, and guest service coordinators.

Certificates

The Certificate in Special Events is a 12 credit hour certificate preparing students for employment opportunities in the special events industry. Courses introduce the special event industry, as well as event operations and management, event promotions, and event technology.

The RNDC Certificate in Beverage Management is a 12 credit hour certificate designed to meet the needs of individuals interested in pursuing careers that involve beverage management. The primary emphasis is on sales and service within the context of the hospitality and tourism industries.

Institutes and Centers

The **International Center for Hospitality Research and Development** serves as a key provider to international industry professionals of research on a wide array of topics, including tourism marketing, visitors, lodging and service management, food safety, operations policy analysis, and training.

The **Marriott Career and Professional Development Center** prepares students to launch their career by helping them develop relationships with top hospitality organizations through internships and work experiences. Students have the opportunity to polish interview skills, fine-tune résumés and cover letters, and network with industry leaders, recruiters, and prominent alumni.

Facilities

The **Dedman College of Hospitality** is in the *University Center Building B*, which provides for the specialized academic/training objectives established by the college. In addition to classrooms, this facility provides hospitality students with teaching kitchens, a student collaboration center, a publication resource center, and a placement center. The building also contains an affiliated professionally managed city club that provides hospitality students with real-world food and beverage experience in elegant surroundings. In addition to the facilities located in the University Center Building, the college has classrooms and office space at 2550 Pottsdammer Street on the second floor of the Don Veller Seminole Golf Course Clubhouse.

Undergraduate Courses

Definition of Prefixes

HFT—Hospitality Management

LEI—Leisure

Course Listing

LEI 1000. Introduction to Recreation and Tourism (3). This course is an exploratory course designed to serve those students curious about or committed to recreation and tourism as a major. Students will be introduced to the types of providers and services offered by professionals working in the industry. The career options available in the recreation and tourism industry are also explored.

LEI 1181. Leisure and Recreation Adaptations for All Ages and Abilities (3). This course introduces students to the concepts of leisure and recreation for people of varying abilities. Students review best practices for inclusion in facilities and programs. This course is interactive, with student participation through simulations, group discussions, presentations, and opportunities for personal reflection.

LEI 2318. Events: Love Them, Then Leave Them. What's My Footprint? (3). This course provides an overview of ethics and corporate social responsibility in the meetings, conventions, and events industry. Students evaluate the application of ethical practices in the meeting and events industry. The correlation between ethical behavior and corporate social responsibility is also analyzed. Students learn to identify and determine when sustainability related practices are applied to meetings, conventions, and events.

LEI 3004r. Introduction to Recreation, Tourism and Events (3). This course provides an introduction to the nature and diversity of recreation pursuits and the social and cultural forces that influence leisure related choices. Students examine the various ways in which recreation is organized for delivery by professionals working in the recreation and event industry. Career opportunities in recreation, park, and event management are explored. May be repeated to a maximum of nine credit hours.

LEI 3266. Adventure and Ecotourism (3). This course provides education in teaching leadership and programming skills for outdoor adventures through observation, direct participation, and skills demonstration.

LEI 3312. Introduction to Special Events (3). This course introduces students to special event planning and prepares them to design and implement a variety of special events for leisure, recreation and park organizations, community organizations, non-profit agencies, associations, corporations, and other organizations.

LEI 3420. Recreation Activities Leadership (3). This course includes selection, development, and understanding of recreation activities and how specific activities meet the needs of individuals. This course develops leadership skills and the ability to plan and lead activities appropriate to age, interest, and culture.

LEI 3435. Planning Recreation Experiences (3). This course is designed to facilitate understanding principles and methods of recreation experience design and operation. Students apply goal and objective technology, and development and sequencing of activities in creating an experience design within the recreation, tourism and event field.

LEI 3545. Marina Management (3). This course introduces students to the marina industry. Students learn about career paths within the industry, the different types of marinas operating in the world, the evolution of the industry throughout the years, the various business models associated with this segment of recreation, and trends/sustainable business practices for the future.

LEI 3843. Commercial Recreation and Tourism (3). This course is designed to introduce the concepts, principles, and practices of commercial recreation and tourism.

LEI 4314. Event Operations and Management (3). This is an advanced course in event planning and operations that provides students the opportunity to apply skills and concepts needed to plan and produce successful events. Focus is placed on managerial aspects of events such as financing, economic impact, and legal issues involved with events.

LEI 4524. Leadership and Supervision in Recreation, Tourism, and Events (3). Prerequisite: LEI 3004. This course introduces the concepts, principles, and best practices for leading and supervising employees of recreation, sport, and leisure service organizations.

LEI 4551. Administration of Recreation, Tourism, and Event Organizations (3). In this course, students learn the skills needed for the administration of recreations, tourism, and event services providers, including legal foundations, contracts, risk management, revenue sources, budgeting, and financial management.

LEI 4561. Special Event Promotions (3). This course presents students with an overview of standard event promotional techniques including online marketing strategies.

LEI 4602. Managing Recreational Experiences (3). This course provides students with the tools and skills required to manage a recreation program. Emphasis is placed on program development, implementation, facility planning, and cost analysis. Students learn the processes and resources needed to create and manage positive recreational experiences for various audiences.

LEI 4864. Technology for Events (3). This course introduces the student to the variety of ways computer applications and other technologies are used in the planning, design, marketing, and evaluation of events.

LEI 4881. Assessment, Research and Evaluation in Recreation, Tourism, and Events (3). Prerequisite: LEI 3435. This course enables students to assess, research, and evaluate the functions, participant interests, and behaviors in recreation, tourism and event organizations.

LEI 4921r. Fieldwork in Recreation, Tourism and Events (1-3). (S/U grade only.) Prerequisite: LEI 3004 or LEI 3420. This course is designed to provide the student with an opportunity to gain practical experience by working in an organized recreation, parks, tourism or special event agency. May be repeated to a maximum of six credit hours.

LEI 4930. Senior Seminar in Recreation, Tourism, and Events (1). Pre- or corequisites: LEI 4551, LEI 4602, and LEI 4881. This seminar introduces current trends, issues and problems facing the recreation, tourism and events industry, and guides students' professional development as they seek their senior internship and career.

LEI 4940r. Internship in Recreation, Tourism and Events (15). Prerequisite: LEI 4930. This course is a full-time internship experience in a recreation, tourism and events organization under the supervision of a professional in that field. May be repeated to a maximum of 30 credit hours; repeatable within the same term.

HFT 1000. Introduction to Hospitality and Tourism Management (3). This course offers an introductory review of the segments, disciplines, career opportunities, and current issues in the hospitality industry.

HFT 1350. Golf for Business and Life (1). (S/U grade only.) This course is designed for students who have never experienced the game of golf. Students learn the basics of the game in a casual, fun environment. This course counts as credit for a physical education activity course.

HFT 2060. Coffee, Tea and International Culture (3). This course is an introduction to coffees and teas of the world with a focus upon their importance to global cultures found in many regions. Students learn about these beverages and their unique interrelationship with their regional culture, heritage, and environment. Each beverage focuses upon specific regions of the world.

HFT 2061. Ales, Lagers and International Culture (3). This course is an introduction to ales and lagers of the world with a focus upon their importance to global cultures found in many regions. Students learn about these regional beers and the interrelation with their culture, including food, heritage, and festivals.

HFT 2062. International Wine and Culture (3). This course provides an introduction to wines of the world with a focus upon the importance to global cultures. Students learn about these regional wines and the interrelationship with their cultures and heritage.

HFT 2063. Distilled Spirits and International Culture (3). This course is an introduction to distilled spirits of the world with a focus upon their importance to global cultures found in many regions. Students learn about these regionally distilled beverages and their interrelationship with their culture, heritage, and environment. The course presents distilled spirits from various regions and countries of the world representing the USA, Canada, South and Central America, Asia, Europe, Africa and the Middle East, among others.

HFT 2080. International Protocol on Western Behavior and Service Standards (3). This course is designed to explore the diverse verbal and non-verbal Western cultural habits, dress, behaviors, beliefs, service delivery expectations, and codes of conduct compared to the cultural mores, dress, traditions, political structure, behaviors (both verbal and non-verbal), travel, service delivery styles, and expectations of people from various international cultures.

HFT 2452. Hospitality Supply Management (3). This course introduces the importance of how proper hospitality supply management can lead to hospitality business success. Understanding the relationship between what supplies are needed, negotiations and bidding processes for obtaining competitive pricing, balancing inventory with consumer demand, developing and maintaining business relationships through the supply chain, and the proper sales process are emphasized in this class content. The course is open to all majors within the university.

HFT 2704. A Survey of Eco-Tourism (3). This course develops the skills needed for analyzing issues pertaining to the development and participation in eco-tourism. Special emphasis will be placed on the particular conditions in Costa Rica and how they are similar and dissimilar from conditions in the United States from both an environmental and social perspective.

HFT 2710. Foundations of International Travel and Tourism (3). This introductory course provides students with an overview of the international tourism industry and the factors that influence its structure and development. International travel and tourism is examined from global, industry and developmental perspectives.

HFT 2716. International Travel and Culture (3). This course introduces students to contemporary tourism through a geographical and multicultural perspective of worldwide travel. The course emphasizes the most popular travel destinations and provides information about the physical and cultural characteristics of major cities, states, and countries. The course offers basic facts about travel destinations, the environment, and the people of many regions around the world, and it presents the nature of cultural diversity reflecting both Western and non-Western cultures with special emphasis on ethnic background, race, religion, values, tradition, language, material goods, and inter-relationships among local cultures.

HFT 2801. Tequila, Agave Spirits, and Culture (3). This course is an introduction to tequila and agave spirits with a focus upon their importance in the Mesoamerican cultures. Students learn about tequila and agave spirits and their unique interrelationship with their regional culture, heritage, and environment.

HFT 2876. Italian Wine and Culture (3). In this course, students take the first steps toward understanding the physiological process of wine tasting. Students begin to gain familiarity with wine regions of Italy, various types of grape varieties, and the process of wine production. Students participate in hands-on experiences in a vineyard and winery.

HFT 2890. International Food and Culture (3). The course is designed to explore the world's cuisines with a focus on the history of culinary arts, indigenous ingredients, customs, protocol, celebrations, religions, and various cooking methods and terminology.

HFT 2895. Italian Food and Culture (3). In this course, students learn about local Italian foods, how to prepare them, and the food culture of Italy. Students spend one day a week at an agritourism farm, engaging in the activities of the farm, including olive oil production, prosciutto and sausage making, truffle hunting, pasta making, and more. This course provides students with a rich experience and a deep understanding of Italian food culture.

HFT 3100. Introduction to Global Club Management (3). This course is designed to allow the student proper exposure to the expanding global club and golf resort management industry. The course highlights career paths, identifies various types of clubs throughout the world as well as discusses the evolution of private clubs and the direction they are headed in the years to come.

HFT 3101. Global Club Operations and Governance (3). HFT 3101 Prerequisites: HFT 3100 (C- or better) This course is designed to provide an in depth understanding of how global club and golf resort facilities operate to remain sustainable in both the US and international markets. Emphasis is placed on the club governance, management and leadership models, and the operation of various business units within a club and golf resort.

HFT 3104. Global Club Member Engagement & Events (3). Prerequisites: HFT 3100 and HFT 3101. This course provides students with an in-depth look at how private club management teams and governing boards engage with their members. Focus is placed on the processes and management practices that generate member revenues, build community and facilitate member usage of their clubs. Service management theories are utilized to illustrate best practices within the industry. Students learn various methods of communicating with members, how to generate ideas that activate a membership, and implement events that promote sustainable success for private clubs.

HFT 3221. Human Resource Management in Hospitality Operations (3). This course offers an analysis of human-resource issues in the hospitality industry such as staffing, training, appraisal, wage and hour administration, discrimination, harassment, and other governmental issues.

HFT 3240. Managing Service Organizations (3). This course presents service management from an integrated viewpoint with a focus on customer satisfaction. The course material integrates operations, marketing, strategy, information technology, and human resources. This course addresses the concept of quality and intends to fine tune students' managerial skills.

HFT 3242. Communication in Hospitality (3). This course familiarizes students with the principles of communication in the hospitality and tourism industries and maximizes students' confidence when communicating in the hospitality environment. The topics and activities inspire students to deliver excellent customer service focusing on three overall mediums of communication: written communication, oral communication, and generational communication.

HFT 3270. Resort Operations (3). This course examines the unique and dynamic components of resort operations. Students study various types of resorts, lodging/F&B operations, retail/commercial leasing, community relations, real estate, and other key resort areas.

HFT 3272. Senior Services Management (3). This course explores the planning, development, operation, and management of retirement facilities. Explores the various types of senior living facilities, including multi-level, independent, assisted living, and skilled-nursing care centers.

HFT 3424. Hospitality Financial Analysis (3). This course is a comprehensive analysis of industry benchmarks. Students are accountable for understanding, analyzing, and preparing, food, beverage, dining, lodging, club, and golf operations' budgets and financial statements. Students in the course study and learn to analyze Cash Flow Statements, Balance Sheets, Daily Sales Reports, Income Statements, Operations Budgets, and other common financial reports as they relate to the hospitality industry.

HFT 3431. Hospitality Managerial Accounting (3). This course provides students with the basic knowledge of managerial accounting principles in a hospitality environment.

HFT 3515. Resort Marketing and Social Media (3). This course examines resort marketing of service industries within the context of social media and how it is used to implement service strategies for resorts. This course is designed to provide students with fundamental resort marketing information combined with social media applications which enable them to establish promotional programs and develop, implement, and evaluate strategic marketing plans resorts.

HFT 3542. Event Management (3). This course is designed for students to learn the important aspects of planning and managing events, with an emphasis on social events such as educational, fundraising, reunions, religious, weddings, fraternal, political, and others.

HFT 3544. The Psychology of the Customer Experience (3). This course explores management of the customer experience, including the psychology behind customer decision-making and loyalty.

HFT 3603. Law for Hospitality Operations (3). This course provides insight into the legal issues faced by the hospitality industry. Emphasis is placed on issues most likely to lead to litigation against operators in the hospitality industry. Topics include customer interaction, contracts, negligence, property loss, food and alcohol service and employment law. Current issues and trends will be at the forefront of our analysis.

HFT 3700. Tourism Management and the Environment (3). This course investigates the environment and tourism and how they intertwine to create sustainable tourism.

HFT 3771. Introduction to Maritime Hospitality (3). This course allows students an initial exposure to the marina industry. Students learn about career paths within the industry, the different types of marinas operating in the world, the evolution of the industry throughout the years, the various business models associated with this segment of hospitality and trends/sustainable business practices for the future.

HFT 3806. Introduction to Food and Beverage Management (3). Prerequisite: HFT1000. This course exposes students to the business of food and beverage management, including history, noted contributors to the industry, commercial equipment, safety and sanitation, purchasing and procurement, preparation techniques, costing of food formulas, menu pricing, logistics, and service.

HFT 3834. Hospitality Entrepreneurship and Investment (3). This course provides an overview of entrepreneurship and investment concepts that are necessary for entrepreneurs in the hospitality industry. Specifically, the course covers the key principles of entrepreneurship and investment alongside the concepts, strategies, and tools needed to succeed as a small business owner, franchisee, founder, or other entrepreneurial professionals and investors.

HFT 3891. Global Food Controversy (3). In this course, students consider factual bases and differentiate them from misinformation and emotion regarding food issues. This course sheds light on the complexity of these issues and clearly highlights the scientific, cultural, political, geographical, and historical context of each issue. This course covers management methods and concepts utilized in the administration of food and beverage functions. This course equips students with the skills needed to evaluate controversial food issues as objectively as possible, leaving emotion and impulse out of the equation.

HFT 3941r. Management Internship (1-12). (S/U grade only.) Prerequisite: Admission to the Dedman School of Hospitality. This internship is designed for Dedman School of Hospitality students to gain real world experience in the business field through on-the-job practice. Students work under the direction of an approved industry professional and the internship director. May be repeated to a maximum of 12 credit hours.

HFT 4064. Ales, Lagers and Culture (3). This course is an introduction to ales and lagers of the world with a focus upon their importance to global cultures found in many regions. Students learn about these regional beers and the interrelationship with their culture, including food, heritage, and festivals. Restricted to students twenty-one years of age and older.

HFT 4104. Global Impacts and Sustainability in the Club Industry (3). This course is designed to provide the student with an in-depth understanding and appreciation for sustainable business practices within the private club and golf resort industry. Focus is placed on how existing companies operate within the sustainability model. Students are expected to generate discussions and ideas on how the industry will impact local, regional, and global communities in the future. Case studies are utilized to provide students with real world examples of current practices.

HFT 4205. Conversational Spanish for Hospitality Managers (3). Prerequisite: Senior standing. This course emphasizes Spanish international culture and conversation and was designed primarily for Hospitality leaders. The course allows students to apply their Spanish-language skills to increase fluency in everyday hospitality-related situations. The course also focuses on the customs and cultural characteristics of the people from Spain as well as from Central and South America. This course is not recommended for fluent Spanish speakers.

HFT 4224. Hospitality Leadership and Ethics (3). This course develops the skills needed for the analysis and development of interpersonal management skills, focusing on: leadership, ethics, employee and guest relations, and team building.

HFT 4253. Lodging and Luxury Hotel Management (3). This course examines the management of the rooms departments, food & beverage departments, other profit centers and staff functions; hotel sustainability, and hospitality ethics.

HFT 4448. Technology & Big Data Applications in Hospitality and Tourism (3). This course examines the use of information technology (IT), social media and big data in hospitality and tourism organizations. The course will help students understand the impact that contemporary and emerging technologies are having on hospitality and tourism operations, marketing, management, human resources and revenue systems.

HFT 4471. Managing Revenues and Expenses (3). HFT 4471 Prerequisites: HFT 3424 (C- or better) This course introduces students to the body of knowledge related to revenue management (RM). This course presents and reviews techniques used in maximizing revenues and managing costs in the hospitality industry. The course presents revenue management applications pertaining to the hospitality industry to control and maximize revenue.

HFT 4502. Integrated Marketing for Hospitality (3). The purpose of this course is to familiarize students with the principles of integrated marketing communications (IMC) in the hospitality and tourism industries. The term IMC refers to the development of marketing strategies and creative campaigns that weave together multiple marketing media (e.g., personal sales, advertising, social media, PR, etc.) to fulfill organizational goals. In this course, students will learn how to identify salient organizational stakeholders and how to use IMC to create a coordinated multi-channel marketing plan.

HFT 4802. Catering Management (3). HFT 4802 Prerequisites: HFT 3806 (C- or better) This course covers management methods and concepts utilized in the administration of food and beverage functions.

HFT 4866. Wine and Culture (3). This course is an introduction to basic wine knowledge that, together with wine tasting, enhances student understanding and appreciation of wine and its place in our culture and heritage. Restricted to students 21 years of age and older. May not be taken as an S/U course.

HFT 4905r. Directed Individual Study (1-3). May be repeated up to a maximum of 15 credit hours.

HFT 4930r. Special Topics in Hospitality Administration (1-3). This course is an in-depth study of current topics in hospitality administration. May be repeated to a maximum of 12 credit hours when topics change.

HFT 4941. Field Study in Hospitality Administration (0). (S/U grade only.) This field study consists of 1,000 hours of satisfactory, acceptable work experience in the hospitality industry. Discussion expands and integrates the work experience to enhance management decision-making skills. Report and supervisors' evaluation required. Students should register for this class the term in which they plan to graduate.

HFT 4970r. Honors in the Major Research (1-6). Prerequisite: Admission to the honors program. In this course, students accepted into the Honors in the Major program complete an original research or creative project in their major area of study. This course must be repeated at least twice to complete a minimum of six (6) credit hours total but may be repeated up to a maximum of 12 credit hours in total.

THE DEDMAN COLLEGE OF HOSPITALITY

GRADUATE STUDIES

Information for Graduate Students

Dean: Donald G. Farr

Interdisciplinary Programs: Entrepreneurship and Hospitality; MS in Hospitality Entrepreneurship

THE DEDMAN COLLEGE OF HOSPITALITY

Graduate Courses

Definition of Prefix

ENT—Entrepreneurship

HMG—Hospitality Management: Graduate

Course Listing

ENT 5952r. Discovering the Global Influence of Entrepreneurship and Hospitality (1). These one-hour study abroad courses are typically nine days long with seven days being on-the-ground in the respective countries. Each country visit offers unique opportunities that will expose graduate students to the country's culture, people, lifestyles, industries, and small businesses that make that city and country an important place to visit and study.

HMG 5296. Business Strategy for the Hospitality Industry (3). This course provides students with an advanced understanding of both theoretical and practical issues within the domain of strategic management.

HMG 5465. Hospitality Financial Management (3). This course provides a comprehensive overview of the fundamental principles and theoretical framework that form the foundation of corporate financial management decisions in the hospitality industry. In this course, students develop skills in framing and solving quantitative business problems, using both a calculator and Excel. The course also includes lessons on time value of money, valuation, capital structure, project valuation, feasibility study, franchising, and management contract.

HMG 5466. Hospitality Revenue Management (3). This course covers important topics including, but not limited to, the following: revenue management applications that hospitality managers can use to increase revenue without increasing products or promotions, strategies for tapping into new markets, and effectively and efficiently delivering products and services to customers.

HMG 5501. Hospitality Marketing Strategy (3). This course provides students with an advanced understanding of both theoretical and practical issues within the domain of marketing strategy.

HMG 5655. Franchising and Management Agreements (3). This course provides an overview of franchising agreements and management agreements focusing on the ownership structure in the hospitality industry. The course covers the principles of franchise and management agreements, and introduces franchising opportunities in the hotel and restaurant industries.

HMG 5697. Managing Legal Risks of Hospitality Organizations (3). This course is designed to provide insight into the legal issues faced by the hospitality industry. Emphasis is placed on issues most likely to lead to litigation against operators in the hospitality industry. Topics are focused on employment law and current issues and trends are at the forefront of our analysis.

HMG 5908r. Studies in Hospitality and Tourism (3). This course provides graduate students the opportunity to explore subjects of interest which are not offered within the existing list of courses.

BS IN HOSPITALITY MANAGEMENT

Introduction

DEDMAN COLLEGE OF HOSPITALITY

Website: <https://dedman.fsu.edu>

Dean and Robert H. Dedman Professor of Hospitality Management: Don Farr; **Assistant Dean:** Alishia Piotrowski; **Bessie Morgan Marshall Professor in Hospitality Management:** Kimberly Harris; **Cecil B. Day Distinguished Professor of Ethics:** Nathan Line; **Robert H. Dedman Professor of Hospitality and Tourism Management:** Tarik Dogru; **J. Willard Marriott Sr. Professor in Hospitality:** Lydia Hanks; **Robert H. Dedman Professor in Hospitality Management:** Woody Kim; **Associate Professor:** Sean McGinley; **Assistant Professors:** Milly Njeri, Danielle Park, Abhinav Sharma; **Teaching Faculty II:** Libby Lewis, Cynthia Johnson, Zach Weston

Established in 1947, the Dedman College of Hospitality's (DCH) hospitality management program is the second oldest U.S. hospitality management program of its kind in a public university. It is regarded by industry recruiters as one of the most highly respected, offering domestic and international studies focusing on luxury resort and lodging management, restaurant and fine dining management, beverage management, event management, recreation management, and private club management.

The Dedman College offers **both a major in Hospitality and Tourism Management and a major in Global Club Management and Leadership** as options within its Bachelor of Science in Hospitality Management degree. High achieving undergraduate students in the Dedman College of Hospitality may also participate in the Combined Pathways program to take up to 12 graduate credits in the Hospitality Entrepreneurship MSE degree and count those credits toward both their undergraduate and graduate degrees.

The College is a favored hiring source for managers of the world's leading hotels, restaurants, clubs, resorts, recreation organizations, and beverage producers/wholesalers. College administrators and faculty members work with top industry organizations, executives, and alumni to provide students with a relevant curriculum, valuable internship experiences, and networking/mentorship opportunities. Graduates are prepared to fill the growing global demand for multicultural awareness in hospitality managers. The college experiences high industry placement rates.

The College's internship program encourages experiential learning as a complementary approach to classroom education. It offers established internships across the U.S. and those with world-class operations in many other countries, such as in Ireland and New Zealand. Students are also encouraged to enrich their global education through the Dedman College's Montreux, Switzerland and Florence, Italy Study Abroad Programs, or through the International Exchange Programs in Surrey, England and Seoul, South Korea.

Networking and leadership opportunities are available through student organizations — such as the Club Management Association of America, Eta Sigma Delta, the Florida Restaurant & Lodging Association Student Chapter, and the Recreation and Tourism Student Association — and through numerous events held at the college.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of “C–” or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in hospitality and global club management satisfy this requirement by earning a grade of “C–” or higher in CGS 2100 or CGS 2518.

State of Florida Common Program Prerequisites for Hospitality Management & Tourism

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting <https://www.flsenate.gov/Laws/Statutes/2021/1006.73>.

FLVC has identified common program prerequisites for the degree program in Hospitality. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: <https://cpm.flvc.org/programs/135/223>.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

European Summer Study Program

Combining accelerated classroom instruction with travel and on-site observation of industry operation, the program achieves an ideal educational balance. Classes are taught in English by Florida State University faculty. The following topics of the HFT 4930r, Special Topics in Hospitality Administration, are offered at the Montreux, Switzerland location: (a) European Food and Wine, (b) European Travel and Tourism, (c) International Hotel Administration, as well as (d) Special Studies in International Hospitality Administration. At the Florence, Italy location, the following courses are offered: HFT 2876, Italian Wine and Culture, HFT 2895, Italian Food and Culture.

Courses completed in this program count toward the state of Florida requirement that at least nine credit hours be completed in the Summer term at one of the State University System senior institutions.

BS IN HOSPITALITY MANAGEMENT

THE MAJOR IN HOSPITALITY & TOURISM MANAGEMENT

Hospitality & Tourism Management: Requirements for the Major

All students must complete:

- the University-wide baccalaureate degree requirements summarized in the “Undergraduate Degree Requirements” chapter of this General Bulletin
- the common program prerequisites for hospitality management majors
- the core requirements for all Dedman College Students
- the major area requirements for all hospitality and tourism management majors

Dedman College of Hospitality Core Requirements

All Dedman College of Hospitality students must complete the courses listed below with a grade of “C–” or better in each course used to satisfy the hospitality core requirements.

HFT 3424 Hospitality Financial Analysis (3)

HFT 4224 Hospitality Leadership and Ethics (3)

HFT 4502 Integrated Marketing for Hospitality (3)

*HFT 3941 Management Internship (3-12) **

*Hospitality and Tourism Management and Global Club Management and Leadership majors must complete a minimum of 3 hours of HFT 3941 (Internship).

Hospitality and Tourism Management students must have a total of 12 credit hours between HFT 3941 and approved major-specific elective requirements. Students may complete additional credit hours (up to 12) and use them as substitutes for elective requirements. This means that if the max of 12 hours is put towards HFT 3941, zero hours of electives are required under major coursework.

Global Club Management and Leadership students must have a total of nine credit hours between HFT 3941 and approved major-specific elective requirements. Students may complete additional credit hours (up to 9) and use them as substitutes for elective requirements. This means that if the max of 9 hours is put towards HFT 3941, zero hours of electives are required under major coursework.

Hospitality and Tourism Management Major Area Requirements

All hospitality management and tourism majors must complete the courses listed below with a grade of “C–” or better in each course used to satisfy the hospitality management upper-level course requirements.

HFT 3431 Hospitality Managerial Accounting (3)

HFT 3603 Law for Hospitality Operations (3)

HFT 3806 Introduction to Food and Beverage Management (3)

HFT 4253 Lodging and Luxury Hotel Management (3)

HFT 4471 Managing Revenues and Expenses (3)

HFT 4802 Catering Management (3)

*HFT 4941 Work Experience (0)***

Elective Listed Below (3)

Elective Listed Below (3)

Elective Listed Below (3)

Hospitality and Tourism Management majors may complete additional credit hours (up to twelve total) of HFT 3941 (Management Internship) and use them as substitutes for elective requirements (listed below).

Hospitality and Tourism Management Electives

HFT 2060 Coffee and Tea (3)

HFT 2061 Ales, Lagers, and International Culture (3)

HFT 2062 International Wine and Culture (3)

HFT 2063 Distilled Spirits (3)

HFT 2080 International Protocol on Western Behavior and Service Standards (3)

HFT 2452 Hospitality Supply Management (3)

HFT 2704 A Survey of Ecotourism (3)

HFT 2710 International Travel and Tourism (3)

HFT 2716 International Travel and Culture (3)

HFT 2801 Tequila, Agave, Spirits and Culture (3)

HFT 2876 Italian Wine and Culture (3)

HFT 2890 International Food and Culture (3)

HFT 2895 Italian Food and Culture (3)

HFT 3100 Introduction to Global Club Management (3)

HFT 3221 Human Resource Management in Hospitality Operations (3)

HFT 3240 Managing Service Organizations (3)

HFT 3242 Communication in Hospitality (3)

HFT 3519 Conventions Services and Events Management (3)

HFT 3542 Event Management (3)

HFT 3544 Psychology of the Customer Experience (3)

HFT 3700 Tourism Management and the Environment (3)

HFT 3891 Global Food Controversy (3)

HFT 4064 Ales, Lagers, and Culture (3)

Note: Students must be twenty-one years of age to take this course.

HFT 4448 Technology and Big Data Applications in Hospitality and Tourism (3)

HFT 4866 Wine and Culture (3) **Note:** Students must be twenty-one years of age to take this course.

HFT 4905 Directed Individual Study (1–3)

HFT 4930r Special Topics in Hospitality Administration (1–3)

HFT 4970 Honors Thesis (3)

LEI 1181 Leisure and Recreation Adaptations for All Ages and Abilities (3)

LEI 2318 Events: Love Them, Then Leave Them. What's My Footprint? (3)

LEI 3266 Outdoor Adventure Education (3)

LEI 3312 Introduction to Special Events (3)

LEI 3545 Marina Management (3)

LEI 4314 Event Operations and Management (3)

LEI 4561 Special Event Promotions (3)

LEI 4864 Technology for Events (3)

****Students enrolled in the Dedman College of Hospitality must complete a professional management internship towards at least 1000 hours of professional industry work experience in the hospitality industry. The work experience must be completed at the post-secondary level. Students must register for HFT 4941 (Field Study in Hospitality Administration) in their final term (or in the term in which they will complete the 1,000 hours) to document this work experience.**

Students needing elective hours to satisfy the University 120 total hours requirement are encouraged to select additional electives from the above list of courses. Please note that these courses may not be offered every term.

Definition of Prefixes

HFT—Hospitality Management

LEI—Leisure

BS IN HOSPITALITY MANAGEMENT

MINOR IN HOSPITALITY MANAGEMENT

Overview

The Hospitality Management minor consists of 12 hours, including both HFT 1000 (3) Introduction to Hospitality and Tourism and HFT 3240 (3) Managing Service Organizations. The remaining two courses (6 hours) may be any HFT prefix course. At least six of the 12 credits must be completed at FSU and students must earn a grade of C- or higher in all courses used to satisfy the minor. Students are encouraged to choose from the following list of courses to fulfill the remaining 6 hours towards the minor: HFT 2060, HFT 2061, HFT 2062, HFT 2063, HFT 2080, HFT 2452, HFT 2710, HFT 2716, HFT 2890, HFT 3519, HFT 3542, HFT 3700, HFT 3771, HFT 3891, HFT 4064, HFT 4448, HFT 4930r, or HFT 4866. This minor is not available to students pursuing a major in hospitality & tourism management or a major in global club management & leadership. Due to space limitations, courses may be reserved for major students online in certain semesters.

BS IN HOSPITALITY MANAGEMENT

THE MAJOR IN GLOBAL CLUB MANAGEMENT & LEADERSHIP

Global Club Management and Leadership: Requirements for the Major

All students must complete:

- the University-wide baccalaureate degree requirements summarized in the “Undergraduate Degree Requirements” chapter of this General Bulletin.
- the core requirements for all Dedman College Students (see above)
- the major area requirements for global club management majors

Global Club Management and Leadership Major Area Requirements

All Global Club Management and Leadership majors must complete the courses listed below with a grade of “C–” or better in each course used to satisfy the Global Club Management upper-level course requirements.

HFT 1350 Golf for Business and Life (1)

HFT 3100 Introduction to Global Club Management (3)

HFT 3101 Global Club Operations and Governance (3)

HFT 3104 Member Engagement Events (3)

HFT 3431 Hospitality Managerial Accounting (3)

HFT 3806 Introduction to Food and Beverage Management (3)

HFT 4802 Catering Management (3)

Elective Listed Below (3)

Elective Listed Below (3)

Elective Listed Below (3)

Global Club Management and Leadership majors must complete two HFT or LEI electives. A list of HFT and LEI electives may be found below. Global Club Management and Leadership majors may complete additional credit hours (up to nine total) of HFT 3941 (Management Internship) and use them as substitutes for elective requirements (listed below).

Global Club Management and Leadership Electives

HFT 2060 Coffee and Tea (3)

HFT 2061 Ales, Lagers, and International Culture (3)

HFT 2062 International Wine and Culture (3)

HFT 2063 Distilled Spirits (3)

HFT 2080 International Protocol on Western Behavior and Service Standards (3)

HFT 2452 Hospitality Supply Management (3).

HFT 2704 A Survey of Ecotourism (3)

HFT 2710 International Travel and Tourism (3)

HFT 2716 International Travel and Culture (3)

HFT 2801 Tequila, Agave, Spirits and Culture (3)

HFT 2876 Italian Wine and Culture (3)

HFT 2890 International Food and Culture (3)

HFT 2895 Italian Food and Culture (3)

HFT 3221 Human Resource Management in Hospitality Operations (3)

HFT 3240 Managing Service Organizations (3)

HFT 3242 Communication in Hospitality (3)

HFT 3519 Conventions Services and Events Management (3)

HFT 3542 Event Management (3)

HFT 3544 Psychology of the Customer Experience (3)

HFT 3891 Global Food Controversy (3)

*HFT 4064 Ales, Lagers, and Culture (3) **Note:** Students must be twenty-one years of age to take this course.*

HFT 4448 Technology and Big Data Applications in Hospitality and Tourism (3)

*HFT 4866 Wine and Culture (3) **Note:** Students must be twenty-one years of age to take this course.*

HFT 4905 Directed Individual Study (1–3)

HFT 4930r Special Topics in Hospitality Administration (1–3)

HFT 4970 Honors Thesis (3)

LEI 1181 Leisure and Recreation Adaptations for All Ages and Abilities (3)

LEI 2318 Events: Love Them, Then Leave Them. What's My Footprint? (3)

LEI 3266 Outdoor Adventure Education (3)

LEI 3312 Introduction to Special Events (3)

LEI 3545 Marina Management (3)

LEI 4314 Event Operations and Management (3)

LEI 4561 Special Event Promotions (3)

LEI 4864 Technology for Events (3)

Additional Global Club Management and Leadership Requirements

Global Club Management and Leadership majors are required to complete six months of approved internship. Internships must be approved by the Department Chair of Global Club Management and Leadership.

Global Club Management and Leadership majors are required to complete a global component to include one of the following: International Internship, Study Abroad Experience with FSU International Programs, a Domestic Internship with a multinational corporation, or completion of the FSU Global Citizenship Certificate program.

Global Club Management and Leadership majors are required to become members of the Club Management Association of America upon being formally admitted to the major.

Attendance and/or participation in a minimum of six industry events is required. These may include but are not limited to: Club Management Association or America (CMAA), National Student Conference, CMAA World Conference, PGA Merchandise Show, CMAA FSU Student Chapter Club Tour Events, and Dedman College of Hospitality Leadership Summit.

Complete a capstone portfolio which includes documentation, CMAA involvement, industry engagement and activities, international experience, reflection essay, work action photos, and best practices.

BS IN RECREATION & TOURISM MANAGEMENT

Department Chair: Cynthia Johnson; **Teaching Faculty I:** Gentry Leonard, Jieun Song,

Introduction

The Recreation and Tourism Management program offers courses leading to the Bachelor of Science (BS) degree in Recreation and Tourism Management. The degree is designed to prepare individuals for professional positions in such settings as resort and commercial recreation companies, corporate and employee recreation, public parks and recreation, youth-serving and military agencies, campus recreation, and travel and tourism. With a bachelor's degree from this program, students may qualify for employment as recreation program supervisors/managers/coordinators, facility managers, adult and youth sports supervisors, activities directors, tourism services managers, and guest service coordinators.

The Recreation and Tourism degree is a part of the Dedman College of Hospitality. The Dedman College faculty and staff work closely with industry partners to provide students with relevant curriculum and job placement opportunities upon graduation. The College's internship program encourages experiential learning as a complementary approach to classroom education. It offers established internships across the U.S. and those with world-class operations in many other countries, such as in Ireland and New Zealand. Students are also encouraged to enrich their global education through the Dedman College's Montreux, Switzerland and Florence, Italy Study Abroad Programs, or through the International Exchange Programs in Surrey, England and Seoul, South Korea.

For more information, contact the Department Chair, Cynthia Johnson, by e-mail at crjohnson@dedman.fsu.edu or by phone at (850) 645-9980. The Recreation and Tourism Management program offers its full degree program at both the Tallahassee campus and the Panama City campus.

Advising

Florida State University provides academic advising to students interested in pursuing coursework in the Dedman College of Hospitality. Students seeking academic advising on the Tallahassee campus are advised to visit <https://dedman.fsu.edu/current-students/academic-advising> and reach out to an academic advisor for more information. Students may also contact Renee Dyehouse by email at rdyehouse@fsu.edu for more information. Students who want to take classes on the Panama City campus are advised to contact the Academic Advising & Student Success Center by e-mail at advising@pc.fsu.edu or by phone at (850) 770-2288.

Digital Literacy Requirement

Students must complete at least one course designated as meeting the Digital Literacy Requirement with a grade of "C-" or higher. Courses fulfilling the Digital Literacy Requirement must accomplish at least three of the following outcomes:

- Evaluate and interpret the accuracy, credibility, and relevance of digital information
- Evaluate and interpret digital data and their implications
- Discuss the ways in which society and/or culture interact with digital technology
- Discuss digital technology trends and their professional implications
- Demonstrate the ability to use digital technology effectively
- Demonstrate the knowledge to use digital technology safely and ethically

Each academic major has determined the courses that fulfill the Digital Literacy requirement for that major. Students should contact their major department(s) to determine which courses will fulfill their Digital Literacy requirement. Undergraduate majors in recreation and tourism management satisfy this requirement by earning a grade of "C-" or higher in CGS 2060, CGS 2518, or CGS 2100 or equivalent.

State of Florida Common Program Prerequisites for Recreation

The Florida Virtual Campus (FLVC) houses the statewide, internet-based catalog of distance learning courses, degree programs, and resources offered by Florida's public colleges and universities, and they have developed operational procedures and technical guidelines for the catalog that all institutions must follow. The statute governing this policy can be reviewed by visiting <https://www.flsenate.gov/Laws/Statutes/2021/1006.73>.

FLVC has identified common program prerequisites for the degree program in Recreation. To obtain the most up-to-date, state-approved prerequisites for this degree, visit: <https://cpm.flvc.org/programs/85/207>.

Specific prerequisites are required for admission into the upper-division program and must be completed by the student at either a community college or a state university prior to being admitted to this program. Students may be admitted into the University without completing the prerequisites but may not be admitted into the program.

Recreation and Tourism Management Degree Requirements

To earn a bachelor's degree in Recreation and Tourism Management, students must successfully complete the following: A minimum grade of "C-" or better must be earned in all program coursework.

HOSPITALITY CORE (15 credits)

HFT 3424 Hospitality Financial Analysis (3)

HFT 3431 Hospitality Managerial Accounting (3)

HFT 4502 Integrated Marketing for Hospitality (3)

HFT 4224 Hospitality Leadership and Ethics (3)

*HFT 3941 Management Internship (3-12)**

RECREATION & TOURISM REQUIREMENTS (24 Credits)

LEI 1000 *Introduction to Recreation and Tourism* (3)

LEI 3420 *Recreation Activities Leadership* (3)

HFT 3700 *Tourism Management and the Environment* (3)

LEI 3843 *Commercial Recreation and Tourism* (3)

LEI 4602 *Planning and Maintenance of Facilities in Leisure Systems* (3)

HFT 4941 *Field Study in Hospitality Administration* (0)

Elective Listed Below (3)*

Elective Listed Below (3)*

Elective Listed Below (3)*

*Recreation and Tourism Management majors must complete a minimum of three credit hours of HFT 3941 (Management Internship). Majors may complete additional credit hours (up to 12 total) of HFT 3941 (Management Internship) and use them as a substitute for the elective requirement (approved elective options listed below).

Students must complete at least 1,000 hours of work experience in the recreation industry. The work experience must be completed at the post-secondary level. Students must register for HFT 4941 (Field Study in Hospitality Administration) in their final term or in the term in which they will complete the 1,000 hours of work experience.

RECREATION & TOURISM MANAGEMENT ELECTIVES

LEI 1181 *Leisure and Recreation Adaptations for All Ages and Abilities* (3)

LEI 2318 *Events: Love Them, Then Leave Them. What's My Footprint?* (3)

LEI 3266 *Outdoor Adventure Ed* (3)

LEI 3312 *Introduction to Special Events* (3)

LEI 3545 *Marina Management* (3)

LEI 4314 *Event Operations and Management* (3)

LEI 4561 *Special Event Promotions* (3)

LEI 4864 *Technology for Events* (3)

HFT 2060 *Coffee and Tea* (3)

HFT 2061 *Ales, Lagers, and International Culture* (3)

HFT 2062 *International Wine and Culture* (3)

HFT 2063 *Distilled Spirits* (3)

HFT 2080 *International Protocol on Western Behavior and Service Standards* (3)

HFT 2452 *Hospitality Supply Management* (3)

HFT 2704 *A Survey of Ecotourism* (3)

HFT 2710 *International Travel and Tourism* (3)

HFT 2716 *International Travel and Culture* (3)

HFT 2801 *Tequila, Agave Spirits and Culture* (3)

HFT 2876 *Italian Wine and Culture* (3)

HFT 2890 *International Food and Culture* (3)

HFT 2895 *Italian Food and Culture* (3)

HFT 3100 *Introduction to Global Club Management* (3)

HFT 3221 *Human Resource Management* (3)

HFT 3240 *Managing Service Organizations* (3)

HFT 3242 *Hospitality Communications* (3)

HFT 3519 *Conventions Services and Events Management* (3)

HFT 3542 *Event Management* (3)

HFT 3544 *Psychology of the Customer Experience* (3)

HFT 3700 *Tourism Management and the Environment* (3)

HFT 3771 *Introduction to Maritime Hospitality*

HFT 3891 *Global Food Controversy* (3)

HFT 4064 *Ales, Lagers, and Culture* (3) Note: Students must be twenty-one years of age to take this course.

HFT 4448 *Technology and Big Data Applications in Hospitality and Tourism* (3)

HFT 4866 *Wine and Culture* (3) Note: Students must be twenty-one years of age to take this course.

HFT 4905 *Directed Individual Study* (1–3)

HFT 4930r *Special Topics in Hospitality Administration* (1–3)

HFT 4970 *Honors Thesis* (3)

Requirements for a Minor in Recreation and Tourism Management

A minor in Recreation and Tourism requires 12 hours of coursework. The minor consists of LEI 1000, any two of the following courses: LEI 1181, LEI 3266, HFT 3771, HFT 3100 (summers only), and one HFT elective. A grade of "C–" or better must be earned in each course counted toward the minor.

University Honors and Honor Societies

The Dedman College of Hospitality encourages eligible students to participate in university honors and in the honors in the major program. For a list of University-wide honor societies officially recognized by Florida State University, requirements, and other information, see the "University Honors Office and Honor Societies" chapter of the General Bulletin.

Definition of Prefixes

HFT—Hospitality Management

LEI—Leisure

GRADUATE CERTIFICATE IN EVENT MANAGEMENT

DEDMAN COLLEGE OF HOSPITALITY

Program Coordinator: Lydia Hanks

Please Note: as of November 1, 2016, admission to the program has been suspended with the intent to terminate the program. Applications are no longer being accepted. Students previously accepted to the program should contact the Certificate Program Coordinator at lhanks@dedman.fsu.edu.

Definition of Prefix

LEI—Leisure

Graduate Courses

LEI 5316. Event Planning Management (3). This course focuses on managerial aspects of event operations such as economic impact, assessment, infrastructure, safe operations, staging and production, food and beverage operations, vendors, and volunteers.

LEI 5317. Event Management Issues in Ethics and Risk Management (3). This course focuses on issues and considerations in event planning ethics, risk management, and safety.

LEI 5563. Event Marketing (3). This course focuses on the components required for development of marketing plans for the various venues in the special events industry, including sponsorship acquisition.

LEI 5942. Practicum in Events Management (3). LEI 5316(C or higher), LEI 5317(C or higher), and LEI 5563(C or higher); must be accepted to Events Management Certificate Program; and must have 3.0 overall GPA for certificate courses. Students must earn a B or higher to pass the course. This course provides students with an opportunity to apply knowledge, skills, and attitudes developed during their academic preparation. The course aims to help students gain valuable experience in management of events. Students complete a minimum of 150 hours over an extended period of time, but not less than twelve weeks.