

RESORT RECREATION MGMT TECH (RRMT)

RRMT 320. Legal Implications RR Industry. (3 Credits)

This course will cover legal principles governing hospitality operations. Case studies involving the resort and recreation industry will be emphasized. Topics include responsibilities for loss or injury to guests and guest property, inn maker relationships tax laws, labor laws, building codes and public health regulations. Prerequisites: BSAD 107 or BSAD 108 3 credits (3 lecture hours), fall semester

RRMT 398. Hosp Analytics Revenue Mktg. (3 Credits)

This course studies the application of budgeting, finance and revenue management principles at resort enterprises. Students will gain an applied understanding of hospitality analytics and measures of performance for revenue centers at resorts. Quantitative assessment tools and metrics as well as industry benchmarks will be studied. The final portion of the term will focus on case studies and culminates with a final research project which analyzes and synthesizes findings, presenting them in client ready format. Prerequisites: FSAD 201 or TOUR 251, 30 credit hours completed, or permission of instructor 3 credits (3 lecture hours), fall semester

RRMT 399. Study of Wine and Spirits. (3 Credits)

The intent of the course is to introduce the student to wine and spirits from various regions of the globe with an emphasis on location. Terroir and its importance to the evolution of wine and spirits will be integrated throughout the course. Products that are indigenous to the areas of study will be researched, discussed and examined. Sampling of the various products will be done throughout the course. The course also examines the essential items needed to set up a proper bar area. This includes glassware, and tools necessary in the preparation of the service of alcohol. Prerequisites: CAS 240 or BSAD 112 and junior standing in bachelor's degree program or permission of instructor 3 credits (3 lecture hours)

RRMT 425. Training Design & Impl - Hosp. (3 Credits)

This course is an applications-based course that will provide students with a solid foundation in the principles and procedures for selecting, designing, implementing and evaluating training programs. Conducting a needs assessment, utilization of instructional design models, applying appropriate technology, and evaluating outcomes will be studied. Students will be able to link results of the training programs studied to the mission of the corporation. Prerequisite: RRMT 320 or permission of instructor 3 credits (3 lecture hours), spring semester

RRMT 430. Assessment Customer Satisfacti. (3 Credits)

This course will identify and utilize the various assessment issues related to evaluation and the development of instruments and methodologies. The focus will be placed on how these assessment methods can be implemented to measure customer satisfaction. Guidelines for the development of instruments and processes will be discussed with an emphasis on reliability and validity issues. Focus groups, their uses, makeup and procedures for effective use will be discussed. Company models will be used to implement and demonstrate the student's understanding of the subject material. The relationship between assessment and continuous quality improvement will be emphasized. Prerequisite: BSAD 221 or RRMT 398 or permission of instructor 3 credits, (3 lecture hours), spring semester

RRMT 440. Tech Applications for RR Mgt. (4 Credits)

This course covers the applications of various software programs that enhance efficiency in resorts and recreational facilities. Identification of information management systems and function in various departments as well as necessary interfaces to enhance service recovery and quality will be covered. Prerequisites: TOUR 106, TOUR 153, RRMT 320 4 credits, (2 lecture hours, 2 hours of recitation), fall semester

RRMT 450. Facilities Safety and Security. (3 Credits)

This course identifies issues of security, surveillance and safety which must be addressed by resort enterprises for loss prevention. Major concepts include operational intervention and strategies for an effective security and safety program. Legal, prevention and compliance requirements will be reviewed. Prerequisite: BSAD 310 or permission of instructor 3 credits (3 lecture hours), fall semester

RRMT 460. International Hotel Resort Mgt. (3 Credits)

The goal of this course is to provide students with a basic understanding of the international hotel and resort industry by examining various aspects of hotel development and management in global terms. Prerequisites: TOUR 153 3 credits (3 lecture hours), spring semester

RRMT 465. Managing Entertainment Venues. (3 Credits)

This course is designed to identify the components of successful entertainment venues. Special focus on strategic planning, budgeting, special considerations/ requirements, legal issues, contracts, and public relations as they relate to leveraging the department. Students will integrate hospitality skills and knowledge to formulate an executive philosophy applicable to entertainment management. The class will implement a case study approach to enhance critical thinking and presentation skills. Prerequisite: RRMT 320 or permission of instructor 3 credits (3 hours per week, lecture), fall semester

RRMT 470. Capstone Exp. Orientation. (2 Credits)

This 2 credit hour course is to be completed during the semester prior to the student's 12 credit hour capstone experience. The focus of this course will be on preparation for the capstone experience including self-assessment of workplace competencies, identification of preferred work sites, developing interviewing skills, formulating a list of ideal capstone sites, creating an electronic portfolio, the application process, designing strategic career mapping document, formulating objectives of the experience, creating an approved project plan for the capstone experience, and completing a facility orientation schedule. Necessary forms and the capstone experience plan, (identifying projects to be completed); for RRMT 480 will be submitted by the student, and must be approved, prior to beginning their capstone work experience. Prerequisite: FSAD 257 and RRMT 430, B.B.A Resort and Recreation Service major, or permission of instructor 2 credits (2 lecture hours)

RRMT 475. Meeting Management. (3 Credits)

The goal of this class is to provide students with a comprehensive understanding of the meetings, expositions, events and conventions industry (MEEC). The class offers students an in-depth view of planning and management in MEEC. The course supports students with hands-on, step-by-step methods for planning and managing gatherings in MEEC. Prerequisite: TOUR 252 and RRMT 460 or permission of instructor 3 credits (3 lecture hours), spring semester

RRMT 480. Internship RR Service Mgt. (12 Credits)

This is supervised field work in a selected resort and recreation business or service organization. Students carry out a planned program of educational experiences under direct supervision of an owner, manager, or supervisor of the Resort or Recreation Department head in an organization. Each intern will be supervised by a member of the faculty on a regular basis. Written and oral reports of work experience activities will be required. An evaluation will be based on the quality of experiences gained from the internship. Prerequisites: RRMT 320, 430, 440, 470 or permission of instructor 12 credits, spring semester/fall semester/summer semester