

HTM 49900: Feasibility Studies and Business Development in Hospitality and Tourism

Course Description

The study of business development. The course will cover all stages in the feasibility and development process. Emphasis will be on strategic planning, design of systems, models and problem analysis, leading to the opening of a successful hospitality or tourism business.

Restrictions:

Must be enrolled in one of the following Majors:

Hospitality & Tourism Mgmt

May not be enrolled as the following Classifications:

Junior: 60 - 74 hours

Sophomore: 30 - 44 hours

sophomore: 45 - 59 hours

Freshman: 0 - 14 hours

Freshman: 15 - 29 hours

Prerequisites:

Undergraduate level HTM 21200 Minimum Grade of D- and Undergraduate level HTM 23100 Minimum Grade of D- and Undergraduate level HTM 34100 Minimum Grade of D-

Course Objectives

At the completion of the course, the student will be able to:

Review, prepare and present the various components that are involved in a feasibility study.

Assess the various aspects of and create a situation/operational analysis for a hospitality or tourism business.

Explain the various perspectives and operations philosophies.

Assess various management and operations philosophies.

Analyze and evaluate project planning and project management activities from conceptualization to completion.

Evaluate between ethical and unethical behaviors on the parts of individuals when preparing and presenting feasibility studies to potential investors and interested others.