

CA 5000 – FOOD AND BEVERAGE COST CONTROL (3 crs. 3 hrs.)

The application of tools to manage and control food and labor costs in the food service industry. Students learn the fundamental flow of the purchasing cycle including procuring vendors, selecting products, placing orders, and proper receiving procedures. Emphasis placed on understanding and controlling food and labor costs through forecasting, inventory evaluation, and income statements. Prerequisite: Passing score on Part 1 of the COMPASS Exam (Arithmetic).

CA 6000 – BEVERAGE MANAGEMENT (3 crs. 3 hrs.)

Introduction to managing and serving wine, beer, spirits, and non-alcoholic libations and their role in the restaurant industry from a culinary and marketing perspective. Examination of historical, geographical, cultural, and profitable roles beverages play. Terminology and theories of pairing beverages with food, production, sanitation, employee management, purchasing, receiving, storing, and regulation is explored. Development of new beverage concepts. NRA Educational Foundation ServSafe Alcohol certification.

Prerequisite: TAH 1000, TAH 7100.

CA 9000 – GLOBAL CULINARY IMPROVISATION (3 crs. 5 hrs.)

Principles and practice of identification, comparison, and evaluation of selected foods, ingredients, techniques, and equipment for recipe formulation, menu planning and preparation, application of global flavor principles and ingredients, and modifications to meet specific requirements. This is a capstone course focused on improvisational, interactive activities structured around five competencies: problem-solving, culinary improvisation, flavor and palate development, leadership and teamwork, and communication. Prerequisite: CA 100 and CA 200

CA 9200 – INTERNSHIP IN CULINARY ARTS (3 crs. 9 hrs.)

Integration of theory and practice in an actual work environment, eight hours per week of supervised field experience in culinary arts plus one hour a week on campus for a seminar discussion of relevant topics. Classroom sessions focus on industry-specific career development and planning skills, and preparation of a professional portfolio.

Prerequisite: CA 100 and CA 200

TOURISM AND HOSPITALITY

TAH 100 – INTRODUCTION TO TOURISM AND HOSPITALITY (3 crs. 3 hrs.)

Overview of the many and varied organizations and agencies that make up the tourism and hospitality industry, their roles and interrelationships. Topics include transportation, lodgings, restaurants, wholesale and retail operations, attractions, government owned parks and facilities, trade organizations, and governmental agencies.

TAH 200 – DESTINATION GEOGRAPHY (3 crs. 3 hrs.)

Destination development topics include: travel motivation; man-made and natural attractions, and activities in their geographic context; major tourism destination areas; selling techniques used when counseling clients.

Pre or corequisite: TAH 100

TAH 500 – LABOR RELATIONS AND CUSTOMER SERVICE PRACTICES (3 crs. 3 hrs.)

Labor and training topics within tourism and hospitality organizations. Terminology and best practices of the industry are explored. Relationship between employee and customer, and employee and management are examined. A survey of customer service techniques common to the industry is conducted.

Pre or co-requisite: TAH 100

TAH 1200 – TOURISM AND HOSPITALITY ENTREPRENEURSHIP (3 crs. 3 hrs.)

Introduction to the theories and concepts within the tourism and hospitality industries from an entrepreneurial perspective, including key determinants and their innovative impact on performance. The importance and impact of globalization is analyzed, and financial, marketing and legal strategies are explored. The tools needed to start one's own tourism and hospitality business are emphasized.

Pre or corequisite: TAH 100

TAH 1500 – CRUISES AND SPECIALTY MARKETS (3 crs. 3 hrs.)

Presents various specialty, niche travel markets to the student. These markets include: cruises, Adventure Tourism, Heritage Tourism, Spa and Fitness Tourism, Special Interest Sports Tourism, Gaming and Casino operations.

Pre or corequisite: TAH 100

TAH 1700 – TOURISM TECHNOLOGY (3 crs. 4 hrs.)

A survey of critical technology components in tourism and aviation, including Global Distribution Systems (GDS) and their application to each industry through workplace simulations and online activities.

Pre or corequisite: TAH 100

TAH 1800 – CASE STUDIES IN TOURISM AND HOSPITALITY (3 crs. 3 hrs.)

The case method is used to examine the various components of the tourism and hospitality industry. Each case contains details of actual operations that can be viewed from various perspectives in reaching solutions. Relevant technology and analytical tools are utilized throughout the course.

Pre or corequisite: TAH 100

TAH 1900 – THE BUSINESS OF TOURISM & HOSPITALITY (3 crs. 3 hrs.)

Survey of critical business competencies and applied technology strategies to manage, market, create and promote tourism and hospitality products and services. Relevant reports and documents are prepared by students through simulated activities. Entrepreneurial activities are placed in a Tourism and Hospitality context.

Pre or corequisite: TAH 100

TAH 2200 – FRONT OFFICE OPERATIONS (3 crs. 3 hrs.)

Survey of front office operations within a hotel including front desk, reservations, customer service, night audit, marketing and human resources. Students master and apply critical skills and competencies for careers in the Hospitality industry.

Pre or corequisite: TAH 100

TAH 2500 – TOURISM AND HOSPITALITY MARKETING (3 crs. 3 hrs.)

Application of practical marketing techniques including the marketing mix, communications mix, customer relationship marketing and online marketing. Emphasis is on the creation of a marketing plan typically used in small to mid-sized tourism and hospitality businesses.

Prerequisite: TAH 100

TAH 4100 – INTRODUCTION TO MEETING PLANNING (3 crs. 3 hrs.)

The basic essentials and elements of meeting planning plus an introduction to the opportunities and responsibilities in this growing field.

Pre or corequisite: TAH 100

TAH 4200 – EVENT PLANNING AND OPERATIONS (3 crs. 3 hrs.)

To effectively manage the increasingly complex area of hotel and association meeting and event planning and operations, students learn to understand and deal with fiscal constraints and acquire necessary skills and knowledge to successfully interact with the various players involved.

Prerequisite: TAH 4100

TAH 4300 – EVENT CATERING MANAGEMENT (3 crs. 3 hrs.)

Introduction to the basic skills and competencies required for catering, food and beverage operations, and the opportunities and responsibilities of this sector of the hospitality and tourism industry.

Pre or corequisite: TAH 7100

TAH 5100 – INTERPRETIVE GUIDING (3 crs. 3 hrs.)

Basic components of Tour Guiding including duties and responsibilities of a tour guide and how to handle tour groups in various settings. New York City will be the reference point for sight and attraction guiding.

Requirements for the New York City Tour Guide license.

TAH 5200 – HOSPITALITY TECHNOLOGY (3 crs. 3 hrs.)

A survey of critical technology components in hospitality and food services, offering a basic understanding of these systems and their application to each industry through workplace simulations and online activities. Hotel property management software is taught and food service purchasing simulations are practiced.

Pre or corequisite: TAH 100

TAH 5300 – GEOGRAPHIC HIGHLIGHTS (3 crs. 3 hrs.)

The financial, sociocultural, physical resource and environmental consequences of tourism developmental decisions. The application of this information in the competition for market share.

Prerequisites: TAH 100, TAH 200

TAH 5400 – COMPARATIVE HOSPITALITY VENUES (3 crs. 3 hrs.)

Meeting planning, Event management, Trade Show Development and administration and catering support as elements critical to the growth and economic development of the hospitality industry. This course will help prepare students to recognize and manage these factors in today's global marketplace.

Prerequisites: TAH 100, TAH 200

TAH 6100 – INTRODUCTION TO LOGISTICS AND TRANSPORTATION (3 crs. 3 hrs.)

An overview of the field of logistics and transportation in light of today's global market realities. Includes a thorough analysis of the U.S. and international transportation systems, physical distribution operations, and import/export documentation as well as the principles involved in the movement of goods worldwide.

Prerequisites: TAH 100, TAH 200

TAH 6500 – AIRPORT AND AVIATION MANAGEMENT (3 crs. 3 hrs.)

This course will impart to students a broad understanding of the air transportation industry and an appreciation of the major management functions within an airline and airport. The characteristics, scope and economic significance of airports and air transportation are explored in detail.

Prerequisites: TAH 100

TAH 6600 – CRUISE LINE MARKETING AND SALES (3 crs. 3 hrs.)

Introduction to marketing and sales strategies specific to the cruise-line industry. Technology support platforms, geography, safety and sustainability and customer service concepts, case studies and other simulated activities.

TAH 6900 – AVIATION AND AIRPORT SECURITY (3 crs. 3 hrs.)

An overview and analysis of threats, security, and protections within the aviation industry, including the impact of international aviation terrorism, and governmental measures to combat the loss of life and property. Sample airport and terminal programs are presented for analysis.

[Formerly TAH 8260]

Prerequisite: TAH 100

TAH 7100 – INTRODUCTION TO PROFESSIONAL FOOD SERVICE (3 crs. 3 hrs.)

An introduction to the various components of the professional food service industry. Subjects will include the history, scope, classification, trends and the role of the customer.

TAH 7200 – RESTAURANT AND FOOD SERVICE OPERATIONS (3 crs. 3 hrs.)

An introduction to restaurant concepts and operations for students who want to open their own restaurant, or manage a restaurant or catering establishment. The course is a blueprint for how to proceed from the conceptual development stage through the marketing, operations and management of a restaurant or catering facility.

Pre or corequisite: CA 100 and CA 2100

TAH 7300 – CULTURAL FOODS: GEOGRAPHY OF FOOD AND WINE (3 crs. 3 hrs.)

Will introduce students to the relationship between areas of food and wine production, culture, preparation and consumption. The role of food and wine as a component of the tourism and hospitality industry will be explored.

Pre or corequisite: TAH 100

TAH 7400 – MENU AND DINING ROOM MANAGEMENT (3 crs. 3 hrs.)

The role and importance of proper wait service to the tourism and hospitality industry. Case studies, cost, and control factors in the construction and management of a function menu will be covered. New trends and developments will be explored as they relate to catering, trade shows and professional meetings.

Pre or corequisite: TAH 100 or TAH 7100

TAH 81XX – INDEPENDENT STUDY (3 crs. 3 hrs.)

Independent study of tourism and hospitality is developed individually between student and faculty member and must be approved by the Department.

TAH 8204 – CRUISELINE MARKETING AND SALES (3 crs. 3 hrs.)

Introduction to the specialized marketing and sales concepts, strategies and unique challenges of the cruise line industry. Industry-specific technology and applications, customer service strategies, communication and presentation skills, research marketing and sales planning and implementation.

TAH 82XX – (1-3 crs. 1-3 hrs.)

This course is of a topical nature and is designed to meet the immediate needs and interests of various student populations. It is offered for a maximum of two semesters.

TAH 9096 – THE VIRTUAL ENTERPRISE (3 crs. 3 hrs.)

Introduction to business operations of tourism, hospitality, aviation, international transportation, and the food service industries through the development operation of a simulated business environment. Utilizing technology, students trade products and services, and form decision-making teams that conceive, organize and operate business transactions.

TAH 9160 – PROFESSIONAL PORTFOLIO (1 cr. 1 hr.)

Will direct students in the preparation and assembly of a professional portfolio consisting of a career development package, research write-up and work samples. The portfolio will serve as a professional vitae for students in their internship fieldwork placement. A supervised practical experience evaluation completes the professional portfolio.

Pre or corequisite: TAH 100

TAH 9250 – FIELD EXPERIENCE IN TOURISM AND HOSPITALITY (3 crs. 9 hrs.)

(8 hrs. in field plus 1 hr. on-campus seminar)

To integrate theory and practice by applying acquired skills in an actual work environment, eight hours per week of supervised field experience in travel and hospitality plus one hour a week on campus, of seminar discussion of relevant topic.

Pre or corequisite: TAH 100

**TAH/RPE 4600 – FACILITIES PLANNING IN SPORTS
(3 crs. 3 hrs.)**

The principles, guidelines and recommendations for planning, constructing, using and maintaining sports facilities.

**TAH/RPE 700 – INTRODUCTION TO SPORTS
MANAGEMENT (3 crs. 3 hrs.)**

Overview of the organizations and agencies that comprise the sports industry and their roles and interrelationships. This is a foundation course that covers the history, ethics, diversity, management theories, laws, and operating procedures of sports management.

MARITIME TECHNOLOGY

**MT 3000 – INTRODUCTION TO MARITIME
TECHNOLOGY
(3 crs. 4 hrs.) [2 hrs. lecture, 2 hrs. lab]**

An introduction to seamanship, including Maritime career opportunities and required training, nautical terminology, boating laws and regulations and types of engines.
Prerequisites: Enrollment in the College Now Program

MT 3300 – VESSEL TECHNOLOGY I (3 crs. 5 hrs.)

Seamanship theory and fundamentals of vessel operations, including vessel handling, piloting, major phases of applied engineering technology, operating rigging and deck machinery. Extensive on-board training for operations in tight quarters and open sea. Consideration of Coast Guard procedures, towing, vessel stability and meteorology.
Open only to Maritime Technology Majors.

MT 03400 – VESSEL TECHNOLOGY II (3 crs. 5 hrs.)

Practical experience aboard vessels engaged in party-and-charter-boat fishing, oceanographic survey work, vessel delivery and cruising. Day and overnight cruises aboard the R/V CUNY at Kingsborough vessel. Introduction to maritime industry opportunities.
Prerequisites: MT 3300

MT 4300 – MARINA OPERATIONS (3 crs. 4 hrs.)

Basic skills required to operate a full service marina or boatyard includes: dock and storage facilities; parts and service department; boat engine sales; ship's store; business and marketing. Consideration of marina products in relation to operations and clientele.

**MT 4600 – COASTAL PILOTING AND SEAMANSHIP
(4 crs. 6 hrs)**

Introduction to nautical chart work, coastal piloting and the principles of general seamanship. Marine compass, nautical charts, piloting, tides and currents, position determination, navigational aids and electronic navigation are covered. Also included are the seamanship principles of life saving, fire fighting, the Rules of the Road and marlinspike seamanship. Two "hands-on" cruises; Jamaica Bay and New York Harbor, are included.

**MT 5000 – INTRODUCTION TO OUTBOARD
MOTORS (2 crs. 3 hrs)**

The principles of the internal combustion gasoline engine are covered. Included are the topics of construction, testing and maintenance of these engines as well as the methods of converting the generated energy into vessel propulsion. Propulsion topics primarily focus on outboards and out-drives.

**MT 5100 – INTRODUCTION TO DIESEL ENGINES
(2 crs. 3 hrs.)**

The principles of the diesel engine operation, construction, testing and maintenance are covered. Troubleshooting and the emergency repairs of these engines as well as the difference between two-cycle and four-cycle diesel are reviewed.

MT 5200 – WELDING (2 crs. 3 hrs.)

This course covers the basic skills required for maintaining and repairing steel and aluminum vessels; also included is the fabrication of stainless steel items. Emphasis is placed on welding safety and making emergency repairs. Class work consists of one hour of lecture and two hours of laboratory each week.

