

HRM148 : Hotel Industry Foundations and Introduction to Analytics (HIFIA)

The HIFIA course introduces students to the terminology, formulas and metrics used by the lodging industry. Participants learn hotel and tourism basics and data analysis, as well as popular benchmarking and performance reports that are used by the industry. This course prepares students for the HIFIA certification exam offered in partnership with STR (Smith Travel Research), the global source for benchmarking and forecasting data.

Credits 1

Prerequisites

[HRM101](#): Introduction to Hospitality & Tourism Management and [MAT025](#): Prealgebra for satisfactory basic skills assessment score

Semester Offered

Spring