

HOSPITALITY MANAGEMENT (HOSM)

HOSM 400 - ISSUES/TRENDS IN THE HOSPITALITY MANAGEMENT INDUSTRY

Comprehensive review of the hospitality and tourism industry. Presentations and dialogue with executives in the field. Topics include lodging; food and beverage; meeting, convention, and exhibition management; government; transportation; and associations.

Credits: 3

Course Notes: This is a required course for the MSHTM degree; a minimum GPA of 3.0 is required for the successful completion of the degree; a minimum grade of C is required for this course.

HOSM 403 - BUSINESS ANALYSIS

This course provides the fundamental concepts of business analysis that are essential to the practice and further advanced study in the field. The course will cover the International Institute of Business Analysis BABOK® knowledge areas, business analysis skills and techniques. Topics will include business analysis planning and monitoring, elicitation, requirements management and communication, enterprise analysis, requirements analysis, solution assessment and validation.

Credits: 3

HOSM 410 - APPLIED RESEARCH METHODS IN HOSPITALITY MANAGEMENT

This course guides students through a personalized research proposal that is of significant interest to them in the field of hospitality and tourism management. Research questions, hypotheses, literature review, statistical analysis and various research methodologies will be covered to prepare students to design and theorize a topic of interest. This course will prepare students for further individual research to complete HOSM 490 or HOSM 499.

Credits: 3

Course Notes: This course is required for the MSHTM degree; a minimum grade of C is required; a minimum GPA of 3.0 is required to successfully complete the degree. This course should not be taken prior to completion of 12 SH of courses

HOSM 412 - TRAINING/DEVELOPMENT IN THE HOSPITALITY INDUSTRY

How to design a learning atmosphere to produce change in the workplace environment. Interactive components of training systems as they relate to the hospitality and tourism industry including needs assessments, instructional design, learning and transfer, delivery methods, and evaluation. Theoretical background and practical application.

Credits: 3

Course Notes: Consent Master's Prog. Dir.

HOSM 417 - HUMAN CAPITAL MANAGEMENT AND DEVELOPMENT

Students are introduced to the strategic role human resource management plays in creating competitive advantages in hospitality firms. Students will study Human Capital Management policies and practices in context within the scope of broader organizational strategies, operational activities, and competitiveness in an increasingly global marketplace. Diversity and technology are key drivers in this conversation.

Credits: 3

Course Notes: Restricted EMHTM students

HOSM 419 - CORPORATE SOCIAL RESPONSIBILITY IN THE HOSPITALITY WORKPLACE

This course provides vision, knowledge and a framework to promote global citizenship behavior in the hospitality workplace. By creating a cogent corporate social responsibility (CSR) strategy that aligns social and environmental efforts with the company, hospitality managers can better respond to global challenges. The CSR strategy takes into account the societal context in which businesses operate that helps maximize positive social, environmental and economic outcomes.

Credits: 3

Course Notes: Restricted to EMHTM students

HOSM 420 - MANAGEMENT THEORY & PRACTICE IN HOSPITALITY MANAGEMENT

This is a course on management theory and application with a particular focus on leadership in the hospitality and tourism industries. The course provides a critical review of management practices within general industry and hospitality, applied in a variety of settings and management situations. Topics will include, but will not be limited to, the Management Processes, Change Delegation, Motivation, Evaluation, Compensation, Leadership and Training.

Credits: 3

Course Notes: This course is required for the MSHTM degree; a minimum grade of C is required

HOSM 425 - TOURISM ADMINISTRATION

Students will learn about hospitality-related businesses, governmental agencies, and non-governmental organizations that impact the tourism industry and how the roles of lodging, restaurants, catering, retailing, transportation, trade shows, meetings/events/festivals, and labor relate to the tourism industry. Local, state, and national administration of tourism, including legislative issues, funding, and marketing will be reviewed. Particular attention is given to the role of a convention and visitors bureau (CVB) or destination marketing organization (DMO) within the tourism and hospitality industry.

Credits: 3

Course Notes: This is a MSHTM elective course; a minimum of 12 SH of other MSHTM courses should be completed prior to enrolling in this course.

HOSM 430 - HOSPITALITY OPERATIONS ANALYSIS

Globalization of the hospitality industry has inspired new financial and managerial decision-making theory and so, analysis of these organizations requires a new, more analytical evaluation by the department manager. This course deals with the management of operations from a systems approach and identifies business and financial reports typical of hospitality and tourism operations; preparation and analysis of profit and loss statements operations; and, the interpretation and use of the information gleaned from the reports.

Credits: 3

Course Notes: This is a required course for the MSHTM degree; a minimum grade of C is required; a minimum GPA of 3.0 is required to successfully complete the degree program.

HOSM 440 - ORGANIZATIONAL DEVELOPMENT, MULTICULTURALISM, & CULTURAL DIVERSITY

Discuss how new business and social realities affect individuals, groups and organizations in the hospitality and tourism industries. Explore the changing perspectives on leadership, the promise and problems of teams, and the nature of influence and power.

Credits: 3

Course Notes: This is a required course for the MSHTM degree; a minimum grade of C is required; a minimum GPA of 3.0 is required to successfully complete the degree program.

HOSM 450 - SEMINAR IN HOSPITALITY AND TOURISM

Designed to open up fresh perspectives and develop new insights into topics which represent emerging and/or critical issues in food and beverage management. Contemporary issues and problems facing those with management-level responsibilities. (3)

Credits: 3

Course Notes: This course of one of three graduate seminars that are available for selection by the MSHTM student to fulfill the seminar requirement for the degree program. No additional credit granted for HOSM 450 as GRADUATE SEMINAR IN FOOD SERV

HOSM 452 - STRATEGIC MARKETING MANAGEMENT FOR THE HOSPITALITY INDUSTRY

Discussion of marketing as it relates to the hospitality industry: market research; positioning; marketing plan development, including the use of social media platforms and analytics; competitive analysis; promotion; advertising; and the current business development techniques are examined.

Credits: 3

Course Notes: Restricted to EMHTM students

HOSM 455 - SERVICE QUALITY MANAGEMENT

Application of RATER concepts with focus on implementing measures to enhance customer service; in-depth study of planning and administering hospitality service strategies, measure of service delivery, repair and recovery of service delivery gaps, and management and training of employees; review of practical applications of research in the field.

Credits: 3

Course Notes: This course is an elective course for the MSHTM degree.

HOSM 460 - GRADUATE SEMINAR IN LODGING

Designed to open up fresh perspectives and develop new insights into topics representing emerging and/or critical issues in lodging. Review contemporary issues and problems facing those with management-level responsibilities. Students will use critical thinking skills to assess and understand real world scenarios and gain valuable problem-solving skills.

Credits: 3

Course Notes: This course of one of three graduate seminars that are available for selection by the MSHTM student to fulfill the seminar requirement for the degree program.

HOSM 462 - STRATEGIC INNOVATION & ENTREPRENEURIAL LEADERSHIP FOR HOSPITALITY EXECUTIVES

Leadership and entrepreneurial skills through collaborative, problem-based projects. Students learn how to define new business ventures to meet current market needs, develop business plans, and present to investors. Current topics and trends within entrepreneurship will include: franchising, innovation, feasibility, entrepreneurial creativity, and targeted forms of market research.

Credits: 3

Course Notes: Restricted to EMHTM students

HOSM 470 - GRADUATE SEMINAR IN MEETINGS & EVENT MANAGEMENT

Designed to open up fresh perspectives and develop new insights into topics which represent emerging and/or critical issues in meeting, convention, and exhibition management. Contemporary issues and problems facing those with management-level responsibilities. (3)

Credits: 3

Prerequisites: HOSM 315 and HOSM 317 or HOSM 320 and HOSM 322

Course Notes: This course of one of three graduate seminars that are available for selection by the MSHTM student to fulfill the seminar requirement for the degree program.

HOSM 480 - SPECIAL TOPICS IN HOSPITALITY AND TOURISM MANAGEMENT

This course will cover emerging topics facing the hospitality and tourism industries.

Credits: 3

HOSM 481 - SPECIAL TOPICS IN HOSPITALITY

This course will cover current and emerging topics of student interest facing the hospitality and tourism industries.

Credits: 3

HOSM 490 - RESEARCH THESIS IN HOSPITALITY MANAGEMENT

This is one of two capstone courses available to be selected by a MSHTM student nearing the completion of the degree program. This course is conducted under the oversight of a faculty member, is intended to be supported by the work begun by the student in HOSM 410 and to be an empirical study that would make a contribution to the research literature on hospitality and tourism management.

Credits: 3

Prerequisites: HOSM 410

HOSM 490Y - MASTERS THESIS COMPLETION

This course is for the completion of the thesis begun under HOSM 490.

Credits: 0

Course Notes: This course can be taken a maximum of two times at the reduced rate. The course is expected to be taken in the semester(s) immediately following the initial enrollment in HOSM 490.

HOSM 492 - GRADUATE HOSM INTERNSHIP

This course is available for MSHTM students to pursue an opportunity for experiential learning that is aligned with the subject matter of hospitality and tourism management. Students can earn up to 3 semester hour credits for the course, based upon the number of hours worked and fulfilling the reporting and documentation requirements.

Credits: 1-3

Course Notes: The course must meet the requirements of the College of Business for receiving course credits for an internship. See internship coordinator for details.

HOSM 499 - MASTERS PROJECT

This is one of two capstone courses available for a student to choose when nearing the completion of the MSHTM degree program. In this course, the student completes a project that represents original work applying the management tools of the hospitality and tourism industries to a practical issue or concern facing the industries.

Credits: 3

Prerequisites: HOSM 410

Course Notes: Faculty Advisor for project must be approved by HOSM academic chair

HOSM 499Y - MASTERS PROJECT COMPLETION

This course is for the completion of the project begun under HOSM 499.

Credits: 0

Course Notes: This course can be taken a maximum of two times at the reduced rate. The course is expected to be taken in the semester(s) immediately following the initial enrollment in HOSM 499.