

HOTEL MANAGEMENT (ADV CERT)

Overview

The advanced certificate in hotel management provides students with both the academic and applied analysis, knowledge, and skills necessary for success in the dynamic hotel and lodging industry. The program provides the research-based expertise and specialized skills necessary to manage and operate front- and back-of-house hotel operations, assist ownership in asset management tasks, and grow and develop profitable hospitality investments. The curriculum provides a challenging framework of learning opportunities that blend the best of theoretical and applied analysis, foster experiential learning, and build strong connections to the industry. The program also gives students in the Master of Science degree programs in real estate and real estate development degree an opportunity to supplement their knowledge and skills with a secondary credential in this highly specialized area.

Learning Goals

The advanced certificate in hotel management aims to provide students with the following skill set:

1. Students will gain a broad understanding of hotel operations, functions, and marketing strategies.
2. Students will gain a deep understanding of hotel finances and budgeting and be able to communicate the financial operations of a hotel enterprise to owners and investors.
3. Students will understand how tourism markets and hospitality concepts impact the hotel business and how to use such understandings in making management decisions.

Admissions

Admission to the advanced certificate in hotel management is selective, with a focus on those who demonstrate career aspirations in the hospitality industry. Requirements include strong performance in attaining a bachelor's degree from a regionally accredited institution. Successful candidates represent themselves by submitting a personal statement along with a comprehensive resume or CV; GMAT/GRE test scores are not required, but may be submitted by students for consideration. The committee will also consider the nature and extent of previous work with preference given to those possessing a minimum of two or more years of professional experience.

Requirements About the Curriculum

The 9-credit core curriculum is designed to provide students with an in-depth mastery of the applied functional areas necessary for success in hotel management. The core provides students with essential analysis, promotes critical thinking and decision-making skills while creating a common student experience that fosters teamwork, community, and an understanding of the hotel industry.

The 3-credit elective curriculum provides students the opportunity to focus on sectors of the hotel management industry that are consistent

with their career pursuits. These areas include luxury travel, revenue management and booking, economics and market analysis, and legal concepts and contracts.

Course	Title	Credits
Core Courses		
<i>Choose 9 credits from the following list:</i>		9
HOSP 5080	Hotel Operations	
HOSP 5074	Hospitality Accounting and Budget Management	
HOSP 5076	Marketing, Branding, and Public Relations	
HOSP 5072	Hospitality Finance and Investment	
HOSP 5078	Human Resources and Labor Management	
Electives		
<i>Choose 3 credits of electives from the list below, or additional Core credits.</i>		3
Total Credits		12

Students who wish to receive both the master of science in real estate or real estate development and the advanced certificate in hotel management may apply up to 6 credits of successfully completed coursework with a grade of B or better toward each program.

Hotel Management electives

Courses in this group have the HMGAT attribute.

Course	Title	Credits
HOSP 5084	Food Service Management	1.5
HOSP 5112	Luxury Travel Segment	1.5
HOSP 5114	Business Travel Segment	1.5
HOSP 5116	Event Management	1.5
HOSP 5118	Revenue Management and Booking Systems	1.5
REAL 5006	Real Estate Legal Concepts and Contracts	3
REAL 5008	Real Estate Economics and Market Analysis	3
REAL 5014	Negotiation	1.5
REAL 6011	Building Systems, Operations, and Maintenance	1.5
REAL 6016	Real Estate Entrepreneurship Business Planning	1.5
REAL 6022	Special Topics in Real Estate	1.5