

PROGRAM BREAKDOWN

MASTER OF SCIENCE IN HOSPITALITY MANAGEMENT

MASTER OF SCIENCE IN HOSPITALITY MANAGEMENT / CONCENTRATION IN LUXURY HOSPITALITY AND EVENT MANAGEMENT
 (36 GRADUATE LEVEL SEMESTER CREDIT HOURS – ESTIMATED COMPLETION TIME 16 MONTHS)

COURSE NUMBER	COURSE NAME	CREDIT HOURS
MHM 527	Management of the Hospitality Industry	3.0 credit hours
MHM 538	Organizational Behavior, Cross Cultural & Team Management in the Hospitality Industry	3.0 credit hours
MHM 559	Consumer Psychology, Persuasion Strategies and Customer Relationship Management	3.0 credit hours
MHM 645	Hospitality Marketing Strategy (International Marketing)	3.0 credit hours
MHM 664	Hospitality Operations Management (Project Management)	3.0 credit hours
MHM 671	Business Plan and Hospitality: Financial Analysis, Strategic Forecasting & Budgeting in Hospitality	3.0 credit hours
MHM 687	Hospitality Data Analytics	3.0 credit hours
MHM 689	Hospitality Enterprise Technology and e-Tourism	3.0 credit hours
MHM 710	Capstone Project	3.0 credit hours

CONCENTRATION: LUXURY HOSPITALITY AND EVENT MANAGEMENT (9 CREDITS)

MHM 801	Luxury Industry & Event Management Competitive Analysis	3.0 credit hours
MHM 814	Human Factors in the Luxury Industry	3.0 credit hours
MHM 827	Luxury Services, Communications and Media Planning	3.0 credit hours

