

## PROGRAM BREAKDOWN

### Master of Science in Hospitality Management with Concentrations

#### MASTER'S IN INFORMATION TECHNOLOGY

BECOME THE "HOST WITH THE MOST" AND A STRATEGY EXPERT, ALL WRAPPED INTO ONE.

Hospitality Management is more than just a career– it's a lifestyle. In fact, anyone who has ever worked in this field will tell you that it's almost an art. The art of creating (and maintaining!) a warm space that feels inviting to anyone, from anywhere.

Let's say, hypothetically, that you already got your start in the tourism industry, but now you want to take your career to the next level. How do you develop the necessary skills to lead an entire team of hospitality staff? Do you have what it takes to be more than just a "manager" and become a team leader, the kind that other employees can look up to?

The AU **Master's in Hospitality Management** was created with this in mind: we'll sharpen your skills and help you gain a new competitive edge. If that wasn't enough, this program also provides a unique opportunity to become a specialized professional. With AU, you have the option of choosing an additional certification in the following:

- Tourism Management
- Luxury Hospitality and Event Management
- International Real Estate Management

Whether your goal is to oversee a hotel, casino, restaurant, or anything else in between... There's no doubt that you'll stand out from the competition thanks to this comprehensive postgraduate degree.

#### THE OBJECTIVES

- To teach students the advanced theoretical framework required in the operations of a hospitality business (resorts, spas, hotels, cruises, and other categories).
- To show you how to design strategic approaches in the industry, how to optimize resources, and how to achieve long-term business goals.

#### THE JOB PROSPECTS

The field of business administration –especially in the hospitality sector– is booming. Recent studies have shown that employment has been steadily increasing since 2009. At one point, it even reached a peak of over 16 million employees working in different areas of the hospitality and leisure industry.

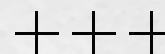
For business professionals with an advanced postgraduate degree (yes, this could be you), potential job opportunities include positions as Hotel Manager, Event Planner, Executive Chef, Head of Operations, Travel Manager, and more.

#### EDUCATION LEVEL

##### MASTER'S DEGREE

Need a competitive edge? You'll find that here and nowhere else, because there's no other degree quite like this one. At Atlantis, we are well aware that the hospitality management arena is a demanding one. As a result, we are committed to giving you the 411 on corporate decision-making, management skills, and cultural understanding.

On top of that, students enrolled in our **Master's Degree in Hospitality Management** have the chance to combine the core courses of the program and the major courses of a specific concentration. Choose between a Luxury Hospitality and Event Management Certificate, a Tourism Management Certificate, or an International Real Estate Management Certificate.



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## Master of Science in Hospitality Management with Concentrations

(36 Graduate Level Semester Credit Hours – Estimated Completion Time 16 months)

**Students enrolled in the Masters of Science in Hospitality Management with concentrations must complete the following for graduation:**

- 12 credits from the core courses.
- 9 credits from the concentrations.
- Complete the three (3) co-requisite courses.
- 12 credits from the technical courses.
- 3 credits for the final capstone project.

COURSE NUMBER	COURSE NAME	CREDIT HOURS
<b>Core Courses (12 credits).</b>		
MAN 510	Leadership and Organizational Behavior	3 credit hours
MAN 520	Quantitative Business Management	3 credit hours
MAN 540	Financial & Decision Making	3 credit hours
MAN 550	Marketing and Consumers Management	3 credit hours
<b>Technical Courses - 15 Credits</b>		
<b>Hospitality Operations (6 Credits Required):</b> Choose two courses from the below		
MBA 521	International Strategic Management	3 credit hours
MBA 675	IT & Business Transformation	3 credit hours
MHM 527	Management of the Hospitality Industry	3 credit hours
MHM 664	Hospitality Operations Management (Project Management)	3 credit hours
MHM 671	Business Plan and Hospitality: Financial Analysis	3 credit hours
MHM 687	Strategic Forecasting & Budgeting in Hospitality	3 credit hours
	Hospitality Data Analytics	3 credit hours
<b>Hospitality Marketing (6 Credits Required):</b> Choose two courses from the below		
MHM559	Consumer Psychology, Persuasion Strategies and Customer Relationship Management	3 credit hours
MHM645	Hospitality Marketing Strategy	3 credit hours
MHM689	Hospitality Enterprise Technology & e-Tourism	3 credit hours
MIT501	E-Business Technology and Management	3 credit hours
<b>Concentrations (9 Credits Required)</b>		
<b>Luxury Hospitality and Event Management</b>		
MHM 801	Luxury Industry & Event Management Competitive Analysis	3 credit hours
MHM 814	Human Factors in the Luxury Industry	3 credit hours
MHM 827	Luxury Services, Communications and Media Planning	3 credit hours
<b>International Real Estate Management</b>		
MHM 802	Hospitality Asset Management	3 credit hours
MHM 815	Real Estate Markets, Institutions and Practices	3 credit hours
MHM 828	Real Estate Development and Market Analysis	3 credit hours

**Tourism Management**

MHM 803	Contemporary Global Issues in Hospitality & Tourism	3 credit hours
MHM 816	Tourism, Marketing and Sales	3 credit hours
MHM 839	Travel, Casino, & Cruise Operations Management	3 credit hours

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**Final Research Project – 3 credits**

MHM 710	Capstone Project	3 credit hours
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**Degree requirements (3 co-requisite courses - No credit):**

All students must complete the three co-requisite courses as part of the requirement for graduation.

LIS 400	Information Resources for Academic and Professional Success	3 credit hours
LIS 500	Scholarly Writing and Research Strategies	3 credit hours
LIS 700	Research Methodology	3 credit hours