

MASTER IN HOSPITALITY MANAGEMENT WITH CONCENTRATION

The Master in Hospitality Management program is designed to enhance both professional and academic skills, giving graduates a competitive edge in the hospitality industry. It provides in-depth knowledge of travel, tourism, hotel, entertainment, and event management, while fostering management and leadership abilities essential for effective decision-making and team management.

PROGRAM OVERVIEW

36 Credits

Duration
16 Months

12 Courses

Tuition **\$42,181**
(both in-state and out-of-state)

PROGRAM OBJECTIVES

To prepare students as future leaders in the hospitality industry, equipping them with general management skills and specialized knowledge necessary for various roles in corporate, boutique, startup, or global hospitality settings.

PROGRAM OUTCOMES

Graduates will be able to:

- Apply managerial and business strategies.
- Master competencies in management, marketing, finance, and IT.
- Understand the ethical and legal aspects of hospitality.
- Recognize cultural differences in hospitality and tourism.
- Use statistical data and economic models for business operations.
- Utilize decision-making techniques.

admissions@atlantisuniversity.edu
+1 (305) 377-8817

CURRICULUM BREAKDOWN COURSES

CORE COMPETENCIES (12 CREDITS)

- MBA 521 International Strategic Management (3 credits)
- MBA 675 IT & Business Transformation (3 credits)
- MHM 527 Management of the Hospitality Industry (3 credits)
- MHM 664 Hospitality Operations Management (3 credits)

TECHNICAL COURSES (15 CREDITS)

- **Hospitality Operations (6 credits required)**
 - MHM 671 Business Plan and Hospitality: Financial Analysis, Strategic Forecasting & Budgeting in Hospitality (3 credits)
 - MHM 687 Hospitality Data Analytics (3 credits)
- **Hospitality Marketing (6 credits required)**
 - MHM 559 Consumer Psychology, Persuasion Strategies and Customer Relationship Management (3 credits)
 - MHM 645 Hospitality Marketing Strategy (3 credits)

SPECIALIZING COMPETENCIES (9 CREDITS REQUIRED)

- **Luxury Hospitality and Event Management**
 - MHM 801 Luxury Industry & Event Management (3 credits)
 - MHM 814 Human Factors in the Luxury Industry (3 credits)
 - MHM 827 Luxury Services, Communications and Media Planning (3 credits)

CAREER OPPORTUNITIES

Graduates' Placement Opportunities:

- **Luxury Hospitality and Event Management:** Project Manager, Hotel Manager, Resort Manager, Front Office Manager, Luxury Gastronomy Manager.
- **International Real Estate Management:** Real Estate Agent, Manager, Consultant, International Property Specialist.
- **Tourism Management:** Product Manager, Event Manager, Operations Manager, Business Tourism Advisor.

- **International Real Estate Management**
 - MHM 802 Hospitality Asset Management (3 credits)
 - MHM 815 Real Estate Markets, Institutions and Practices (3 credits)
 - MHM 828 Real Estate Development and Market Analysis (3 credits)
- **Tourism Management**
 - MHM 803 Contemporary Global Issues in Hospitality & Tourism (3 credits)
 - MHM 816 Tourism, Marketing, and Sales (3 credits)
 - MHM 839 Travel, Casino, & Cruise Operations Management (3 credits)

FINAL RESEARCH PROJECT (3 CREDITS)

- MHM 710 Final Project (Capstone) (3 credits)

DEGREE REQUIREMENTS (NO CREDIT)

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

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IN A DYNAMIC COMMUNITY.**

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