

HMG: Hospitality Management Graduate Courses

HMG 6905 Directed Study
College of Business, Department of Commerce
1-12 sh (may be repeated indefinitely for credit)

Courses

HMG 5466 Hospitality Financial Analysis & Revenue Optimization

College of Business, Department of Commerce

3 sh (may not be repeated for credit)

Specialized accounting techniques applicable to the hospitality industry; interpret hospitality financial statements, capital investment decision making, financial instruments and concepts; survey of revenue management and analytics related tactics, issues, and trends in the hospitality industry. Perishable inventory with variable demand necessitates effective revenue management to realize the tourism and hospitality mechanism of revenue optimization. Participation in this course will afford students the opportunity to identify and exploit the core elements of revenue management, namely forecasting, controls (pricing and allocation/optimization decisions) and monitoring. This course aims for students to establish a reasonable level of relevant analytical/technical proficiency in each one of these core revenue management elements. Within the broader area of pricing theory, additional emphasis is placed on overbooking, consumer behavior, distribution channel management, and market segmentation. Utilizing STR hospitality metrics, students will develop hotel analytical skills and the opportunity to receive the Certification in Hotel Industry Analytics (CHIA). Offered concurrently with HFT 4426; graduate students will be assigned additional work.

HMG 5506 Service Experience Marketing for Hospitality Management

College of Business, Department of Commerce

3 sh (may not be repeated for credit)

Examine significant issues facing hospitality and tourism service providers and the successful implementation of a customer focus in service-based businesses. Course includes an overview of services marketing; understanding the customer; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in hospitality and tourism marketing. Offered concurrently with HFT 4503; graduate students will be assigned additional work.

HMG 5905 Directed Study

College of Business, Department of Commerce

1-12 sh (may be repeated indefinitely for credit)

HMG 6224 Leadership in Hospitality and Tourism

College of Business, Department of Commerce

3 sh (may not be repeated for credit)

Being an effective leader is a fundamental role in the hospitality and tourism industry. In this course, students will explore leadership theories and will equip students with the necessary skills to apply in the organization. Instruction will include case studies, discussions, reflections, and experiential practices.