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# ONLINE MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

# #1

## BEST ONLINE MASTER'S IN HOSPITALITY MANAGEMENT

UNIVERSITY HQ, 2023



*If anyone is going to own the word 'innovation' in a hospitality and tourism context, who else but Purdue University? Part of our vision is to provide our students with all of the tools that help them be 'experience engineers,' that help them to amplify that human element and rid themselves of things that automation or technology can help them do.*



**Dr. Ceridwyn King**

Purdue University - White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management Head

## ADVANCE YOUR HOSPITALITY CAREER

Designed for hospitality and tourism managers, Purdue University's online Master of Science in Hospitality and Tourism Management (HTM) will position you to work as an executive manager, transfer to the corporate side of hospitality, or work within a complex, full-service hotel and tourism establishment.

The project-orientated curriculum focuses on the business side of HTM. You will have the opportunity to learn with other HTM professionals, apply new knowledge immediately to your current career, and establish yourself as a leader in the industry.

## A CAREER-FOCUSED CURRICULUM

The HTM industry has its own set of values and challenges. Faculty ensure you possess the latest information to develop your leadership style and teach you how to think critically about business analytics, finance, marketing, and human resource management.

## BY GRADUATION YOU WILL BE ABLE TO:

- » Lead your organization through continual changes with advanced management and leadership skills
- » Increase your competitiveness with cutting-edge skills in human resources, operations management, and marketing and finance
- » Focus on the real challenges of HTM with advanced critical thinking and problem-solving techniques
- » Drive business decisions through data analysis
- » Learn from leading researchers in hospitality management and gain real-world experience from experienced HTM managers



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# LEADERS READY FOR ADVANCEMENT

Purdue's instructors use their extensive experience in HTM to prepare you to manage complex hospitality organizations and master shifting global markets. Our curriculum takes a global perspective on the HTM industry, with a focus on cultural awareness and diversity. By working through real-world problems you will develop advanced skills in professionalism as well as leadership, communication, and critical thinking.

## CURRICULUM

Purdue's 100% online MS in Hospitality and Tourism Management is designed for those working in hospitality and tourism and is ideal for professionals with some management experience. It consists of 30 credits and can be completed in two years.

### REQUIRED COURSES

<u>CODE</u>	<u>COURSE NAME</u>	<u>CREDIT HOURS</u>
HTM 50600	Leading People in Service Industries	3
HTM 50700	Integrated Marketing Communications for Service Industries	3
HTM 50800	Cultivating a Service Excellence Mindset	3
HTM 50900	Service Experience Design	3
HTM 51000	Strategic Revenue Management in Service Industries	3
HTM 51300	Strategy in Service Industries	3
HTM 51400	Business Analytics for Service Industries	3

### ELECTIVE COURSES

<u>CODE</u>	<u>COURSE NAME</u>	<u>CREDIT HOURS</u>
HTM 50400	Consumer Behavior	3
HTM 50500	Hotel Asset Management and Investment	3
HTM 55300	Cultivating a Service Mindset for Healthcare Professionals	3
HTM 55400	Designing the Patient Experience For Contemporary Healthcare Systems	3
HTM 55500	Investing in Healthcare Human Capital	3
TBD	Other Electives	Varies

*Students will have the opportunity to choose curated electives to support specific career goals. Please speak to your enrollment counselor for details.*



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