

100% ONLINE

100% ONLINE

100% ONLINE

100% ONLINE

100% ONLINE

100% ONLINE

100% ONLINE

100%



MS IN HOSPITALITY AND TOURISM MANAGEMENT

PLAN OF STUDY

#1

**BEST ONLINE MASTER'S
IN HOSPITALITY
MANAGEMENT**

UNIVERSITY HQ, 2023

Business is back! There has never been a better time to jump into the hospitality and tourism market and elevate your management skills.

Whether you'd like to further your management career or transfer to the corporate side of the industry, Purdue University's online Master of Science in Hospitality and Tourism Management (HTM) degree will help prepare you for an exciting and fast-forward career.

Offered through the White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue's online HTM program is ideal for managers who have experience working in tourism, events, hotel or restaurant management. The program teaches foundational skills important to all areas of hospitality and tourism and courses cover emerging topics and trends in the industry.

COURSES

Purdue's online hospitality and tourism degree program requires 34 credit hours of coursework.

BUSINESS STATISTICS AND QUANTITATIVE ANALYSIS (HTM 50300)

Data analysis is an important skill for effective managerial decision-making. As advances in technology make substantial amounts of data available to managers, it is increasingly important to be able to convert business data into actionable information. This course deals with the fundamentals of statistical analysis and forecasting techniques. Students will develop the ability to summarize and quantitatively analyze business data and make forecasts while taking into account seasonality and trends. Total credits: 3

HOSPITALITY BUSINESS LAW AND RISK MANAGEMENT (HTM 51100)

This course provides an overview and analysis of the legal aspects of managing a hospitality and tourism business. Risk management principles will be utilized to develop liability mitigation plans. Case studies will be utilized to facilitate students' understanding and application of legal concepts for managing and owning businesses. Topics covered include: the rights and responsibilities of hospitality businesses and owners in the areas of civil rights, employment law, negligence, contract law, relationships with guests and others, licensing, real estate law, and product liability; the principles of risk management; and the fundamentals of business insurance. Total credits: 3

QUICK FACTS

DEGREE TYPE
MASTER OF SCIENCE

FORMAT
100% ONLINE

PROGRAM LENGTH
34 CREDITS, 2 YEARS

WEEKLY COMMITMENT
15 hours

COST
\$26,055 (IN-STATE) \$28,690 (OUT-OF-STATE)

Courses Continued



LEADERSHIP IN HOSPITALITY AND TOURISM (HTM 51200)

This course focuses on the knowledge and skills required for effective leadership. Topics will draw upon an extensive body of research on leadership theory and practice and cover organizational behavior and team dynamics, business communication, decision making, motivation, and change management. In addition to specific skill development in the areas of problem-solving, written and oral communications, leading teams, and goal setting; it will include models for examining personal career paths, ethical decision-making, and the role of organizational change agents. This course will take an interdisciplinary approach and analyze leadership through different lenses and how leadership insights can be effectively applied to hospitality organizations. Students will examine leadership examples where individuals moved an organization from normal to exceptional functioning and extraordinary results. Total credits: 3

HOSPITALITY AND TOURISM MARKETING II (HTM 53100)

This course will examine marketing strategies in tourism and hospitality organizations. Students will actively apply, analyze, and evaluate marketing principles as they are applied to tourism and hospitality. The course will focus on the importance of integrated marketing approaches and will examine emerging marketing techniques and trends in consumer preferences. Total credits: 3

ADVANCED SERVICE MANAGEMENT FOR HOSPITALITY AND TOURISM (HTM 53600)

The service sector index is a measure of the country's overall economic health, and approximately two-thirds of U.S. economic activity resides there. Subsequently, service firms' focus on the needs of their customers is rewarded by positive customer outcomes such as behavioral loyalty and positive word-of-mouth. This course explores and informs the design, management, and improvement of firms that operate in the service sector through the theoretical and empirical services management literature. Total credits: 3

ADVANCED HOSPITALITY ACCOUNTING AND FINANCE SYSTEMS (HTM 54100)

Specialized accounting and finance systems related to the hospitality industries. Applications of budgeting and pricing models, performance evaluations and incentives systems, and short-term asset management are discussed, as well as other current subjects. Total credits: 3

STRATEGIC REVENUE MANAGEMENT IN THE HOSPITALITY INDUSTRY (HTM 54200)

In this course, we will treat revenue management as a strategic platform for maximizing property-wide incomes, thus property value. The course is designed to provide students with the theoretical foundation, tactical tools, and practical applications of revenue management. At the end of the course, students should be able to identify the problems and challenges during the implementation of revenue management systems and anticipate future trends and prospects. Prerequisites: HTM 503: Business Statistics and Quantitative Analysis. Total credits: 3

ADVANCED MANAGEMENT PROJECT CAPSTONE (HTM 59500)

In this capstone course, students integrate their knowledge with concepts and skills learned from previous coursework. Students will examine and deliberate executive-level hospitality and tourism concepts. They will create an innovative project to address the micro and macro variables of an industry problem, gap, or challenge in Hospitality and Tourism Management that synthesizes analytical, critical thinking, business, strategic, and operational hospitality and tourism management skills. Students will conduct applied management research, access and gather plan-specific information, and construct both hospitality-standardized written and presentation versions of the project. Prerequisites: This course is intended to be the penultimate course of the degree. Total credits: 4

MANAGEMENT CHALLENGE ANALYSIS (HTM 61200)

This course is designed to discuss specific management problems in the hospitality and tourism industries. Through case studies, students examine current challenges, management analysis, the process of decision-making, and the impacts of corporate decisions. Total credits: 3

ADVANCED PERSONNEL SYSTEMS IN RESTAURANTS, HOTELS, AND INSTITUTIONS (HTM 64200)

An examination of the philosophical and operational alternatives related to establishing and directing human resource systems in complex restaurant, hotel, and institutional organizations. Total credits: 3

ELECTIVE

Students will have the choice of a curated set of elective options to support their career goals. Please speak with an enrollment counselor for details.

**SCAN
FOR MORE
INFORMATION
ABOUT THE
PROGRAM:**



**CLICK
FOR MORE
INFORMATION:**

LEARN MORE

For questions or assistance with applying,
please contact an enrollment counselor at

CALL (765) 496-0990

EMAIL POApply@purdue.edu

GO TO purdue.biz/htm