

# ASSET MANAGEMENT IN HOSPITALITY, CERTIFICATE

The School of Hospitality and Tourism Management is proposing a 12-credit hour, graduate level certificate in Hospitality Asset Management to prepare students in South Carolina and beyond to analyze and apply both operational processes and financial forecasting and analysis within the global hospitality and tourism industries. The new certificate focuses on maximizing hospitality businesses' asset value through financial analysis, revenue management, operations oversight, strategic planning, and market positioning.

All courses in the certificate program are available online which will benefit those currently in industry seeking a professional certification.

## Learning Outcomes

1. Evaluate and optimize hotel asset performance through integrated revenue management and financial analysis strategies;
2. Apply advanced data visualization techniques to analyze hospitality market trends and communicate strategic recommendations;
3. Develop comprehensive lodging management strategies to enhance operational efficiency and guest satisfaction;
4. Design strategic investment and asset management plans using quantitative and qualitative analysis methods;
5. Integrate technology and analytical tools to make data-driven decisions in hotel asset management.

## Admission Requirements

Admission requirements conform with the general regulations of The Graduate School and regional and national accreditation standards. Applicants must submit to The Graduate School an application along with a \$50 nonrefundable application fee; official transcripts (mailed to the USC Graduate School) showing their complete academic record; two letters of recommendation; resume; statement of purpose; records of immunization (if born after December 31, 1956); and reports of examination scores on the GRE or GMAT.

The admission process involves evaluation of applicant characteristics in an attempt to determine intellectual ability and willingness to do the work required to complete the curriculum. Realizing that many admission decisions are somewhat subjective, anyone reviewing applications for admission to the Master of International Hospitality and Tourism Management program must consider the overall academic record (GPA; course of study; school[s] attended; degrees earned; GRE or GMAT scores and scores on any other standardized tests; performance in quantitative, hospitality/tourism, or business-related courses; work experience and level of responsibility; extracurricular and community activities; and letters of recommendation). These items may be supplemented by personal or telephone interviews at the discretion of the reviewer or when requested by the graduate director.

International applicants whose native language is not English are also required to submit a satisfactory score on the TOEFL or the IELTS Intl. Academic Course Type 2 exam. The minimum acceptable score on the TOEFL is 80 (internet-based). The minimum acceptable overall band score on the IELTS Intl. Academic Course Type 2 exam is 6.5.

Students wishing to enter the M.I.H.T.M. program should have completed business courses in the areas of personal computers, statistics, finance,

marketing, and management principles and hospitality courses in food-service management, hotel operations, and tourism. Certain prerequisites may be waived for students who have demonstrated a high degree of competence in a related area.

## Certificate Requirements (12 hours)

The following classes will constitute the Asset Management certification. Each course is three credit hours.

Course	Title	Credits
HTMT 521	Revenue Management in the Hospitality Industry	3
HTMT 560	Advanced Lodging Management	3
HTMT 581	Data Visualization in Hospitality and Tourism Management	3
HTMT 620	Hospitality Finance Methods and Asset Management	3
<b>Total Credit Hours</b>		<b>12</b>