

INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT, M.I.H.T.M.

The M.I.H.T.M. program provides a comprehensive study of the many facets of international hospitality and tourism management. Students receive thorough training in the major functional areas of multinational organizations, with an emphasis on professionalism and sophistication in decision making. Flexibility both in curriculum and in degree requirements allows students to design a program of study tailored to their career goals.

Learning Outcomes

- Students will identify and diagnose business problems accurately and effectively, including management practices, accounting and financial management, operations, marketing, and strategic management.
- Students will utilize theory learned in other courses to solve real-world business problems while applying and developing organizational leadership, communication, conflict resolution, and interpersonal skills.
- Students will develop marketing strategies that utilizes analysis of information about customers, competitors, and the environment and are consistent with overall corporate mission and goals.
- Students will understand the fundamental concepts and process of scientific research; examine viable research problems through survey research design, data collection, basic statistical techniques, and report write-up in a professional manner.
- Students will utilize investment and financial analysis tools to accurately assess a firm's financial performance.

Degree Requirements (30 Hours)

The M.I.H.T.M. curriculum consists of 30 semester hours of graduate credit in approved courses. Students may choose either a professional (nonthesis) or academic (thesis) option.

Professional (Nonthesis) Option (30 Hours)

Students choosing to enroll in the professional option must complete the 21 credit hours of required courses listed below and at least 9 credit hours of elective course work, pass a comprehensive written examination upon completion of all course work, and complete a work experience requirement that includes participation in management decision-making in a hospitality or tourism business environment.

Required Courses for the Professional Option (21 Hours)

Course	Title	Credits
HRTM 720	Hospitality Finance Methods	3
HRTM 730	Strategic Leadership in the Hospitality Industry	3
HRTM 740	Services Management and Customer Experience in the Hospitality Industry	3
HRTM 750	Hospitality Marketing and Social Media	3
HRSM 788	Business Analytics in Hospitality, Retail, and Sport Management	3
HRTM 795	Tourism and Hospitality Field Project	3

HRTM 518	Hospitality Human Capital and Talent Management	3
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Total Credit Hours 21

Academic (Thesis) Option (33 Hours)

Students choosing to enroll in the thesis option must complete 27 credit hours of required courses listed below-including 6 credit hours of thesis preparation (HRTM 799) and at least 3 hours of elective course work and prepare and successfully defend a thesis.

Required Courses for the Academic Option (27 Hours)

Course	Title	Credits
HRTM 518	Hospitality Human Capital and Talent Management	3
HRTM 730	Strategic Leadership in the Hospitality Industry	3
HRTM 740	Services Management and Customer Experience in the Hospitality Industry	3
HRTM 750	Hospitality Marketing and Social Media	3
HRSM 788	Business Analytics in Hospitality, Retail, and Sport Management	3
HRSM 700	Quantitative Methods in HRSM	3
HRTM 799	Thesis Preparation	6
Select one of the following:		3
STAT 515	Statistical Methods I	
STAT 600	Statistics for Applied Management	
STAT 700	Applied Statistics I	

Total Credit Hours 27

Electives

Course	Title	Credits
HRTM 521	Revenue Management in the Hospitality Industry	3
HRTM 537	Multi-Cultural Dimensions of the Hospitality Industry	3
HRTM 557	Security Management of Hotels and Restaurants	3
HRTM 550	Theme Park and Attractions Management	3
HRTM 560	Advanced Lodging Management	3
HRTM 564	Advanced Meeting Management	3
HRTM 565	International Lodging Management	3
HRTM 567	Timeshare and Vacation Ownership Management	3
HRTM 570	Managing Food Service Operations	3
HRTM 575	Advanced Topics in Wine	3
HRTM 576	Franchising within the Hospitality Industry	3
HRTM 580	Adventure Travel Management	3
HRTM 584	Tourism Information Technology Issues	3
HRTM 585	Advanced Club Management	3
HRTM 591	Golf Tourism	3
HRTM 592	Golf Tourism Consumer Services	1
HRTM 593	Golf Tourism Supervisory Skills	1
HRTM 594	Golf Tourism Leadership Skills	1
HRTM 597	Global Travel and Tourism	3
HRTM 720	Hospitality Finance Methods	3
HRTM 755	Properties Management	3
HRTM 768	Contemporary Problems in the Lodging Industry	3
HRTM 776	Current Issues in Foodservice Management	3

HRTM 780	Seminar in Travel and Tourism	3
HRTM 781	Seminar on the Olympic Games	3
HRTM 785	Resort Management	3
HRTM 798	Directed Study in HRTM	3