

| BACHELOR OF SCIENCE

# RESTAURANT, HOTEL, AND INSTITUTIONAL MANAGEMENT

*The World's Most Connected Industry*

## BECOME A BUSINESS LEADER IN ONE OF THE WORLD'S MAJOR INDUSTRIES.

The hospitality and tourism sector generates 10% of the world's economy and is one of the primary drivers of Costa Rica's development. In the Texas Tech RHIM program, you receive rigorous preparation in management, accounting, marketing, finance, and law. At the same time, you develop tourism-specific expertise in food production, hotel operations, and experience design. Graduates acquire the knowledge and the strategic skills necessary to navigate the global hospitality market with entrepreneurial creativity.



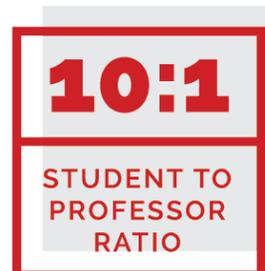
### DEVELOP EXPERTISE IN

**EXPERIENCE DESIGN.** Orchestrate every detail of the customer experience, from check-in to check-out at a luxury resort or managing the logistics of a major international conference.

**CUSTOMER SERVICE.** Understand customer expectations and behavior in restaurants and hotels and master the superior communication and problem-solving skills you will need to lead effective teams.

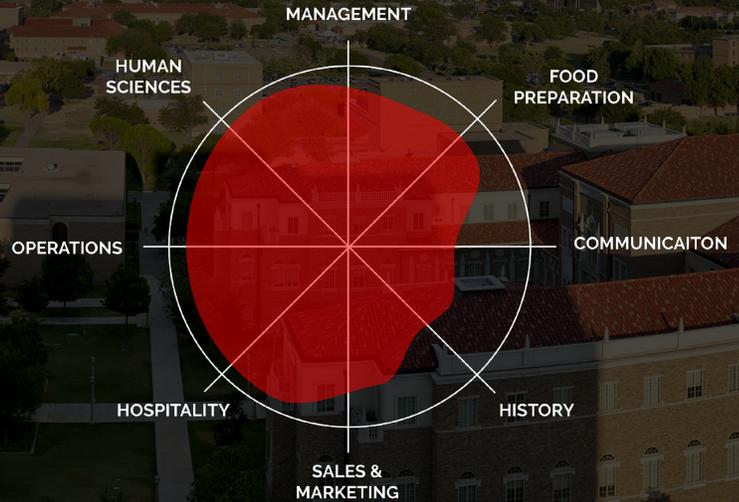
**MARKETING AND PUBLIC RELATIONS.** Build your organization and your country's brand, attracting clients and customers through both local and global communications strategies.

**ASSET MANAGEMENT.** Learn to leverage your business's resources by negotiating contracts, securing financing, buying and selling real estate, and developing strategic partnerships.



# BE PART OF SOMETHING BIGGER.

Informed by research and industry partnerships, Texas Tech University's Department of Hospitality and Retail Management helps you master the disciplines, knowledge networks, and technologies you will need to launch your career. As a student of Texas Tech University, you have access to world-class research faculty and industry leaders. In state-of-the-art classrooms and teaching laboratories at Avenida Escazú, you will be mentored by highly qualified faculty who have a special commitment to helping you, as an individual, to prepare yourself to compete—and succeed—in a global market.



## HANDS-ON LEARNING TO LAUNCH YOUR GLOBAL CAREER

The Texas Tech-Costa Rica experience propels you to success through research-based teaching and hands-on learning. Your experiences and challenges will prepare you to excel by thinking creatively, building great teams, and communicating effectively—around the conference table

### Business core

The Hospitality and Retail Management business core equips you with skills necessary to manage all aspects of a business operation. You will develop professionalism and confidence through courses in:

- Entrepreneurship
- Marketing
- Leadership
- Finance and Law
- Accounting
- Logistics and Operations

### Software tools

The program includes training and certifications in cutting-edge software tools for market analytics, product management, and financial reporting. With this know-how, you can hit the ground running in any job.

### Specialized knowledge

Throughout the curriculum, you will develop sector-specific knowledge in specialized classes, state-of-the-art labs, and real-world work placements.

### Food labs

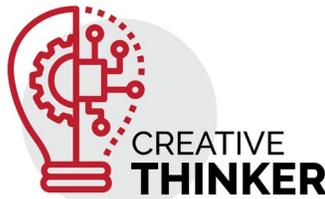
You learn to manage all aspects of restaurant and catering operations in a sequence of food-preparation labs. Working in teams, you oversee everything from procurement and inventory to food preparation and customer service. You gain a direct understanding of what it takes to run successful food service.

### Professional internship

A foundational career internship will build your résumé and expand your network, setting you up for your first professional position. This placement helps you develop the creativity and accountability necessary to bring value to your organization.



**INCLUSIVE LEADER**



**CREATIVE THINKER**



**GLOBAL COMMUNICATOR**



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Costa Rica

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