



MASTER'S DEGREE PLAN

CORE COURSES = 22 HOURS

- (1) 5100 Master Seminar
- (3) 5301 Colloquium
- (3) 5353 Intro to Research & Issues
- (3) 5341 Strategic Management
- (3) 5375 Operation Management
- (3) 6316 Advanced Marketing
- (3) 6322 Advanced Finance
- (3) 6332 Advanced Cost Control

NON-THESIS OPTION

GUIDED ELECTIVES (15 HOURS)

- (3) 5001 Internship
- (3) 5316 Hospitality Marketing
- (3) 5340 Consumer Behavior
- (3) 5355 Human Resource
- (3) 5360 Event Management
- (3) 5370 Food Management
- (3) 6308 Advanced Lodging
- (3) 6346 Category Management
- (3) 6350 Advanced Travel & Tourism
- (3) 6370 Advanced Food Management
- (3) 6381 Community Engagement
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THESIS OPTION

RESEARCH (3 HRS)

- (3) 5333 Research & Application

GUIDED ELECTIVES (6 HRS)

- (3) _____
- (3) _____

THESIS (6 HRS)

- (3) 6000 Master Thesis
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LEVELING COURSES (MAX 19 HOURS)

- (3) 2310 Intro to Hospitality (required)
- (3) 2308 Hotel Operations
- (3) 3321 Control 1
- (3) 3322 Control 2
- (3) 4322 Financial Management
- (3) 3350 Travel And Tourism
- (3) 3341 Hospitality Management
- (3) 3470 Food Systems 2