

## DEGREE SHEET

### PROGRAM GLANCE

Course Category	Number of Credit Hours	Focus Area
Program Core	12 hours	Hospitality and Liberal Studies
Coordinated Study – Discipline One	12 (minimum) hours	Hospitality Management
Coordinated Study – Discipline Two	Up to 9 hours	Sport Commerce (Recommended)
Total	33 hours	

### PROGRAM DETAIL

Program Core: 12 hours

Course Number	Course Title	Credit Hours
UNIV 7000	Foundations of Liberal Studies	3
UNIV 7100 or HPRM 7100	Research in Liberal Studies Research Methods in Hospitality and Sport	3
UNIV 7200 or HPRM 7010	Liberal Studies Seminar Seminar in Contemporary Hospitality Administration	3
UNIV 7996 or SPRT/HPRM 7950	Special Project Special Project in Hospitality and Sport	3

### COORDINATED STUDY<sup>†</sup>

Coordinated Study - Discipline One: 12 hours

Course Number	Course Title	Credit Hours
HPRM 7020	Analytical Decision-Making in Hospitality	3
HPRM 7032	Legal, Ethical, and Sustainability Issues in Hospitality	3
HPRM 7262	Hospitality Modeling for Revenue Optimization	3
HPRM 7421	Managing Diversity in Global Hospitality	3
HPRM 7442	Advanced Strategic Management in Hospitality	3
HPRM 7651	Driving Sales & Maximizing Repurchase Behavior	3
HPRM 7795	Hospitality Corporate Strategy	3
SPRT/HPRM 7911	Hospitality and Sport Management Graduate Internship	3
SPRT/HPRM 7990	Hospitality and Sport Management Thesis	3

<sup>†</sup> = Courses selected by the student to reflect the interdisciplinary nature of the student's program of study; at least 12 hours must be at the 7000 level, with no more than 12 hours from any single discipline (21 credit hours)

Coordinated Study - Discipline Two (Sport Management Recommended): Up to 9 hours £

Course Number	Course Title	Credit Hours
SPRT 7031	Sport Finance	3
SPRT 7331	Sport Promotional Culture	3
SPRT 7371	Sport in the Global Marketplace (Study Abroad)	3
SPRT 7420	Sport Marketing	3
SPRT 7440	Promotions and Information Services	3
SPRT 7503	Strategic Management of Sport Commerce Organizations	3
SPRT 7650	Law for the Sport Manager	3
SLC 6800	Computer Applications in Sport Commerce	3

£ = Courses that will satisfy the theme of the student's program of study in the event that one or more preferred courses are unavailable during term of enrollment or to complete the 21 credit hour coordinated study requirement. Pick up to 9 credit hours (3 courses) from the list.

FOR ADDITIONAL INFORMATION

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**COURSE DESCRIPTIONS**

Course Number	Credits	Course Title	Description
HPRM 7010	2	Seminar in Contemporary Hospitality Administration	Exploration of hospitality services in contemporary society; current issues and trends. Analysis of social, political, and economic forces affecting hospitality trends and the tourism landscapes through exploration of current literature.
HPRM 7020	3	Analytical Decision-Making in Hospitality and Sport	The course is designed to equip students with the knowledge and understanding of the statistical methods used in hospitality and sport industries. Students will learn the basic statistical concepts and methods including descriptive statistics, sampling theory, and inferential statistics, which will be used in analyzing the structural and operational issues in the field. The subject will also prepare the students with necessary statistical knowledge for effective research and business decision-makings.
HPRM 7032	3	Legal, Ethical and Sustainability Issues in Hospitality	This course is a study of business-related torts and contracts, real and personal property, with an emphasis on hotels, restaurants, resorts and associated businesses and their ethical responsibilities including environmental sustainability. Included are duties of innkeepers and food and beverage liability and negotiation techniques.
HPRM 7100	3	Research Methods in Hospitality and Sport	A study of the various techniques and methods used in research; a survey of research studies in hospitality, tourism, sport and related fields.
HPRM 7262	3	Hospitality Modeling for Revenue Optimization	This course provides an introduction to both the theory and the practice of revenue management and pricing. Fundamentally, revenue management is an applied discipline; its value derives from the business results it achieves. At the same time, it has strong elements of an applied science and the technical elements of the subject deserve rigorous treatment. The plan of this course is to discuss both these practice and theoretical elements.

HPRM 7421	3	Managing Diversity in Global Hospitality	Workforce diversity provides strength in the current global hospitality business environment. This course investigates the concepts, policies, and practices facing professionals in the global hospitality and tourism workplace. Effective workplace interactions result when personnel hold a global perspective that incorporates an appreciation and understanding of human diversity and its ramifications on hospitality operations.
HPRM 7442	3	Advanced Strategic Management in Hospitality	The course aims to provide students with an in in-depth understanding of various strategic management theories and their applications in general as well as within organizations in the hospitality and tourism sector. Both micro and macro perspectives will be treated along with the principle methods and techniques that can be applied in relation to organizational strategic change and globalization.
HPRM 7651	3	Driving Sales and Maximizing Repurchase Behavior	This course provides a thorough overview of marketing concepts, revenue maximizing management and practices specific to the hospitality industry. Topics include yield management, market segmentation, quality services and products, professional sales, branding, consumer behavior, strategic planning, internet marketing, and the development of a marketing plan.
HPRM 7795	3	Hospitality Corporate Strategy	Current theory and practice of how hospitality businesses can become sustainable entities. Course content includes business rationale for adopting environmental and social equity practices for improved business performance and success. Students analyze and debate cutting-edge issues for the creation of sustainable business strategies; development of policies and practices for operational success and cost advantage.
HPRM 7990	3	Hospitality and Sport Management Thesis	An introduction to research process and design, data collection, hypothesis testing, and reporting; featuring econometrics and other quantitative applications in business research; research on a topic related to the sport and tourism and/or hospitality industries.
SPRT/HPRM 7911	3	Hospitality and Sport Management Internship	The purpose of the internship is to serve as a synthesizing force in the student's academic preparation for the field internship experience. The student has satisfied his/her general education requirements and the technical knowledge and skills basic to the field of hospitality and sport industries. This seminar sets out to develop an academic framework wherein this knowledge and these skills can be effectively applied and adopted in a full-time practical work experience.
SPRT/HPRM 7950	3	Special projects in Hospitality and Sport	Scholarly capstone experience in which students integrate and apply discipline-specific knowledge, skills, and insights in developing a product related to their professional goals as approved by a three-person project committee.