

MASTER OF SCIENCE IN HOSPITALITY MANAGEMENT

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The Morgan Master of Science in Hospitality Management is a two-year course of study designed for individuals who seek career and business leadership opportunities in the hospitality industry. The program will provide participants with the needed skills, knowledge and tools to become visionary and creative business leaders.

A. Educational Objectives of the Program

- To provide participants with the needed skills, knowledge and tools to become visionary and creative business leaders in the hospitality and tourism industry.
- To enable participants to build on their strengths and interests, broaden their knowledge of the industry and to promote the growth of education and professional development.
- To promote the use technology and development of critical thinking and communication skills.
- To help prepare those who wish to pursue doctoral programs thereafter.

B. Admission Requirements

Applicants are required to have a bachelor's degree from an accredited university and meet the MSU Graduate School admission requirements.

The following documents are required:

- Bachelor's degree transcripts from a recognized institution (International degree transcripts need to be evaluated through Educational Credential Evaluators or World Education Services)
- GMAT or GRE Scores (not more than 5 years old)
- Three letters of recommendation
- Professional goals essay
- Completed admission application

In addition, applicants with undergraduate degrees in disciplines other than Hospitality Management or Business Administration may be required to take foundation courses prior to taking the core courses. They must also have completed a minimum of one year full-time work experience in a management or supervisory capacity in the hospitality industry, or three years full-time experience in any position in the hospitality field. Prior work experience in the hospitality industry is not a requirement for applicants with undergraduate degrees in Hospitality Management or Business Administration.

C. Degree Requirements

To be eligible for a Master of Science degree, the program participant must:

- Satisfy all university requirements for a master's degree.
- Complete a minimum of 30 semester credit hours of graduate level course work in the Hospitality Management curriculum and an industry-based case research paper.
- Take the core courses as a cohort and earn a minimum grade point average of B (3.0) in all approved courses in the program.
- Program participants complete courses as a cohort.

No courses, in which a grade below "C" is earned, may be counted toward the MS degree. However, all approved work taken as a participant, will be counted in computing the GPA.

Should exceptional circumstances require that a student takes a course outside of the MS in Hospitality Program at MSU, prior approval from the Director of the Hospitality Program, Chair of the Department of Business Administration and Dean of the School of Business and Management, will be required.

D. MS HOSPITALITY CURRICULUM

Foundation Courses:

ACCT 500	General Accounting Principles and Concepts
BUAD 521	Organizational Behaviors and the Environment of Business
INSS 540	Quantitative and Statistical Skills for Managers

Core Courses - 24 Credits

ACCT 603	Financial Statement Analysis
BUAD 625	Organizational Leadership and Ethics
BUAD 664	Entrepreneurship
BUAD 699	Strategic Management
HOMG 600	Principles and Practices of Food Service Management
HOMG 610	Revenue Management for Hospitality & Tourism
HOMG 625	Management of Lodging and Resort Operations
HOMG 650	Advanced Hospitality Marketing Management

Electives – 6 Credits

BUAD 647	International Business Management
BUAD 650	Business Research Methods
BUAD 656	Essentials of Negotiation
INSS 587	Fundamentals of Information Technology for Managers
INSS 630	Supply Chain Management and Strategic Sourcing
PROJ 600	Project, Program, and Portfolio Management

Course Descriptions for a Master of Science in Hospitality Management

ACCT 500: General Accounting Principles and Concepts

Three Hours: 3 Credits

This course captures the essential aspects of financial accounting. It focuses on accounting procedures for assets, liabilities and stockholders' equity and the preparation of the income statement, balance sheet and the statement of cash flows.

ACCT 603 Financial Statement Analysis

Three Hours; 3 Credits

This course develops an understanding of the balance sheet, income statement and statement of cash flows and how these statements are used by financial professionals. Students will understand the role of these statements in the capital markets. Coverage includes the quality of earnings, initial public offerings, earnings per share, ratio analysis and understanding the footnotes to financial statements.

BUAD 521: Organizational Behaviors and the Environment of Business (Formerly Administrative Theory)

Three Hours: 3 Credits

This course covers organizational theory with specific emphasis on OB theory and research, individual behavior, corporate ethics, international management, group dynamics, motivation, leadership, as well as communications and conflict management. Additional emphasis is placed on the analysis of the relationships between organizations, the international business environment and the different economic, political/legal systems and cultures and their implications for management in an increasingly complex global environment.

BUAD 625: Organizational Leadership and Ethics

Three Hours: 3 Credits

This course focuses on behavioral and ethical issues in organizations and society. Through various experiential learning techniques, the course will address organizational trust, leadership, collaboration, team problem-solving, decision-making and change management.

BUAD 647: International Business Management

Three Hours: 3 Credits

This course captures the subtleties of management of medium and large sized organizations as they respond to an increasingly international marketplace. Areas covered include nuances of managing an international workforce, responding to the nuances of multiple cultures in marketing; negotiating in international situations and understanding the role of technology in internationalizing supply chain and sourcing.

BUAD 650: Business Research Methods

Three Hours: 3 Credits

Leading companies all have a research function. The function is to help decision-makers sort out dilemmas and search for data that presents the decision maker with options. The course highlights a disciplined way of determining researchable areas and a variety of methodologies to gather data and ideas and carefully translate them into useful information.

BUAD 656: Essentials of Negotiation

Three Hours: 3 Credits

Negotiations set the base for contracts, successful project design, successful teams and build a frame of mind that builds successful careers. This course focuses on enhancing the student's

ability to engage in effective negotiations. Students will consider cases of individuals, intra-organizational, union-management, and business-government.

BUAD 664: Entrepreneurship

Three Hours: 3 Credits

This course will provide an experiential introduction to the creation of a new business enterprise. The course provides a discussion of entrepreneurship theory and research. The major project is a business plan that could be presented to a venture capitalist, angel investor, bank, or other funding source. Topics of discussion include the traits of successful entrepreneurs, idea generation and opportunity recognition, "window of opportunity," the venture team, family businesses, management/marketing/financial skills needed, "intrapreneurship."

BUAD 699: Strategic Management

Three Hours: 3 Credits

This course is the forum for integrating the analytic skills drawn from the core areas of study. Cases and simulations will highlight issues and problems designed to utilize financial, technology, behavioral and marketing knowledge. The focus is giving the student cases and projects that build a general manager's perspective on developing and implementing strategies that focus resources for marketplace success. This course will be in the final semester in the student's program.

HOMG 600 Principles and Practices of Food Service Management

Three Hours; 3 Credits

This is a core graduate course in Hospitality Management that prepares students to examine the mechanisms and techniques employed in the management of food service companies. Comparisons case studies and selected topics focus on design, structures, operations, multi-units, marketing and management systems for a variety of public and private food services operations.

HOMG 610 Revenue Management for Hospitality & Tourism

Three Hours; 3 Credits

This course introduces the student to the scope and application of revenue management in the hospitality and tourism industries. Students will learn how to effectively manage the variability in industry market demand relative to supply to maximize revenue while ensuring customer satisfaction.

HOMG 625 Management of Lodging and Resort Operations

Three Hours; 3 Credits

This course focuses on the examination of the mechanism and techniques employed in the management of hotel/resorts companies. Comparisons, case studies and selected topics focusing on structures, operations and marketing systems for a variety of hotels and resorts operations, are analyzed.

HOMG 650 Advanced Hospitality Marketing Management

Three Hours: 3 Credits

This course utilizes cases to explore services marketing concepts with a focus on the hospitality industry. Using market focused analyses and managerial decision making frameworks, concepts

such as competitive service design, service quality, and service recovery strategies are examined.

INSS 540: Fundamentals of Quantitative and Statistical Skills for Managers

Three Hours: 3 Credits

This course provides an understanding of analytical and managerial tools and concepts that are used to help manage important operations functions. It provides a foundation for understanding the operations of a business. Students will learn how a company's technology, facility configuration, processes, trading relationships and management practices enable it to effectively and efficiently serve its markets. The course covers such topics as production and inventory control, scheduling, and quality control. Students will be able to implement various techniques used in operations management based on knowledge of college algebra, statistics and Excel spreadsheet.

INSS 587: Fundamentals of Information Technology for Managers

Three Hours: 3 Credits

This course highlights the importance of the world of information technology in organizations. The focus is providing a base for understanding the fundamental concepts of architecture, information systems, the internet and other technological innovations to the effective structure of supply chains, enterprise management and customer response. The course is centered on the practical understanding and use of the concepts and terminology of technology. This course uses productivity software applications to solve business cases.

INSS 630: Supply Chain Management and Strategic Sourcing

Three Hours: 3 Credits

This course introduces students to tools, techniques and strategies for effective sourcing and for managing supply chains. Students learn to use software tools for managing supply chain resources. This course uses case studies to augment student learning.

PROJ 600: Project, Program, and Portfolio Management

Three Hours: 3 Credits

This problem-based interdisciplinary course introduces project management tools and techniques. It introduces program and portfolio management in corporate and government settings. Students use practical applications to manage projects from start to finish. Students use software tools for planning and monitoring projects.