

Hospitality Management - Certificate

This certificate program will help improve your role as hospitality manager by developing strategies that can be applied to your teams in the workplace. This program covers a wide range of content, from building a loyal guest base to finances to team building, giving you a set of skills needed to be successful in a management role. Knowing how to handle multiple facets of the hospitality industry will help you manage your organization to its fullest potential as well.

Upon completion of this certificate program, individuals are expected to:

- Examine and analyze social, multicultural and environmental issues and their impacts upon managerial practices in the global hospitality industry.

All credits successfully earned in the certificate program can be applied toward a graduate degree in hospitality.

Hospitality Management

A 12 semester credit program leading to the graduate Hospitality Management Certificate

HOSP6509	Hospitality and Tourism Global Issues	3
RSCH5700	Research and Inquiry	3
Choose two of the following:		6
HOSP5020	Strategic Marketing in Service Dominant Logic	
HOSP6030	Franchising and Licensing	
HOSP6050	Benchmarking and Operations Analysis in the Hospitality Industry	
HOSP6060	Corporate Social Responsibility	
HOSP6130	Competitive Strategies in Hospitality	
Total Credits		12.0