

INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT/ MASTER OF SPORT, LEISURE AND HOSPITALITY MANAGEMENT WITH NATIONAL TAIWAN NORMAL UNIVERSITY, M.I.H.T.M./ M.S. IN S.L.H.M.

Degree Requirements (36 Hours)

Required Courses (15 Hours)

Course	Title	Credits
HRSM 788	Business Research and Analytics in Hospitality, Retail and Sports Management	3
HRTM 720	Hospitality Finance Methods	3
HRTM 730	Strategic Leadership in the Hospitality Industry	3
HRTM 750	Hospitality Marketing and Social Media	3
STAT 600	Statistics for Applied Management	3
Total Credit Hours		15

Concentration in Hotel, Restaurant, and Tourism Management (HRTM) (15 Hours)

Course	Title	Credits
HRTM 521	Revenue Management in the Hospitality Industry	3
HRTM 564	Advanced Meeting Management	3
HRTM 590	Special Topics in HRTM	3
HRTM 768	Contemporary Problems in the Lodging Industry	3
Cognates		
HRTM 584	Tourism Information Technology Issues	3
Total Credit Hours		15

Thesis (6 Hours)

Course	Title	Credits
HRTM 799	Thesis Preparation	6
Total Credit Hours		6