PURDUE UNIVERSITY®

FUEL YOUR HOSPITALITY CAREER WITH THIS BUSINESS-FOCUSED DEGREE

Designed for hospitality and tourism managers with at least three years of managerial experience in the industry. This degree positions you to work as an executive manager, transfer to the corporate side of hospitality and tourism management, or work within a more complex, full-service hotel and tourism establishment.

The project-orientated curriculum focuses on the business side of HTM. Learning with other professionals, you'll apply new knowledge immediately to your current position, getting you noticed as a leader who's qualified to take the next step in their career.

A CAREER-FOCUSED CURRICULUM

The HTM industry has its own set of values and challenges. Faculty ensure you possess the latest information to develop your leadership style and teach you how to think critically about business analytics, finance, marketing, and human resource management within the industry.

The program includes a capstone project derived from a real-world HTM issue. In it, you'll develop a project scope that may incorporate management, marketing, human resources and financial recommendations to address the issues presented.

BY GRADUATION YOU CAN:

> Lead your organization through continual changes with advanced management and leadership skills

> Increase your competitiveness with cutting-edge skills in human resources, operations management, marketing and finance

> Focus on the real challenges of HTM with advanced critical thinking and problem-solving techniques

> Drive business decisions through data analysis

> Learn from leading researchers in hospitality management and gain real-world experience from experienced HTM managers

LEADERS READY YOU FOR ADVANCEMENT

This team of instructors uses their vast experiences in HTM to prepare you to manage complex organizations and shifting global markets. They increase your self-awareness and global perspective through cultural awareness and diversity, thereby improving your level of professionalism in leadership, communication, and critical thinking.

The leisure and hospitality sector is at the forefront of monumental growth — employment is projected to increase by 1 million jobs between 2014 and 2024.[1]

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📞 (877) 497-5851

Source
[1] Bureau of Labor Statistics, U.S. Department of Labor, Monthly Labor Review, December 2015, on the Internet at http://www.bls.gov/opub/mlr/2015/article/industry-employment-and-output-projections-to-2024.htm.

online.purdue.edu/programs/hospitality/masters-in-hospitality-management

ONLINE MASTER OF SCIENCE IN

HOSPITALITY AND TOURISM MANAGEMENT

The online MS in Hospitality and Tourism Management is tailored specifically to managers with three years of management experience.

It consists of 34 credits over 11 courses and can be completed in two years.

Core Courses

CODE	COURSE NAME	CREDIT HOURS
HTM 51200	Leadership in Hospitality and Tourism	3
HTM 57100	Economics of Travel and Tourism	3
HTM 50300	Business Statistics and Quantitative Analysis	3
HTM 54100	Advanced Hospitality Accounting and Finance Systems	3
HTM 53600	Advanced Service Management for Hospitality and Tourism	3
HTM 64200	Advanced Personnel Systems in Restaurants, Hotels and Institutions	3
HTM 51100	Hospitality Business Law and Risk Management	3
HTM 54200	Strategic Revenue Management in the Hospitality Industry	3
HTM 53100	Hospitality and Tourism Marketing II	3
HTM 61200	Management Challenge Analysis	3
HTM 59500	Advanced Management Project (Capstone)	4

THE CAPSTONE PROJECT

For graduation, you'll complete a capstone project (HTM 595: Applied Management Project) based on a real-world issue. In it, you'll develop a project scope that may incorporate management, marketing, human resources and financial recommendations to address the challenges presented.

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About Purdue University

At Purdue University, our reputation for innovation and discovery is built on a foundation of tradition and history. Founded as a land-grant school in 1869, today the University is known for scholarly excellence, research, and achievement in the fields of aerospace, engineering, technology, science and math. Our faculty and staff commit themselves every day to preparing students to become dynamic leaders and lifelong learners. Purdue is committed to research that is transferable to real-world applications and benefits the world in positive ways.

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