

HOSPITALITY MANAGEMENT, MS

The Hospitality Management, MS degree program prepares students wishing to advance and to excel in leadership/executive positions in the hospitality, tourism, and sport industries. A thesis option within this program will prepare students who wish to extend their education by providing a robust research foundation to be successful in a doctoral program in Tourism Management, Hospitality Management, Sport and Entertainment Management, Business Management, and Law. The hospitality, tourism, and sport industries touch the lives of all citizens and provide economic and social benefits to the State of Alabama and the United States.

The Sport Hospitality concentration prepares students for success in a wide variety of sport, hospitality, entertainment, and tourism careers along with the opportunity to meet and interact with experienced industry professionals.

Admission Requirements

See the Admission Criteria section of this catalog for more information.

Degree Requirements

Hospitality Management, MS		Hours
RHM 521	Hospitality Law and Risk Management	3
RHM 575	Sport Hosp Financial Mgmt	3
HES 509	Research Methods	3
RHM 596	Seminar Hospitality Management	3
RHM 576	Strat Mgt in Hosp & Tourism	3
RHM 570	Leaders Mgt Hospitality Indust	3
RHM 592	Special Topics in RHM	3
Elective ¹		3
Credit Hours Subtotal:		24
Thesis/Non-Thesis Research		6
RHM 599	Thesis Research	
or		
Electives - 6 hrs (non-thesis) ¹		
Total Hours		30

Footnotes

¹ The following is a list of recommended electives:

- CSM 525 Conflict Resolution Workplace
- CSM 527 Emotional Intelligence
- CSM 528 Processes of Negotiation
- CSM 586 Principled Negotiation
- CSM 500 Personal Insurance Plan & Mgt
- CSM 501 Consumer Protection
- CSM 504 Personal Investment Plan & Mgt
- CSM 506 Consumer Mgt Quality Assurance
- CSM 507 Consumr Qual Mgt Facilitn Skil
- CSM 508 Consumer Quality Mgt Systems
- CSM 515 Customer Service Management
- CSM 525 Conflict Resolution Workplace
- CSM 554 Personal Income Tax Mgt Plang
- CSM 562 Cognition Strategy & Technolog
- CSM 564 Digital Tools
- CSM 566 Multimedia Design Development
- CSM 568 Emerging Technologies
- CSM 570 Coor Delivry Info W/Digitl Tech
- CSM 572 Needs Assessment Plan & Evaltn
- CSM 575 Entrepreneurship In Hes
- CSM 580 E-Commerce

Students will have three options for completing the requirement for the Capstone Experience:

1. **Comprehensive examination:** Students who choose the non-thesis Hospitality Management option will be required to take a comprehensive exam or complete a Capstone special project (see below).
2. **Capstone Special Project:** Students not completing a thesis or comprehensive exam must complete a special project under the supervision of a faculty advisor. This project will allow students to work with an industry professional on a topic or issue where the results will benefit the hospitality organization.
3. **Thesis:** Students who are taking the thesis option will register for 6 thesis hours during their last 2 semesters (3 research hours each semester). These hours will be completed under the supervision of a faculty advisor and will require a thesis defense open to other graduate students and faculty. Publication of research results are encouraged with successful completion of a thesis.

Sport Hospitality Concentration

Thesis Requirements		Hours
RHM 521	Hospitality Law and Risk Management	3
RHM 575	Sport Hosp Financial Mgmt	3
HES 509	Research Methods	3
RHM 551	Sport Properties and Venue Mgt	3
RHM 555	Sport Sales & Entrepreneurship	3
RHM 559	Intl. Strategies in Sports	3
RHM 561	Sports Marketing, Sales, & PR	3
Elective (select one of the following or from the approved list of electives above)		3
RHM 560	Sport Business Mgt. Fellowship	3
RHM 593	Special Problems in Sports Mgt	3
RHM 552	Issues in Sports Business Mgt.	3

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RHM 599	Thesis Research	6
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Total Hours		39
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Non-Thesis Requirements		Hours
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RHM 521	Hospitality Law and Risk Management	3
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RHM 575	Sport Hosp Financial Mgmt	3
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HES 509	Research Methods	3
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RHM 561	Sports Marketing, Sales, & PR	3
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RHM 555	Sport Sales & Entrepreneurship	3
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RHM 559	Intl. Strategies in Sports	3
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RHM 560	Sport Business Mgt. Fellowship	3
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RHM 551	Sport Properties and Venue Mgt	3
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RHM 593	Special Problems in Sports Mgt	3
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RHM 552	Issues in Sports Business Mgt.	3
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Total Hours		30
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