

Certificate in Hospitality Management for MSM Students

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The Certificate in Hospitality Management is a certificate program offered to all graduate students in the Warrington College of Business. **The Certificate requires 10 total credits (5 courses)**. MSM students should refer to the hospitality curriculum plan designed specifically for them. The Certificate will be awarded once all credits are completed with a “C” or better. This *is not* an official minor or concentration that will appear on the UF transcript. LEI courses will count toward your overall GPA (all graduate courses) but not your major GPA (all courses with a business prefix).

REQUIRED COURSES- TAKE THREE OR FOUR

(if four are taken, the number of electives you will take will be one):

Introduction to Hospitality and Tourism (LEI 6931)- Fall Module 1

This course will provide a general overview of the hospitality industry with perspectives on the organizational structure, operations, management and various associated issues. The course will focus on lodging and food service operations, cruise lines, clubs, gaming industry, franchising, meetings and conventions industry. Classes will consist of lectures, case studies, projects, guest speakers, and discussions.



Hospitality & Tourism Planning & Development (LEI 6931) – Fall Module 2

This course will provide an examination and understanding of the planning and development functions of the hospitality and tourism industry and the event management industry. The course will cover backgrounds to tourism planning, planning hospitality attractions, development and design standards, planning resorts, and impacts of the industry and how to plan to minimize these impacts. Basic knowledge of how successful meetings, conventions, and special events are planned and conducted will be discussed. Current trends and issues in the meetings, conventions, and special events will also be emphasized. Case studies will be used to help students develop an understanding for the interrelationship among the concepts.

Marketing in Hospitality and Tourism (LEI 6931)- Spring Module 4

The course provides an examination of the multidimensional marketing functions common to complex hospitality organizations. An emphasis is placed on strategic planning in marketing and its use by hospitality organizations. Cases on marketing in hospitality will help students develop a more in-depth understanding and appreciation of the application of marketing.

Hospitality Law and Risk Management: LEI 6931 - Spring Module 4

This course focuses on law and risk management in the context of hospitality. Those in the hospitality profession are practicing management skills in a different world than was experienced a few decades ago. There is a propensity for people to bring lawsuits if they are injured or receive property damage. Extensive litigation has resulted in significantly increased insurance rates and changes in the type of facilities and services provided.

ELECTIVE COURSES- CHOOSE ONE OR TWO

Management of Service Operations (MAN 6508)- Spring Module 3

This course focuses on issues related to service operations such as systems design, operation and control. Specific emphasis is given to yield management, revenue management and waiting-line systems. This course makes extensive use of cases. **Note: MSM students are normally required to take MAN 5502, Production & Operations Management. MSM students will replace MAN 5502 with MAN 6508 and still meet "core" course requirements for MSM.*

Introduction to Real Estate: REE 6045- Fall Module 1 or Spring Module 3

This course focuses on real estate finance, valuation and investment. The primary objectives of the class are: (1) to learn how to make effective business/investment decisions in real estate; (2) to become familiar with the activities, roles, and participants in the business of real estate. Hotel chains especially rely on real estate investments to make money and an understanding of this topic is imperative for mid and upper level hospitality managers.

(Pre-req: FIN 5437)

Investment Property Analysis: REE 6395- Fall Module 2

This course is an introduction to the major concepts, principles, analytical methods and tools useful for making investment and finance decisions regarding real estate assets. As the first of a two-course sequence, this course focuses primarily on the fundamentals of the property markets, and investment decisions relating to individual properties ("Main Street" as opposed to "Wall Street"). The course rigorously integrates real estate investment topics with, and builds our methodology upon, the modern corporate finance perspective. In essence this course treats property as one particular class of capital assets. (Pre-req: REE 6045)

Training & Development in Organizations: MAN 6351- Fall Module 2

Course covers human resource issues related to training and development of employees in organizations. Methods identified for training needs, developing content, conducting sessions, and evaluating effectiveness of programs according to organizational and individual objectives.

Organizational Staffing: MAN 6366-Fall Module 2

Personnel selection. Foundations of job analysis, measurement, and selection techniques, with attention to psychometric principles, analysis of job requirements, and assessment of relevant human characteristics. Assessment of individual contribution to organizational effectiveness.

Compensation in Organizations: MAN 6331- Spring Module 4 or Fall Module 1

Relevant practical and theoretical information regarding design of employee reward systems such as salary, bonuses, compensation time, etc. that support organizational strategies and goals.

Organizational Behavior: MAN 5246- Summer B or Spring Module 4

Focus on behavior of individuals, groups, and organizations with purpose of understanding organizations and how they work based on the individuals comprising those organizations.

**This is a core course that MSMs must take anyway*

Art & Science of Negotiation: MAN 6447- Fall Module 2 or Spring Module 4

The purpose of this course is to understand the theory and processes of negotiation as it is practiced in a variety of settings. Negotiation is the art and science of securing an agreement between two or more independent parties. This course focuses on understanding the behavior of individuals, groups and organizations in the context of competitive situations. The course is designed to be relevant to a broad spectrum of negotiation problems that are faced by the manager and the professional. Emphasis is placed on negotiation exercises and role-playing.

International Aspects HR Management: MAN6635- Spring Module 4

This course examines global issues that affect the effective management of human resources. International Human Resource Management (IHRM) is placed in context by discussing strategies and structures of multinational corporations. Within this context the functional aspects of human resource management are also reviewed. A compare and contrast approach reveals emerging challenges to all MNC managers. The format will emphasize lectures, class discussion of assigned readings and other topics, in-class exercises, case analysis, and a group project.

Employment Law: BUL 6841- Spring

This course is an overview of various laws and regulations that determine the rights and obligations of Employees and Employers. Topics covered include the nature of the employment relationship and common law principles, prohibitions against discrimination on the basis of certain protected characteristics such as race and gender, wage and hour law, the Family Medical Leave Act, the National Labor Relations Act, and other similar areas of labor and employment law. The primary focus is on federal laws governing the employment relationship, but there will be discussion of state and local laws.

A note about the real estate courses: These courses are VERY challenging and use a significant amount of finance. Only students who minored in business should even consider taking these courses.

If you wish to pursue this certificate program, you must declare your intention to Mindy Kraft (mindy.kraft@cba.ufl.edu) as soon as possible. You will get course priority for registration and you will be automatically monitored for completion of requirements. You will also be added to an e-mail list for announcements about guest speakers and other hospitality related activities.