EXECUTIVE ONLINE MASTER OF SCIENCE IN HOSPITALITY AND TOURISM PROGRAM BROCHURE

UNIVERSITY OF NEW ORLEANS (UNO)
COLLEGE OF BUSINESS ADMINISTRATION
LESTER E. KABACOFF SCHOOL OF HOTEL, RESTAURANT AND TOURISM ADMINISTRATION
http://hospitality.uno.edu/index

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Web Sites:
University of New Orleans:
www.uno.edu

College of Business:
http://www.business.uno.edu/

Kabacoff School of HRT:
http://www.unohrt.com/site.php

THE UNIVERSITY

The University of New Orleans, a member of the University of Louisiana System, is located on the southern shore of Lake Pontchartrain in an attractive residential area that is convenient to the financial, commercial, and port sections of the City of New Orleans. The tract of lakefront property upon which the University is situated is among some of the most scenic and valuable real estate in New Orleans. Adding to the modern academic environment of the University are the educational, cultural, business, and recreational opportunities, which abound in New Orleans.

The University of New Orleans maintains high standards of academic excellence. Both the undergraduate and graduate programs in business fields are accredited by the American Assembly of Collegiate Schools of Business (AACSB).

COLLEGE OF BUSINESS MISSION STATEMENT

In support of the University of New Orleans's mission, the College of Business will provide high quality undergraduate and graduate business education, intellectual contributions, and related services that are valued by and will continuously improve the local, regional, and global communities of our stakeholders.
ABOUT THE EXECUTIVE ONLINE M.S. PROGRAM

The Master of Science Degree in Hospitality and Tourism Management is designed specifically to advance the careers of busy hospitality and tourism industry executives and can be completed entirely online in one year. The curriculum consists of ten dedicated courses (30 credits) that build upon the undergraduate degrees and work experience of executives in the fast growing hospitality and tourism industry. Each course will be taught by highly qualified graduate faculty who have excellent credentials in university teaching, research, and service to the hospitality and tourism industry. This Executive Online Master of Science Degree in Hospitality and Tourism Management is an exciting, new course of study from the renowned Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration at the University of New Orleans. The Kabacoff School is named after Lester E. Kabacoff, a pioneer in the hospitality and tourism industry in New Orleans. The School has graduated students at the undergraduate level in Hospitality Management for over 30 years and has a strong, industry experienced, and internationally diverse faculty. A very successful On Campus Master of Science degree has been offered since 2004 to promote the career development of students who are interested in the field. This program is viewed very favorably by industry stakeholders with whom the School has close relationships. The close ties to the industry has provided support for the School; from the creation of our undergraduate program in the 1970s to the current development of the Executive Online Master of Science Degree. The Kabacoff School is part of UNO’s College of Business Administration which is accredited by the Association to Advance Collegiate Schools of Business (AACSB-International).

ADMISSION REQUIREMENTS

Admission to the M.S. Program is at the discretion of the Graduate Coordinator and the Dean of the Graduate School. Applicants are normally admitted if they have:

Category 1
1) Minimum of three years full time work experience in a supervisory role in the hospitality and tourism industry
2) Undergraduate (Bachelors) degree from an accredited institution—official transcripts must be provided
3) GPA of 2.5 on a 4.0 scale
4) Professional resume listing position titles, dates, and places of employment
5) Two letters of recommendation - at least one from employer attesting to dates of employment
6) A writing sample

Category 2
1) Minimum of three years full time work experience in the hospitality and tourism industry
2) Undergraduate (Bachelors) degree from an accredited institution—official transcripts must be provided
3) GPA of 3.0 on a 4.0 scale
4) Professional resume listing position titles, dates, and places of employment
5) Two letters of recommendation - at least one from employer attesting to dates of employment
6) A writing sample

International applicants
If your education was completed outside of the U.S. or another recognized English-speaking country, you will need to provide proof of English proficiency. The following are measures of English proficiency currently accepted by the Graduate School:

TOEFL: Internet-based test score of 79 total or Computer-based test score of 550
http://www.ets.org/toefl/

IELTS: overall band score of 6.5
http://www.ielts.org/test_takers_information.aspx

PTE: Academic score of 58
http://pearsonpte.com/test-takers/test/

International applicants may be asked to have their transcripts evaluated on a course by course basis by an independent evaluating agency.

This degree program can be completed entirely online and the University of New Orleans cannot issue I-20 documents for applicants to obtain student visas to the United States.

APPLICATIONS FOR ADMISSION

Application forms for admissions are available online at http://www.uno.edu/admissions/apply/index.aspx

Steps to Complete Graduate Application Online:

1. Fill out "UNO Graduate Application"
2. Click on 'Complete UNO On-Line Application'
3. Create your username and PW
4. Be sure to apply for Spring 2016 (Admit Term field)
5. Select the Executive Online Masters Degree in Hospitality and Tourism Management from the dropdown menu (Our program is listed almost at the bottom of the list)
6. Complete the application
7. Once you’ve submitted the application, you will receive a confirmation email from the Office of Admissions.

THE M.S. CURRICULUM

The Online M.S. Program consists of a minimum of 10 courses and a total of 30 credit hours.

COURSES

HRT 6001 Survey of the Hospitality and Tourism Industry
This course examines the areas of critical importance in the hotel, restaurant, and tourism industries. Students will be presented with a global knowledge of the industry, individual organizations, and current management trends and issues through the use of case studies. The management of hospitality organizations will be discussed in the context of various management related problems. (3 credits)

HRT 6102 Technology for Hospitality and Tourism Management
This course is designed to investigate and present topics, trends, and issues of using technology in the hospitality and tourism industry. The course will focus on technology to manage information and examine the Internet as a management and marketing tool. This is a particularly dynamic area, crucial for the future success of managers, and it will feature presentations and interactions with industry professionals. (3 credits)

HRT 6200 Hospitality and Tourism Operations Analysis
Qualitative and quantitative analysis of management/operational problems specific to the hospitality and tourism industry will be used to synthesize knowledge with the more advanced and unique aspects of hospitality/tourism operations. Management theories, marketing principles, financial concepts, and advanced analytical techniques are applied to the hospitality and tourism industry. Readings and case analysis are used to illuminate the diverse segments of the industry. (3 credits)

HRT 6202 Hospitality and Tourism Research Methods
This course is designed to introduce students to the research function using both descriptive and inferential statistics. This course will aid students in understanding the role of information in decision-making and in learning the techniques involved in acquiring information. Students will learn the research process and be able to evaluate the appropriateness of research methodology. (3 credits)

HRT 6203 Marketing Applications for the Hospitality and Tourism Industry
This course is designed as an application of the fundamentals of marketing in hospitality and tourism. It involves understanding that the world around us alters the decisions we make about our product/service, price, distribution, and communications. Emphasis will be on strategic marketing and the development of marketing plans. (3 credits)

HRT 6205 Change Management for Hospitality and Tourism
This course examines the critical area of change management in a service quality environment. It discusses the components of leadership, change management, and human resource management that have increasingly become recognized as the main drivers of success for all hospitality and tourism organizations. The course sets these components within the quality improvement framework. It further examines the development of the quality movement and the issues of measuring quality within the hospitality and tourism context. (3 credits)

HRT 6250 Tourism Destination Development
Planning, development, and marketing of tourism at the destination level, from small communities to cities, regions, or countries. Approaches and guidelines for the integrated and sustainable development of tourism that is coherent with community needs, and for the marketing of tourism destination. The social, environmental, and economic costs and benefits of tourism with their implications for planning and management. This course will require an active participation of the students through the presentation of cases, and the elaboration of tourism development and marketing plans. (3 credits)

HRT 6300 Hospitality and Tourism Finance and Revenue Management
This course examines the critical areas of financial management and revenue maximization as applied to the hospitality and tourism industry. Course topics include interpretation and analysis of financial statements, forecasting, budget preparation and analysis, and applications of Cost-Volume-Profit and Yield Management models. Emphasis will be placed upon the integration of financial management with revenue maximization. (3 credits)
HRT 6301 Hospitality and Tourism Industry Strategic Management
Concepts and formulation of business strategy are analyzed and determined in the framework of the total business environment. Roles and actions of top management and supervisory personnel in developing and implementing policy and strategy are examined in the highly competitive settings of the hospitality and tourism industry. Case studies are utilized to solve problems in the classroom. This course should be taken in the final semester of study and it will draw extensively upon the knowledge and skills acquired throughout the program. (3 credits)

HRT 6495 Special Topics in Hospitality and Tourism
This course will cover the essentials of hospitality finance and accounting – a refresher class to prepare students in the foundations of finance and accounting. A user-oriented approach to the fundamentals of financial accounting. Emphasis will be placed on the interpretation of financial information and financial decision-making management. (3 credits)

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<th>PROGRAM TIME LINE</th>
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<td>The program will be arranged in a manner that will allow students to complete the degree in 12 months. There will be five sessions per year and two courses will have to be completed per session. Each session will have a duration of eight weeks. A potential timeline is presented below for a tentative program that begins in January with completion projected for December of the same year.</td>
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<tr>
<th>Session Five (October-December)</th>
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<tr>
<td>HRT 6202 Hospitality and Tourism Research Methods</td>
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<td>HRT 6301 Hospitality and Tourism Industry Strategic Management</td>
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<tr>
<th>DEGREE COMPLETION REQUIREMENTS</th>
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<td>Students must complete 30 credits (10 courses) and must maintain a 3.0 GPA (B average) in order to graduate. Any student who falls below a 3.0 during the program will be placed on probation and must attain a 3.0 GPA or better while on probation. A grade of C or higher is necessary for any course to be accepted for credit and a C grade is considered below the standard normally expected of a graduate student. In addition, no more than two C grades can be used to satisfy the completion requirements for the degree.</td>
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<th>PROGRAM COSTS</th>
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<td>Students are eligible to apply for federal financial aid and a limited number of scholarships are available. For students not eligible for Financial Aid, private student loans may be available from the University of New Orleans Federal Credit Union, an on campus financial institution that serves the UNO community. For more information please contact Lisa Smith (<a href="mailto:lverde@uno.edu">lverde@uno.edu</a>).</td>
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<tr>
<td>Program costs</td>
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<td>The costs of the program may be paid in three installments:</td>
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<td>Spring Semester (January) $10,999.92</td>
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<td>Summer Semester (June) $5500.16</td>
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<td>Fall Semester (August) $10,999.92</td>
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