

# GLOBAL HOSPITALITY MANAGEMENT (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-global-hospitality-management.html>)

**NYSED:** 92058 **HEGIS:** 0508.00 **CIP:** 52.0904

## Program Description

The Master of Science in Global Hospitality Management is a 36-credit program, which includes a core curriculum that establishes a broad foundation for the discipline, an internship, a capstone course, and choices of electives. Taught by faculty members who are leading industry practitioners, the program is structured to meet the needs of working professionals and full-time students, allowing opportunities for either part-time or full-time study in any semester. Typically, students complete the degree within 1.5 years of full-time study or in 2-3 years of part-time study.

The general core, comprised of business-oriented courses, will develop your key competencies as a hospitality manager. You will study data analytics, business communications, hospitality finance, business models and markets, design thinking and innovation, and trends in travel and tourism. The core courses provide a strong foundation that allows you to specialize via an extensive range of elective courses, which cover aspects of hospitality management including real estate and asset management, entrepreneurship, marketing and demand management.

Learning occurs both in the classroom and in the industry—through various networking opportunities, lecture series, research projects, and optional internships. If you have relevant work experience, you may be eligible to waive the internship course with departmental approval. Waivers permit students to take additional courses in selected areas; they do not reduce the number of credits required for the degree.

## Admissions

Admission to master's programs at the NYU School of Professional Studies requires the completion of a U.S. bachelor's degree or its international equivalent. Admissions decisions are made through a holistic review process. Visit the SPS Admissions website (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for detailed application requirements and deadlines.

## Program Requirements

The program requires the completion of 36 credits, comprised of the following:

Course	Title	Credits
<b>Core Requirements</b>		
TCHS1-GC 1005	Trends in Travel and Tourism	3
TCHS1-GC 1015	Data Analytics for Hospitality and Travel	3
TCHS1-GC 1020	Business Communications	3
TCHS1-GC 1035	Financial Analysis for Hospitality and Travel	3
TCHS1-GC 1045	Business Models and Markets	1.5
TCHS1-GC 1055	Design Thinking and Innovation	1.5
TCHS1-GC 3930	Internship	1.5
<b>Electives</b>		

Select 18 credits from the following:		18
TCHS1-GC 1320	Legal Issues	
TCHS1-GC 3020	Hotel Operations Analysis	
TCHS1-GC 3010	Managing The Human Asset	
TCHS1-GC 3430	Development and Market Analysis	
TCHS1-GC 3400	Hospitality Investment Analysis	
TCHS1-GC 2045	Asset Management	
TCHS1-GC 3455	Investment Analysis Reporting	
TCHS1-GC 1025	Global Strategies across Cultures	
TCHS1-GC 3255	Strategic Hospitality Branding	
TCHS1-GC 3025	Digital Marketing	
TCHS1-GC 3060	Hospitality Marketing and Sales	
TCHS1-GC 3035	Ideation - Value Creation	
TCHS1-GC 3045	Proof of Concept - Prototyping	
TCHS1-GC 3055	Funding - Business Modeling and Finance	
TCHS1-GC 3065	Launch - Business Planning	
TCHS1-GC 3070	Managing through Failure and Success	
TCHS1-GC 2060	Distribution and Demand Management	
TCHS1-GC 3235	Revenue Management and Pricing	
TCHS1-GC 2080	Data Analytics and Business Modeling	
TCHS1-GC 2090	Current and Future Hospitality Technologies	
TCHS1-GC 3420	Corporate Finance	
TCHS1-GC 3105	HMAs and Franchise Contracts	
TCHS1-GC 3115	Customer Relationship Management and Loyalty	
TCHS1-GC 3130	Hospitality Experience Design and Innovation	
TCHS1-GC 3135	Family Businesses	
TCHS1-GC 3280	Intrapreneurship: Acquisitions and Turnarounds	
TCHS1-GC 3305	Food Service Management	

TCHS1-GC 3075	Inclusive Leadership and Management in Hospitality and Tourism	
TCHS1-GC 3905	Special Topics in Hospitality	
TCHS1-GC 3925	Individual Thesis	
TCHS1-GC 3920	Independent Study in Hospitality	
<b>Capstone</b>		
TCHS1-GC 1930	Leadership	1.5
<b>Total Credits</b>		<b>36</b>

## Sample Plan of Study

### Full-Time Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
TCHS1-GC 1005	Trends in Travel and Tourism	3
TCHS1-GC 1015	Data Analytics for Hospitality and Travel	3
TCHS1-GC 1035	Financial Analysis for Hospitality and Travel	3
TCHS1-GC 1025	Global Strategies across Cultures	3
<b>Credits</b>		<b>12</b>
<b>2nd Semester/Term</b>		
TCHS1-GC 1020	Business Communications	3
TCHS1-GC 1045	Business Models and Markets	1.5
TCHS1-GC 1055	Design Thinking and Innovation	1.5
TCHS1-GC 3400	Hospitality Investment Analysis	3
TCHS1-GC 3255	Strategic Hospitality Branding	3
<b>Credits</b>		<b>12</b>
<b>3rd Semester/Term</b>		
TCHS1-GC 3930	Internship	1.5
TCHS1-GC 1930	Leadership	1.5
TCHS1-GC 3115	Customer Relationship Management and Loyalty	3
TCHS1-GC 2080	Data Analytics and Business Modeling	3
TCHS1-GC 3305	Food Service Management	3
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>36</b>

### Part-Time Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
TCHS1-GC 1005	Trends in Travel and Tourism	3
TCHS1-GC 1015	Data Analytics for Hospitality and Travel	3
<b>Credits</b>		<b>6</b>
<b>2nd Semester/Term</b>		
TCHS1-GC 1035	Financial Analysis for Hospitality and Travel	3
TCHS1-GC 1025	Global Strategies across Cultures	3
<b>Credits</b>		<b>6</b>
<b>3rd Semester/Term</b>		
TCHS1-GC 1020	Business Communications	3
TCHS1-GC 1045	Business Models and Markets	1.5
TCHS1-GC 1055	Design Thinking and Innovation	1.5
<b>Credits</b>		<b>6</b>
<b>4th Semester/Term</b>		
TCHS1-GC 3400	Hospitality Investment Analysis	3
TCHS1-GC 3255	Strategic Hospitality Branding	3
<b>Credits</b>		<b>6</b>
<b>5th Semester/Term</b>		
TCHS1-GC 3930	Internship	1.5
TCHS1-GC 1930	Leadership	1.5

TCHS1-GC 3115	Customer Relationship Management and Loyalty	3
<b>Credits</b>		<b>6</b>
<b>6th Semester/Term</b>		
TCHS1-GC 2080	Data Analytics and Business Modeling	3
TCHS1-GC 3305	Food Service Management	3
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>36</b>

## Learning Outcomes

Upon successful completion of the program, graduates will:

1. Select appropriate quantitative and qualitative methods and technology tools to conduct hospitality business research (e.g., revenue analysis, hotel performance).
2. Critically assess the validity and reliability of hospitality information and data.
3. Perform appropriate financial, human and organizational analysis to assess the impacts of change in a hospitality business context.
4. Solve complex business problems by conducting a comprehensive analysis of organizational and managerial situations, providing appropriate alternatives and effective recommendations.
5. Identify and manage opportunities and risks at the property and enterprise levels by applying strategic problem-solving and entrepreneurial skills.
6. Apply knowledge from the core disciplines (e.g. marketing, finance, consumer behavior, project management) to hospitality management and operations.
7. Evaluate the use of existing resources and of allocate new and existing resources strategically to achieve guest satisfaction and business growth.
8. Apply interpersonal, cultural and global awareness skills to successfully manage teams and guests in a hospitality context.
9. Apply collaborative, communication and teamwork skills to foster innovation and diversity of thought in team projects.
10. Present data and ideas effectively in written and oral formats in various business contexts (sales and marketing, strategic management, revenue optimization).
11. Articulate the historical development and current trends shaping the past, present and future of the hospitality industry.

## Policies

### NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

### School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy pag (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>)e (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).