

HOSPITALITY MANAGEMENT, MS

The Hospitality Management master's 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 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. 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.

Admissions

In addition to the minimum Graduate School admission requirements, to be considered for regular admission an application must include:

- Three letters of recommendation
- Statement of Purpose (Include in the Header: Hospitality Management). Students should also include in their statement why they have chosen this area of study and how it will apply to their personal and/or professional goals.

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

Curricular Requirements

Thesis Requirements		Hours
HES 509	Research Methods	3
HSM 521	Hosp. Law and Risk Mgt.	3
HSM 570	Leadership Hospitality & Sport	3
HSM 576	Strategic Mgt in Hosp. Tourism	3
HSM 580	Consumer Behav Hosp & Tourism	3
HSM 596	Seminar Hospitality Management	3
HSM 599	Thesis Research	1-6
HSM 592	Special Topics in Hospitality	3
Select 1 or more courses from the approved electives list to complete the 30 credit hour requirement.		3-6

Total Hours **25-33**

Non-Thesis Requirements		Hours
HES 509	Research Methods	3
HSM 521	Hosp. Law and Risk Mgt.	3
HSM 570	Leadership Hospitality & Sport	3
HSM 575	Sport & Hosp Financial Mgt	3
HSM 576	Strategic Mgt in Hosp. Tourism	3
HSM 580	Consumer Behav Hosp & Tourism	3
HSM 592	Special Topics in Hospitality	3
HSM 596	Seminar Hospitality Management	3
Select 2 courses from the list of approved electives.		6
Comprehensive Exam		

Total Hours **30**

Approved Electives		Hours
HSM 500	Sport Mgt Principles & Pract.	3
HSM 551	Sport Properties Venue Mgt	3
HSM 552	Sport Bus. Mgt. Trends/Issues	3
HSM 555	Sports Sales & Entrepreneurs	3
HSM 559	International Strat in Sport	3
HSM 561	Mktg. Sales & PR in Sport	3
CSM 515	Customer Service Management	3
CSM 525	Conflict Resolution Workplace	3

Any 500 level course may be submitted to your advisor for consideration.

Sport Hospitality Concentration

Curricular Requirements

Thesis Requirements		Hours
HES 509	Research Methods	3
HSM 500	Sport Mgt Principles & Pract.	3
HSM 521	Hosp. Law and Risk Mgt.	3
HSM 551	Sport Properties Venue Mgt	3
HSM 555	Sports Sales & Entrepreneurs	3
HSM 559	International Strat in Sport	3
HSM 561	Mktg. Sales & PR in Sport	3
HSM 575	Sport & Hosp Financial Mgt	3
HSM 599	Thesis Research (3 credit hours for 2 semesters)	6

Total Hours **30**

Non-Thesis Requirements		Hours
HSM 500	Sport Mgt Principles & Pract.	3
HSM 521	Hosp. Law and Risk Mgt.	3
HSM 551	Sport Properties Venue Mgt	3
HSM 555	Sports Sales & Entrepreneurs	3
HSM 561	Mktg. Sales & PR in Sport	3
HSM 575	Sport & Hosp Financial Mgt	3
HES 509	Research Methods	3

Choose 3 courses from the list of approved electives

Total Hours **30**

Approved Electives		Hours
HSM 552	Sport Bus. Mgt. Trends/Issues	3
HSM 559	International Strat in Sport	3
HSM 570	Leadership Hospitality & Sport	3
HSM 576	Strategic Mgt in Hosp. Tourism	3
HSM 580	Consumer Behav Hosp & Tourism	3
HSM 592	Special Topics in Hospitality	3
HSM 596	Seminar Hospitality Management	3

Transfer Credit

Courses completed at other postsecondary institutions and accepted for UA graduate credit are given a grade of "P" and are not calculated in the overall graduate GPA.

Graduate School information on Transfer Credit.

Accelerated Master's Program Information

The Hospitality Management program has an approved AMP program through the Graduate School. Please refer to the official information on the Graduate School's website. If you are interested in the AMP program, please schedule a meeting with the program director.

Graduate School information on the Accelerated Master's Program.

Comprehensive Examination/ Capstone Project

All students must complete either a comprehensive exam or a capstone project (thesis or non-thesis project) to meet the graduation requirements. Students need to contact their graduate advisor and convey their decision regarding which option by the end of the second semester. Students selecting the thesis track need to contact their advisor during the first semester taking courses.

Comprehensive Examination

Students who choose the non-thesis Hospitality Management option will be required to take a comprehensive exam or complete a Capstone Project (see below). At the beginning of the final semester, you will receive an email from the Comprehensive Exam Coordinator with specific information about the exam along with important dates. You are required to confirm your graduation intent with the Comprehensive Exam Coordinator or your advisor within 2 weeks of the final semester. Upon confirmation, the student will be added to a Blackboard course where detailed exam information can be found along with the comprehensive exam guidelines. Students are required to take the comprehensive exam the last semester taking courses. The comprehensive exam is an essay exam that integrates prior learning. Students are provided with three questions and have 1 week to complete the exam.

Evaluation: Two HM graduate faculty members will independently answer to each exam question using a blind evaluation process. Each question will be scored as either pass, marginally pass, or fail. If a student fails any or all of the questions, they may retake the exam once during the current semester. If the student chooses to take the exam the following semester, the student must register for another graduate course.

Notification of Passing/Failing: Students will be emailed the results of the examination within 2 weeks after the exam period.

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. Students must gain approval to complete the Capstone Special Project.

Plan I- Thesis Process Requirements

Student interested in a thesis option should contact their advisor by the end of the first semester of graduate studies. Students completing a thesis will need to sign up for a total of six hours of HSM 599. These hours can count toward the required 18 hours in RHM designated courses needed for the degree. To complete the thesis option, students will need to:

- select a designated mentor (Chair) from the UA Hospitality/Sport faculty who is willing to serve as your chair
- select a thesis committee of at least three members including their mentor

- write a proposal that includes an extensive review of the literature and proposed methods that will be used in the study
- receive approval of the proposal from the designated mentor
- seek guidance from committee members prior to collecting data
- formally propose the research plan to the committee and respond to feedback
- receive IRB approval for the project in their own institution and UA
- collect data
- analyze data
- interpret the data and write up the results
- discuss implications of the study
- seek final approval from committee members and formally present the research to the committee members and other faculty
- and electronically publish the thesis according to The University of Alabama's guide guide for "Electronic Theses and Dissertations."

Students completing a thesis should ensure that they can meet the Graduate School's deadlines for students.

Plan II- Non-Thesis Process Requirements

Students must complete 30 credit hours of coursework and successfully pass a comprehensive exam or complete a Capstone Project. Sport Hospitality students must schedule an appointment with their advisor to begin discussing their Capstone Project during their first semester in graduate school. Hospitality Management students must schedule an appointment with their advisor the first semester in graduate school to confirm the non-thesis option. Students must also contact their advisor the semester prior to the last semester to schedule the comprehensive exam.

Time Limits for Degree Completion

Graduate School information on Time Limits for Degree Completion.

Academic Misconduct

Graduate School information on Academic Misconduct.

Withdrawals and Leave of Absence

Under compelling circumstances beyond the student's control, a graduate student may request that the department petition the Graduate School with the rationale for granting a leave of absence. If granted by the Graduate School, a leave of absence will cover one or more upcoming semesters rather than any prior semester(s). A leave of absence is not a method of avoiding continuous registration requirements, and it *does not* lengthen the time limit. When a student returns from a leave of absence, the Graduate School must be notified and will work with the department and student to determine the number of semesters remaining on the time limit and the degree requirements that remain.

Graduate School information on Withdrawals and Leaves of Absence.

Academic Grievances Information

Graduate School information on Academic Grievances.

Grades and Academic Standing

Graduate School information on Grades and Academic Standing.

Graduate School Deadlines Information

Information on Graduate School Deadlines.

Application for Graduation Information

Graduate School information on the Application for Graduation.

The Hospitality Management program in the Department of Human Nutrition, Hospitality and Sport Management offers a limited number of graduate assistantships. In March, a GTA application is sent by email to current graduate students in the program and decisions are made by the end of April. The directions for applying for the graduate assistantships are provided in the email. Although the assistantships are competitive, we encourage students to apply. Students will be notified if they have received an assistantship. It is expected, GTAs maintain a 3.0 GPA or higher and represent the Hospitality Management program, the Department, The College of Human Environmental Sciences, and The University of Alabama with the utmost professionalism.