



ADVANCED CERTIFICATE COURSES IN HOSPITALITY AND TOURISM MANAGEMENT

Hospitality and tourism-related businesses make up the largest industry sector in San Diego and Southwest Riverside Counties. In recent years, new business strategies and applications have emerged to increase profitability and reduce risk.

To address these new concepts California State University San Marcos (CSUSM) has developed a comprehensive Hospitality and Tourism Management program. Students wanting to pursue or enhance a career in this unique and fulfilling field can choose from several options:

- Complete an MBA with a specialization in Hospitality and Tourism Management
- Take individual credit-based courses as needed
- Complete a set of six predetermined graduate-level courses to receive an Advanced Certificate in Hospitality and Tourism Management*

In order to meet hospitality executives' current needs to educate their senior-level workforce in these concepts and disciplines, the following individual courses are being offered in Spring 2016: OM 622 - Hospitality Revenue Management and MGMT 622 - Employment Best Practices, Culture and Employee Engagement.

Testimonial

"CSUSM has reached out to the hospitality industry to learn what they need in educational programs for their employees to maintain their competitive advantage. These classes meet our specific needs to develop our workforce and meet strategic goals,"

- Renato Alesiani,
CEO, Wave Crest Hotels and Resorts and Cape Rey Carlsbad

To register or for more information:

760-750-4004 | el.inquiry@csusm.edu
www.csusm.edu/el/HTMCert



California State University
SAN MARCOS

College of
Business
Administration

*Can be completed in as little as six months - see website.

*Classes may be canceled if minimum enrollment is not met.

Spring 2016 Logistics

CLASS DETAILS: Monday Evenings 5:30 - 8:30 pm
(Excluding Spring Break)
OM 622: 2/1 - 4/11*
MGMT 622: 4/18 - 6/20*

ENROLLMENT DEADLINE: First day of class

UNITS: Each class is two units

LOCATION: CSUSM

TUITION: \$1498 for each two unit class plus university fees

ADMISSION REQUIREMENTS: Students must have a bachelor's degree to enroll in a class or the Advanced Certificate in Hospitality and Tourism Management (six classes). Special consideration may be given to students who have industry experience, but do not have a bachelor's degree.

ACADEMIC REQUIREMENTS: There are academic requirements for a student taking one or more classes and wanting to apply them towards an MBA. For details, see www.csusm.edu/mba/smaba.

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Spring 2016 Courses

OM 622 - Hospitality Revenue Management

Revenue Management is a systematic process designed to increase revenue by leveraging tools as well as market supply and demand indicators to apply effective pricing and inventory management strategies. The *Wall Street Journal* has coined Revenue Management as the “number-one emerging business strategy.” In today’s dynamic markets, the key challenge is to sell the right product to the right customer, at the right price, through the right channel, and at the right time.

This course provides an overview of the revenue management applications available to the hotel industry and is designed to inspire a strategic shift to managing revenue per available room (RevPAR). The course examines pricing models, forecasting, group management and overbooking policies, pricing strategy, and application of revenue management techniques.

MGMT 622 - Employment Best Practices, Culture and Employee Engagement

This course examines human resource practices within the hospitality industry including best employment practices, unionization, risk management, information technology, employment branding/talent acquisition, training/development, and culture and engagement.

The course focuses on the effective use of human capital, how organizational culture affects employee engagement and impacts a company’s strategy and execution, and the resulting impact on business performance. This course examines various issues related to human capital management through engagement methods and best practices to protect company and people assets in order to ensure and improve operational success.

Other classes offered towards an Advanced Certificate in Hospitality and Tourism Management include: *Global Hospitality Leadership, Real Estate Finance and Hotel Asset Management, Brand Stewardship in the Hospitality Industry: A Strategic Approach, and Managing Service Marketing*. Upon successful completion of all six courses, the student will receive an Advanced Certificate in Hospitality and Tourism Management from CSUSM.

(www.csusm.edu/el/HTMCert)

Audience

- Career-minded individuals seeking to develop advanced level business skills directly related to the hospitality industry
- Employees who want to acquire a deeper understanding of their roles in order to advance to higher levels of responsibility in the industry or their organization
- Individuals who wish to consider CSUSM’s Advanced Certificate or Specialized MBA program in Hospitality and Tourism Management

Testimonial

“In today’s world of hospitality management, it doesn’t matter what you knew yesterday. Because of advanced technology and new communications applications, management needs to know, embrace and utilize these new concepts and vehicles taught in these courses if they are to succeed tomorrow.”

- Jon Fredricks,
CEO, Welk Resorts



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