

HOSPITALITY MANAGEMENT OPTION

This option is offered within the following major(s):

- Business Administration - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs/>)

Available only at OSU-Cascades and via Ecampus.

Course work within the Hospitality Management Option is aimed at developing the students' knowledge of strategic thinking and its application to the hospitality industry. We define the hospitality industry as including all organizations that provide overnight accommodations and/or food service, to include hotels, destination resorts, hospitals, residence halls, cruise ships, etc.

The proposed courses were selected based on research on workforce development needs, feedback from industry partners/advisors and how these courses would compliment the existing business major curriculum. Input from prospective and existing students in the Hospitality Management Degree was also considered. Specifically, the decision to offer the option through Ecampus was primarily driven from this feedback.

Students graduating from the program are required to possess knowledge of forces in the hospitality industry's environment that drive change. Furthermore, they should be able to assess the impact of these forces on the hospitality industry, which will enable them to appreciate the cause and effect relationship between the forces that drive change and the firms within the industry. This, in essence, will provide students with the tools to be effective leaders in the hospitality industry.

Option Code: 491

Code	Title	Credits
Required Courses		
HM 320	SERVICE AUTOMATION AND TECHNOLOGY	4
HM 420	REVENUE MANAGEMENT AND PRICING	4
HM 430	SERVICE MANAGEMENT	4
Select three of the following:		12
HM 325	ONLINE MARKETING AND REPUTATION MANAGEMENT	
HM 340	VACATION PROPERTY MANAGEMENT	
HM 425	ADVANCED RESTAURANT MANAGEMENT AND OWNERSHIP	
HM 460	HOSPITALITY INVESTMENT AND ASSET MANAGEMENT	
Total Credits		24

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