

Post-Graduate Certificate in Hospitality and Tourism Management

Certificates may be earned by regularly matriculated or extended learning students and denote successful completion of a prescribed program of study designed to:

1. impart specified professional/vocational/career competencies; or
2. produce mastery of the content of a sub-field of an academic major (discipline); or
3. provide exposure to the range of materials in a traditional or emerging interdisciplinary field.

Certain certificate programs contain 6000-level courses as requirements and/or electives. These 6000-level courses may not be taken by undergraduate students. Candidates must receive two-thirds of their certificate-applicable credit from the university. The transferring of credit or the substitution of courses may occur only after application to the appropriate campus authority.

The Post-Graduate Certificate in Hospitality and Tourism Management focuses on the managerial skills needed for today's dynamic and competitive global business environment. Designed for recent graduates or professionals aiming to enhance their leadership abilities and strategic thinking, this program covers key areas such as organizational behavior, marketing, services management, quality assurance, cultivating innovation, and strategic planning. The curriculum combines theoretical knowledge with real-world applications where students gain critical insights into effective management practices and decision-making processes. Concept development projects, case study analysis, and problem-based consulting assignments measure learning outcomes and assessments. The certificate is ideal for those seeking to advance their careers, transition into management roles, or deepen their understanding of business theories, concepts, and operations. The certificate entails 12 semester units.

HOSM 5100	Innovation in Hospitality	3
HOSM 6200	Hospitality Services Management	3
HOSM 6300	Contemporary issues in Hospitality and Tourism	3
MKTG 6050	Marketing Management	3
Total Units		12