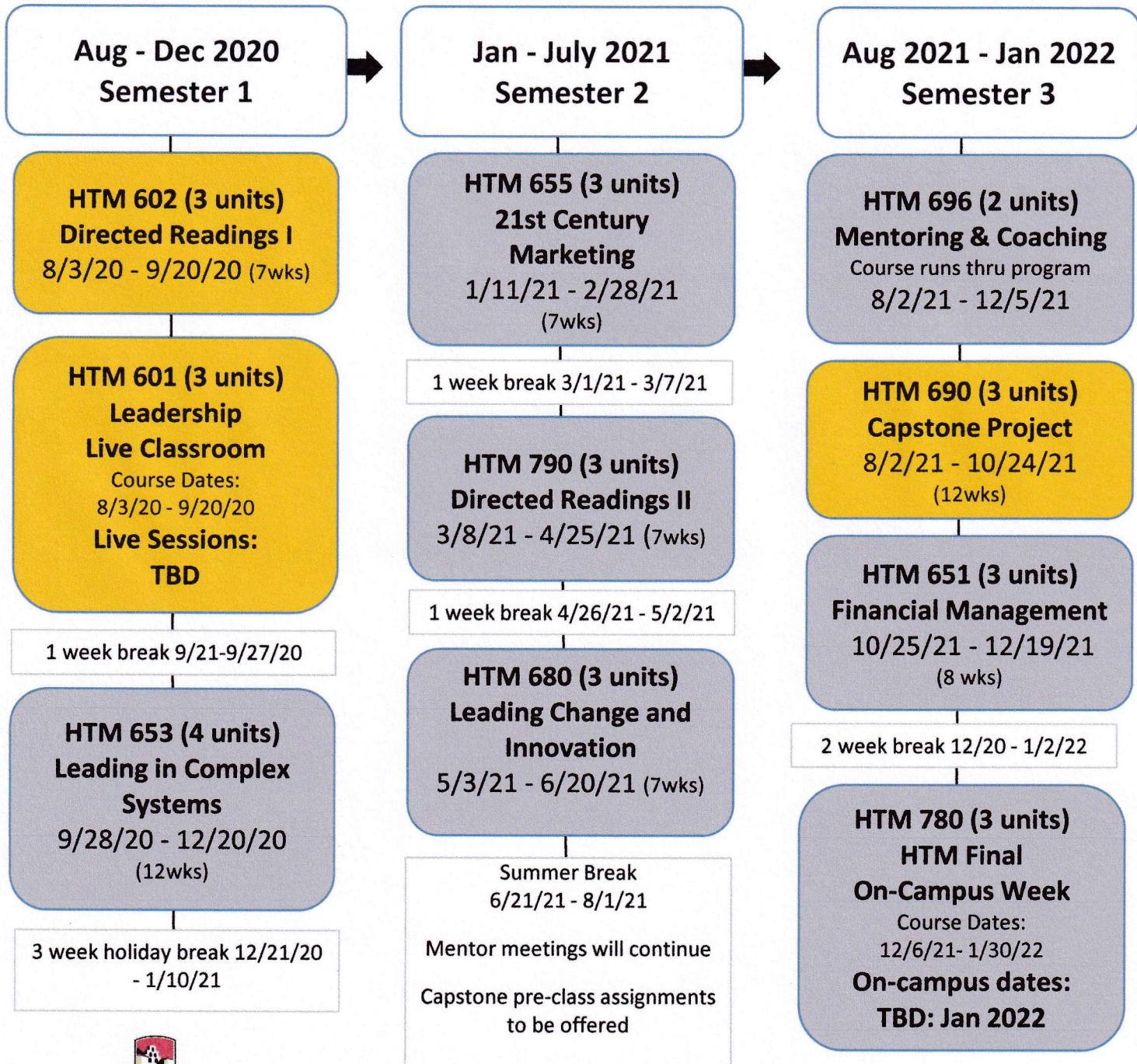


**San Diego State University**  
**Masters in Hospitality & Tourism Management (HTM)**  
**Cohort 8 Schedule**



## Proposed Schedule

# Master's in Hospitality & Tourism Management

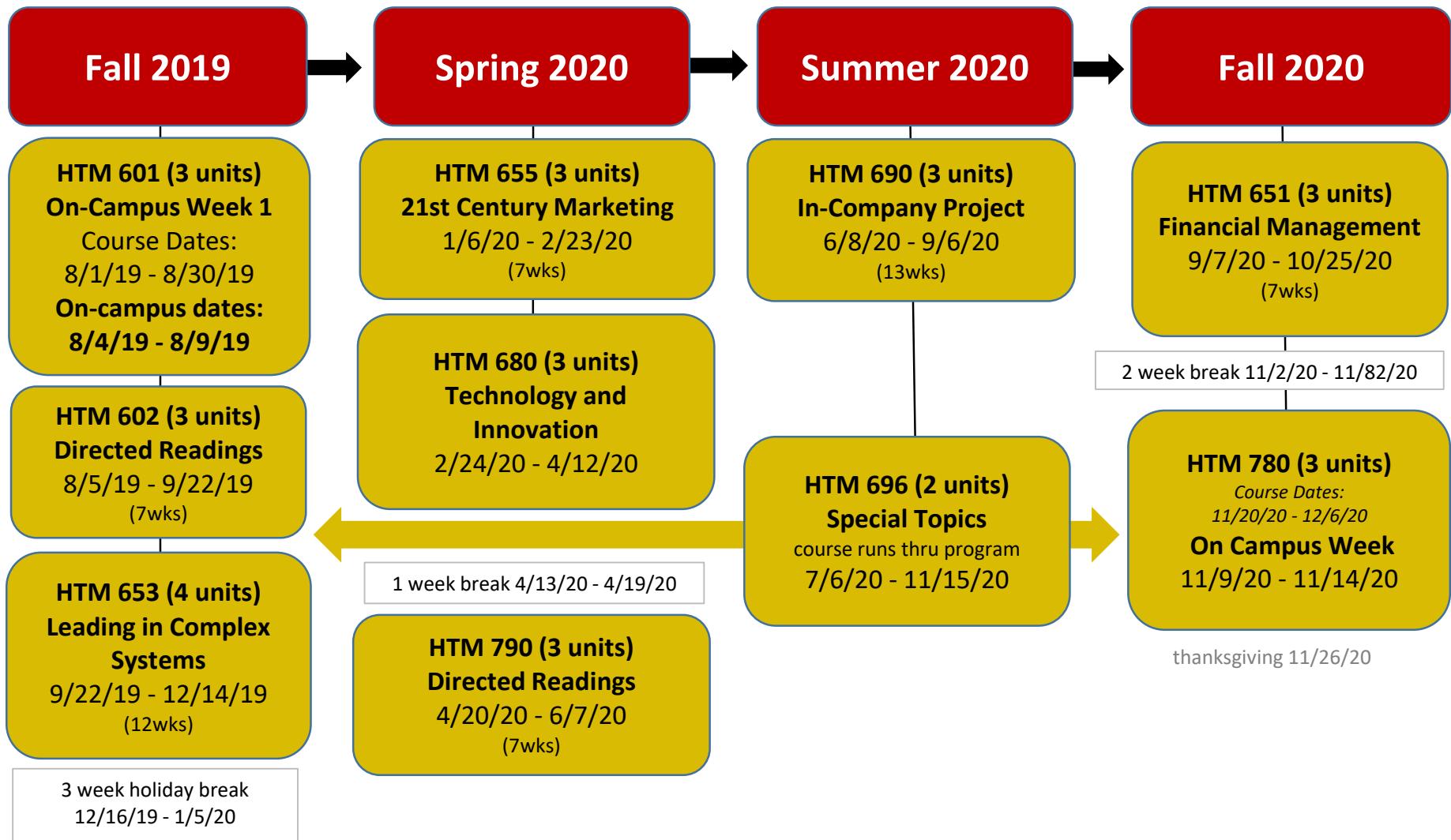
## Course Calendar

COHORT #7 - starting Fall 2018



SAN DIEGO STATE  
UNIVERSITY

L. Robert Payne School of  
Hospitality & Tourism Management



**Questions?** Contact Candy Flynn at (619) 594-5110 or [cflynn@sdsu.edu](mailto:cflynn@sdsu.edu)

# M.S. in Hospitality & Tourism Management - Course Descriptions (30 units)

The HTM Master's program is designed to give you an edge over your competitors in the hospitality industry. You will emerge as a confident hospitality leader ready to tackle executive-level problems with ease. Advance your career with a personalized program that is flexible and focused on your growth and development.

## **HTM 601 – Leadership: Live Classroom**

What is the HTM Master's program all about? This is an intensive live classroom orientation dedicated to answering that very question. You will get a glimpse at what lies ahead in the program, undergo multiple personal assessments to help map out where your leadership skills currently are versus where you want them to be, and begin to craft your own Leadership Development Plan. You'll be building relationships with your fellow Cohort mates while participating in team-based experiences on and/or off campus. This course will set the tone and the platform for your 18-month journey towards becoming a more effective leader...and a true "Master." (3 units)

## **HTM 602- Directed Readings Part I (7 weeks)**

Instead of building a class with textbooks featuring hypothetical theories on leadership and business, we built a readings course around the kind of books currently being shared by C-level executives with each other. The reading list for this course includes some of the best books out there on business, leadership, complex systems, innovation, and change management. Previous students will tell you that this course connects them to the pulse of what is happening now and what is coming down the road in the world of business and leadership. It is also one of our most stimulating – and shared – intellectual experiences. (3 units)

## **HTM 651 - Financial Management in HTM (7-8 weeks)**

You cannot become an effective leader and make key decisions in any organization without being able to analyze and draw conclusions from financial data. You don't have to be a CPA to discern the "story" the numbers are telling you...and that's reflected in our approach to the material. We help you connect the dots between the formal financial statements and the performance of the business while sharing useful tips and intelligent practices for managing a firm's financial performance that are the product of long experience in the marketplace. (3 units)

## **HTM 653 - Leading in Complex Human Systems (12 weeks)**

What does it take to be a successful leader – particularly in times of rapid change, new competition, and increasing complexity? This course will explore how to handle one of the most difficult aspects of leadership: human relationships. You will perform an audit of the culture of your own organization to determine what makes it tick and how one might go about improving it. You will also continue the process – begun during your initial On Campus Week – to design and set the groundwork for your Capstone Project (see below). (4 units)

## **HTM 655 - 21st Century Marketing (7 weeks)**

The world of marketing has undergone dramatic changes since the days of Mad Men and The Man In The Grey Flannel Suit. In this course, you'll learn how to craft an effective marketing and branding program using the best of the new tools and techniques but without abandoning those tried-and-true principles that have proven themselves over nearly a century. Special attention will be paid to driving innovation and change within an existing brand. (3 units)

## **HTM 680 - Leading Change and Innovation (7 weeks)**

This course will prepare you to deal effectively with change and to effectively organize and lead the innovation effort within your organization. The class will focus upon key aspects and tools from the Design Thinking discipline and will feature stimulating video guest lectures from active innovators and entrepreneurs. The course will conclude with basic project management skills that will help you prepare for your Capstone Project. (3 units)

## **HTM 690 - The Capstone Project (12 weeks)**

This is the centerpiece of the Master's curriculum. You will be asked to begin thinking about it before you even register for your first course and you will hit top gear on it during your final semester in the program. The ability to lead a company through challenging change and/or innovation programs is likely to be one of the big difference makers for those who will rise to the top of the 21st century organization. In this class, you will execute an In-Company Project that will make a materially positive impact on your firm. (3 units)

## **HTM 790 - Directed Readings Part II (7 weeks)**

Our first readings course offers specific parameters to guide students toward focusing on various leadership issues. In this second readings course, we offer broad guidelines to provide students greater latitude to explore the material in a more personalized manner based on each individual's leadership aspirations. This approach recognizes the advanced standing of students at this stage of the Master's program. The book selection itself is somewhat "out of the box" in the way it offers broad lessons for leaders. Students frequently make direct use of these readings as they pursue their Capstone Projects. Both readings courses, and the leadership lessons learned along the way, are recapped during the Final On Campus Week (see below). HTM 790 is Credit/No Credit only. (3 units)

## **HTM 696 – HTM Mentor Program**

You will be assigned an industry Mentor upon entering the program. We will select a match for you based upon both your background and your aspirations. Over the course of the program, you will meet with your Mentor on a monthly basis to discuss your Leadership Development goals, your Capstone Project, your coursework and your career objectives. Each month, you will recap those meetings in a monthly Digital Journal. This program is a critical overlay on the Master's experience. (2 units)

## **HTM 780 – Final On Campus Week**

All of your hard work over the 18-month program will culminate in a one-week recap of the major things you've learned – including a team project for which you'll present a solution on your final day to a panel of Faculty and industry experts. You'll also get to build your network with program alumni and members of the next Cohort and enjoy a high-energy Graduation Reception on your final evening. (3 units)