

HMHC-490 : Strategic Management in the Hospitality Industry

This capstone course will provide an in-depth study as to how hospitality organizations develop and maintain competitiveness in a global environment. Topics will include strategy formation, branding, mergers, acquisitions, new entrants, crisis management, and the development of new brands. Emphasis will be placed on how companies maintain their competitive focus, develop strategic thinking, make effective use of internal and external resources, and develop strategies for future growth and sustained success. Additional emphasis will be placed on ethical practices and socially responsible management, while staying true to all stakeholders.

Credits 3

Prerequisites

Marketing Principles (MGMT-205), Human Resources Management (MGMT-210), and Managerial Accounting (MGMT-225) or Finance (MGMT-255).