



School of Hospitality Administration

MMH Course Sequencing for Full-Time Students 2021 - 2022

Fall Semester

Required Courses (16 cr.)

HF701 Hospitality Operations Analysis (4 cr.)

HF711 Hospitality Financial Management (4 cr.)

HF733 Hospitality Organizational Leadership (4 cr.)

HF762 Hospitality Marketing and Branding (4 cr.)

Spring Semester

Elective Courses (16 cr.) – Students will choose 4 of the following:

HF619 Hotel Development and Deal Making (4 cr.)

HF621 Advanced Food and Beverage Management (4 cr.)

HF667 Fundamentals of Digital Content Development (4 cr.)

HF679 Financial Reporting and Analysis (4 cr.)

HF688 Operations and Service Consulting (4 cr.)

HF702 Innovation and Disruption in Hospitality (4 cr.)

HF707 Hospitality Entrepreneurship (4 cr.)

HF717 Hospitality Real Estate Financing and Feasibility (4 cr.)

HF760 Strategic Marketing (4 cr.)

HF768 Digital Marketing Strategies (4 cr.)

HF771 Hospitality Revenue Management Strategies (4 cr.)

HF777 Meeting Planning and Special Events Management (4 cr.)

HF778 Hospitality Analytics (4 cr.)

Summer Semester (0 cr.)

HF740 Hospitality Field Experience (0 cr.)



MMH Concentrations

In the spring semester students may elect to complete a concentration by taking a specific group of electives:

Digital Marketing Concentration:

HF667 Fundamentals of Digital Content Development (4 cr.)

HF760 Strategic Marketing (4 cr.)

HF768 Digital Marketing Strategies (4 cr.)

Revenue Management and Analytics Concentration:

HF679 Financial Reporting and Analysis (4 cr.)

HF771 Hospitality Revenue Management Strategies (4 cr.)

HF778 Hospitality Analytics (4 cr.)

Real Estate Development and Finance Concentration:

HF619 Hotel Development and Deal Making (4 cr.)

HF679 Financial Reporting and Analysis (4 cr.)

HF717 Hospitality Real Estate Financing and Feasibility (4 cr.)

Innovation and Entrepreneurship Concentration:

HF702 Innovation and Disruption in Hospitality (4 cr.)

HF707 Hospitality Entrepreneurship (4 cr.)

HF791 Directed Study (1 cr.)

SI 839 Design Thinking & Innovation (3 cr.) – At Questrom School of Business