



Graduate Certificate - Hospitality Operations

This certificate program will help improve your role as hospitality manager by developing strategies that can be applied to your teams in the workplace. This program covers a wide range of content, from building a loyal guest base to finances to team building, giving you a set of skills needed to be successful in a management role. Knowing how to handle multiple facets of the hospitality industry will help you manage your organization to its fullest potential as well.

All credits successfully earned in the certificate program can be applied towards a Graduate Degree in Hospitality.

Note: Students who enroll in this certificate program are ineligible for financial aid. Contact Online Student Financial Services (855-598-5040 or sas.onl@jwu.edu) for options.

Upon completion of this Certificate Program, individuals are expected to:

- Formulate ethical strategies to mitigate operational challenges within the hospitality industry.

CORE CERTIFICATE COURSES:

1 RSCH5700 Research & Inquiry

This course enables graduate students to develop problem-solving, critical thinking and quality decision-making skills that are important for professionals in all industries. Students evaluate research methodologies and develop techniques in critical thinking to improve their understanding and evaluation of industry information. The course examines the research process from preliminary data-gathering techniques to problem identification and hypothesis development. Students review pertinent data and literature as secondary sources, critique published materials and focus on the nature of primary, empirical research and the elements of research design. Particular attention is given to the student's perspective of the applicability of research to his/her career endeavors.

2 HOSP6509 Hospitality and Tourism Global Issues

This course presents an advanced study of the evolution, growth, mission and roles of the different types of senior property managers and corporate officers of various hospitality and tourism organizations. The course explores major emerging issues and problems that impact the domestic and global lodging industry, as well as current issues and trends confronting the fast development of tourism activity at both national and international levels. Students acquire the knowledge, skills and attitudes necessary to undertake leadership roles in the increasingly interdependent and complex hospitality industry. Group and individual research examine trends, as well as industry-wide problems and concerns of current interest. (*Prerequisite: RSCH5700*)

CHOOSE TWO ELECTIVE COURSES:

- A HOSP5020 Strategic Marketing in Service Dominant Logic

This course is designed for students to build on previous marketing knowledge and apply problem-solving and critical-thinking skills important for hospitality business managers and leaders. Students analyze service marketing through the service dominant logic paradigm emphasizing the process of service as a bundle of economic-actor solutions. Through case studies, course readings, activities and student presentation opportunities, students describe the value propositions of each economic actor in the service ecosystem, discuss the interdependent co-creation of value relationship between each economic actor, and identify each actor as a resource integrator. Additionally students examine the service marketing's application to higher education and training, and compare and contrast the needs of these markets with those of hospitality and consumers. Students also generate plans to measure service quality using current and generally accepted marketing tools.

B HOSP6030 Franchising and Licensing

This advanced course focuses on growing a business through cooperative strategies, especially franchising and licensing. Economic concepts underlying franchising are reviewed. Students learn to determine when franchising or licensing are appropriate growth strategies for a company. This course covers key management, operations and legal issues involved with these growth strategies. Implementation of a franchising strategy is covered in detail, including policy development, penetration of new markets, fostering franchisor-franchisee relationships through channel communications and creating a sustainable competitive advantage. *(Prerequisites: HOSP5020 or MRKT5500)*

C HOSP6050 Benchmarking and Operations Analysis in the Hospitality Industry

This course is designed to familiarize the student with benchmarking and operations analysis tools and techniques used in the hospitality industry. The process of internal and external benchmarking as well as the analysis of marketing, financial, operational and guest satisfaction metrics are covered. Focus is on the analysis and performance critique of multi-unit operations.

D HOSP6060 Corporate Social Responsibility

This course provides a conceptual and practical overview of the role of a business in contemporary society. Students use academic literature and current business scenarios to explore the social context of economic systems. Students further examine the concepts of business ethics and corporate legitimacy through the lens of contemporary business practices.

E HOSP6130 Competitive Strategies in Hospitality

This course provides students a thorough view of strategic management in the context of the hospitality industry. Students are exposed to the operational strategic response to internal and external conditions. Students analyze hospitality companies and make recommendations as a result of the strategic management process.

This listing is meant for informational purposes only and is subject to change. For additional program information, contact JWU Online Admissions: 855-598-1881 or onlineadmissions@jwu.edu.