



# NEW YORK UNIVERSITY

## SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

PRESTON ROBERT TISCH CENTER FOR HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT

# MASTER OF SCIENCE IN HOSPITALITY INDUSTRY STUDIES

The Master of Science in Hospitality Industry Studies program, offered by the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management at the NYU School of Continuing and Professional Studies, prepares students with the advanced knowledge to assume leadership positions in the multibillion-dollar hospitality industry. The graduate curriculum addresses the increasing complexity of the business of hotels, including global expansion of brands, ownership structures, and business principles. Taught by renowned full-time professors and distinguished industry practitioners, the program integrates theory with real-world application and equips students with the leading-edge skills to develop and invest in hotel properties and worldwide lodging organizations. The Tisch Center's location in New York City, a world headquarters for the hospitality industry, and NYU's own global network provide students with unique advantages for networking, internships, and other career opportunities.

### CURRICULUM (42 Credits)

**General Core** **21**

*Students are required to take all courses listed below.*

TCHS1-GC 1010	Leadership and Organizational Behavior	3
TCHS1-GC 1050	Applied Research Methods	3
TCHS1-GC 1120	Marketing Strategies	3
TCHS1-GC 1200	Hospitality Finance	3
TCHS1-GC 1320	Legal Issues	3
TCHS1-GC 3020	Hotel Operations Analysis	3
TCHS1-GC 3235	Revenue Strategies	3

**Concentrations**

*Students select one concentration area.*

**Hotel Finance** **15**

*Students take all of the required courses listed below.*

TCHS1-GC 3400	Hotel Investment Analysis	3
TCHS1-GC 3420	Financial Markets and Instruments	3
TCHS1-GC 3430	Design and Development	3

*(continued)*

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*In addition, students select two courses from the following:*

TCHS1-GC 1025	Strategy Formulation and Decision Making	3
TCHS1-GC 3205	Advanced Hotel Finance	3
TCHS1-GC 3215	Hospitality Economics	3

### **Brand Strategy** 15

*Students take all of the required courses listed below.*

TCHS1-GC 1025	Strategy Formulation and Decision Making	3
TCHS1-GC 3255	Strategic Brand Management	3
TCHS1-GC 3520	Customer Relationship Management	3

*In addition, students select two courses from the following:*

TCHS1-GC 3270	New Media and Distribution	3
TCHS1-GC 3510	Customer Behavior	3
TCHS1-GC 3275	Market Research	3

### **Capstone** 6

*Students are required to both courses listed below.*

TCHS1-GC 1030	Consulting Strategies	3
TCHS1-GC 1920	Advanced Research Seminar	3

### **Electives** 0

*Students take the courses listed below with advisor's approval.*

TCHS1-GC 3245	Hospitality Statistics	3
TCHS1-GC 1910	Advanced Special Project	3
TCHS1-GC 3010	Managing the Human Asset	3
TCHS1-GC 3040	Hotel Management Fundamentals	3
TCHS1-GC 3050	The Hotel Executive	3
TCHS1-GC 3060	Managing the Hotel Sales Process	3
TCHS1-GC 3230	Pricing Strategies	3
TCHS1-GC 3530	Customer Relationship Training and Evaluation	3
TCHS1-GC 3920	Independent Study in Hospitality	3
TCHS1-GC 9	Graduate Internship	3
TCHS1-GC 3930	Internship	3

### **Not-For-Credit Courses** 0

*Students take all of the required courses listed below; one or more may be waived with advisor's approval.*

TCHS1-GC 0001	Industry Orientation	0
TCHS1-GC 0005	Industry and Business Principles	0
TCHS1-GC 0008	Critical Thinking and Communications	0

**Total number of required credits** **42 Credits**