HOSPITALITY, RETAIL & SPORT MANAGEMENT (HRSM)

HRSM 650 Field Project in Hospitality, Retail and Sport Management   **3 Credits**
Grade Mode: Standard Letter, Audit/Non Audit

This course even though intended to provide a student with practical work experience, the field project is also an academic course with corresponding assignments and projects. These assignments and projects should stimulate the student to maximize his or her experience and integrate classroom learning with real world application.

HRSM 700 Quantitative Methods in Hospitality, Retail, and Sport Management   **3 Credits**
Grade Mode: Standard Letter, Audit/Non Audit

This course aims to equip students with knowledge and understanding of quantitative methods used in the fields of hospitality, tourism, and sport management. The course covers basic statistical concepts, principles, and methods required for scientific investigation of research problems in HRSM. The primary topics will include descriptive statistics, confidence interval, hypothesis testing, bivariate correlation, simple linear regression and multiple linear regression analyses. Students will learn how to analyze research data and utilize statistical output for reporting research findings.

HRSM 788 Business Analytics in Hospitality, Retail and Sport Management   **3 Credits**
Grade Mode: Standard Letter, Audit/Non Audit

This course introduces students to the methods and application of business research in the areas of hospitality, retail, and sport management. Areas covered include the study of the research process, research designs, sampling procedures, measurement techniques, survey research, hypothesis testing, and the research report. After successful completion of the course, students will be able to use research methods to solve problems for firms in their respective industries.