

SERVICE QUALITY (MS) AND HOSPITALITY/TOURISM MANAGEMENT (MS)

<http://www.isc.rit.edu/~702www/>

PROGRAM OVERVIEW FOR EMPLOYERS

RIT's College of Applied Science and Technology offers graduate programs in both Hospitality-Tourism Management and Service Management. Both programs have similar core requirements, then continue on to build the necessary skills for the demanding needs in each field. Full time students may complete either program within one calendar year. Courses are generally scheduled late in the day as well as during summer months to facilitate part time students. These programs are designed for students with a bachelor's degree in a related field or for students with baccalaureate degrees in non-related fields who have extensive experience with various sectors of these industries.

Degree(s) Awarded

Master of Science

Enrollment

Approximately 25 students enrolled in each program.

Cooperative Education Component

Optional co-op component.

Salary Information (Avg/Range)

Co-op:	\$10.00	\$10.00 - \$10.00
BS:	\$19,750	\$12,000 - \$28,000

Equipment & Facilities

A computer center utilizes information management software to integrate new technologies into the property and prepare students for tomorrow's management experience today. In addition, students use computerized front office software, a telephone accounting system, fully equipped modern food and beverage laboratory, computerized bar operations, an 85 seat full-service restaurant, and the American SABRE reservations.

Student Skills & Capabilities

Service Quality

The degree focuses its attention on the management interface between customer and the corporation. It addresses problems in such areas as measuring customer satisfaction, empowering front line employees, developing a teamwork environment, benchmarking, and others.

Hospitality/Tourism Management

This degree's focus is on service-quality training and supervision functions within the corporate setting and at postsecondary institutions.

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Core Requirements

(18 to 22 Credits depending on program)

- Elements of Service Management
- Research Methods & Applications to the Service Industry
- Employee Relations & Training Service Personnel
- Introduction to Graduate Research
- Strategic Process of Service Firms
- Financial Management of Hospitality-Tourism Firms. (Required for Hospitality-Tourism Students only)

Thesis Requirement

A thesis or project is required of all candidates. The thesis is a formal research document that reflects the candidate's professional preparation. Thesis topics should complement the candidate's undergraduate training, career experiences, and graduate interests.

Course Sequence MS degree

Electives from:

(Credit hours depend on Program)

- Strategic Environment of the Hospitality-Tourism Industry
- Tourism Policy Analysis
- Technology Transfer in Hospitality-Tourism Industries
- Policy Analysis: Food & Nutrition
- Hospitality Resource Analysis
- Convention & Exhibition Management
- Tourism & Planning Development
- Legal Issues & Evaluation of Events

Plus Courses from:

- The College of Business
- The College of Engineering
- The School of Computer Science & Information Technology

(Some Restrictions Apply)

Employers of Service Quality & Hospitality/Tourism Management Co-op and Graduating Students:

Marriott, H.J. Heinz, College of St. Catherine

Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Lynne Perry, the program coordinator who works with the Service Quality & Hospitality/Tourism Management program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

Lynne S. Perry Program Coordinator

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